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TOWARDS COLLABORATIVE SOCIETY AND ECONOMY
WORKSHOP
PROPOSAL

For Transfer Knowledge Zentrum Viadrina

Uber and Airbnb became very popular services last years due to an access to cheaper services, renting or borrowing different products or using a large variety of machines and tools. Transportation, housing and accommodation, food industry, healthcare, real estate, media and finance are only few examples of the new sectors of economy based on technology and innovations.

Sharing economy/collaborative economy - these are words often used in a contemporary business. It is not only a form of modern capitalism, but also a business model and a way of managing a company. Its aim is to use resources to maximize profits, including sharing property. It is very difficult to measure it. Traditional indicators as GDP are not useful for such kind of activities. However sustainable and environmental impact, as reducing CO₂, social benefits as well-being or network building are results.

This model is based on the following principles such as trust, opinion/ranking, sharing, cooperation, transparency, network. These are many companies that have made the transformation from traditional to digital based on these model. Many companies, despite not implementing this model and remaining in the traditional model, were able to effectively introduce elements of sharing economy into their management.

The aim of the workshop will be to present knowledge about sharing/collaborative economy and to make participants aware of/self-diagnosis/ what they can do in their management.

The workshop will be based on activating and coaching methods, taking into account the individuality and specificity of the company and confidentiality towards other participants.

Objectives of the workshop:

- ✓ Collaborative economy model – getting knowledge
- ✓ Diagnosis of own entrepreneurship towards collaborative economy model
- ✓ Development by participants of innovative solutions in their management model