

Dear colleague,

A few weeks ago I had the honor to host you at the first Sharing City2City Event in Amsterdam. Looking back I think we had two wonderful days of sharing.

Collaborative Economy Stage at The Next Web Conference

On Thursday May 26th we started with inspiring speakers at The Next Web conference. On the collaborative economy stage the representatives of sharing platforms presented their motivations, business cases, dilemmas and successes. Their stories

emphasized that our main challenge as cities is to accommodate the trend of collaborative consumption in our existing economy. This topic was addressed several times on stage, for instance by Tracey Cook (Toronto), Antoinette Guhl (Paris) and Ger Baron (Amsterdam) during the panel discussion with Harmen van Sprang (ShareNL) and by Alicia Glen (New York) who closed the collaborative stage with a presentation about finding pragmatic rules for an innovation capital.



Sharing Dinner

After a boat trip over the canals we met with several sharing platforms at the 'sharing dinner'.

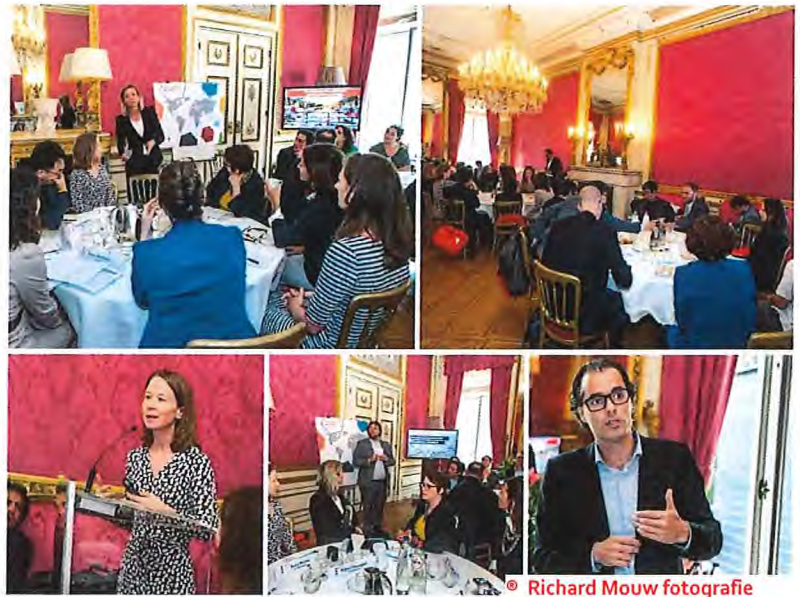
During dinner, city officials, Dutch and New York startups and sharing economy specialists talked about a wide range of themes within the sharing economy. Harmen van Sprang and Pieter van der Glind from ShareNL explained why they announced Amsterdam as a sharing city in February 2015. Duggs Care presented his efforts to build the municipality-to-community sharing platform 'Comoodle' in Kirklees and Michel Visser enlightened us on skill sharing platform Konnektid. The diversity of the audience led to interesting discussions, again emphasizing the need to inform both entrepreneurs and governments on boundaries, needs and changes. The insights were used during the round table meeting on Friday morning.



Friday May 27th: Round Table Meeting

On Friday morning representatives of 10 cities gathered for the first Sharing City 2City Round Table meeting. My colleague, deputy mayor Ivens who is responsible for housing, informed us about the rules of home sharing, or private holiday rental as it is called in Amsterdam. Amsterdam has chosen to give leeway to people who occasionally rent out their home to tourists, as long as it is safe, quiet and honest. We have made serious efforts to acquaint our inhabitants with the rules and are now working together with the largest home sharing platform to fight illegal listings. Deputy mayor Ivens invited the representatives to join forces when facing the challenges of home sharing, starting with a meeting on enforcement issues.

Sharing economy expert April Rinne shared with us that she had been waiting five years for this meeting to happen. April has advised many cities across the world on how to benefit from the sharing economy whilst making sure it is honest and safe. She outlined three main principles of the sharing economy, namely resource (under)utilization, access over ownership, and relationships and trust. Additionally, she highlighted the different characteristics of sharing platforms -



whether they are being monetized or not, whether they are acting on a global or local level, etc. April emphasized the need to take a closer look at the opportunities the sharing economy is providing us and our cities, and remarked that governments sometimes are overregulating and the connection with companies themselves is missing. She noted that the sharing economy is global, pervasive and growing and encouraged to continue the Sharing City Round Table to share thoughts, insights and best practices.

City principles for disruptive innovators

All three round tables resulted in interesting discussions on how cities can make themselves and each other stronger by sharing information, best practices and knowledge. At the end of the round table discussions all participants indicated that they see tremendous benefits in having new companies with a disruptive character – be it sharing economy business or other disruptors-, but that they usually do not fit well in our existing legislative frameworks, which can potentially result unsafe and unfair situations. There is a constant struggle between wanting to embrace innovation and keeping our cities safe without overregulation. Interestingly, a few of the big disruptors have been talking to all the cities present separately, yet it took us a few years before we started talking to each other.

We don't want new companies to feel they are not welcome in our cities because their businesses don't fit within our regulations. We want to explore – also with these companies – how they can be part of our economy, while considering our social security and safety issues. We have to be clear about our wishes and demands. In the footsteps of Copenhagen we want to formulate ten principles or guidelines for sharing, that state what cities expect from platforms wanting to start or expand their business in our cities. Our first draft consists of five principles/guidelines:

1. Social security: we ask a fair pay (minimum income) for employees
2. Safety: fire & food safety has to be taken care of
3. Sustainability: the business should pay respect for the environment
4. Inclusiveness: all individuals should be able to participate – no age, technological or other exclusion
5. Data sharing is needed to prevent and battle illegal activities.

In summary, we all accept that there is a new trend which is unavoidable. It is our job to see how we can fit this in our cities and countries. We don't see the collaborative economy as a threat. To react to this phenomenon, we should aim to be on speaking terms with the platforms instead of working against them. And, of course, learn from and help each other. Several representatives

have indicated that they want to further define the framework of city principles. Let's work on that. We have a deadline as well, because.. ..

Sharing City Summit in Seoul

.... at the end of the morning we got a fantastic invite from Mr. Ha (vice-mayor of Seoul) to the Sharing City Summit in Seoul in November, which is expected to be a great inspiring event. Our



challenge will be to detail our first thoughts into concrete actions before we meet again in November.

Sequel of the Round Table Meeting in New York

Fortunately this first round table meeting will be continued as well. Alicia Glen has been generous to invite us to continue this new tradition in spring in New York at the second City2City Sharing Event.



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Contact details, presentations and media coverage

Enclosed is a list with the contact details of all

participants so you can contact each other if you feel like sharing initiatives, creativity, experience and information. All presentations and other relevant information can be found here (link to dropbox). Our meeting attracted the attention of the Dutch media, you can find links to the television broadcast in the reference below¹.

Thank you

I would like to take the opportunity to thank everyone who was present and all others involved in the sharing city event. I definitely enjoyed hosting the first one. Your presence and input has made this event successful. I highly appreciate your efforts to make this event happen. I hope this will be the beginning of a worldwide collaboration between cities and sharing platforms. Let's keep sharing.

Yours sincerely,

Kajsa Ollongren

Deputy Mayor of Amsterdam

¹ Links to Dutch media covering sharing city event: [link 1](#) and [link 2](#)

