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Lessons from ShareLab

How the tools and technologies of the sharing economy are delivering a social impact

Jenni Lloyd / Delivering Transformation conference / 03.05.18

Hello

1. A whistlestop tour of the sharing economy
2. Introducing ShareLab
3. What we've learned

First things first

Take up your paper

Take up your pen

Draw the person next to you

You have 2 minutes ☺

Tweet your masterpiece @jennilloyd

We are all just people

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We are an innovation foundation.

We back new ideas to tackle the big challenges of our time.

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Our priority fields of work

Health

Government innovation

The creative economy, arts & culture

Education

Innovation policy

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The rise of the Sharing Economy

Interest over time

5 key characteristics of the Sharing Economy

1. Enabled by internet technologies.
2. Connects distributed networks of people and/or assets.
3. Makes use of under-utilised or unknown assets.
4. Encourages meaningful interactions and trust.
5. Embraces openness, inclusivity and the commons.

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Digital infrastructures that enable the coordination of…

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A family in New York City making dolls' clothes by piecework in 1912
Lewis Hine - U.S. National Archives and Records Administration

ShareLab: areas of learning

1. What social issues can be addressed using sharing economy tools?
2. What new operating / business models are emerging?

ShareLab Fund

Eight projects testing ways of using collaborative platforms to create social impact.

1. **Milk App**
2. **Beam**
3. **Trust on Tap**
4. **Chatterbox**
5. **Social Value Exchange**
6. **HappyCT**
7. **ShareSomewhere**
8. **Taxi Coop**

1: Hearts Milk Bank donor app

Rapidly gets donor milk to babies most in need of nutrition.

2: Beam

Delivers flexible support and training for homeless people via crowdfunding

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3: Trust on Tap

Links carers directly with people who want direct access to a named carer.

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4: Chatterbox

Connects refugees teaching languages to those who want to learn.

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ShareLab Fund 2

Six projects specifically working to relieve pressure on public services using collaborative platforms.

1. **Fairbnb**
2. **Community Reuse Network**
3. **Equal Care Coop**
4. **Families Connected**
5. **Patient Transport Oxfordshire**
6. **Homepointr**

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Yes – collaborative (or matching/exchange) platforms can deliver social impact at scale

But…

- Vulnerability changes the model - need people to deal with people, reducing potential to scale.
- Platforms needs upfront investment but social problems & social enterprise models are unattractive to investors.
- Disintermediation changes the way the money flows.
- Not enough technologists are working on the big problems - & social entrepreneurs can lack tech experience/language.

- Bureaucracies move too slowly for startups' cash runways.
- Tech creates back office efficiencies that enable new opportunities.
- Transparency leads to engagement to trust to growth
- Regulators need to balance risk management against innovation.
- Get it right and models can scale or be replicated nationally.

We need to create the conditions for growth

1. Public sector needs to be open to who can meet social needs and how it can be done – create a model that other orgs can plug in to. Be digital in mindset & behaviours.
2. The market doesn't want to serve vulnerable people – there will always need to be some funding to meet their needs responsibly.
3. There are people out there looking for problems to solve – invite them in.

What next for **ShareLab**?

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Thank you!

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