

# Platform cooperativism at Catalonia

Mayo Fuster Morell

Director of Dimmons IN3 UOC

Affiliated professor at Berkman Center for Internet  
and Society, Harvard University

Ricard Espelt

Dimmons IN3



# Mission driven research group










Fostering **socio economical innovation** through **research and action** for an **economy that put people in the center**



## Our approach

- ✓ Commitment to rigor, front-line innovation & social challenges impact.
- ✓ Methodological pluralism though quan(li)tative multi-methods triangulation. Comparative perspective. Gender transversal analysis.
- ✓ 100% open access publications, community building and multi-channel dissemination.
- ✓ Experimenting with online/virtual methods, agile frameworks, design thinking and lean research.
- ✓ Action-participation. Research that inform technological action, or/and social processes, design and development.

## Our team

-  Mayo Fuster: Dimmons director of research. Faculty affiliated at the Berkman Center for Internet and Society at Harvard University.
-  Enric Senabre: PhD candidate on co-design and Agile for research. CECAN Fellow, University of Surrey. Co-founder of Goteo.
-  Elisabet Roselló: Research assistant and expert on open culture. Research on new economic trends in culture.
-  Ricard Espelt: PhD candidate on the role of ICT in collaborative consumption of agricultural products. Expert on platform cooperativism.
-  Bruno Carballe: Research Affiliated. PhD candidate at Paris XIII University. Expert in data Commons and Collaborative Economy.
-  Guido Smorto: Faculty Affiliated. Full Professor of Law at University of Palermo. Expert on the regulation of the Sharing Economy.
-  Marc Rocas: PhD candidate and expert on block chain. Associate Professor in Strategic Management at University of Barcelona.
-  Manel Reborcosa: PhD candidate about technological sovereignty in sub-saharan Africa. Expert on open source.
-  Natalia Rodríguez: Designer and co-facilitator. Jorge Tadeo Lozano University, Bogotá. Expert on Design for social innovation.

## Current projects

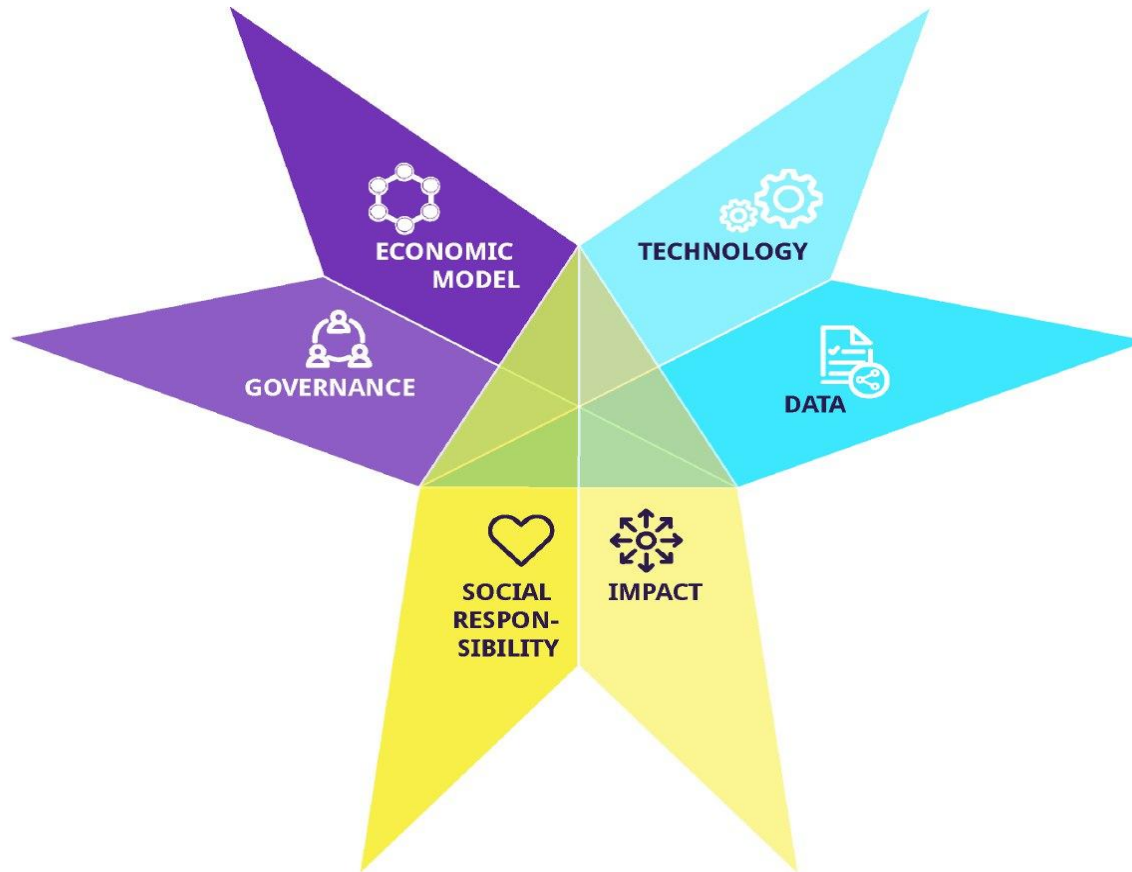
-  DECODE – European project: Decentralized citizen owned ecosystems. Open data repository on sharing economy research.
-  P2P VALUE – European Project: Conditions that favor value creation in Commons production.
  - Dataset 50.000 observations
  - European and Catalan directory
  - Commons value dimensions scripts
-  Procomuns.net – Forum for the co-creation of public policies that support Common Collaborative Economy and public-Commons partnerships.
-  Col-lacy - A multidisciplinary, holistic framework to understand, conceptualize and delimitate the "commons oriented sharing economy".
-  Agile and Co-design for research – Methods and materials for new participative research ideation and distributed project management of collaborative research processes.
-  Cultura Viva – Cultural and economic transformative innovations in the city of Barcelona.
-  Platform Cooperativism – Strategies for its scalability.



# Platform (collaborative) economy





Consumption, exchange and production of  
goods and services  
between distributed groups of people  
supported by a digital platform

# Democratic / commons qualities of the platform economy



**TYPE OF COLLABORATIVE**  
platform & production

# Models of platform economy

	<h2>Open Commons</h2> 	<h2>Unicorn</h2> 	<h2>Platform coops</h2> 
<p><b>GOVERNANCE, DEMOCRATIC ECONOMY, ECONOMICAL SUSTAINABILITY AND PURPOSE EMBEDDED IN THE ECONOMIC MODEL</b></p>	<p>Foundations, with systems of community participation</p> <p>Economic models adapted to keep community governance</p>	<p>International company</p> <p>Economic models driving governance</p>	<p>SMEs &amp; cooperatives</p>
<p><b>POWER DISTRIBUTION; FREEDOM ALLOCATIONS AND OWNERSHIP EMBEDDED IN THE TECN AND KNOWLEDGE POLICY</b></p>	<p>Collective and public ownership</p> <p>Open software (replicable) Open data Open licenses (eg Creative Commons)</p>	<p>Private ownership</p> <p>Proprietary software Closed data Restricted Copyright</p>	<p>Open software (replicable) Data policy depend</p>
<p><b>IMPACT ON VALUE CREATION AND SOCIAL RESPONSIBILITY TOWARDS EXTERNALITIES</b></p>	<p>Social value</p> <p>Circular economy - environmental impact Gender active policies</p>	<p>Economic value</p> <p>Gender discrimination complaints Environmental discrepancies</p>	<p>Social and economic value</p> <p>Circular economy - environmental impact Gender active policies</p>

# Examples of PLATFORM COOPERATIVISM in Barcelona



Som Energia.coop



Som Connexio – Eticom.coop

We are what  
we share?

SomMobilitat.coop



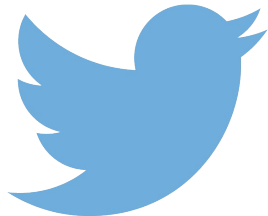
# Other (potential) departing points to PLATFORM COOPERATIVISM



[Lazzum.com](http://Lazzum.com) Start up on "inclusive experiences" that become a cooperative



[Abacus.coop](http://Abacus.coop) 1968 network of 50 bookshop cooperative of 1 million members 90 million euros income moving into a platform service with Fairmondo



[Twitter](https://twitter.com) / Nestcape & Mozilla: Reconfiguration of enterprises into cooperatives of users



# Catalunya Commons oriented platform economy ecosystem



Directori d'iniciatives de l'economia col·laborativa procomú a Catalunya

MAPA

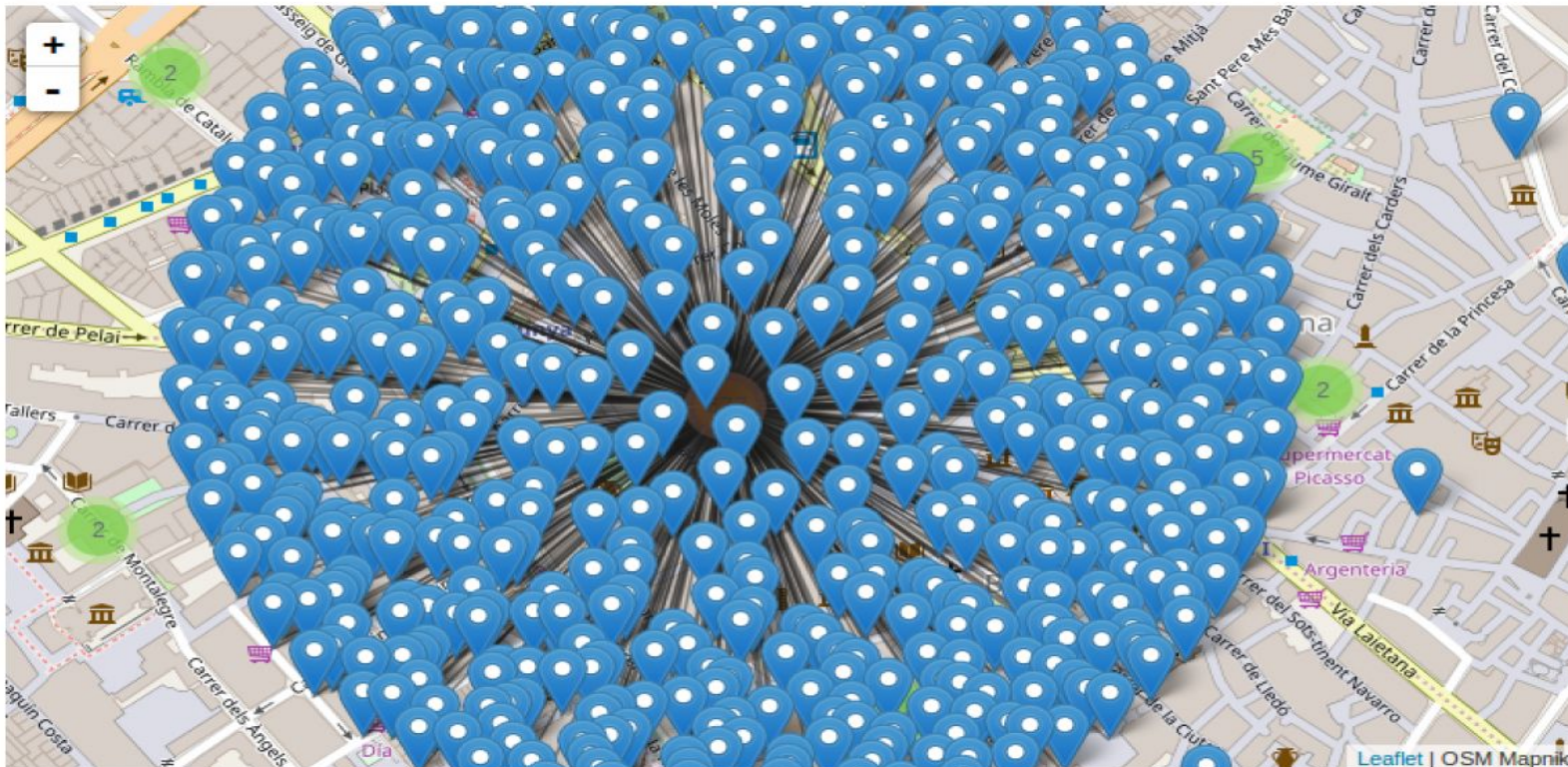
EXPLORA

CONTRIBUEIX

ACCEDEIX A LES DADES

CONTACTE

P2PVALUE



Nom

Paraules clau

Població

Tipus d'activitat

comunitats FLOS  
filtratge col·labo  
xarxes per drets  
les xarxes comun  
l'intercanvi d'arx  
protocol d'Intern

Podeu clicar-ne més  
mantenint presa la te

Busca

**AFEGEIX + CASOS!**

**Ja som + de 1,340 iniciatives!**



# Catalunya Commons oriented platform economy ecosystem

3/10 most important cases in Europe are Catalan  
(European Commission DSI Project 2014):

Guifi.net   Goteo   Smart Citizen Kit

## P2Pvalue Research:

### Catalonia collaborative economy ecosystem

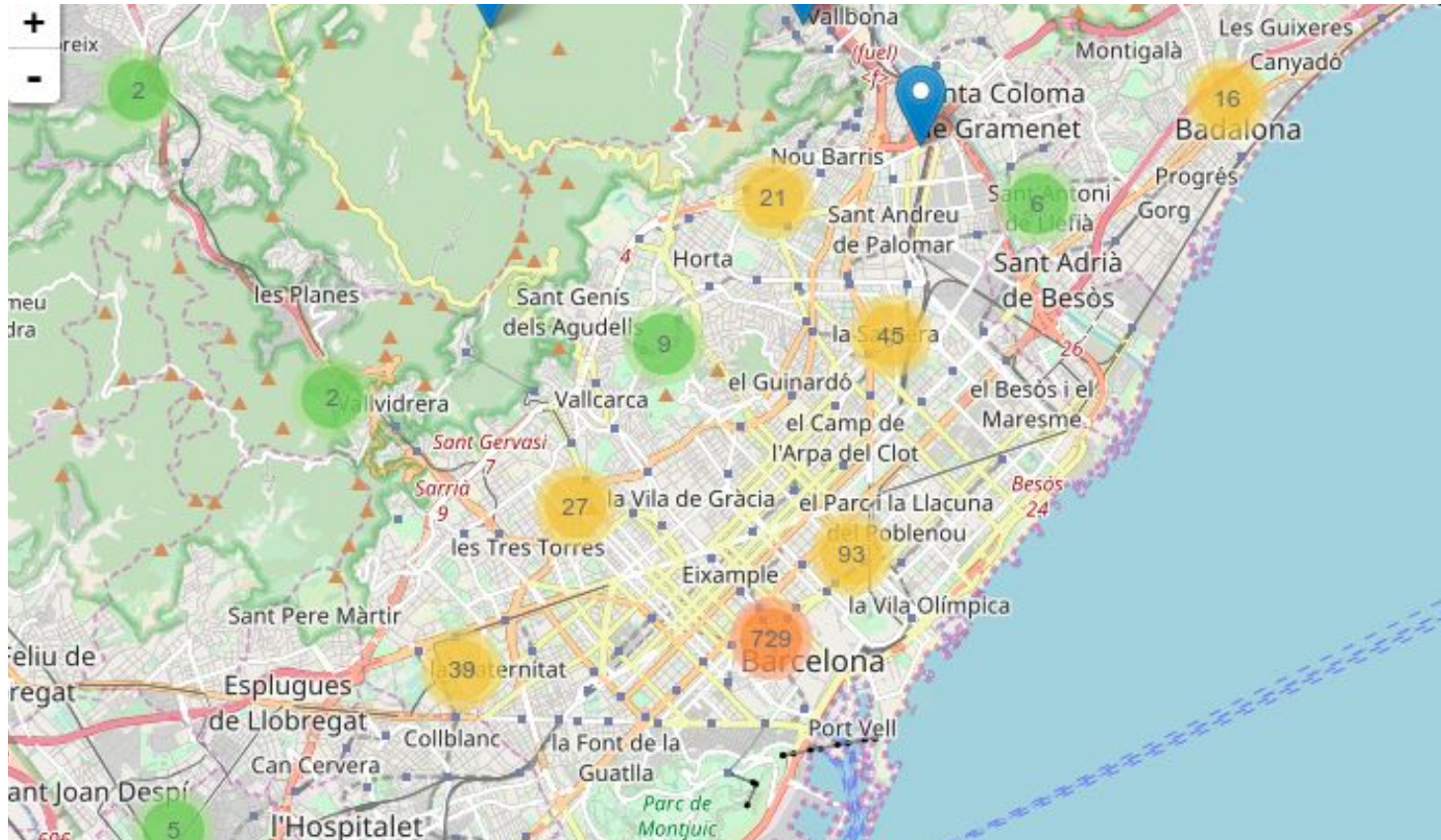
1000 cases mapping (Directori.p2pvalue.net)

100 cases statistical analysis (Data Collection:  
web collection & 50 interviews)

10 cases deep analysis

# Catalonia ecosystem

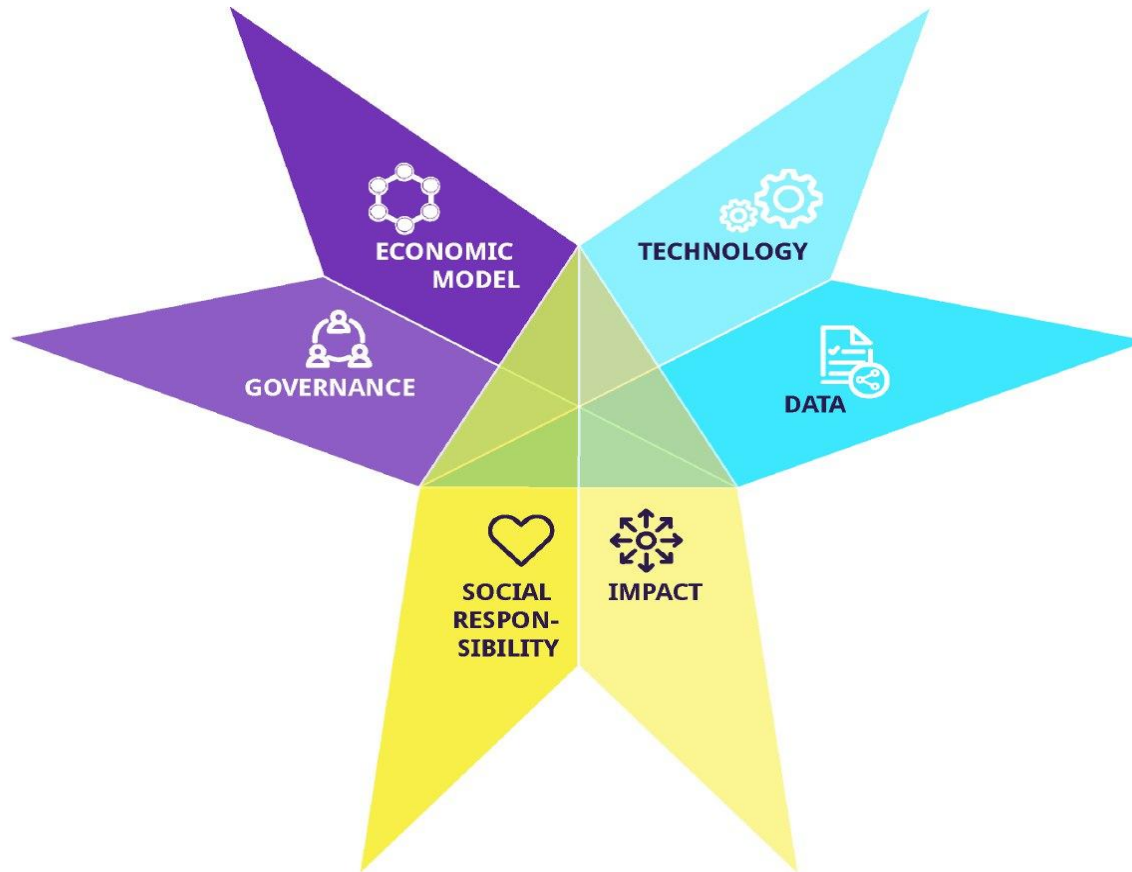
1000 identified cases [directory.p2pvalue.eu](http://directory.p2pvalue.eu)



[www.p2pvalue.eu/](http://www.p2pvalue.eu/)

**50% cases are service and adjacent infrastructure**

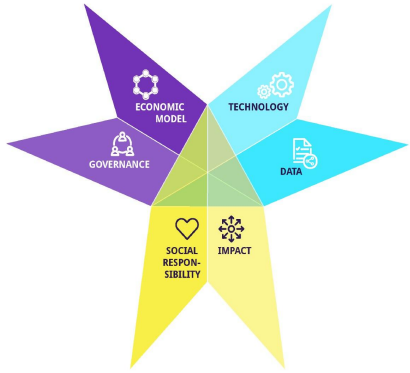
# Democratic /commons qualities of the platform economy



**TYPE OF COLLABORATIVE**  
platform & production

		El Recetario	Smart IB	Goteo	Katuma	Time bank	Free sound	XOBB	eReuse	Sentilo	Pam a Pam
<b>Governance</b>	Involving the community in contributing to the digital platform in the decision making	Green	Orange	Orange	Orange	Green	Red	Green	Green	Orange	Green
	Possibility to participate at the platform so as to contribute to the contents of the initiative	Green	Orange	Green	Green	Green	Green	Green	Green	Green	Green
<b>Economy</b>	The main objective of the project and/or organization is not profitability	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
	Everybody in the organization has economical information of it	Orange	Orange	Green	Green	Green	Red	Orange	Orange	Orange	Green
<b>Knowledge policies</b>	Copy left license. The contents are able to be reuse it.	Green	Red	Green	Green	Green	Green	Green	Green	Green	Green
	Open data licence. Everybody could get and use data platform.	Red	Red	Green	Red	Red	Green	Green	Green	Green	Orange
<b>Technological policies</b>	The platform is developed in Free/Libre and Open Source Software	Orange	Red	Green	Green	Orange	Green	Green	Green	Green	Green
	Software is hosted in differents servers	Red	Red	Red	Green	Red	Red	Orange	Orange	Red	Red
<b>Social responsibility</b>	Inclusion of socially disadvantaged groups and active gender inclusion policy	Green	Green	Green	Red	Orange	Orange	Green	Red	Red	Green
	Initiative takes care and promote environmental impact reduction	Green	Green	Orange	Green	Orange	Red	Red	Green	Green	Green





# GOVERNANCE

of community & platform

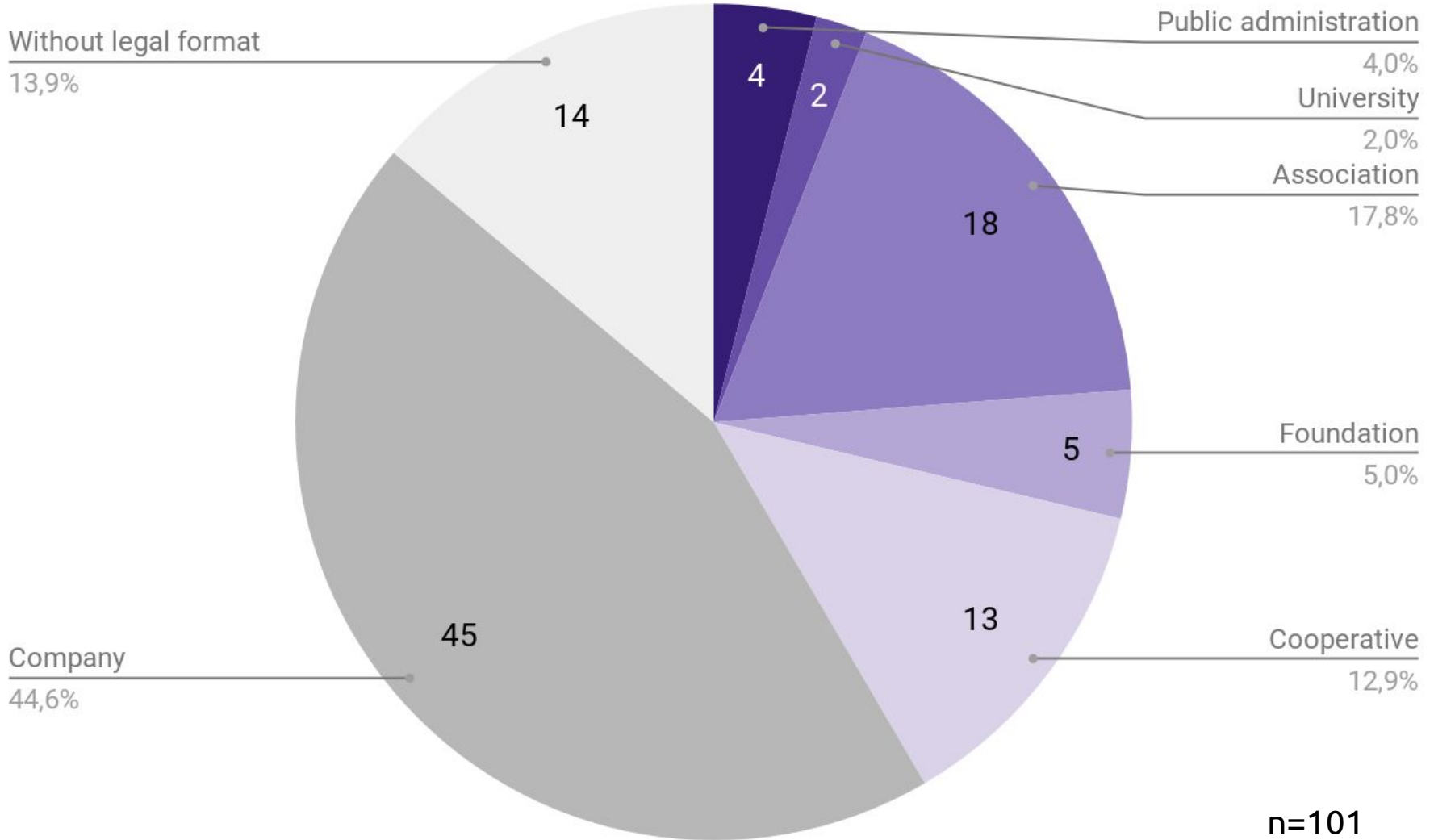
## GOVERNANCE AT THE LEVEL OF INTERACTION OF THE PLATFORM BETWEEN THE PEOPLE CREATING VALUE

- Definition of the mission
- Management of contributions
- Decision making in relation to community interaction
- Formal rules and policies and roles applied to community interaction
- Design of the platform

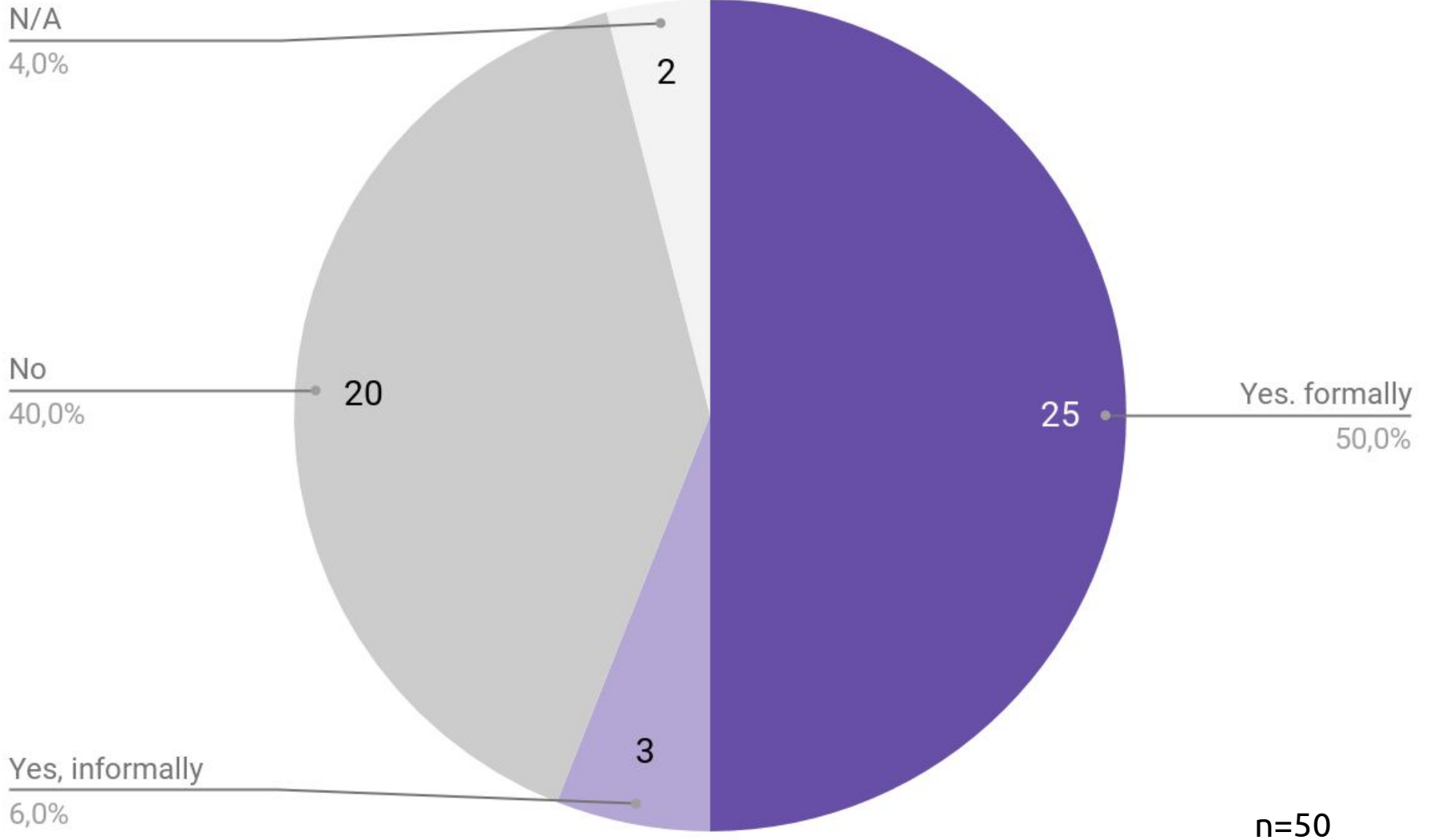
## GOVERNANCE ON THE PROVISION OF THE PLATFORM

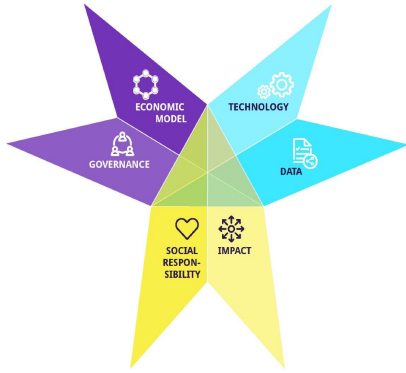
- Platform user status with regard to the provision of platforms
- Legal entity of the platform
- Decision making at the legal entity
- Transparency in the provision of platforms

# Governance - Type of legal entity



# Governance - Community decision making spaces

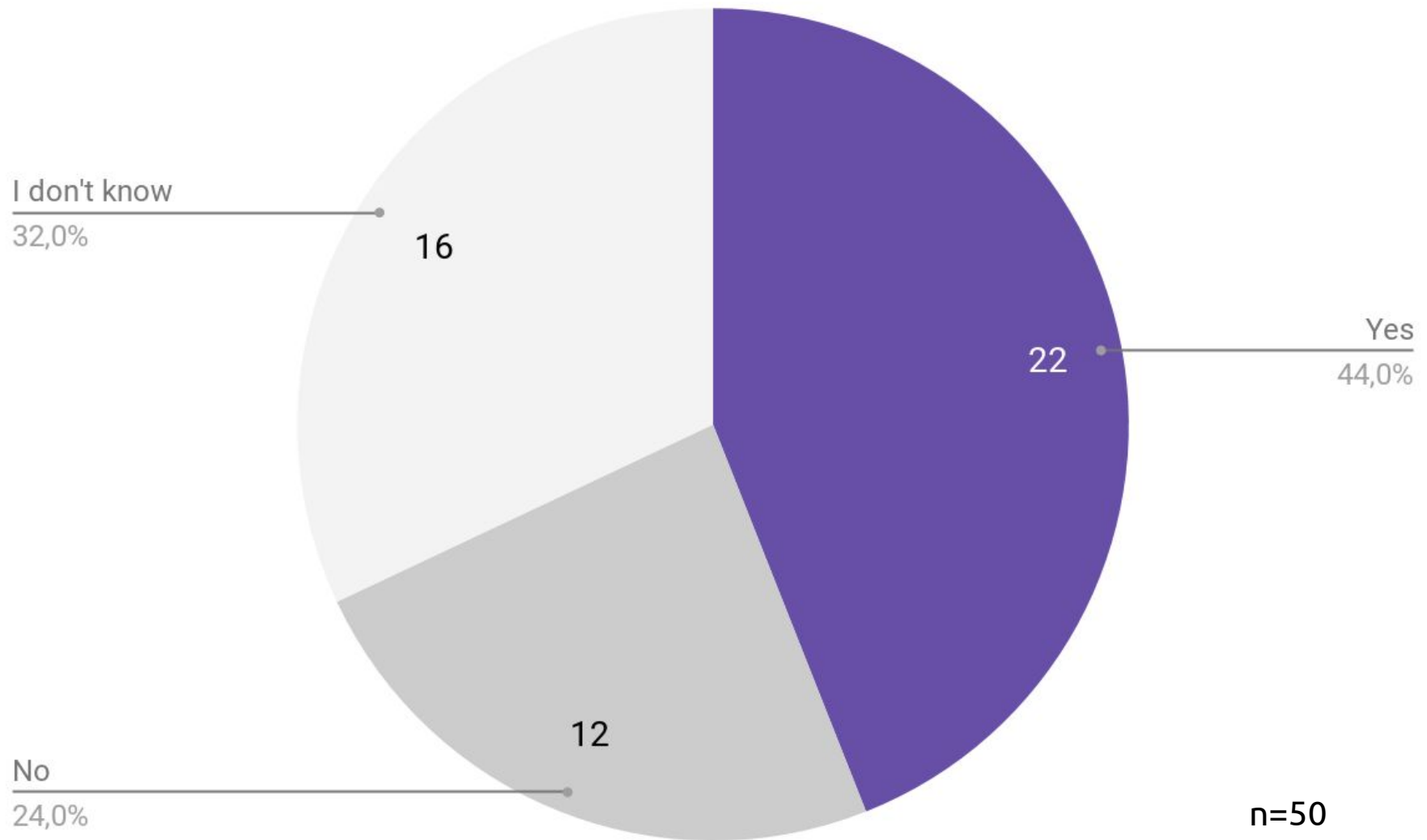




## ECONOMIC SUSTAINABILITY & purpose embedded in the economic model

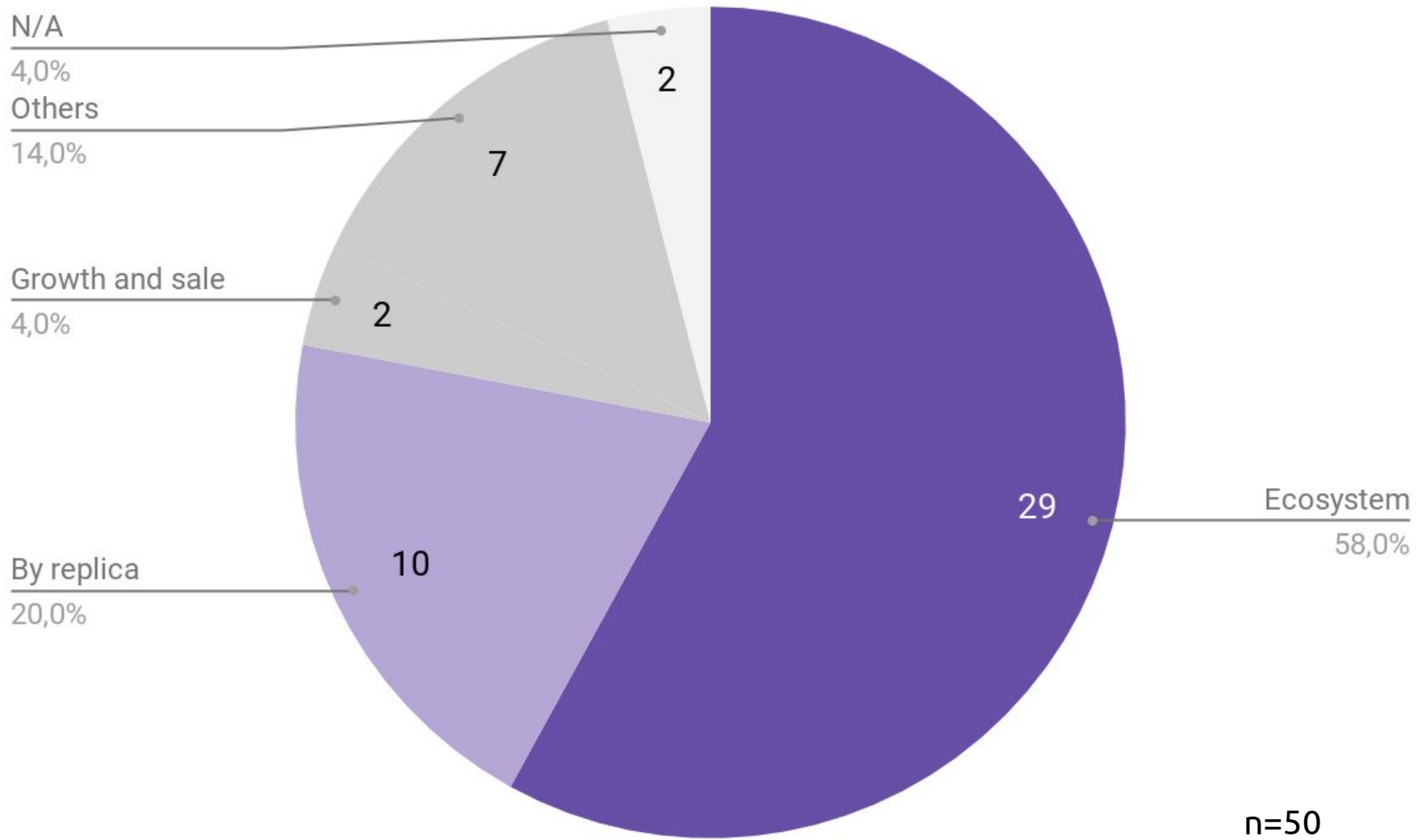
- Oriented to economic benefits versus orientation to the social mission (type of entity)
  - Distribution of benefits
  - Commercial character of the interactions
- Growth model
- Bank practices
- Sources of income and capital
- Sustainability model

# Economic model - Positive economic balance

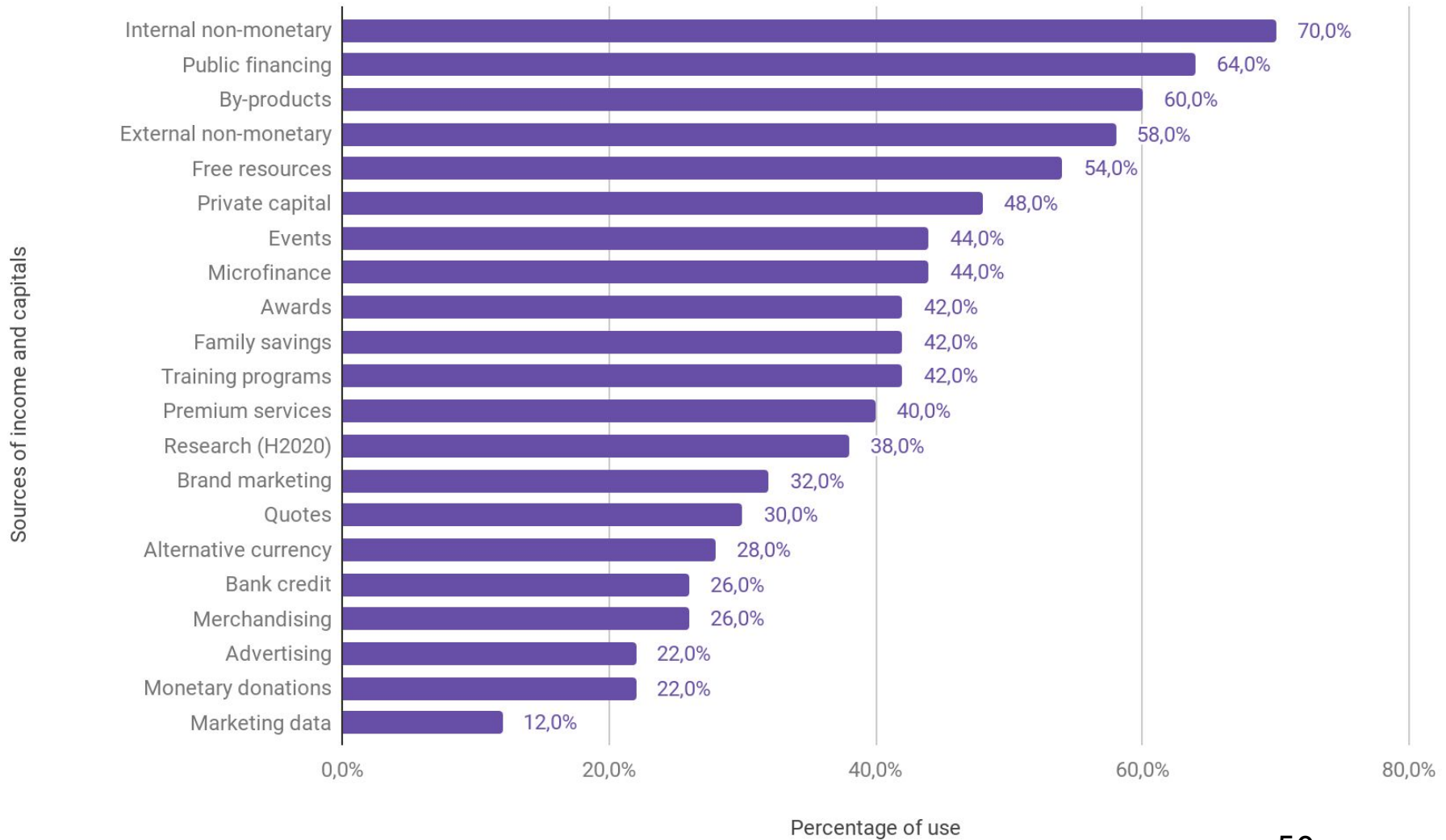




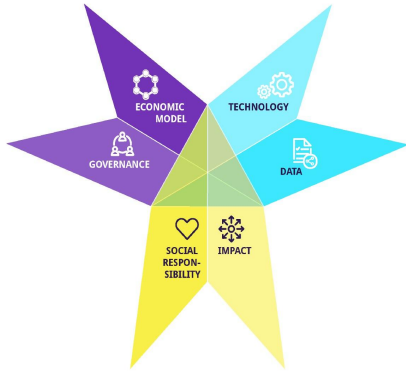
# Economic model - Growth model



# Sustainability model



n=50



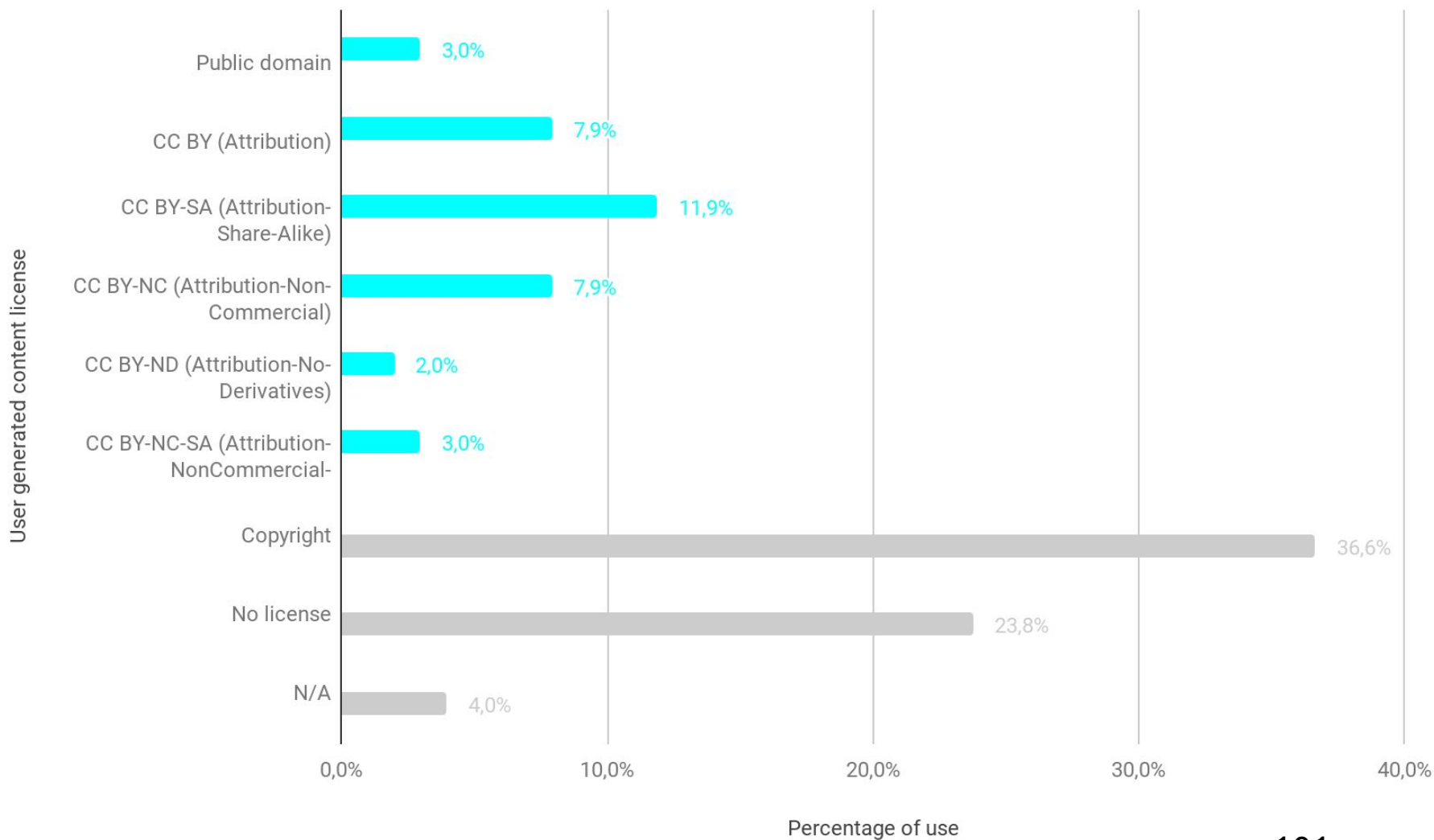
## **KNOWLEDGE (data and content) policy**

- License Website Content
- License Data
- Privacy

## **SOFTWARE & architecture policy**

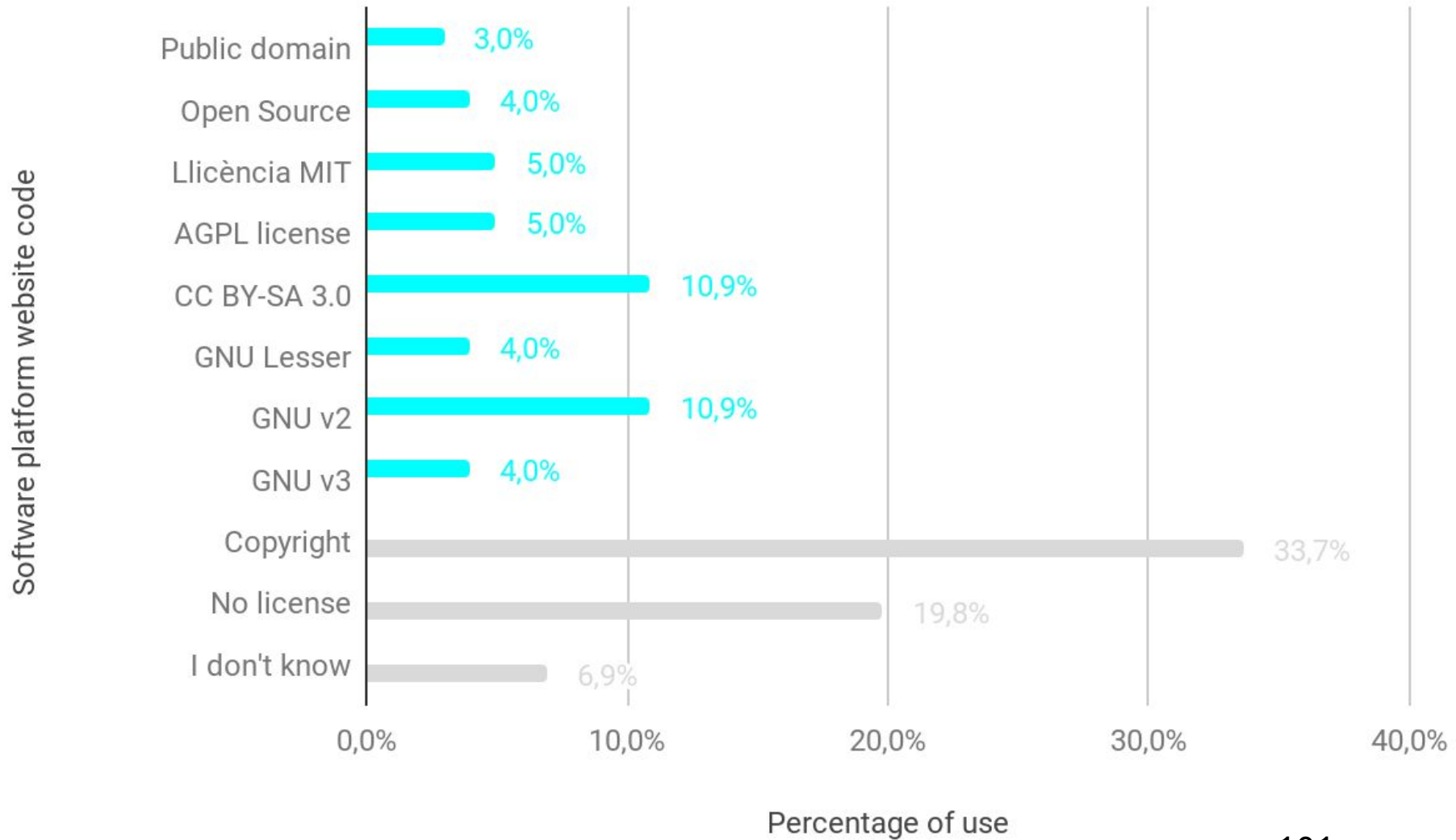
- Website code of the software platform:  
Free versus proprietary software.
- Infrastructure architecture:  
Decentralization level (e.g. A distributed architecture with Blockchain applications)

# Knowledge policy · User generated content license



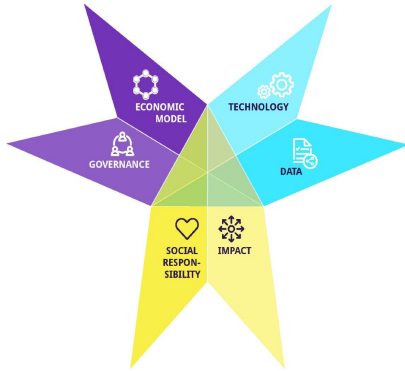
n=101

# Software policy · Website code of the software platform



n=101





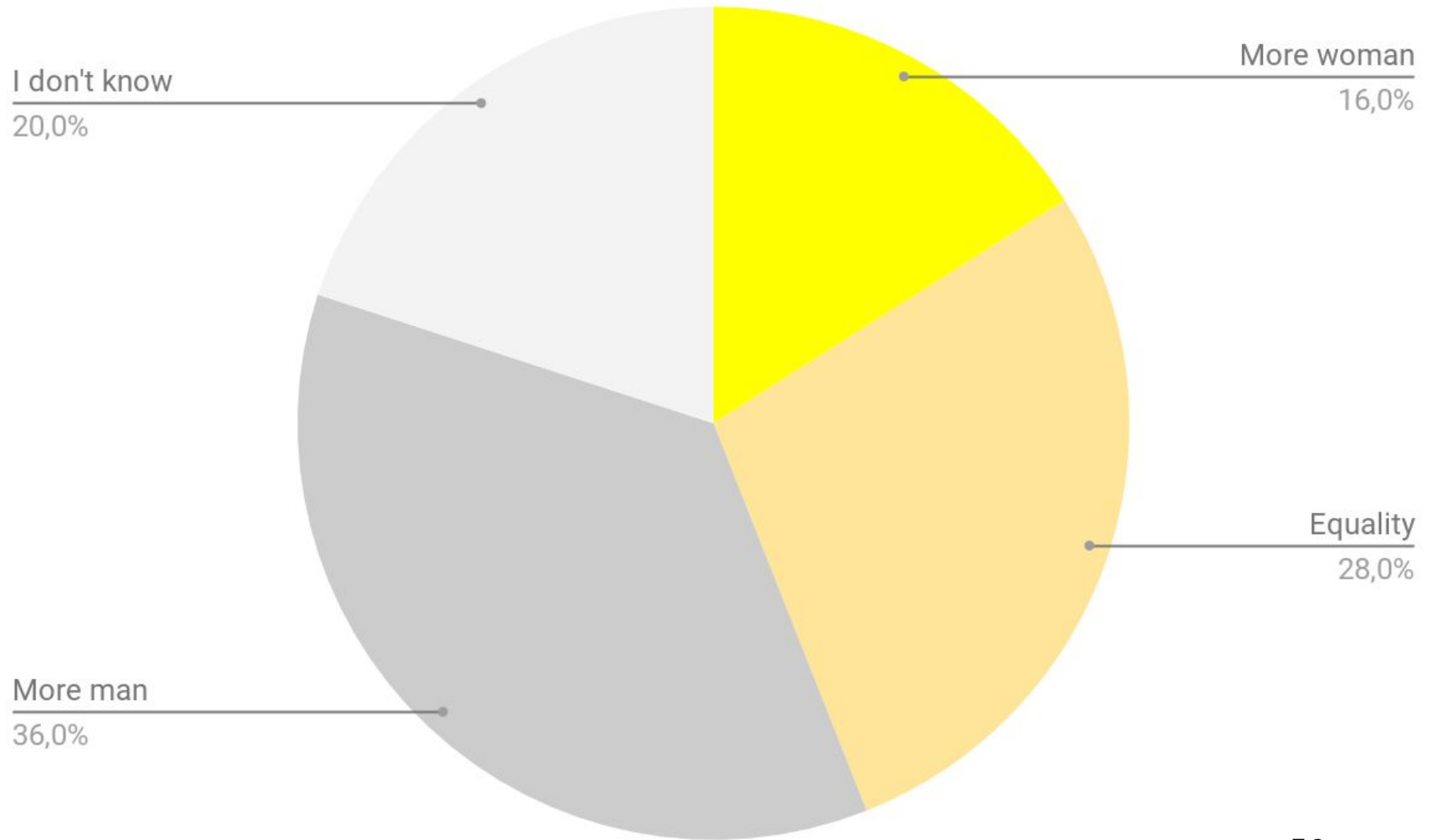
## IMPACT on the creation of value

- Performance of the mission
- Use value
- Community building
- Reputation building
- Monetary value

## SOCIAL RESPONSIBILITY

- Favor social equality
- Favor gender equality, inclusion and diversity
- Environmental responsibility
- To favor economies of social responsibility - Intercooperation
- Potential external impacts in case of exponential growth and responsibility towards externalities

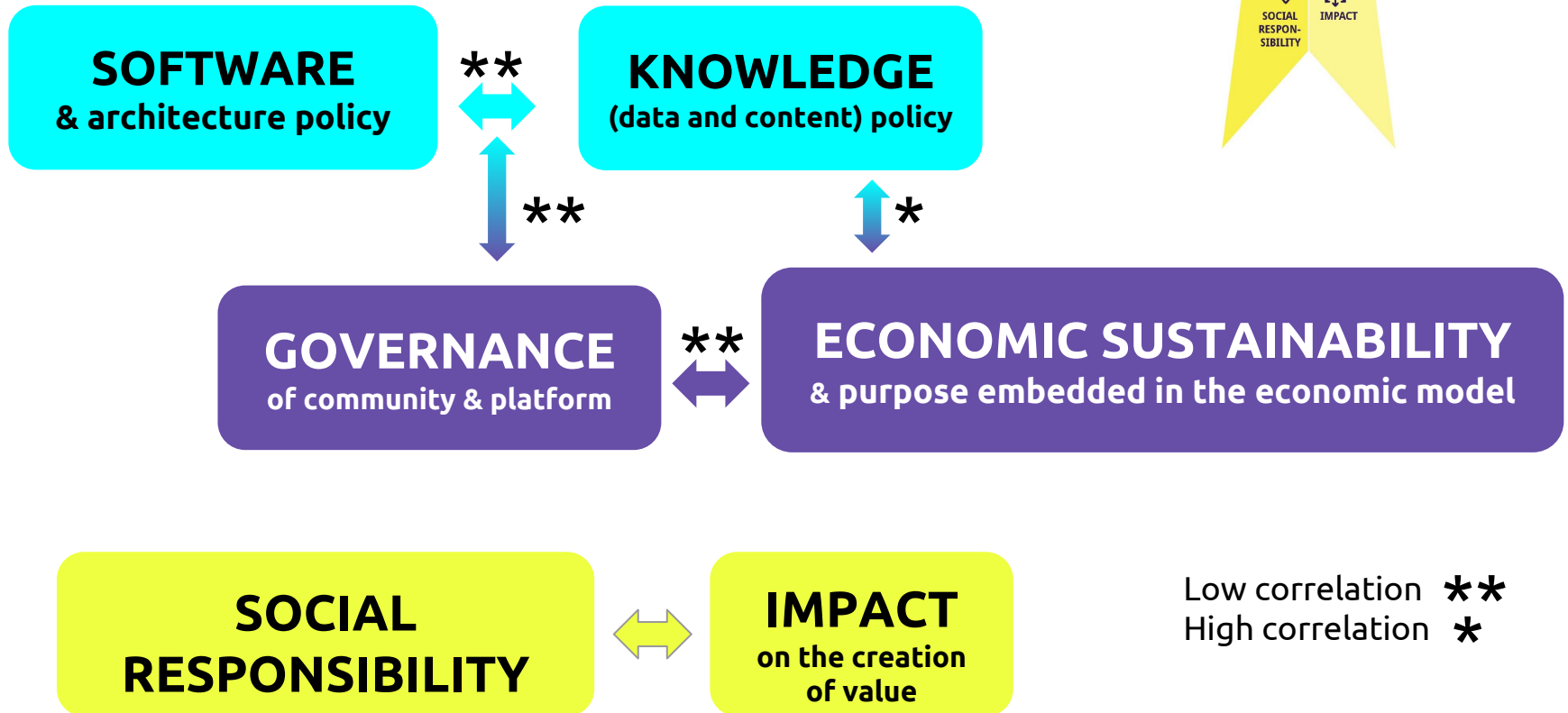
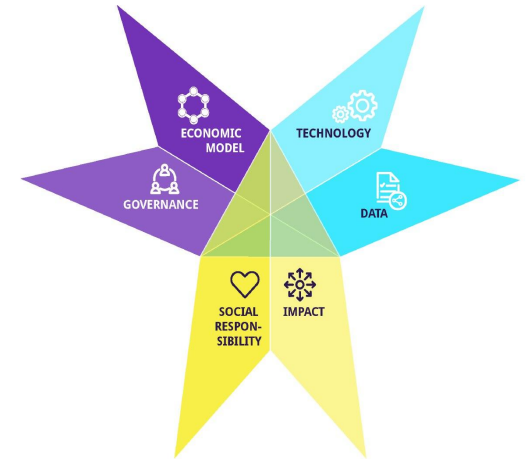
# Social responsibility · Gender participation



n=50

# DEMOCRATIC DIMENSIONS CORRELATIONS

**TYPE OF COLLABORATIVE**  
platform & production



# Sharing Cities Summit 2018 & Smart World Congress Expo track on sharing economy

**Web: [www.share.barcelona](http://www.share.barcelona)**

**Summit: an encounter to foster collaboration and networking between cities 12 Nov 2018**

**A track to expand sharing economy in cities**

**From 13 to 18 Nov 2018, as part of SCEWC**

Co-organized by Barcelona City Council with the group Dimmons at UOC University. In collaboration with NYC and Amsterdam, BarCola, Ouishare, and Sharing Cities Alliance.

**Barcelona  
City Council**



**DIMMONS**  
Digital Commons Research Group