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**“Be(come) a responsible citizen:
Sharing practices’ potential to contribute to sustainable lifestyles
through agency and sociability”**

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Introduction

A challenge in striving towards a more sustainable society and an environmental friendly city is to make people act in a responsible way. Despite the numerous promising programs and movements, there are still many examples of unsustainable behavior by citizens. Belgium has one of the highest ecological footprints on earth (WWF, 2016), making SDG12 ‘Ensure sustainable consumption and production patterns’ a main challenge. Research shows that a single focus on knowledge sharing and creating awareness is insufficient to realize action (e.g. Bain et al., 2012). Another approach urges itself to realize responsible citizenship behavior.

Uitto’s research (2015) points out that within the context of education, pro-social experiences and even more, agency experiences are the highest precedents of responsible environmental behavior. A more in-depth view on the concept agency, leads to the research of Bandura (2006). He makes the distinction between three modes of agency: individual agency, proxy agency and collective agency. The difference can be found in the type of resources used to realize the desired outcomes.

Together, agency and sociability could form a strong duo in the challenge to stimulate today’s consumer behavior towards more sustainable lifestyles. Educational institutions generally succeed in translating these strategies into practice (e.g. social internships and participatory class governance). But also in the economic field, innovative business models are increasingly trying to adopt these strategies (Kolbjørnsrud, 2017). This reflects the growing importance of consumer engagement in nowadays decentralized socially-embedded economic models, such as the sharing economy. Although the strategies mentioned above are well documented in the context of sustainable education, more information on similar practices in economic contexts could contribute to their value for innovative business models.

The aim of this research is to explore how citizens can be activated through practices based on agency and sociability in innovative sustainable and social business models within the context of the

collaborative economy, in order to trigger responsible citizenship behavior and sustainable lifestyles. The research will be performed from a behavioral economic perspective.

Section 1 – Literature on agency and sociability, two promising concepts

PART 1 – Background

a. The context of the collaborative economy

The doctoral research is situated in the collaborative economy, a recent new economy which can be described by various definitions. The European Commission has formulated following pragmatic definition: "business models, the activities of which are facilitated by collaborative platforms which create a market space open for temporary use of goods and services, often provided by private players. The sharing economy involves three categories of parties: (i.) suppliers, which share assets, resources, time or skills - they may be private individuals who offer services on an occasional basis (peers) or suppliers of services in a professional capacity (professional services providers), (ii.) users of these services; and (iii.) intermediaries, which connect suppliers and users through online platforms and facilitate transactions between them (collaborative platforms). Sharing economy transactions do not generally involve the transfer of property and may or may not be developed to make a profit." This abstract definition reduces the sharing economy ecosystem to simply consumers and suppliers, linked through a digital platform. Nevertheless when looking at it more closely, this collaborative economy ecosystem is a lot more complex. Despite the blurriness in definitions, the distinction between the 'real sharing' economy with a social profit mission and the gig or platform economy oriented on an on-demand service and generating profit, is generally accepted (ING, 2016). This diversification will also be valuable within this doctoral research.

The growth and current scale of the collaborative economy can't be neglected. Numbers declared by the European Commission, based on research performed by PwC (2016), state that the collaborative economy in 2016 represented between 90€ million and 110€ million added value in Belgium. For 2020, estimated numbers mention around 500€ million added value in Belgium. This growth does not only reflect itself on the financial side, also the human capacity increases yearly, with a new record of 33% Belgians in 2016 being aware of these new opportunities (ING International Survey, 2016).

Despite the significant progress the collaborative economy has made in Europe, latest estimates suggest only 17% of the regions' consumers have participated in it (PwC, 2016). The collaborative practices perceive multiple economic and juridical challenges and suffer regularly by negative media attention. Newspaper headlines of trashed apartments and fraudulent crowdfunding campaigns continue and many organizations have come under intense scrutiny from regulators and lawmakers. One result is a damage of trust, which lead to a withholding attitude of citizens to participate.

Numerous actions and projects are launched worldwide to overcome these issues, often focused on the juridical side and with a top-down approach. Additionally, economic and psychological research helps to create a better understanding. Based on the current results, new ideas are emerging about the development of decentralized socially-embedded models of a market society (Benkler, 2006).

b. Innovative social business models, e.g. cooperative

This trend towards more decentralized socially-embedded economic models is important, if we know that 70% of the web traffic goes through Google and Facebook, when personal data is stacking up in the hands of large corporations for unknown purposes, when the digital platform sector is led by only a few very large organizations... we are clearly facing a monopoly issue (Febecoop, 2017). But a counteraction is emerging through new and socially inspired collaborative initiatives. They are characterized by government structures wherein members are actively involved. These new initiatives lead to the development of innovative social business models, e.g. the cooperative.

The goal of the cooperative business model is to form a group of people who can provide in their common needs through an organization owned and governed by themselves (Febecoop, n.d.). This vision results in an economy that is in service of the people and not in service of the capital. Because of its clear vision and well-defined legal framework, the cooperative business model is an interesting starting point to investigate how organizations actively can involve their stakeholders.

c. Civic participation

Involvement and activation of different actors, not only decision makers but also citizens, is a promising trend in city-making processes. The number of local citizen initiatives is growing exponentially, varying from structured nonprofits to informal networks and from closed groups to very open groups (Selfcity, 2016). They don't always wait for governments or companies to act, but do so independently from out a bottom-up approach. Often the actors are volunteers, driven by intrinsic motivation.

Selfcity, supporting Brussels civic initiatives, beliefs in the possible societal impact of these initiatives when common topics are treated simultaneously. The majority of these topics are picked by citizens as a counteraction against overconsumption and waste, with a focus on sharing, reusing or fixing tools, transportation, food, etc. Since the value of their actions, contributors benefit from the feeling of doing good for the community.

d. Platform cooperativism

The evolution towards more civic participation is also observable in collaborative initiatives, where more and more citizens take up an active role. However, two contradictory tendencies are emerging in this context, not always being beneficial for the participants.

The first tendency is linked to a specific feature of platform work, where services are often provided by "prosumers" instead of by traditional entrepreneurs. The contracting through digital platforms has to such an extent lowered entrance barriers that any consumer can become a gig worker with just few minutes of work. The downside of this low threshold is the minimum social and legal protection of these "prosumers", since they are often not recognised as employees by the platform owners.

Yet, these malfunctions can trigger the need for better conditions for gig economy workers resulting in the emergence of cooperatives. For example worker cooperatives, or union-coop models, provide clear paths to higher wages and stable employment. Applying the cooperative model to "on-

demand” platforms will more equitably distribute the benefits of increased convenience to both workers and consumers alike (Lander, 2016).

A second and more positive tendency can be found in cooperatives established from an idea or the need of a person or a group of citizens to change or improve their environment. Several examples such as Tapazz, Partago or Talea, illustrate how a collaboration with citizens and several (international) business partners, can establish sustainable and competitive sharing initiatives that contributes to a more sustainable city. Profits are reinvested in the initiative to improve their services or are invested in new projects for their members.

The potential of cooperatives in the context of collaborative economy is also recognized by the European Commission. In November 2017, Cooperatives Europe released its vision paper titled ‘A cooperative vision for the collaborative economy’. MEP Nicola Danti, added: "The collaborative economy can represent a big opportunity for the European cooperative movement to reinvent, and benefit from the technological revolution. At the same time, cooperatives can provide added value for a balanced and sustainable development of this new phenomenon."

PART 2 – Literature on agency and sociability

a. Introduction of two promising concepts

Uitto’s research (2015) points out that within the context of education, participatory experiences significantly influence the adoption of out-of-school sustainability behaviors within adolescents, mediated by values, norms and self-efficacy. Especially pro-social experiences and even stronger, agency experiences are the highest precedents of sustainable behavior. Both sociability and agency are as such considered as having an important role in the realization of responsible citizenship behavior.

- Sociability can be defined as the engagement in social activities that benefit the society.
- Agency is the ability of an individual to set own goals and act upon them (Kabeer, 1999).

Together, agency and sociability could form a strong duo in the challenge to stimulate today’s consumer behavior towards more sustainable lifestyles. Educational institutions succeed in translating these concepts into practice (e.g. social internships and participatory class governance). But also in the economic field, innovative business models are increasingly trying to adopt these strategies (Kolbjørnsrud, 2017). This reflects the growing importance of consumer engagement in nowadays decentralized socially-embedded economic models, such as the sharing economy. Although the concepts mentioned above are generally accepted and well documented in the context of sustainable education, more information on similar practices in an economic context could help to better understand their value for innovative business models.

b. Governance mechanisms in collaborative communities

While Uitto focusses on the educational field, is Kolbjørnsrud (2017) more interested in the context of collaborative communities. With collaborative communities, Kolbjørnsrud refers to a model where

participants collaboratively solve problems and integrate their contributions. They enable and enhance networking among crowds of autonomous and interdependent participants, entailing membership, commitment to shared purposes, and rules for participation (Heckscher and Adler, 2006; Snow et al., 2011).

Kolbjørnsrud (2017) found that agency relationships in the collaborative communities are characterized by three distinct multiple-agency structures: commons, team production, and brokering. These are governed by four main categories of mechanism: (1) mutual monitoring, enabling self-regulation and peer-based control; (2) membership restrictions, regulating admission to the community; (3) values and rules, guiding member action and collaboration; and (4) property rights and incentives, regulating rights to community resources and distribution of rewards. These four categories of mechanisms form the base of the mapping discussed in section two.

c. Three modes of agency

A more in-depth view on the concept agency, leads to the research of Bandura (2006). He made the distinction between three modes of agency: individual agency, proxy agency and collective agency. The difference can be found in the type of resources used to realize the desired outcomes:

- Individual agency = exercised individually, people bring their influence to bear on their own functioning and on environmental events.
- Proxy agency = socially mediated agency = by influencing others who have the resources, knowledge and means to act on their behalf to secure the outcomes the person desires.
- Collective agency = people pool their knowledge, skills and resources and act in concert to shape their future. People's conjoint belief in their collective capability to achieve given attainments is key.

Bandura states that a central aspect in all modes of agency is the belief of personal efficacy, referring to the fact that, unless people believe they can produce desired effects by their actions, they have little incentive to act or to persevere in the face of difficulties. This concept of personal efficacy acquired a central role in the self-efficacy theory of Bandura (1997), which distinguishes between the source of judgments of efficacy (i.e., the individual) and the level of the phenomenon being assessed (i.e., personal efficacy or group efficacy). Perceived collective efficacy resides in the minds of group members as the belief they have in common regarding their group's capability. Findings show that perceived collective efficacy accounts for a good share of variance in quality of group functioning in diverse social systems (Gully, Incalcaterra, Joshi, & Beaubien, 2002; Stajkovic & Lee, 2001).

Section 2 – Mapping of mechanisms in Brussels’ sharing initiatives

Kolbjørnsrud (2017) defined four categories of mechanisms to realize agency in collaborative communities. His model led to an interesting analysis of current Brussels’ sharing initiatives’ potential to realize agency. To understand better the content and purpose of the different mechanism, a more detailed description is given of them in table 1. The table also illustrates how the mechanisms are clustered in the four categories.

Category	Mechanism	Description
Mutual monitoring	Transparency	Transparency implies openness, communication, and accountability. It makes it easy to see what is done and contributed by whom, the resources used, and the benefits they reap. Degree of transparency increases with real-time visibility of action and traceability over time.
	Peer review	Peer review refers to any arrangement where work is reviewed by peers, typically with the purpose of quality assurance. It can be formal or informal and open or closed, depending on whether the identities of reviewer(s) and reviewee(s) are openly known.
Membership restriction	Membership restrictions	Membership restrictions refer to rules, requirements, and processes for identifying and admitting members to a community, and for terminating membership if necessary.
Values and rules	Shared purposes and values	Values can be defined as beliefs that “guide actions and judgments across specific objects and situations” (Rokeach, 1968: 160).
	Rules	Rules are guides to action (Knight, 1992: 67). They can be constitutive and regulatory (Searle, 1969: 33), enabling (Hart, 1994: 57, 255), and constraining (Pettit, 1990: 2). Rules provide actors with the guiding principles to self-organize; effectively identify and mobilize collaborators and resources; collaboratively solve problems; share knowledge and ideas; and distribute rewards (Fjeldstad et al., 2012).
Property rights and incentives	Property rights	Property rights regulate how actors control, benefit from, and transfer tangible and intangible resources (Demsetz, 1967).
	Incentives	Incentives refer to reward structures influencing participants’ extrinsic and/or intrinsic motivation, and include actual and potential economic, professional, social, and psychological rewards (Kreps, 1997; Sansone and Harackiewicz, 2000).

Table 1. Governance mechanisms to realize agency in collaborative communities (Kolbjørnsrud, 2017).

Underneath, several sharing initiatives and their current actions related to agency and sociability are listed. Between brackets, a first interpretation of those actions was made and linked to the concepts agency or sociability. This exercise was done for both the mobility and the food sector.

Analysis of the mobility sector

1. COZYCAR supports both sociability and agency:
 - individual promo set to inform potential new users, including flyers, folders, posters and tips on how to find other users (*sociability*)
 - support in organizing a 'carsharing party' to expand your network (*sociability*)
 - members are in charge of their own small community (*agency*)
 - the possibility to become a 'carsharing master' (*agency*)
2. TAPAZZ supports both sociability and agency:
 - on a regular basis, Tapazz organizes events to bring the community together (*sociability*)
 - all members become automatically shareholders (*agency*)
3. BLABLACAR supports both sociability and agency, although in a less strong manner:
 - members can become ambassadors (*sociability*)
 - ambassadors are invited to give TV interviews and to participate in focus groups (*agency*)
4. WIBEE supports only agency by stimulating members to form their own community. One member becomes the ambassador and takes the lead in the sharing activity.
5. CAMBIO/ ZEN CAR/ BLUE BIKE supports only sociability by sending out a newsletter to its members every 3 months
6. CAR AMIGO/UBER/DRIVY/CAR2GO/DRIVE NOW/ZIPCAR/UBEEQO/SCOOTY/VILLO! Support nor sociability nor agency.

Analysis of the food sector

1. GASAP-SAGAL supports both sociability and agency:
 - activities to bring together producers and buyers (*sociability*)
 - information- and communication tools (*sociability*)
 - moderator, debates, lobbying (*sociability*)
 - each network organizes its own orders, pickup, payments, etc. (*agency*)
 - possibility to become an ambassador (*agency*)
2. FÄRM supports both sociability and agency:
 - the cooperation organizes workshops, conferences, awareness activities, etc. (*sociability*)
 - shares allow an active membership as co-färmer (and as such member of the board of advisors) (*agency*)
 - yearly meeting with all the members (*agency*)
 - participation of members in specialized committees, working groups, etc. (*agency*)
 - as a member you are free to organize your own (awareness) activities (*agency*)

3. FOOD BANKS supports sociability and agency:
 - They give information to schools, associations, private individuals about what they do (in their buildings or at location) (*sociability*)
 - Food Banks works a 100% on volunteers (*agency*)
 - Private persons and organizations can become representatives of the Food Bank (*agency*)

4. DEN DIEPEN BOOMGAARD supports sociability and agency:
 - (School) visits can be organized to the farm (*sociability*)
 - Community supported agriculture (*sociability*)
 - Newsletter (*sociability*)
 - Shares information on how and what to harvest (*sociability*)
 - A social workplace (*agency*)
 - Stimulates social entrepreneurship (*agency*)

5. SAMENTUINEN supports sociability and agency:
 - Members are in charge of their own shared garden (*agency*)
 - Yearly come together 'Trefdag' (Organised by VELT): participants share knowledge and experiences regarding 'Samentuinen' + several sessions on tht topic are scheduled that day + a session on co-creation (*sociability + agency*)

6. COLLECTMET supports sociability and agency:
 - The project is fully supported by volunteers (*agency*)
 - Volunteers and participants cook and eat together during the ateliers (*sociability*)
 - Collectmet creates awareness with traders and visitors of the market (*sociability*)
 - Newsletter (distributed by Cultureghem) (*sociability*)

7. HELLO FRESH supports sociability:
 - Organizes Hello Fresh cooking workshops with chefs
 - Organizes buffets at a producer's location
 - Hello Fresh cooking workshop for kids at a producer's location

8. CO-OKING supports sociability:
 - Newsletter
 - Distributes information on national food security
 - Community of co-workers waarin nieuwe contacten worden gelegd en zakelijke kansen worden ontwikkeld. Co-oking is een ontmoetingsplaats tussen leden, bloggers, journalisten en het grote publiek dat geboeid is door de culinaire wereld. Advertenties, uitwisselingen, communicatie op de blog, doe deze gemeenschap leven met uw posts.
 - Stimulates the organization of (food/cooking) workshops by offering space and communication support

Preliminary conclusions resulting from this analysis show that both sociability and agency can be stimulated independently from each other, through the actions of the sharing initiatives. The actions that are more fit to realize agency, often have a focus on mutual interest. While actions focussed on realizing sociability often have a focus on the general interest. Furthermore a difference is noted between the mobility sector and the food sector. In general the mobility sector, that consists more of for-profit organizations, has a bigger emphasize on agency and tries to give a voice to the stakeholders. While the food sector emphasizes more sociability and doing good for the community, possibly due to the more social character of these organizations.

An attempt was made to link the identified actions performed by the sharing initiatives, with the mechanisms defined by (Kolbjørnsrud, 2017). However a clear match wasn't reached. An interesting next step in this research could be to link the identified actions with the different modes of agency defined by Bandura (2006). The goal is to have a better idea of which mechanisms are efficient to realize agency and which are in the meantime realistic for the sharing economy.

Section 3 – Field research: online user survey

The online survey investigates the use or non-use of collaborative economy. The survey will address participants and non-participants working or inhabiting in the Brussels region. The survey will focus on the choices made by participants and non-participants related to the sharing economy (e.g., who are their target customers and how do they attract them; how do they advertise their products or services; what are their specific needs for developing their activity).

The survey was launched from halfway March till end of June. Several different channels were used to distribute the link to the online survey:

1. Direct communication from sharing initiatives to their users

The initiatives sharing initiatives themselves were invited to support our survey by distributing the link to their users or network. For higher response rate, a direct mailing is preferred, together with a clear planning of when the reminder e-mails will be sent.

2. Sponsored link on the Facebook page of sharing initiatives

A PayPal account was created to cover the cost of a sponsored link on the Facebook page of the initiatives. Initiatives that are willing to distribute the link on their Facebook page, received access to the PayPal account. A mini-tutorial with screen shots was created for the initiatives on how to do this.

3. Pop-up when users log in to the platform or website

Another option was the creation of a pop-up screen by the initiative. So each time a member makes use of their platform, he receives a direct invitation to complete the survey.

4. Distribution of the survey towards our personal network

A separate link was created to a copy of the survey. This link was send out by the research team to their personal network: friends, family, social network, etc. Also here, reminders were crucial.

5. Face to face completion of the survey on relevant events

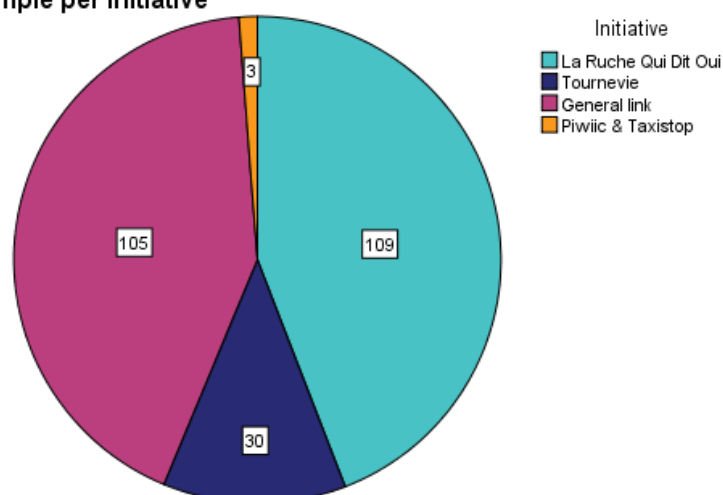
Two job students were hired to collect data face to face on different events or activities, where users of the sharing economy could be present. Both students were closely guided.

In total a sample of 247 fully completed answers has been collected.

Section 4 – Descriptive statistical analysis

Almost half of the sample consist of users of the sharing initiative ‘La Ruche Qui Dit Oui’. Little less than the other half are people who completed the general survey. This composition of data makes it interesting to compare ‘general’ users with users of a known food sharing initiative.

Sample per initiative



Next if we look at the trend in the sharing economy, it is clear that for all four involved sectors, users are convinced of its value and are more frequently using them throughout the last three years.

SHARED MOBILITY	2015	2016	2017
Never	37,2%	29,6%	23,9%
Several times per year or less	29,1%	32,4%	33,6%
Several times per month	22,3%	23,9%	23,9%
Several times per week	8,1%	10,9%	13,8%
Every day	3,2%	3,2%	4,9%

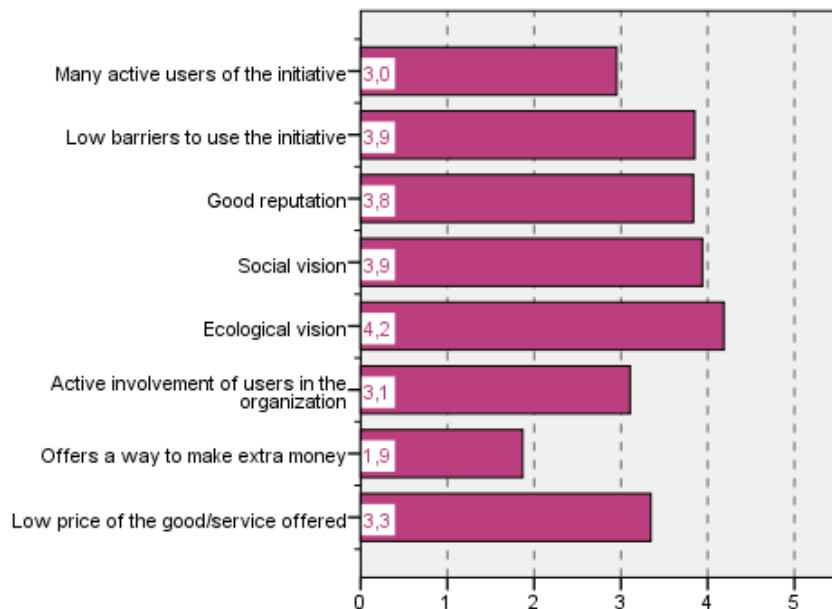
SHARED FOOD	2015	2016	2017
Never	51,0%	34,8%	24,3%
Several times per year or less	15,0%	23,5%	17,4%
Several times per month	23,9%	29,1%	41,3%
Several times per week	8,1%	8,9%	13,4%
Every day	2,0%	3,6%	3,6%

SHARED OBJECTS	2015	2016	2017
Never	75,3%	70,9%	61,5%
Several times per year or less	17,4%	21,1%	29,6%
Several times per month	5,3%	5,7%	5,3%
Several times per week	2,0%	2,4%	3,2%
Every day	0,0%	0,0%	0,4%

SHARED ACCOMMODATION	2015	2016	2017
Never	44,9%	37,2%	31,6%
Once a year	23,9%	25,5%	29,6%
Several times per year	27,9%	33,6%	33,2%
Several times per month	3,2%	3,6%	5,7%

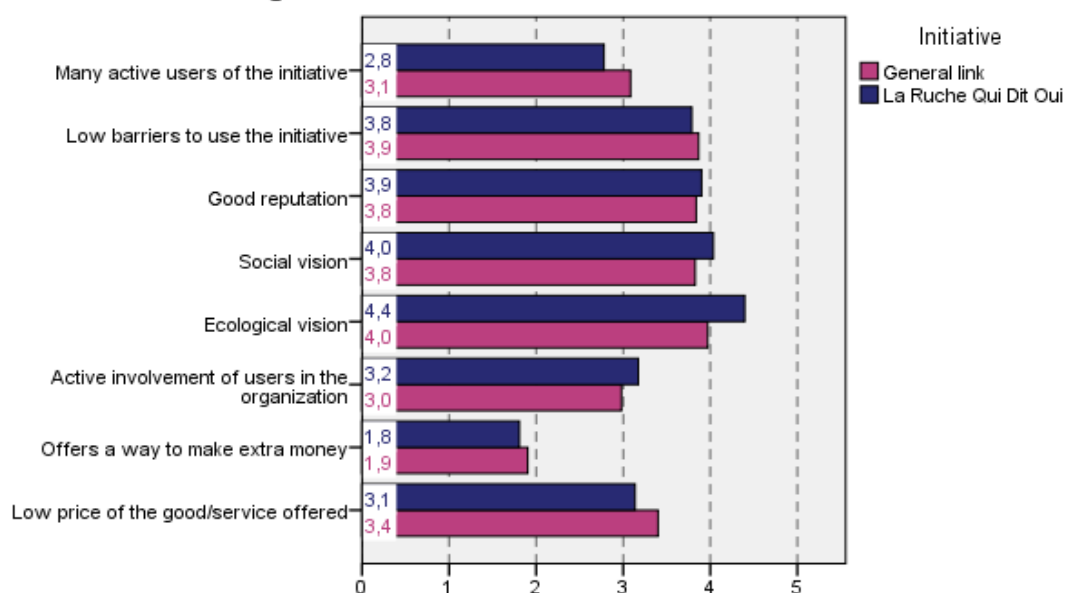
The reasons why these users are convinced of the value of those sharing initiatives, is illustrated in the graph below. The main motivators are partly intrinsic motivators, such as social vision and ecological vision. However also the user-friendliness is a strong motivators, as is good reputation. The last one refers to the notion of trust, an important factor within the sharing economy. The motivator 'Offers a way to make extra money' is on the other hand the weakest motivator for current users.

Motivation for using collaborative initiatives



If we look more closely to our sample and make a comparison between the 'general' users and the users of the initiative 'La Ruche Qui Dit Oui', no significant difference in motivators are observed.

Motivation for using collaborative initiatives



Next to the motivators, the survey also questioned perceived obstacles by the users while using sharing initiatives. A ranking of the top three perceived obstacles is given in the table below. In general the obstacles most mentioned are 'Lack of easy access to the services in the neighborhood', 'Complexity of administration' and 'More time consuming as compared to other options'. This result expresses the wish by users for more accessible and user-friendly sharing initiatives.

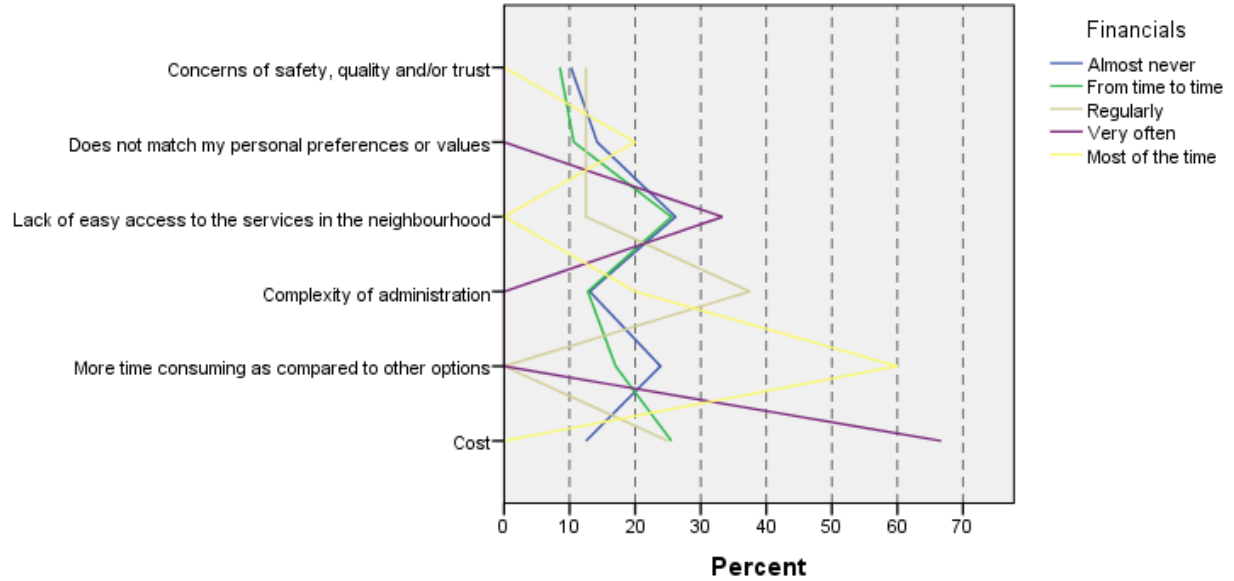
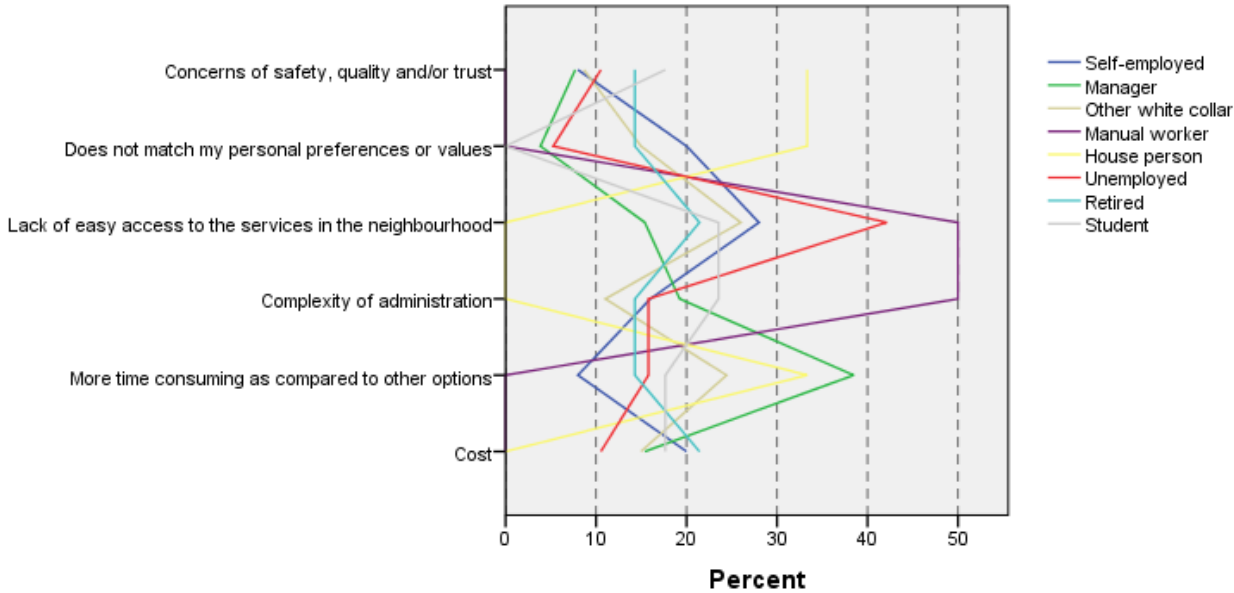
TOTAL SAMPLE	Cost	More time consuming as compared to other options	Complexity of administration	Lack of easy access to the services in the neighbourhood	Does not match my personal preferences or values	Concerns of safety, quality and/or trust
Top 1 Obstacle	15,4%	21,5%	14,6%	25,1%	14,2%	9,3%
Top 2 Obstacle	14,6%	19,0%	26,7%	21,1%	6,9%	11,7%
Top 3 Obstacle	13,4%	23,1%	22,3%	20,6%	8,1%	12,6%

However, this time a comparison between the two sub-samples reveals an important contrast in perceived obstacles. Users of 'La Ruche Qui Dit Oui' perceive the cost as one of the main obstacles, while respondents of the general link perceive 'cost' only rarely as a main obstacle.

LA RUCHE QUI DIT OUI	Cost	More time consuming as compared to other options	Complexity of administration	Lack of easy access to the services in the neighbourhood	Does not match my personal preferences or values	Concerns of safety, quality and/or trust
Top 1 Obstacle	22,0%	22,9%	10,1%	22,0%	11,9%	11,0%
Top 2 Obstacle	11,9%	16,5%	25,7%	27,5%	6,4%	11,9%
Top 3 Obstacle	10,1%	24,8%	22,9%	20,2%	8,3%	13,8%

GENERAL LINK	Cost	More time consuming as compared to other options	Complexity of administration	Lack of easy access to the services in the neighbourhood	Does not match my personal preferences or values	Concerns of safety, quality and/or trust
Top 1 Obstacle	7,6%	22,9%	18,1%	25,7%	17,1%	8,6%
Top 2 Obstacle	14,3%	20,0%	25,7%	18,1%	8,6%	13,3%
Top 3 Obstacle	16,2%	19,0%	21,9%	21,0%	8,6%	13,3%

A further analysis of the perceived obstacles based on the job status or financial status of the respondent, doesn't reveal any outstanding differences.



A next question in the survey focused on the problems experienced while using a sharing initiative.

TOTAL SAMPLE	Never	Once	Twice	> Twice	Total
Poor communication with the initiatives	75,7%	15,0%	6,1%	3,2%	100,0%
Poor customer service	82,2%	11,3%	4,5%	2,0%	100,0%
Problem with payment	80,6%	13,4%	3,6%	2,4%	100,0%
Difficulty in deactivating my profile	90,3%	4,5%	2,4%	2,8%	100,0%
Difficulty in editing personal information	86,6%	8,1%	1,6%	3,6%	100,0%
Technical problem	66,4%	19,0%	8,1%	6,5%	100,0%

In general, poor communication with the initiative and technical problems are the most experienced issues while using sharing initiatives. But also here, a comparison of the two sub-samples results in more specific results. Where in the first table, the focus lays more on 'Problems with payment', where in the second table 'Difficulty in editing personal information' got regularly ticked.

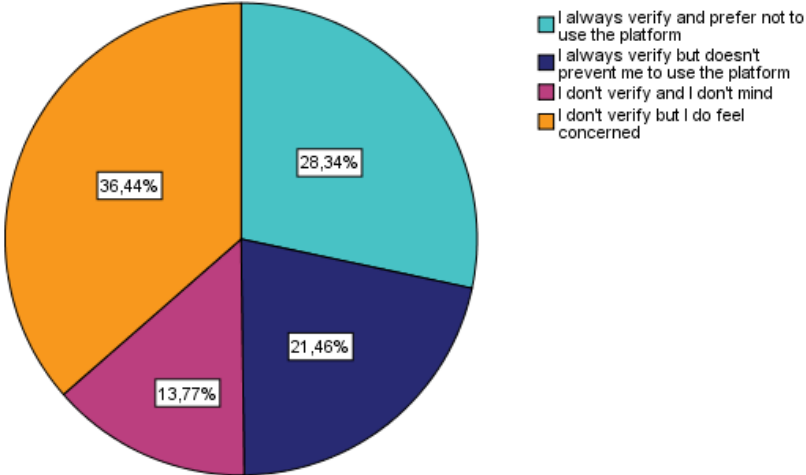
LA RUCHE QUI DIT OUI	Never	Once	Twice	> Twice	Total
Poor communication with the initiatives	76,1%	13,8%	5,5%	4,6%	100,0%
Poor customer service	82,6%	11,0%	4,6%	1,8%	100,0%
Problem with payment	74,3%	17,4%	5,5%	2,8%	100,0%
Difficulty in deactivating my profile	90,8%	3,7%	0,9%	4,6%	100,0%
Difficulty in editing personal information	89,9%	5,5%	1,8%	2,8%	100,0%
Technical problem	67,0%	20,2%	8,3%	4,6%	100,0%

GENERAL LINK	Never	Once	Twice	> Twice	Total
Poor communication with the initiatives	73,3%	15,2%	8,6%	2,9%	100,0%
Poor customer service	80,0%	11,4%	5,7%	2,9%	100,0%
Problem with payment	86,7%	8,6%	1,9%	2,9%	100,0%
Difficulty in deactivating my profile	89,5%	4,8%	3,8%	1,9%	100,0%
Difficulty in editing personal information	82,9%	10,5%	1,9%	4,8%	100,0%
Technical problem	65,7%	16,2%	10,5%	7,6%	100,0%

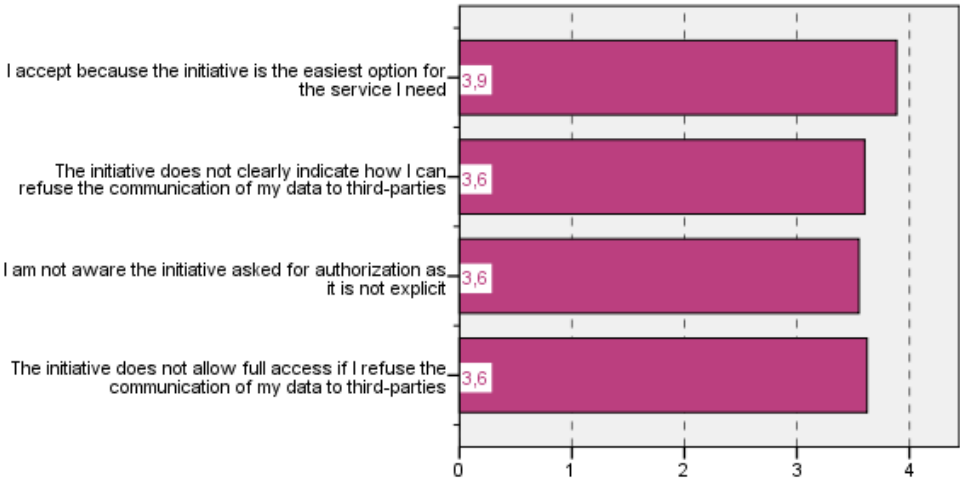
While perceiving difficulties when using a sharing initiative, in general respondents will contact the platform to ask for help.

Two questions of the survey addressed the use of data by online platforms. The two graphs below make clear what the users' opinion is regarding data usage and how they act upon it.

Opinion related to data use

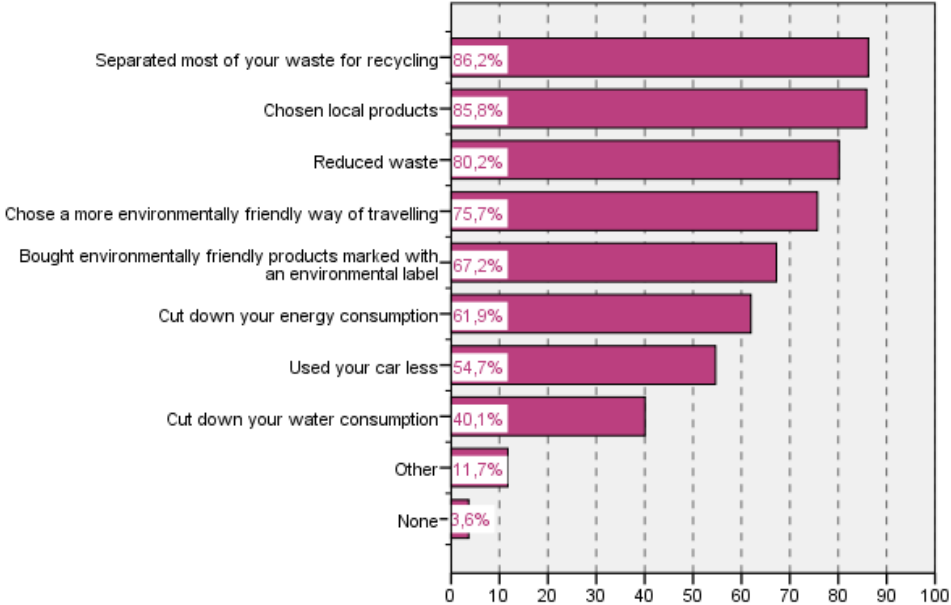


Data usage, why does it not prevent you from using the platform?



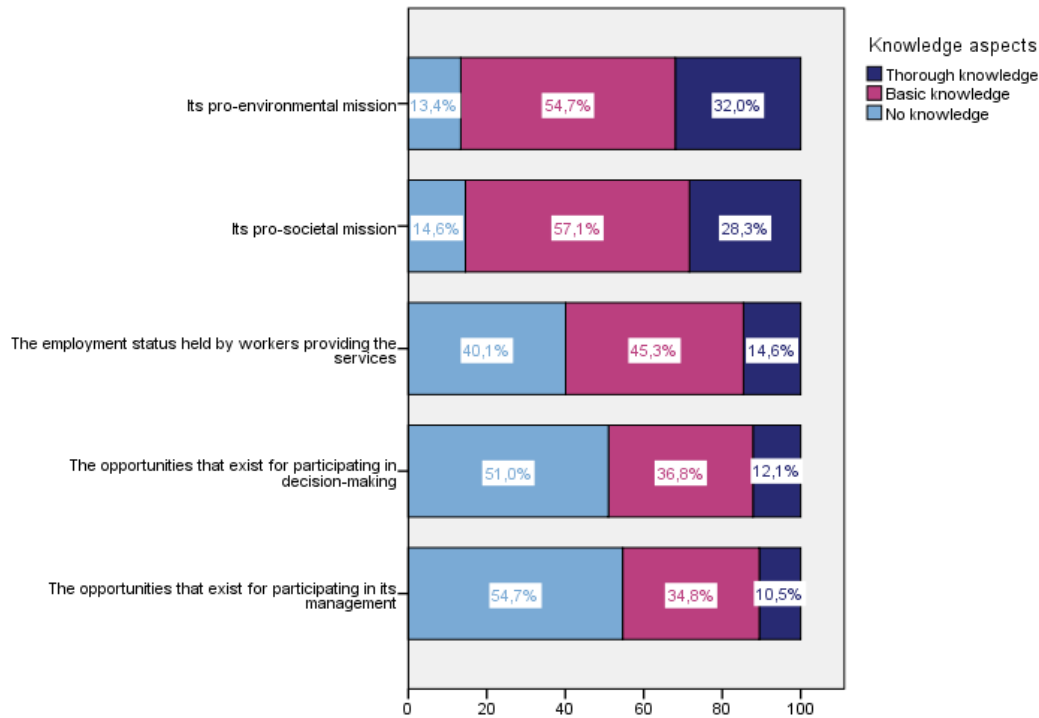
The next part of the questionnaire is focused on the analysis related to the concepts of agency and sociability. To be able to perform a high quality analysis, the first question serves as a control variable. The question is inspired on the Special Eurobarometer 468: Attitudes of European citizens towards the environment (2017). The result on this question in the Eurobarometer is that around two-thirds of Europeans say they have separated most of their waste for recycling (65%), while at least one third have bought local products (43%), cut down their energy consumption (35%) and avoided single-use plastic goods other than plastic bags (34%).

Environmental awareness



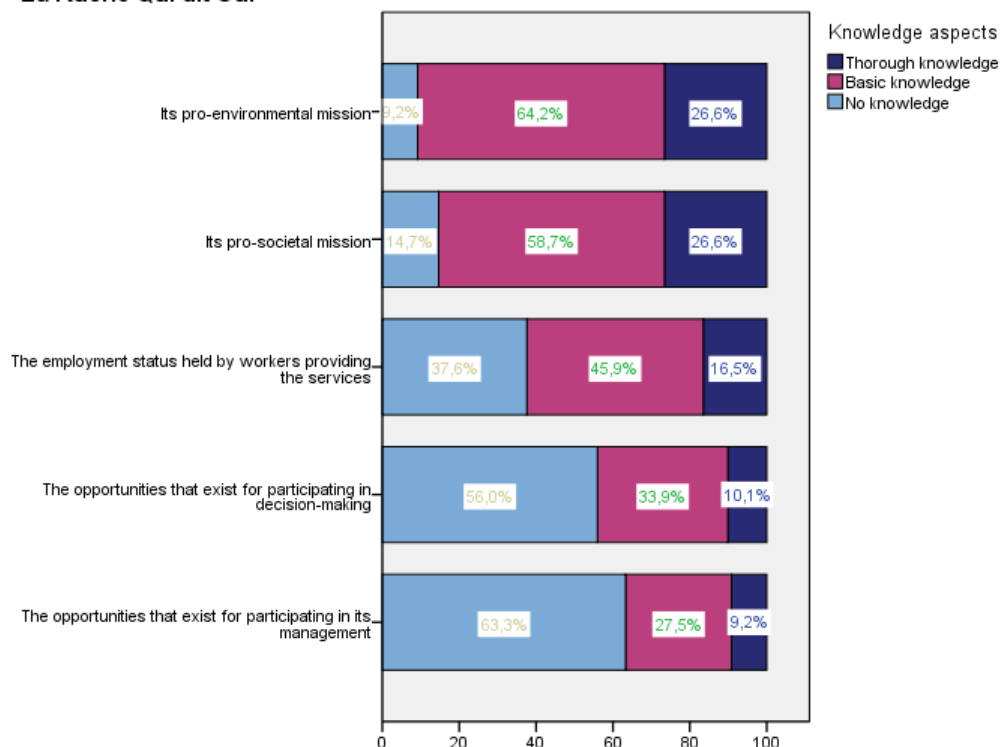
Compared to the results of the City4coEN user survey, it is clear that our sample is far more aware of the environmental issues and behave in a more sustainable way. For example 86% say they have separated most of their waste for recycling, 86% have bought local products and 62% cut down their energy consumption.

A last analysis performed so far is on the question checking their current knowledge about several aspects of the collaborative initiatives respondents are using frequently.

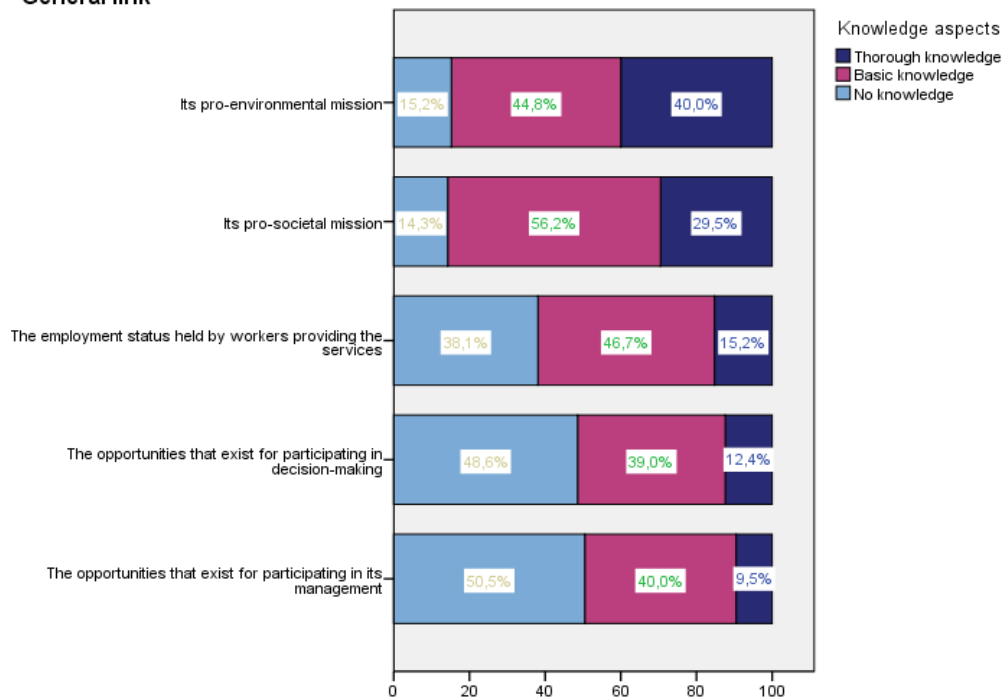


In general more than 85% is aware of the initiatives' pro-environmental and/or pro-societal mission. In contrast the awareness on the possibilities to participate in decision-making and/or its management lacks with more than half of the users. A comparison between the two sub-samples show that in the general sub-sample the awareness on involvement options is a bit higher.

La Ruche Qui dit Oui



General link



Section 5 – Further in-depth analysis planned

The next months will be devoted to a more in-depth analysis of the collected data. Next to descriptive analysis, item analysis, factor analysis and multi-variate analysis will be conducted.

The focus will be on the analysis of question E2. This question includes statements that refer to the different modes of agency and to sociability. Several hypotheses will test the correlations between the use of sharing economy, intrinsic motivations and the involvement of users in internal sociability and agency. Also the three different modes of agency will be included in the analysis.

Positive correlations are expected between sustainable profiles, type of motivation of users and their involvement in pro-social and agency experiences.

Suggestions for further research are exploring the interconnection between sociability and agency. Furthermore, an analysis should be performed of the effectiveness of different mechanisms to activate sociability and agency.

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