

# DO WE NEED REGULATION?

## Start a movement



sharenl

# WHO IS shareNL?



# PRACTISE WHAT YOU PREACH



## Ananda



Lid sinds: 30-03-2013  
Geslacht: Vrouw  
Leeftijd: 37  
Woonplaats: Amsterdam  
Aantal auto's gehuurd: 8

### Bidgen:



Algemene beoordeling:



### Over mij

Ik woon sinds 2008

Ananda Groag

@share\_NL

[ananda@sharenl.nl](mailto:ananda@sharenl.nl)

# KNOWLEDGE PLATFORM



3D HUBS



U B E R

vandebroen



Zorgvoorelkaar

# CONNECT & MOBILISE

## Amsterdam named first 'Sharing City' in Europe

Added by Shagana Eshamparam



NEWS

Monday, 09 Feb 2015

### Directory

#### Countries

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Submitted by Shagana.Eshamparam on Mon, 02/09/2015 - 10:33

On February 2nd, Amsterdam was named the first 'Sharing City' of Europe.

Amsterdam Sharing City is a joint initiative in which 'ambassadors' from all corners of the city will work together: from startups to corporates, from community center to public library, and from knowledge institution to the municipality.

The purpose of 'Amsterdam Sharing City' is to utilize as a city the chances the sharing economy offers in the areas of sustainability, social cohesion and economy. And secondly to formulate answers to the challenges that this rapidly growing phenomenon entails.

Read more in [this article](#) from Collaborative Consumption.

# AMSTERDAM SHARING CITY



# WHY?

- We are all looking for new roads in a transition, no map available
- Small initiatives with big ambitions, we need to bundle forces



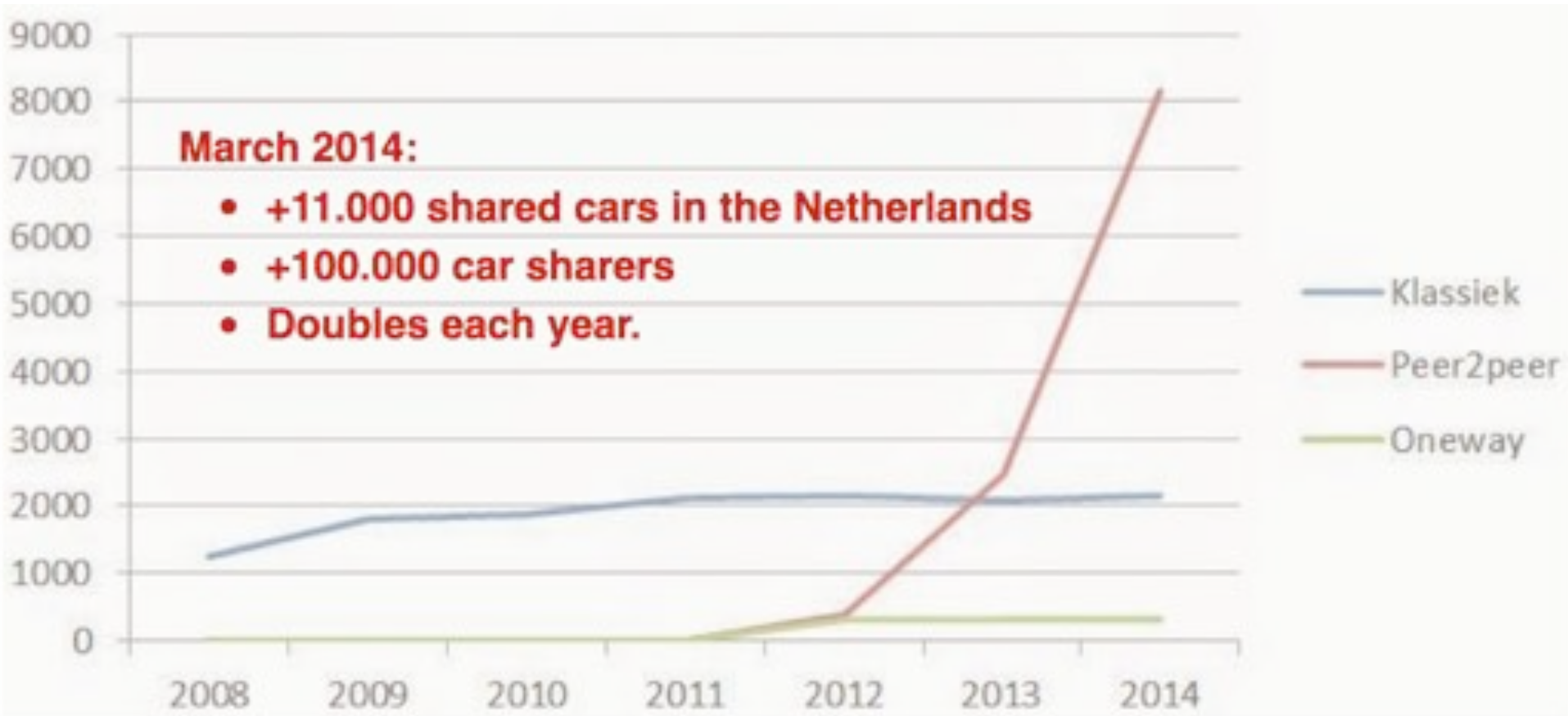
# AND SHARED MOBILITY?

1968: Witkar





# WHAT DID WE DO?



**2013 Energy Agreement for Sustainable Growth → 100.000 shared cars in 2020**

# GREEN DEAL CAR SHARING?

## GREEN DEALS STIMULATE SUSTAINABLE INITIATIVES - A POWERFUL ELEMENT OF BETTER REGULATION

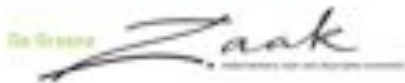
- Alternative for command and control governance
- Less regulation, more space for innovation and creativity
- Improving effectiveness of existing regulation
- Mobilising existing powers of creativity and innovation within society (businesses, citizens,..): the energetic society'



# WHAT DID WE DO?



sharent



## naar 100.000 deelauto's in 2018



# WE DID IT!



# WHY?



# HOW TO

# Start a movement



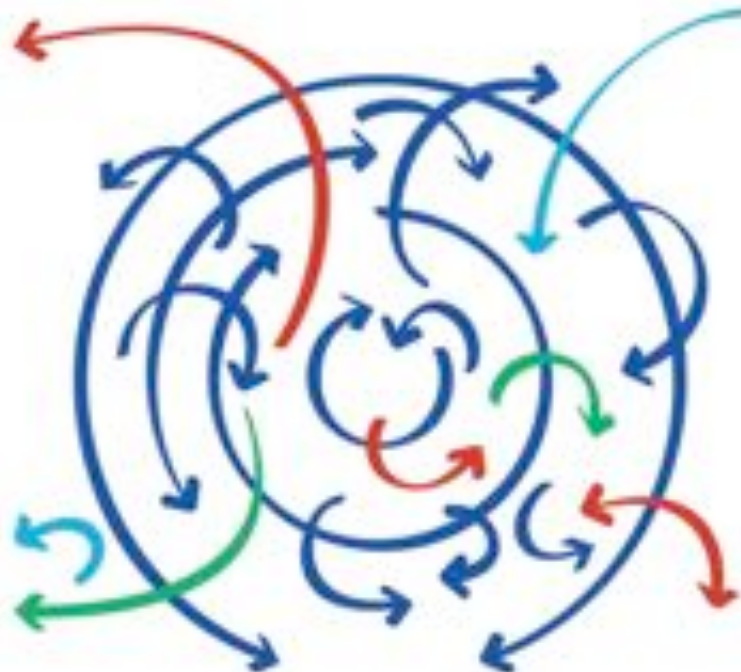
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# 1. FIND COMMON GROUND

Scale car sharing, enlarge the pie.

Common goal: 100.000 shared cars in 2018.

Underlying goal: change of behaviour



# 2. INCLUSION STRATEGY

Discover new roads  
Needs courage  
Sometimes you get lost  
Make a detour  
Just explore





# 3. BALANCE STRUCTURAL CHANGE AND ACTION

THINK. DO.

# 4. REALISTIC AMBITIONS

- Allow smoothing in
- Forming a movement is an achievement on its own and it's just the beginning!



# 5. FORMALISE COMMITMENTS



# 6. KEEP IT TOGETHER



# 7. CELEBRATE



**SHARE THE LOVE**



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[www.shareNL.nl](http://www.shareNL.nl)

[info@shareNL.nl](mailto:info@shareNL.nl)

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