



L'économie collaborative au service des territoires

Détours Prospectifs – Toulouse – 1^{er} décembre 2014

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COLLABORATIVE
TERRITORIES
TOOLKIT



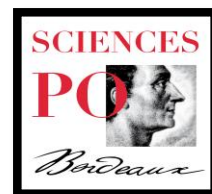
 OUI SHARE



Samuel ROUMEAU

Formation:

M2 Relations Internationales



Ms Ingénierie Environnement



Expériences:



Fonctions

Connector Bordeaux – OuiShare
Responsable France – Sharitories



Rédacteur en chef – Le Blog de la Consommation Collaborative



OUI SHARE

Une communauté internationale

dont la mission est de **construire une société collaborative** en **connectant** individus, organisations et idées autour des valeurs de justice, d'ouverture et de confiance.





community

we are building a global network of local communities of peer-to-peer practitioners and analysts, through events, online groups and network weaving

think tank

we produce knowledge on the peer-to-peer transformation, through research, publications, our collaborative online magazine and participatory events, in partnerships with academia, think tanks and our global expert network

do tank

we instigate, support and incubate meaningful projects and experimentations from our community members and social innovators, and enable fruitful collaborations with public institutions and progressive companies

education

inspiring and enabling students and professionals to apply community thinking to the challenge of building a more collaborative society, through interactive classes within universities, coworking spaces and online webinars

OuiShare Fest 15

www.ouisharefest.com



PARIS – 20, 21 et 22 mai 2015

L'économie collaborative regroupe l'ensemble des pratiques et modèles économiques basés sur des structures horizontales et des communautés

1

CONSOMMATION
sharing economy

1. TERRITOIRES EN PARTAGE



2

DESIGN & FABRICATION
open design

2. TERRITOIRES PRODUCTIFS



3

CONNAISSANCE
open knowledge

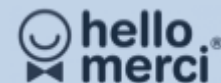
WIKIPEDIA
The Free Encyclopedia



4

FINANCEMENT
crowdfunding

KICKSTARTER



anaxago

5

GOVERNANCE
opengov & flat orgs

3. TERRITOIRES EN COMMUNS



6

SYSTEMES D'ECHANGE
currencies, timebanks

Holacracy®

TERRITOIRES EN PARTAGE

Focus

Alimentation & Agriculture urbaine



AMAP

ASSOCIATION POUR LE MAINTIEN D'UNE AGRICULTURE PAYSANNE

98 (!) en Haute-Garonne



LA RUCHE QUI DIT OUI !

MANGER MIEUX - MANGER JUSTE



9 ruches à Toulouse (2 en construction) et 643 en France

UVE.10

·XVII·

La LOUVE *Coopérative*



LA RECHARGE



DISCO SOUPE



Cookening

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Connecting People & Cultures Through Food

Are you a passionate cook and want to
host a meal for travelers?

Become a Cookening Host.

Do you want to discover local food and
people when you're travelling?

Become a Cookening Guest.



Get an invitation

Your email address...



I'm interested in being :

choose

Submit



Authentic Cuisine

Passionate cooks invite travelers to
share homecooked meals.



Great People

Guests and hosts connect over food
to discover different cultures and
common interests.



Unique Environment

Meals are shared in the host's
home, for a casual and
unforgettable experience.



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Bernie Torres, Genaro Bardy
and 618 others like this.



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QU'EST-CE QU'UN JARDIN PARTAGÉ ?



Le jardin partagé est considéré comme un espace public, de proximité, ouvert à tous, animé et jardiné suivant une dynamique collective ainsi que des pratiques respectueuses de l'environnement et de la biodiversité. Les espaces non cultivés sont accessibles à tous les habitants.



BOÎTE À OUTILS



Retrouvez les informations pratiques et documents concernant la création des jardins partagés.

Nourriture à partager



Servez-vous librement, c'est gratuit !

incroyables comestibles



incredible-edible.info

LES FORCES DU MODELE COLLABORATIF

1. Développement économique local
2. Optimisation des ressources
3. Sobriété environnementale
4. Participation citoyenne accrue
5. Vivre ensemble
6. Mise en valeur des biens communs

Un phénomène de mode, vraiment?

“Blablacar compte 10 millions d'utilisateurs en Europe en 2014” Wikipedia

“AirBnb est valorisé à 10 milliards de dollars” Les Echos, 22 avril 2014

“Il y a 625 ruches aujourd'hui en France” La Ruche Qui Dit Oui



« Ce n'est pas une crise, c'est un changement de monde »

“80% des Français pratiquent ou comptent pratiquer la consommation collaborative”

“74% d'entre eux estiment que ces changements sont durables”

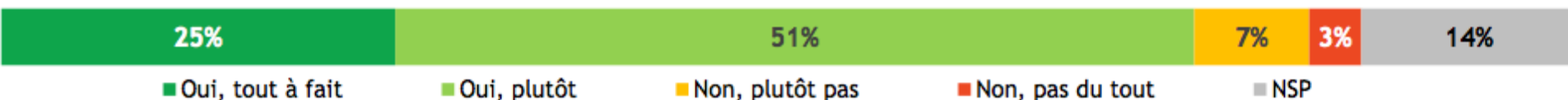
“66% pensent que l'économie collaborative aura du poids dans l'économie de demain”

Les entreprises traditionnelles doivent-elles s'engager dans cette économie collaborative et proposer des offres ou solutions?

(Base totale : 1000)



ST Oui : 76%

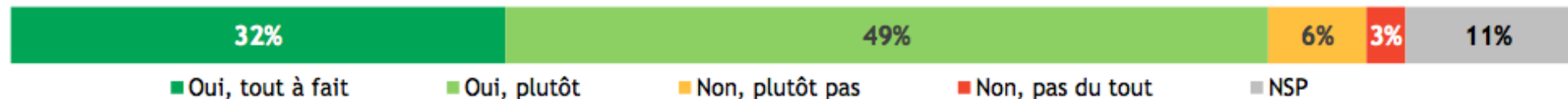


Les élus doivent-ils favoriser l'émergence des activités de services collaboratifs sur leur territoire ?

(Base totale : 1000)



ST Oui : 87%



Le positionnement des territoires français

- Des stratégies motrices
 - Partenariat Ulule & Région Auvergne
 - Projets à Bordeaux
- Des stratégies de conciliation
 - AirBnb à Paris (certaines règles à respecter)
- Des stratégies de blocage
 - Uberpop en France (100 000 euros d'amende)



Villes et territoires en partage

De nombreux territoires démunis face à l'arrivée soudaine de ces nouvelles pratiques.

SHARITORIES

“Un programme d’accompagnement des acteurs locaux pour le développement de l’économie collaborative à l’échelle du territoire”
Sharitories, juillet 2014.



- [Le site](#)
- [Le workshop Smart City Exhibition - Bologne](#)

The Process

(Part of the Collaborative Territories Toolkit)



“UNDERSTAND” PHASE

- Build Awareness
- Find LD stakeholders
- Develop a Macro Plan

GOALS

Creating awareness of the potential in collaborative scenarios

“FACILITATE” PHASE

- Map the scenario
- Regulatory Checkup
- Envisioning Platforms

GOALS

*Understand how local stakeholders can be **ENABLED** and team up in a collaboration platform to enhance local “collaborative scenarios”*

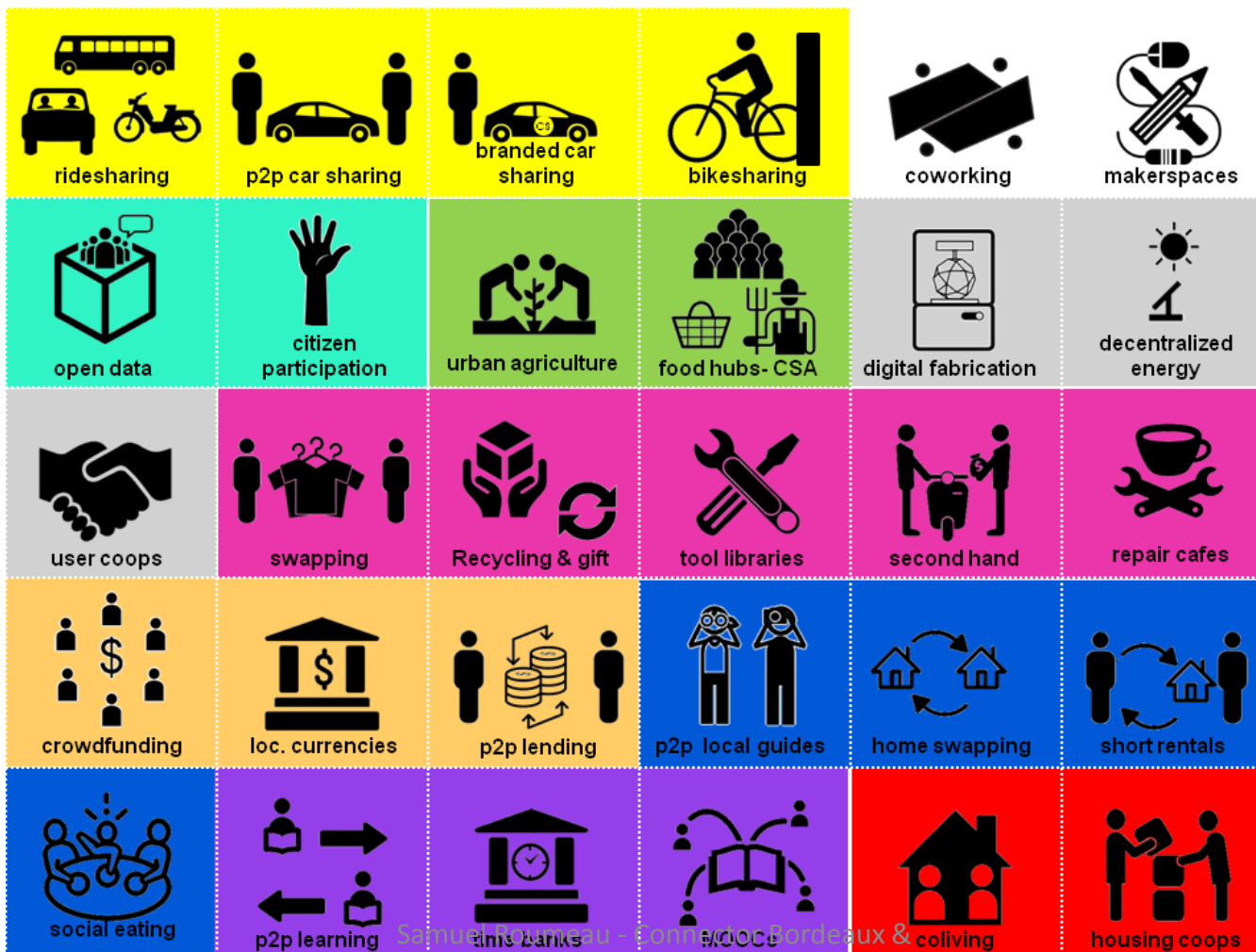
“BUILD” PHASE

- Find gaps & issues
- Define actions
- Ignite
- Build

GOALS

Define an adaptive and prioritized strategy

COLLABORATIVE TERRITORIES TOOLKIT



Sauvageau - Bonhomme - Jorès & Co

Responsible Sharitories France

Urban Agriculture



Related concepts: community garden, urban gardening

Description: Urban agriculture is the practice of cultivating, processing and distributing food in or around a village, town or city (built environment). This could involve a community of organic growers and citizens who produce food in urban spaces, sometimes offered by the local administration, cooperatives or privates. It can also consist of individuals who grow their own urban gardens or allotment gardens. The food produced is usually distributed among the people involved in the production, although it can be also sold. Often, due to the small spaces available (mostly in big cities), the urban gardening can use more productive and technological methods like the “permaculture” approach. It can also be practised in unusual spaces like upcycled trucks or busses. Many urban agriculture communities and projects connect individuals both online and in real life, helping and promoting each other (e.g. supporting crowdfunding campaigns). Urban gardens can be completely open or shared between people from one building, one company, one neighborhood etc.

Benefits for citizen: Healthy lifestyle, income generation or/and money saving, better quality food, sense of community, improved urban environment, social interaction.

Benefits for local administration: Improved urban environment, pollution decrease (CO2 capture, soil decontamination, reduced carbon footprint for transportation, waste reduction), welfare benefits (healthier citizens means less cost for the health care, social activities for elderlies and kids, food justice), improved local economy.

Example: Urban agriculture ordonance in [San Francisco](#)

Food hubs and Community Supported Agriculture



Related concepts: Community-supported agriculture, consumer groups.

Description: this is an alternative, locally-based model of food distribution that allows people to buy and sell food supporting local producers and bypassing the large retailers. It involves a group or association of individuals who support local farmers, one or more. There are many different models: buyers could share with the farmers the risks and benefits of the production (the buyers pay a fixed price at the beginning of the growing season, allowing farmers to deal with production expenses and later receive weekly a box of food), otherwise buyers can just buy and pay for the products when they are sold. In some cases which are more engaged in terms of support to local agriculture, you don't have choice of what you get and you also need to help distributing food twice a year or so. Otherwise food can be chosen by the buyers. It can be delivered directly to the consumers or in local collective points, and so on.

Benefits for citizen: Healthy lifestyles, better business conditions due to cutting intermediaries, income generation or/and money saving, better quality food, sense of community, social interaction,

Benefits for local administration: pollution decrease (reduced carbon footprint for transportation, waste reduction), welfare benefits (healthier citizens means less cost for the healthcare), improved local economy.

Example: [The Food Assembly](#) is a platform created in 2012 in France to connect local farmers and food makers and consumers.

DES MUTATIONS & OPPORTUNITES

"Les réseaux ouverts de la coopération qui font ce choix du partage sont **une nouvelle forme de service public** où les œuvres du domaine public d'un musée sont accessibles, les données ouvertes servent à l'élaboration de nouveaux services, les conférences d'un territoire sont mises en lignes"

"Pour une collectivité, dynamiser et structurer l'offre de services de partage sur son territoire peut permettre de révéler des manques et **susciter la création de nouvelles offres locales**"

Michel Briand.

Nos partenaires



ASSUREUR MILITANT.



hauts-de-seine
CONSEIL GÉNÉRAL



LA POSTE



Et bien d'autres!..

Merci pour votre attention!

Samuel Roumeau

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@sroumeau



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