

What is collaborative consumption

All around us, is helping to create new
..... New online are providing
the to build trust between strangers and supporting a
..... of old market like swapping, renting and
..... People are borrowing rarely used tools rather than buying them,
swapping clothes they no longer need for new favourites, and sharing, like
trading sushi-making for French lessons. In London, tourists and commuters have made
..... journeys using the city's bike scheme in
less than months. And garden dating agencies like Landshare,
have matched more than 60,000 green-fingered people with spare gardens or fellow gardeners. These
ideas are part of a growing called
..... consumption. So what does all this mean for the world
public ? Nesta brought together a group of leading
..... to explore this and show how
using technology to enable trust between strangers might help
our public services. The group looked at projects
like the Good Gym, a service in London's Tower Hamlets which pairs runners with
....., less mobile people in their area. Every week since signing up,
Ben has run to deliver a copy of the East London Advertiser to
Sarah. The Goodgym makes people useful and directs
..... from where there's a surplus and where it's
.....

