

THE SHARING ECONOMY AS A ELEMENT SUSTAINABLE DEVELOPMENT

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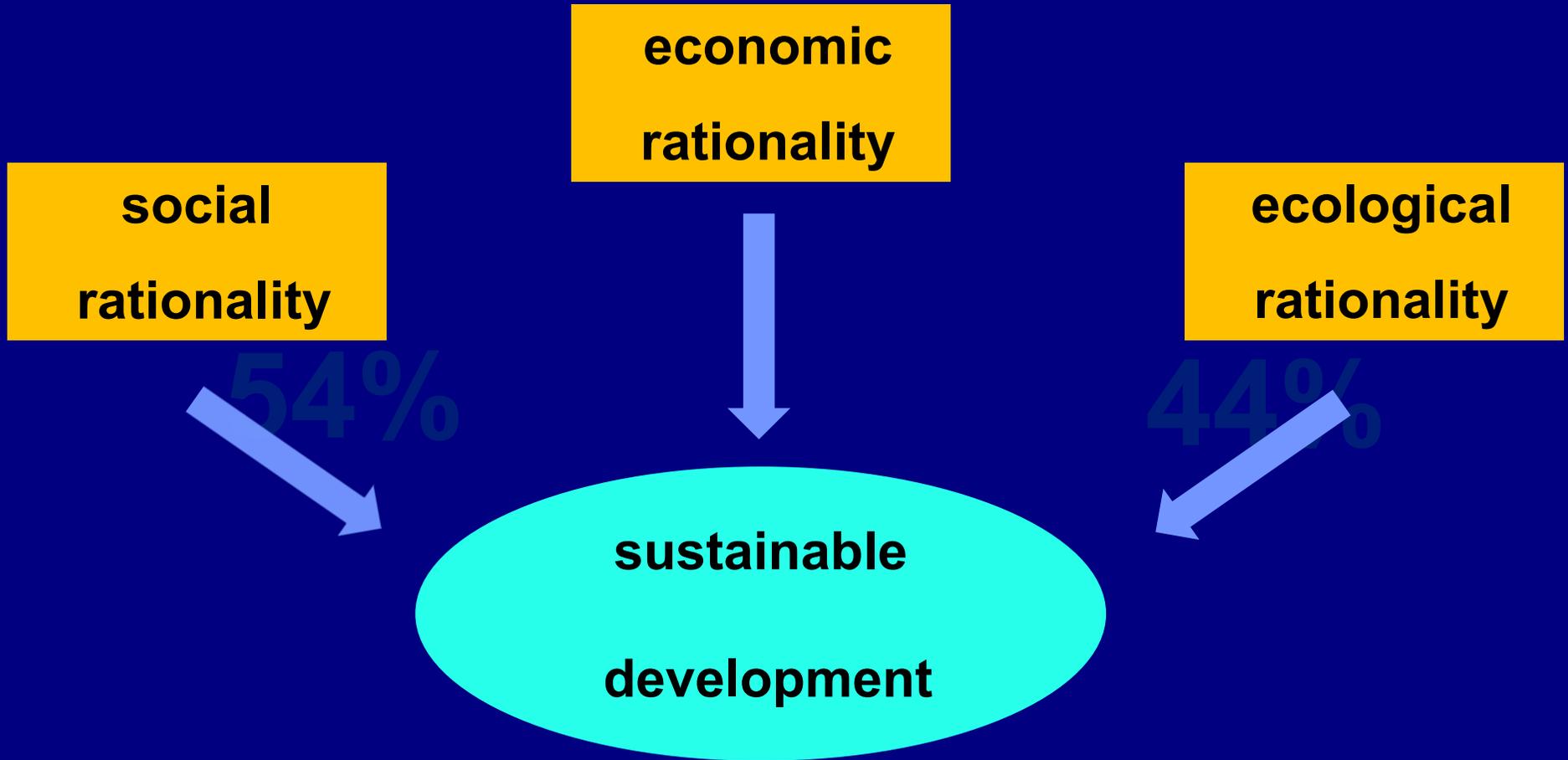
Sustainable development

Sustainable development is a way of doing business in which meeting the needs of the present generation does not reduce the chances of meeting the needs of future generations.

Today's market trends

- **Progressive urbanization - in 2050, approx. 6.7 billion people will live in cities, today it is approx. 4.2 billion.**
- **The ecological awareness of citizens is growing, which accelerates the development of new technological solutions.**
- **We live in the conditions of the 4.0 industrial revolution, which allows for wider access to new technologies, products and services.**
- **Consumers are ready to share different goods.**

Using sharing solutions



Sharing economy

- **Sharing economy - used to describe an economic model based on the sharing of goods and services, bartering and renting instead of owning.**
- **Sharing is based on the idea that it is more convenient to pay for temporary access to a product than to own that product.**

Sharing economy

The sharing economy builds its business proposition and competitive advantage using the internet and digital economy solutions.

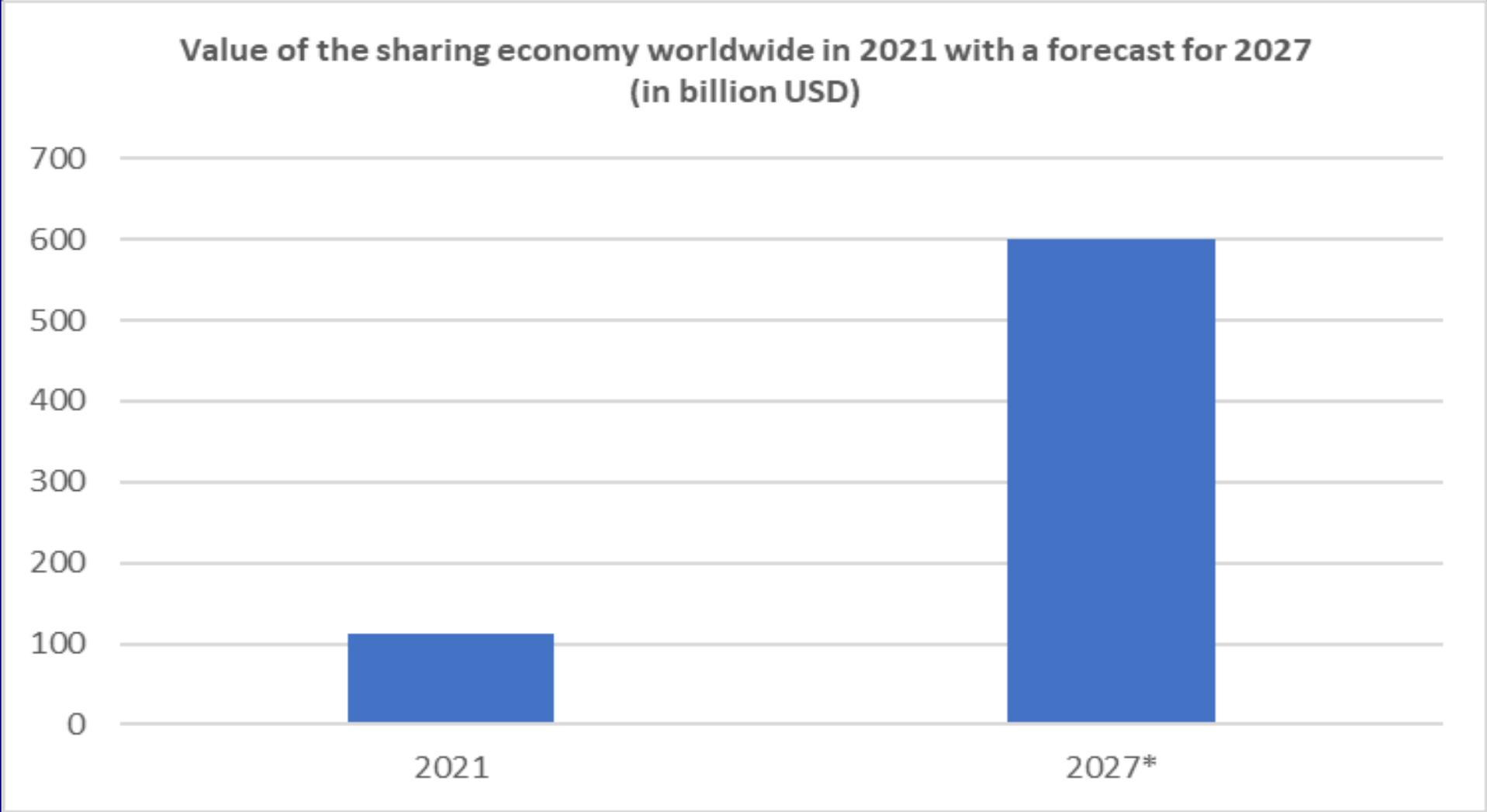
Its advantage is the speed of response to emerging market demand and availability based on economic (price) assumptions.

Sharing economy

The joint economy includes three groups of participants:

- service providers who share their resources, goods, sometimes or even habits;**
- who use the above services;**
- intermediaries communicating - through the online platforms of providers with users.**

Sharing economy



Source: <https://www.statista.com/statistics/830986/value-of-the-global-sharing-economy/>

Sharing economy

Sharing economy can be perceived in the category of social innovation, which can contribute to a more ecological and sustainable distribution of goods and services.

Changes in the business model do not happen only within the commercially operating enterprises of the sector private, but also in public sector entities.

The sharing economy, creating opportunities for growth without the need to create new resources production, it may contribute to pushing the limits of growth.

In the long run, an additional effect of the sharing economy will be significant economic, socio-cultural and behavioral changes.

Thank you for your attention
