

SHARING IS THE NEW HAVING IN A CIRCULAR ECONOMY

Sharing products instead of owning them individually ensures that a certain need (e.g. mobility) can be met with fewer materials. This reduced use of materials also means that fewer greenhouse gases are emitted. Sharing can consist of lending, hiring, renting or making use of other product-service combinations in which citizens evolve from individual property to (shared) use.

Governments, regional or local, can support product-service systems and sub-initiatives and make them more attractive by developing tax incentives, inducements and a clear framework where appropriate. OVAM and Circular Flanders **facilitate** and **support** (e.g. via project subsidies) bottom-up initiatives on the sharing economy that reduce the use of materials. We want to continue these activities and also work on solving legal and financial bottlenecks for sharing systems.

CAR-SHARING REDUCES MATERIAL USE AND GREENHOUSE GAS EMISSIONS

Interactive tool calculates the impact of car sharing on material use and greenhouse gas emissions

A circular economy in which shared cars are shared between 10 people for one year and the need for transport remains unchanged results in a **reduced material impact of almost 35%** and a **reduction in greenhouse gas emissions of more than 20%**. This gain in terms of materials and greenhouse gas emissions is only due to the fact that fewer cars have to be produced for the same transport requirement (the production phase = orange block in the figure below).

Link to the interactive car-sharing tool: ovam.be/interactieve-tool-mobiliteit

Hoe de CO2-impact van ons autogebruik halveren dankzij de circulaire economie? broeikasgasemissies en primair materiaalgebruik van de Vlaamse mobiliteit

<interactieve tool: de impact van een investering in nieuwe auto's over een periode van 10 jaren>

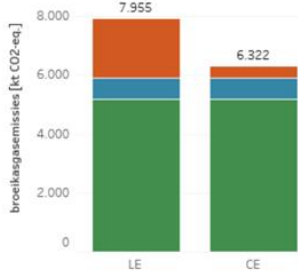
Deze interactieve tool geeft de broeikasgas- en materialenimpact weer van een investering in voertuigen (j.0) en het gebruik van deze voertuigen gedurende 10 jaren (j.1- j.10). De **lineaire economie (LE)** beschrijft de investering in 250.000 auto's voor privébezit, waarvan 0% elektrische voertuigen. De transportbehoefte is 15.000km/persoon.jaar (jaarlijkse verandering: onveranderd). Dit scenario wordt vergeleken met een **circulaire economie (CE)** waarin het autodeelsysteem zorgt dat er 250.000/10 auto's worden aangekocht (in j.0 en om elke 5 jaren), waarvan 0% elektrische voertuigen. De wijziging in de transportbehoefte in het deelsysteem is: onveranderd. Het verhoogd gebruik/de betere bezettingsgraad (gemiddeld 10 personen per deelauto) en de levensduur van 5 jaren per deelauto moet afgewogen worden ten opzichte van het gemiddeld aantal kilometers per deelauto.

investering in nieuwe auto's in een lineaire economie (aantal)	transportbehoefte in j.1 in lineaire economie (in km/persoon.jaar)	jaarlijkse toename/afname van de transportbehoefte (%/jaar)
250.000	15.000	onveranderd
aandeel auto's op elektriciteit in een lineaire economie	aandeel auto's op elektriciteit in circulaire economie	
0%	0%	
verandering in de transportbehoefte (j.1) in een circulaire economie t.o.v. een lineaire economie (%)	levensduur deelauto (in jaren)	aantal personen per deelauto
onveranderd	5	10

Opgelet! De gemiddelde levensduur van de auto's is 150.000 kilometer per auto.

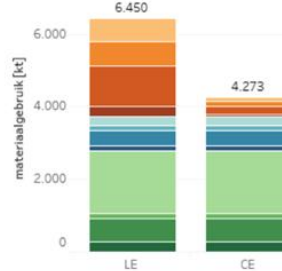
Opgelet! De gemiddelde levensduur van de deelauto's is 750.000 kilometer per auto.

broeikasgasimpact [kt CO₂-eq.]



impact op broeikasgasemissies
-1.632,8kt
of
-20,5%

primair materiaalgebruik [kt]



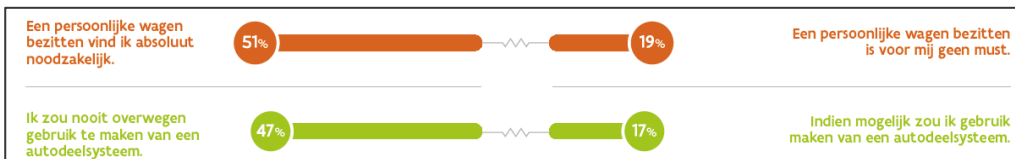
impact op primair materiaalgebruik
-2.176,9kt
of
-33,8%

HIGH SHARING POTENTIAL FOR MEANS OF TRANSPORT AND TOOLS

Choice of Flemings to borrow or hire per product category

For all product categories there is a (large) majority of Flemish people who would buy new products (see figure). Only the category of **garden tools and DIY items** stands out as a product category that more than 40% of those surveyed would borrow or hire.

For almost 20% of Flemings, owning a private car is not a must. However, 42% say they have no problem travelling with others. The average Flemish person does not currently engage in car-sharing. Nevertheless, **17% of Flemings are considering using a car-sharing system**. The [Circular Economy Policy Research Center](#) is currently investigating which Flemings are (not) willing to car-share. The study examines the drivers and barriers for consumer car-sharing.



Source: Gfk Belgium (2017)

WANT TO KNOW MORE?

What is the sharing economy?

The sharing economy is a broad concept that covers both private and commercial activities. This can range from sharing space and housing to means of transport and food, but products and materials can also be shared.

A commercial form of sharing or rather renting/hiring is represented by those companies specialised in the hiring of DIY, construction and party items. These services are also offered by some thrift stores at democratic prices.

The sharing of means of transport is on the rise and is being developed by various organisations and initiatives. Autodelen.net inspires and supports both commercial and non-commercial initiatives.

The sharing economy, in which tools and utensils are lent out, consists of physical locations in various cities in Flanders as well as digital platforms. The physical locations are often civic and civil society initiatives supported by local governments and other organisations.

The range and type of sharing initiatives under which the physical locations are also supported and mapped by [Netwerk Bewust Verbruiken](#), [vzw Repair&Share](#) and [BBL](#).

Another form of sharing economy are the online platforms for the legal, safe and limited tax-free organisation of supply and demand for the performance of odd-jobs and chores for households. Through these sites, individuals can look for affordable, experienced handymen to have both repair and small renovation works carried out at their homes.

The size of the sharing economy

There are no precise figures on the size of the sharing economy in Flanders or Belgium.

A report by PwC (2018), based on a survey of users of digital platforms on the sharing economy, estimated that their turnover would amount to around €2.0 billion in Belgium, i.e. some 0.5% of Belgian GDP in 2017.

A European Commission survey (2016) (Flash Eurobarometer) on the use of collaborative economy platforms in Europe shows that about 8% of the Belgian population participates in a form of sharing economy, which is well below the European average (17%). However, there is still room for growth, as 25% of the people surveyed would be inclined to participate more in the economy in the coming years than at present.

At the beginning of 2015, the ING International Study (2016) showed that about 24% of Belgians were familiar with the term 'sharing economy'. A new survey during 2016 showed that the term is rapidly becoming integrated, as one third of respondents replied positively at that time.

A study by IDEA Consult (2017) asked a panel of 1,000 Flemings whether they had already heard of the term 'sharing economy'. Only 17% of Flemings said that they were familiar with the term and that they also knew what it actually meant. 28% are familiar with the term, but do not know what it means. However, the majority (55%) have never heard of it.

Financing the sharing economy

A study by [Econocom and Circular Flanders \(2019\)](#) shows that Belgian financial institutions have not sufficiently adapted their services to circular business models such as as-a-service models, partial platforms or temporary use. In the case of loan applications from companies that want to innovate with circular projects, the investment risks still outweigh the potential return on investment. The instruments exist to divide this investment risk between several parties, such as credit insurers or guarantee funds, whether or not in combination. These opportunities for risk coverage are not sufficiently known or used, the report states.

SOURCES

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