

Amsterdam's collaborative economy

Canals, tulips, and coffee shops are probably the first things that come to mind when thinking about Amsterdam. Yet soon, the city will also resonate with "sharing". In February 2015, Amsterdam was named the first European Sharing City. The objective of Amsterdam Sharing City is to use the opportunities that the collaborative economy offers in the fields of sustainability, social cohesion and economy. Thanks to its extensive digital infrastructure and its citizen base that is able to use it, the city now encompasses several innovative sharing economy projects and initiatives such as the well-known borrowing platform Peerby.



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The rise of the collaborative economy offers both substantial opportunities and challenges to the city of Amsterdam and its businesses, city leaders and residents. The collaborative economy holds promise for solving the many problems in housing, mobility, waste and healthcare by leveraging on goods and capital which were traditionally not used. Yet, the collaborative economy also

brings along new challenges. As we have seen with Uber in many European cities, new organizational models are likely to enter into fierce competition with the older, regulated models (e.g. regular taxis). There is therefore a need to adapt laws and regulations in order to take into account new organizational models and prevent the creation of an imbalanced playground.

Key initiatives

Smart regulations to accelerate the uptake of the sharing economy

Amsterdam's local government was the first in the world to develop regulations for Airbnb in order to ensure that the platform is well integrated into the sharing economy. With the new regulations, Amsterdam's residents are only allowed to occasionally rent out their house whilst away, with a maximum of 60 days per year. Besides, customers must also pay tourist tax via the platform. This avoids the creation of an unfair playing field where residents would easily outcompete traditional hotels which are much more regulated.

University of Amsterdam as a driver for the open science movement

There is no doubt that better quality research would stem from the use of larger data sets. Yet, researchers remain reluctant to share the data they collect as their publication determines their chance to be promoted. One of the main priorities of the University of Amsterdam is to invert the trend. By adapting HR policies.

A school for creative leaders

THNK is a school of creative leadership born in Amsterdam in 2010. It offers among others an intensive 6 months program to any social change agent, commercial entrepreneur, corporate innovation manager or public sector leader interested to lead breakthrough innovation.

Amsterdam Economic Board

Amsterdam Economic Board has for mission to improve the prosperity and well-being of the Amsterdam Metropolitan area. In order to reach its objective, the board works with businesses, public organizations and research institutes, focusing on collaboration and innovation. It focuses mainly on finding solutions for five interrelated urban challenges which bear relevance to urban problems across the globe:

1. circular economy
2. digital economy
3. health
4. mobility
5. jobs of the future.

Amsterdam Smart City

Amsterdam Smart City gathers companies, governments, knowledge institutes and citizens to build the Amsterdam of the future. It is a platform with more than 100 partners which are involved in over 90 innovative projects. The platforms encourage partners to submit and implement their innovative solutions to urban problems and concentrate our 7 focus areas:

1. smart mobility
2. smart living
3. smart society
4. smart areas
5. smart economy
6. Big and open data
7. Infrastructure (roads, water, energy and ICT)

Amsterdam's Sharing tower

The Sharing Tower accommodates businesses, but not only. It aims at creating an environment where people share their ideas and visions. In the Sharing Tower, design enables the sharing economy to become reality. Space is organized in such a way that every tenant and visitor have increased possibilities for sharing and cooperating.