A photograph of a group of people sitting around a long table in a meeting room, engaged in discussion. The room has large windows in the background.

Platform cooperativism: a fair and green alternative in the sharing economy and an opportunity for workers

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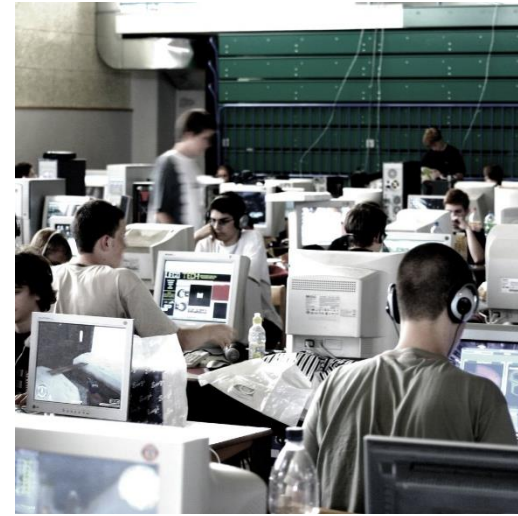
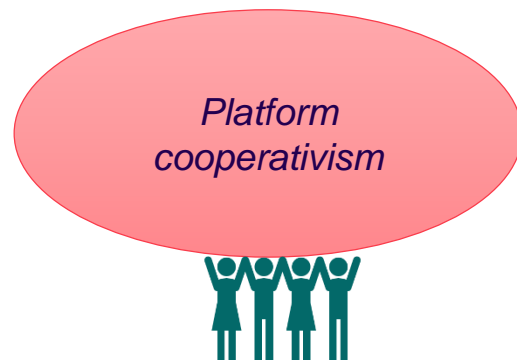
Outline

- Introduction
- Sharing platforms typology
- Platform-cooperativism vs. platform-capitalism
- The cooperative path in France :Status and supporting structures
- Cooperating during the Covid-19 crisis
- Concluding Remarks

Introduction

Sharing economy : from opportunities and the uberization effect to the social and solidarity economy experiences

- ▶ Economic opportunities & societal issues
 - ▶ Capture of value created
 - ▶ Lack of social protection for workers & precarity
- ▶ Digital platforms created and run by cooperatives & not-for-profit associations



Key questions & objectives :

How to differentiate a cooperative-platform from a capitalist-platform?

Explain the types of platform-cooperatives and its status operating in France

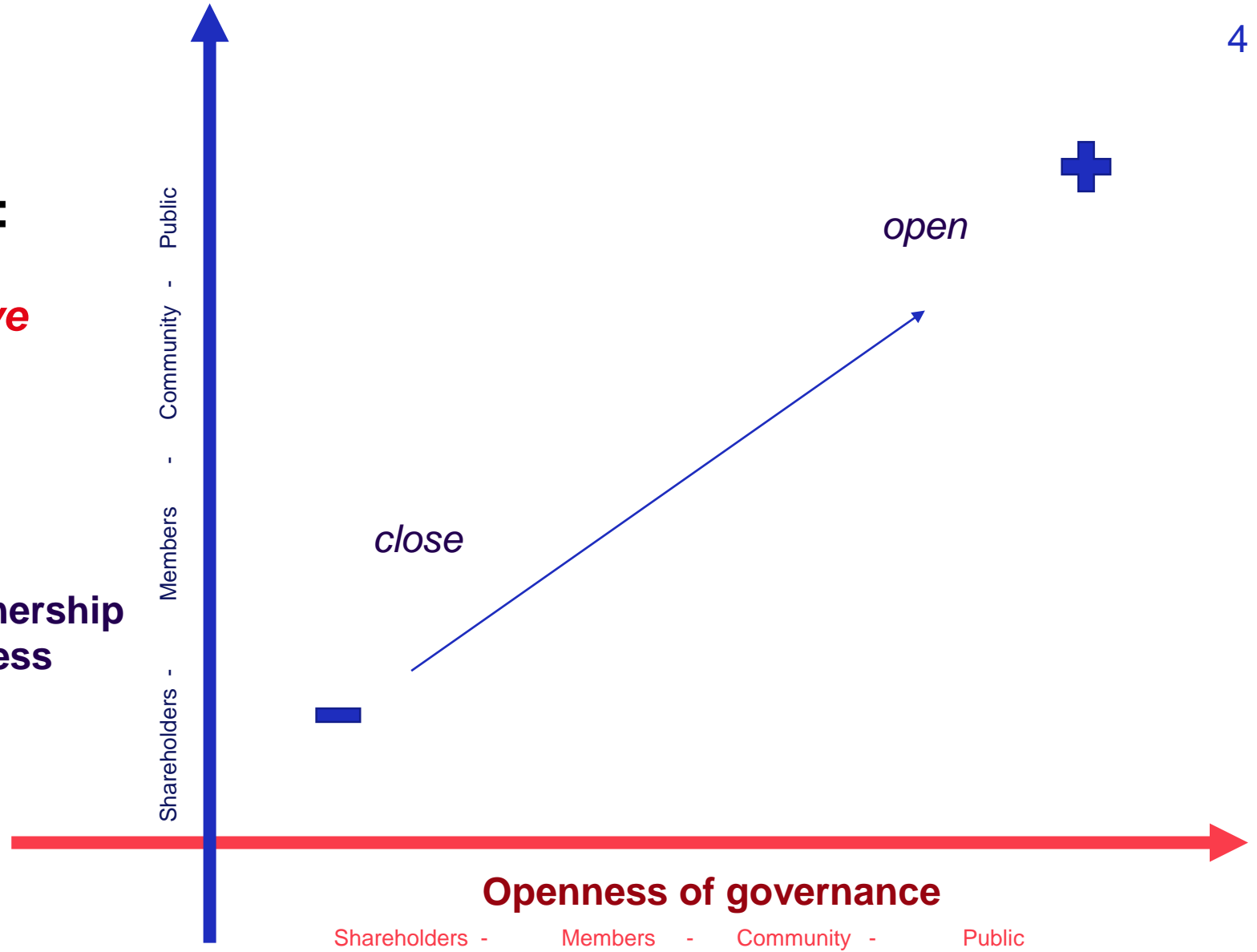
What can platform-cooperatives offer to assist the society in a crisis period? French examples

Sharing platform typology :

*How to differentiate a **cooperative platform** from a **capitalist platform**?*

Srnc (2020)

Ownership
access

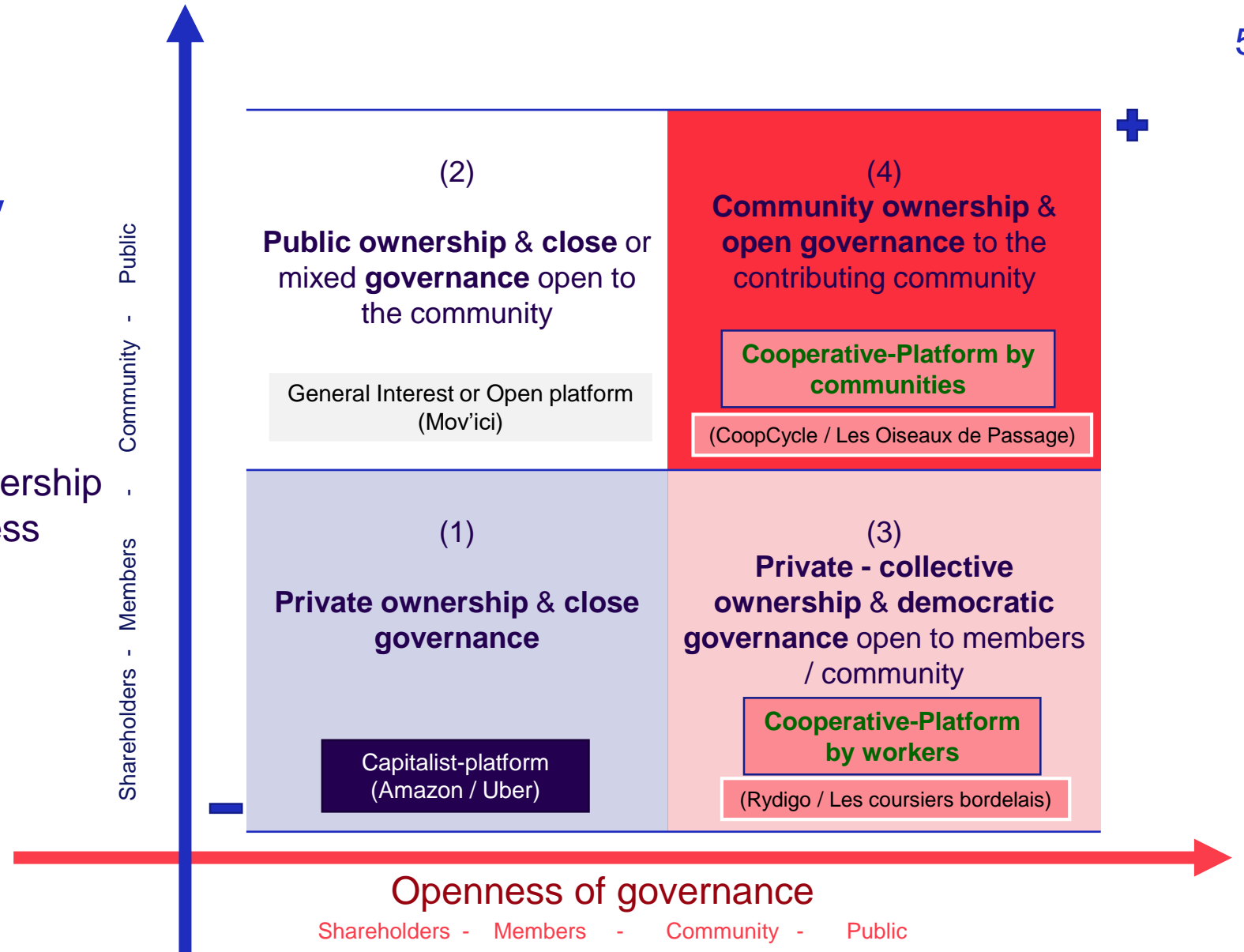


Sharing platform typology

4 types of platforms

Ownership
access

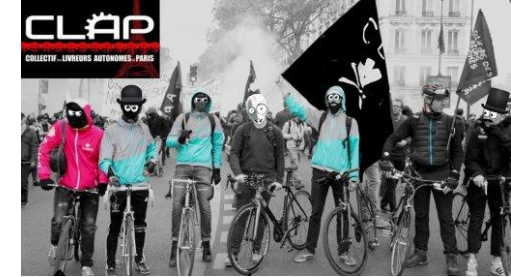
Shareholders - Members - Community - Public





Platform-cooperativism vs. platform-capitalism

Alternative experiences in opposition to unfair business models and the precariousness of work

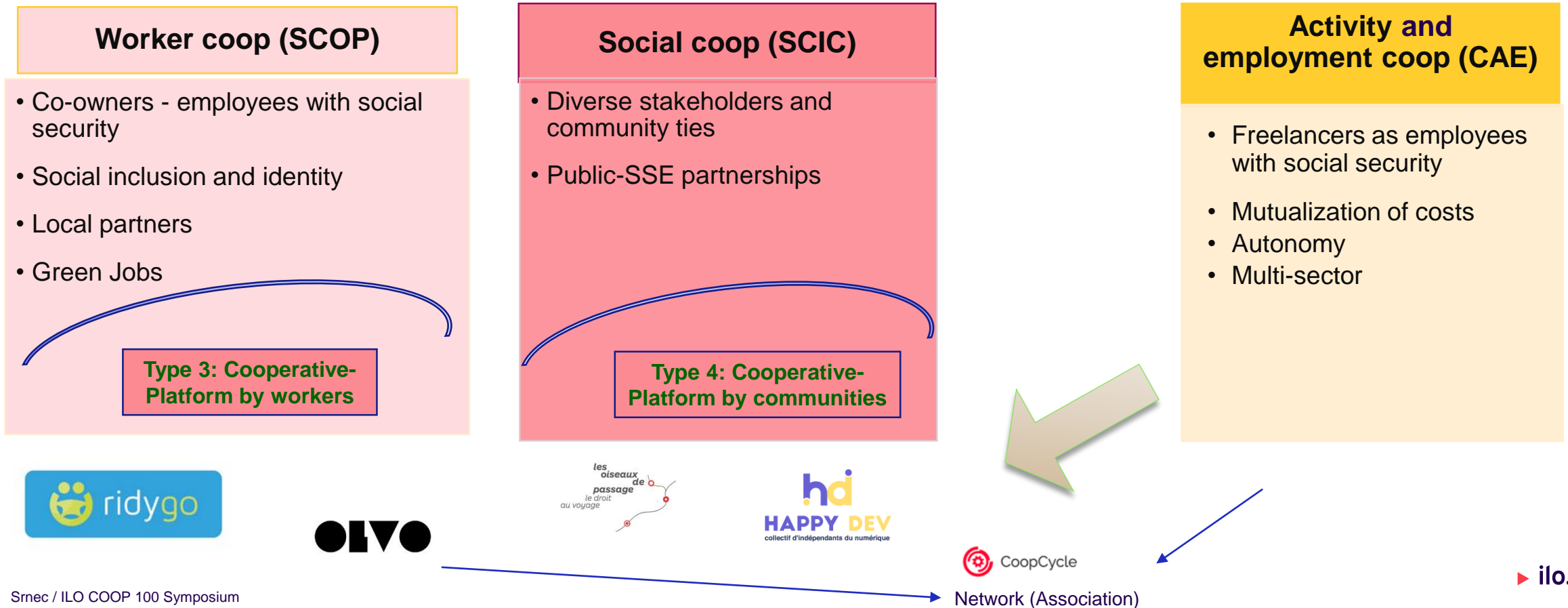


- Founded by users, digital workers & producers to provide a solution to local needs
- Inclusive governance & participatory democracy
- Self-managing / “bossless” platforms
- Fair working conditions
- Avoids displacement of economic value
- Sprit of non-lucrative & social and environmental responsibility
- Produces and protects “commons” (software, knowledge, mobility)



The cooperative French path in the sharing economy

Status and supporting structures





Share Coop
Coopérative ouverte au
service de la solidarité



Network « Plateformes en Communs »

- ✓ Promoting links between commons and SSE
- ✓ Tools
- ✓ Sharing knowledge
- ✓ Mutualising resources
- ✓ Partnerships

Platform-cooperativism and the community: *cooperation during the Covid-19 crisis*

Combining digital platforms and local services through multi-partnership solidarity and cooperation

- Worker coops free delivery services with a social purpose
- New platform offering free accommodation for health workers and vulnerable people
- New market-hubs for local producers based on open source software developed by cooperatives and associations



Concluding remarks



- ▶ Need the support of the state (regulation of work; economic activity and social protection)
- ▶ Platform-cooperatives promote virtuous alliances between SSE actors, public organizations and the community
- ▶ Sustainable and local development with global links
- ▶ Advantages for workers, users and neighbours
- ▶ Great contribution to the community and quick adaptability in crisis



Thanks for your kind attention

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Research project:

<https://iness.wp.imt.fr/alter/>