Towards a collaborative economy model
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**ABSTRACT**

Towards a collaborative economy model

The research is a focus on the new model for urban areas promoted by the European Union, which considers the city as a social system, attributing centrality to the identity of the community as welfare lever.

The analysis builds on the recent guidelines of the European Union, like the 'Opinion of the European Committee of the Regions - The local and regional dimension of the economy of sharing (2016 / C 051/06) of 04.12.2015' and 'Communication from the Commission to the European Parliament, the Council, the European economic and social Committee and the Committee of the Regions - a European agenda for collaborative economy - Brussels, 02.06.2016 COM (2016) 356 final ', which considers new business models of collaborative economy as opportunities and give the territory of the Member States of the innovation workshop character.

Urban spaces go beyond the city as traditionally understood urban context and widen up to understand at first degraded areas, tangible and intangible assets, such as collective resources for a common use, in a logic of policies aimed at promoting the sustainable development of urban areas within the wider context of territorial development.

Urban regeneration requires the construction of social inclusion policies, as an outcome of an enlarged democratic process, which encourages sharing problems and needs and promotes the construction of shared policies.

The subject analysis is the collective and social dimension of urban space, the need for forms of participatory management, involving public and private actors and civil society and complement the action of the various levels of local, regional, national and European.

The establishment of a regional network, which exceeds the urban perimeter, is the foundation of participatory governance, characterizing the European model and is a reflection of the dynamism of the urban environment and organizational change.
The goal is the attempt to define the limits, the content and the size of these new collaborative models between citizens and institutions, which are at the heart of European urban strategy.

In the new paradigm of urban space, the collaborative economy becomes instrument of affirmation of the dignity of the person with respect to social inequalities, but also the foundation of a new methodology underlying administrative action of PA to improve the efficiency, the effectiveness of services returns, guarantees the active participation of citizens and economy.

As part of urban policies, the collaborative economy becomes a potential resource, a good relationship to build a network in the territory and a sine qua non for reducing "urban asymmetries" between those parts not yet adequately developed and the central part of the city.

Promoting this form of economy and a governance model based on it leads to a change of perspective, which focuses on the human person and redefines the relationship between citizens and territory.
Par. 1 – The new paradigm of the urban era

The urban system is at the core of European\textsuperscript{1} policies as a development and economic factor. The recent economic models move from the new dogma of emotions, considered a resource to use. The welfare state becomes index of balance of the community and measure of an organization\textsuperscript{2}'s productivity. The concept of the

\textsuperscript{1}Article 3

(ex Article 2 TEU)

1. The Union's aim is to promote peace, its values and the well-being of its peoples.
2. The Union shall offer its citizens an area of freedom, security and justice without internal frontiers, in which the free movement of persons is ensured in conjunction with appropriate measures with respect to external border controls, asylum, immigration and the prevention and combating of crime.
3. The Union shall establish an internal market. It shall work for the sustainable development of Europe based on balanced economic growth and price stability, a highly competitive social market economy, aiming at full employment and social progress, and a high level of protection and improvement of the quality of the environment. It shall promote scientific and technological advance. It shall combat social exclusion and discrimination, and shall promote social justice and protection, equality between women and men, solidarity between generations and protection of the rights of the child. It shall promote economic, social and territorial cohesion, and solidarity among Member States. It shall respect its rich cultural and linguistic diversity, and shall ensure that Europe's cultural heritage is safeguarded and enhanced.
4. The Union shall establish an economic and monetary union whose currency is the euro.
5. In its relations with the wider world, the Union shall uphold and promote its values and interests and contribute to the protection of its citizens. It shall contribute to peace, security, the sustainable development of the Earth, solidarity and mutual respect among peoples, free and fair trade, eradication of poverty and the protection of human rights, in particular the rights of the child, as well as to the strict observance and the development of international law, including respect for the principles of the United Nations Charter.
6. The Union shall pursue its objectives by appropriate means commensurate with the competences which are conferred upon it in the Treaties.

\textsuperscript{2}William Davies "The industry of happiness - How politics and big business there sell the well-being ", Einaudi 2016

"If the well-being can be really objectified, and then measured by means of specific indicators, its control is something palatable for the economic and political power." According to Davies, the potential reduction of freedom and manipulation of individuals,
market, conceived as a place of balance of values, affirms the necessity to redesign the role of every (institutional or not) actor at the heart of the system.

Such phenomenon is to be framed in a global dimension, considering the new asset of internal market, the new role of the State, which passes from entrepreneur to regulator State, in which the relationship between Authority and citizens evolves in the birth of links of knowledge and competence.

Governing the territory leads to choices of transformation, which derive from processes of concertation and dialogue between carriers of heteronym public interests.

Building the public city aims at combining collective exigencies of services and public spaces\(^3\), as the urban structure has an impact on life’s quality and has to be capable of tearing down inequalities, enhancing the relational aspect.

The European Strategy 2020, that includes the Urban Agenda and the Digital Agenda, considers the centrality of European cities as crucial. Those are seen as sustainable cities, urban areas capable of providing a good accessibility to services of general economic interest and a good level of environmental protection and quality of life.

The Position Paper “Cities of Tomorrow describes the European city of the future, generally considered as a place of advanced social progress and with a high level of social cohesion, with a key role of territorial development of Europe.

«The future European urban territorial development should reflect a sustainable development of Europe based on balanced economic growth and balanced territorial organisation with a polycentric urban structure; it should contain strong regional centres that provide good accessibility to services of general economic interest; it should be characterised by a compact settlement structure with limited urban

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\(^3\)P. Urbani, “Joint planning. The search for justice equalization between ownership and public interests”, Bollati Boringhieri 2011
sprawl; and it should enjoy a high level of protection and quality of the environment around cities».

The document introduces a global model of sustainable urban development, which presupposes a methodology of integrated approach to face the challenges based on territory and people. Such methodological criterion integrates, beside the provision of formal structure of governance, other more flexible and informal structures; the development of systems of governance, capable of creating shared views and conciliating different objectives and models; the collaboration as a guarantee of an in-line territorial development and of efficient use of resources.

The European policy of territorial cohesion wants to favor the integrated development of territories as spaces where citizens’ life takes place; promoting territorial-based policies through an intersectorial coordination of policies and a system of government at different levels, from a local to a European level; stimulating the cooperation among territories to strengthen European integration and improving territories’ knowledge in order to guide their development.

The European Urban Agenda states that the urban dimension of cohesion policy has three objectives:

1. To help urban areas develop their infrastructure as a base for growth, in order to fully exploit their potential contribution to economic growth in Europe, to the diversification of the economic framework and to environmental and energetic sustainability;

2. To help urban areas modernise their economic, social and environmental specificities through intelligent investments in infrastructures and technological services, strictly related to national and local exigencies;

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4 The Lisbon Treaty has added to the European Union’s objectives of territorial cohesion and strengthened multi-level governance.

3. To regenerate urban areas by recovering industrial sites and reclaiming contaminating lands, bearing in mind the exigency of creating links between urban and rural areas, in order to promote an inclusive development, in line with the Europe 2020 strategy.

The tools through which this strategy can be realized are:

- the PON Città metropolitane⁶, which represents the result of a co-projectation path between urban authorities and government, assisted by regions, it provides integrated actions for cities, directed to privilege smart city and social innovation.

- The Community-led local development (CLLD)⁷, which is an instrument regulated by European regulations for pursuing aims of integrated local development on sub-regional scale with the prior contribution of local forces. Local actors join a partnership of mixed nature (public-private) and give an operative role (managerial and administrative) to the Group of Local Action, that has to elaborate a Plan of Local Action to translate the objectives into concrete actions through a technical structure capable of fulfilling such tasks.

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⁶www.agenziacoesione.gov.it

“The National Development Plan Metropolitan Cities 2014 - 2020 was adopted by the European Commission Decision C (2015) 4998. And holder predicted the Agency for Territorial Cohesion. It supports sustainable urban development strategies outlined in the Partnership for the 2014-2020 programming period and is in line with the objectives and strategies proposed for the European Urban Agenda, which identifies key areas in urban areas to meet the challenges of smart, inclusive and sustainable posed by the Europe 2020 Strategy. Metropolitan cities involved are 14: Turin, Genoa, Milan, Bologna, Venice, Florence, Rome, Bari, Naples, Reggio Calabria, Cagliari, Catania, Messina and Palermo. District municipalities are identified as urban Authority (AU), pursuant to article 7, Reg. (EU) 1301/2013 and assume the role of Intermediate Body (OR) on the basis of a special act of delegation on the part of ‘agency for territorial Cohesion Managing Authorities (MAs) of the PON’.”

⁷AAVV, Study about policy measures for a good governance of Strait of Messina at EU level, cap. I a cura di AL Crucitti, Puzzle 2014
The Integrated Territorial Investments (ITI) allow the integration among priorities belonging to strategic objectives of different nature, possibly leveraging different funds, and crossing the potentials of more than one programme. It results particularly indicated for the integrated programming linked to the application of the national strategy in favour of Internal Areas, which focuses on areas with specific characteristics distant from basic services and with a high demographic loss and combines top down characteristics (participated planning) to bottom up ones (local participated projects enacted on the given areas).

The Programmi Operativi Regionali (POR).

Generally, the result that is foreseen is the improvement of the quality and the effectiveness of the public action with regards to the coordination of the policies, of subjects and of levels of governance, with the specific aim of strengthening the capacity of cities of promoting transactions and structural changings.

The cohesion policy 2014-2020 promotes synergies between investments made through the structural funds. The European fund of

8 The National Strategy for the Internal Areas (SNAI) to which recipients municipalities with fewer than 5,000 inhabitants.

9 Brussels, 18.07.2014 COM (2014) 490 final, Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, the urban dimension of EU policies - foundational elements of an EU Urban Agenda “Many European cities also suffer from insufficient capacity to initiate and implement the (necessary) structural changes. The economic crisis has greatly weakened many cities, increasing the challenges they face when they have fewer resources. Many secondary cities, especially central and eastern Europe, are experiencing complex situations of decline, in which an economic decline is combined population decline, what can trigger a downward spiral characterized by decrease in local tax revenues, shrinking demand of goods and services, loss of jobs, less jobs and less investment, with a general loss of attractiveness.”

10 www.agenziacoesione.it

Cohesion policy has established 11 thematic objectives to support growth for the period 2014-2020:

1. Strengthening research, technological development and innovation;
regional development (FESR) supports sustainable urban development through integrated strategies to face economic, environmental, climatic, social and demographic challenges of urban areas. The European social fund (FSE), used in synergy with the FESR, allows to take measures related to employment, education, social inclusion and institutional capacity. A real social challenge that moves from the consideration that urban areas constitute more than simple living centres. They constitute centres of economic activity; places of advanced social development; a platform for democracy, the cultural dialogue and the diversity; green places of ecological and environmental regeneration; attraction centres and economic growth engines.\textsuperscript{11}

UN-HABITAT\textsuperscript{12} report “The World Cities Report 2016 – WCR 2016”, establishes 5 principles considered essential: the creation of a new model for the protection of human rights in accordance with the law; a guarantee for inclusive growth; empowerment of civil society;

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3. Improving access to information and communication technologies, and use and quality of;
4. To promote the competitiveness of small and medium-sized enterprises, the agricultural sector (for the EAFRD) and the fisheries and aquaculture sector (for the EMFF);
5. To support the transition to a low-carbon economy in all sectors;
6. To promote adaptation to climate change, prevention and risk management;
7. Protecting the environment and promoting efficient use of resources;
8. Promoting sustainable transport and removing bottlenecks in key network infrastructures;
9. Promoting employment and supporting labor mobility;
10. Promoting social inclusion and combating poverty;
11. Investing in education, skills and lifelong learning;
12. Strengthening institutional capacity and an efficient public administration.

Investments for the ERDF will finance all 11 targets, but those from 1 to 4 are the main priorities for investment. The main priorities of the ESF are the objectives 8 to 11, but the fund also finances go from 1 to 4. II Cohesion Fund finances the goals from 4 to 7:11.

The strategy also follows a "territorial” approach in two specific areas: the "Internal Areas” areas characterized by the phenomenon of demographic decline, to the socio-economic hardship, the existence of a significant distance from centers of supply of essential public services (health, transport, education) and “City.”

\textsuperscript{11} See note 8.

\textsuperscript{12}UN-Habitat is the UN program for urban settlements. Its mission is to promote the development of socially and environmentally sustainable human settlements and the achievement of adequate shelter for all.
promoting environmental sustainability and innovations that facilitate learning and knowledge sharing.

The model of governance at various levels and that the policy network presuppose the disappearance of the rigid distinction between internal and European policy. They constitute the political negotiation systems, adjustment and non-hierarchical administration. The process of defining the European Union's policies involves public and private actors. Nevertheless, it is necessary to assess the extent to which European citizens are entitled to participate in this process.

The principle of horizontal subsidiarity promotes freedom and autonomy of the person and that of organized groups, defining the sphere of public intervention. Its implementation, "outlines a cooperative liberalism between spheres of autonomy, within which, however, it's competition." As it turns out, planning "is taking the operational mode of governance."

Strategic policies and local and regional authorities programs associate territory and socio-economic development, through specific measures, such as the balance between the parts of the urban system, mediating the relationships between social groups, determining or dividing the conflicts through the management of the space; the


The authors distinguish three kinds of decisions on European governance: History-Making, policy-Setting, and policy-shaping. Policy-shaping decisions are taken at sub-system level, within the Commission services, at the level of discussions between the Commissioners and their Governments, in various types of committee and working groups, and in the deliberations between interest groups from one hand and the Commission and the members on the other. Most policy decisions are the outcomes of bargaining between different types of actors within what we call policy networks. Political networks are groups of actors with different institutional affiliations who meet several times to negotiate with the other - often informally - for policy development.

14 A. Quadrio Curzio, *Subsidiarity and development. Paradigms for Italy and for Europe*, Vita&Pensiero 2002

15 Presidenza del Consiglio dei Ministri,*Habitat III Italy’s National Report*, giugno 2016
integration between the intangible and the physicality of the city; the
design of services and their distribution consistent with the actual
demand; and also the provision of services for the multi-ethnicity.
The increase in the quality of life, the creation of new jobs and
sustainable urbanization, the improvement of social activities for the
community, are realized through the Integrated Technology Services
of the smart city strategy.
Territorial government and new technologies play a central role in
building the city of the future.
An integrated approach methodology determines a positive urban
development.
It is decisive to combine the measures for the material urban renewal
through action to promote education, economic development, social
inclusion and environmental protection.
The collaboration between citizens, civil society, the local economy
and the administration is a necessary condition of this process in
order to reach shared urban solutions, which aim to strengthen the
resilience of cities. The latter can be defined as spatial concentrations
of human activities and interactions, real engines of the European
economy, creativity and innovation catalysts, which provide jobs and
services and can be considered as catalysts for creativity and
innovation across the Union.
The aim is to overcome the territorial dimension and the
demographic size of the city through the application of a complex
criterion based on an area's ability to support inclusive community
life, to enhance a socio - advanced economic development\textsuperscript{16}.

\textsuperscript{16} A. Piraino, Autonomy to federalism, in Sicily The establishment of free municipal
consortiums and metropolitan cities in Federalisms n. 13/2013
Innovation

Social inclusion

Expansion of market

Model town

Increased productivity

Structured dialogue

Partecipation

Innovation
Social inclusion
Expansion of market
Model town
Increased productivity
Structured dialogue
Partecipation
The European Commission in its Communication to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, "A European agenda for collaborative economy" of June 2, 2016 has dictated the address guidelines for States members, as an opportunity for consumers and entrepreneurs, an important contribution to growth and jobs in the European Union, provided that "promoted and developed in a responsible way", as well as for the transition to the circular economy.

The said document states that "this term refers to business models where activities are facilitated by collaboration platforms, which create an open market for the temporary use of often provided by individual goods or services.

The collaborative economy involves three categories of persons:

- service providers who share assets, resources, time and/or skills and can be either private, offering services on an occasional basis (equal), both providers of services as part of their professional skills (professional service providers);
- the users of these services;
- intermediaries that connect through an online platform, service providers and users and which facilitate transactions between them (collaboration platforms).

Transactions of collaborative economy do not generally involve transfer of ownership and can be made to profit or non-profit purposes.

It is a system built around the sharing of human and material resources, including the creation, production, distribution, shared trade and consumption of goods and services by individuals and various organizations.

17The terms "collaborative economy" and "sharing economy" (sharing economy) are used interchangeably.
Not only indicates an economic value, but rather a form of relationship between people in society. The guidelines highlight the need to determine liability regimes against deceptive or illegal online content, to protect users and self-employed persons and, used in the new economy; to provide that those persons who work in collaborative economy are subject to the tax legislation like the professionals.

The study of the European Parliament "The Cost of Non-Europe" in the sharing economy "examines the current state of economic, social and legal application of the economy of sharing between the EU Member States, confirming the considerable deficiencies implementation and highlighting the barriers that hinder the achievement of the objectives set under the legislation.

The text considers necessary a European action to fully use its economic potential, with the aim of ensuring a fair balance between the creative freedom of companies and the essential regulatory protection.

The models that characterize the collaborative economy are not all the same: some use digital technologies to promote collaborative dynamics of solidarity; others refer to companies - platforms, using technology to develop new markets.

Here the activities carried out through access platforms to the following goods and services:

- housing sector;
- transport;
- consumer durables;
- work and human capital;
- intellectual property.

They have the common element to exploit the functionality of goods (including skills / specific skills), which if acquired by the individual remain underutilized. These are excess resources available compared

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Certain problems are not sufficiently addressed, such as, for example, the status of employees employed by sharing of economy of service providers.
to the use that can be done at the individual level\textsuperscript{19}, which, unlike the traditional economy, belong to the people and not the company. In place, it seems possible to say that there were no typical forms of governance. In fact, alongside capitalist platforms, with centralized control (Uber, Airbnb), can be recognized models of peer-to-peer horizontal platforms (local food exchange circuits), which promote social and cultural value\textsuperscript{20}.

According to the EU, these new business models, which are based on collaboration and who consider the person a fundamental resource can make an important contribution to growth and jobs if developed in a responsible manner, as well as a response to human needs. They seem to refer to a new economic identity (the so-called mulier activa\textsuperscript{21}), which combines the economic behavior of a subject to a commitment to the community.

Stiglitz\textsuperscript{22} argues that new technologies create new sources of market power. In fact, the new economy combines network externalities and increasing returns to scale, as the increase in output corresponds to the decrease in additional unit costs. The market entry of innovative companies that leverage the network connectivity can create new monopolies if not governed by special rules and regulations, to ensure all forms of social protection.

\textsuperscript{19}See note 20.

\textsuperscript{20}Communication to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, "A European agenda for collaborative economy", June 2, 2016

"The guidance provided in this communication relate mainly to economic activities. The services economy collaborative can be offered free of charge upon cost sharing or remuneration. For many Member States, the activities that provide the only cost-sharing or transactions that provide services in the context of an exchange would not involve a salary. In accordance with EU law only paid activities constitute an economic activity. Is importantly, even if the transaction between a service provider and a user does not constitute an economic activity, their respective relationships with the economy collaborative platform may instead be considered an economic activity. Each report (platform-user;-platform provider of services; user-service provider) it must be assessed separately."


\textsuperscript{22}J. E. Stiglitz, The new rules of the economy, Basic Books 2016
The "market economy deviation from the competitive paradigm sharpens inequality." The increase of the latter and the slowdown of the economy are two sides of the same coin. Consequently, according to Stiglitz, improved economic performance and, at the same time, reduce inequality.

The European Committee of the Regions, with the opinion "The local and regional dimension of the economy of sharing" of 12/4/2015 observed, among other things, that the formula "collaborative economy" used by the European Commission to define the case "is focused on the trade and economy of sharing consumption (or collaborative) and neglects at the same time non-commercial approaches and based on common goods."

It suggests, also, that local and regional authorities should regulate some aspects while respecting the principle of local autonomy, in order to adapt the initiatives and businesses to different local contexts.

It highlights that public authorities must curb the aggressive effects of "crowding out the market" (crowding out) on traditional services performed by firms of the economy of sharing, taking care to predict the market access requirements that do not lead to monopolies or oligopolies without that they are determined to be a failure of the market and to implement the quality control systems of the services provided.

Recommends that the European Union can be called "a methodological protocol, also based on a preliminary assessment of urban and territorial and worked in close partnership with all levels of government, as well as with the cooperation of a community of policy makers, academics, professionals, experts, and companies, initiatives and EoC platforms, in order to promote the transition to the sharing and collaborative city"; can promote and foster pilot projects and the creation of networks of cities and regions bearers of good practices in this area; can develop educational programs and communications campaigns; it may provide that the regulation of this
case is not separated by a vision of urban and local governance, as well as rural areas.

The Committee identified two main categories and four forms of sharing economy:

- sharing economy or economy on demand (on-demand economy);
- access economy, which refers to cases where the business model that involves the exchange of goods and services takes place on the basis of access, instead of the property;
- gig economy related to this case based on random work performance that are traded on a digital market;
- pooling the economy - the economy put in common;
- collaborative economy related to this case, that promote an approach peer to peer and / or involving users in the design of the production process, or convert customers into a community;
- commoning economy - economy of common goods related to this case in ownership or collective management.

In any event, the sharing economy refers to social models, which refer to the social practices of sharing, collaboration and cooperation. For this reason, the European Committee of the Regions does not give a definition, but rather attempts to outline the object and the characteristic features of the institute:

- intensive and large-scale of digital technologies and data collection, with fixed costs largely outsourced;
- in a local dimension some cases may be limited to the use or shared material management (coworking spaces, urban commons), or new forms of peer to peer welfare systems, which sometimes involve a single road or a single building;

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24For example, temporary rental objects.

25Gig: individual job performance enabled by request via online or mobile application platforms, smartphones, etc.
✓ models based on market logic or social logics;
✓ the subject is not an economic entity, but may instead be a social subject;
✓ technological innovation plays a central role, since the case is based on the use of collaborative platforms through which transactions are being made / trade in goods and / or services.

Identifies the following principles underlying the economy of sharing:
✓ can improve the quality of life of citizens, promote growth, reduce environmental effects, can generate new places of quality work, reduce costs and increase the availability and efficiency of some goods and services or infrastructure;
✓ must ensure free access to the market, because it may cause an imbalance of economic power. Therefore, the data should be as open source as possible;
✓ is necessary to ensure the trust and reputation management independently (eg. By regulation, certification, arbitration);
✓ could give birth to a new social class, the "collaborative classroom", which requires social and economic protection;
✓ the rules on antitrust, internal market, taxation and consumer protection should be applied.

In the new paradigm of urban space, the collaborative economy becomes instrument of affirmation of the dignity of the person with respect to social inequalities, but also the foundation of a new methodology underlying administrative action of PA to improve the efficiency, the effectiveness of services returns, guarantees the active participation of citizens and economy.

The European Union in the documents mentioned above explains the intent of supporting the confidence of consumers, enterprises and public authorities in the economy and collaborative, to that end, calls on Member States "to clarify the legal situation at national level."

Because economy enterprises are part of collaborative markets served by traditional service providers, access to them can be disciplined with the prediction from the Member States of
requirements "proportionate and justified", according to the specificities of the business model and innovative services concerned, without favoring any business model.

It is necessary to balance the freedom of economic activity and consumer protection needs, in keeping with the liberal principle, according to which the rules of competition are an essential part of the market.\textsuperscript{26}

The city government with a view to an integrated approach to urban regeneration issues shows an opening of the territory to the new, more appropriate technologies to create complex programs. The branch network is a tension towards innovation. The collaborative model economy constitutes support and expression of sustainable urban management.

It becomes the institutional planning tool, translating representative democracy in a public policy designed to promote the active participation of citizens in decision-making.

The use of the collaborative economy model becomes the result of an enlarged democratic process, aimed at building a sharing strategy, but also the development of a new urban economy and social innovation, which promotes action for urban regeneration through a boost economy.

Think of the forms of collaborative mapping, as an alternative model of management of public property, characterized by the activity of groups of volunteers and citizens of location, description, and sharing of information on abandoned assets is publicly owned - municipal, state, regional or provincial, confiscated assets - or private.\textsuperscript{27}

The collective mapping\textsuperscript{28} favors not only the rediscovery of the city, but also the active participation and building knowledge networks and widespread competence.\textsuperscript{29}

\textsuperscript{26}S. Cassese, The new economic constitution, Laterza 2012

\textsuperscript{27}I. Vitiello, Common goods, active policies increased from collaborative mapping in DailyEELL & PA, 2015

\textsuperscript{28}www.reter.org
"Reter is an experiment of critical and collaborative cartography under construction which has among its objectives to facilitate the meeting in a shared environment, independent, non-profit organization of the isolated actions of active networking and mapping the territory. A regional network of associations, committees, local authorities, departments and university laboratories that are already active in this area or equipped with useful tools and databases. We believe it is important to free up space on the network through infrastructure and independent and self-managed services operating outside dynamics and commercial interests in the protection of rights of freedom of communication and expression, protection of privacy and anonymity, safeguarding the digital commons, the digital commons, so that resources do not remain in the market or the government but the people.

From a theoretical point of view, the idea goes back to the phenomenon known neogeography which is based on the use of virtual maps and mobile devices to promote a collaborative knowledge of the territories. This phenomenon, which has cultural trend begins to take on the contours of a social phenomenon, has resulted in the proliferation of collaborative mapping experiences very different for actors, themes, objectives, methodologies and technologies used.

A careful analysis of the phenomenon and its multiple products prior to Reter design came to the following conclusions: the WebGis, or more properly geosocial, should not be considered as a type of tool to enhance knowledge of the territories, but rather a form of innovative relational environment that generates new possibilities of social production of urban space, ie transformation of the territories connected to the social production of knowledge and relationships that it generates.

The Reter logical structure is to arrange for the spatial data according to their type and the processes that cause them produce. Con the idea of fully exploiting the potential of digital mapping, which allows you to keep cross base maps, data and multimedia content, reter wants to hold together three distinct informational plans:
1. institutional territorial dati that make up an open civic data on physical and administrative aspects of the territory;
2. mappature transformations, critical issues and good local practices;
3. narratives and interpretations of the territory, individual and collective, through georeferencing of research, surveys, textual and visual narratives (photography, video, art etc.).

Reter want to experience the function of geosocial not only as a means of one or more thematic maps made with collaborative mode, but as an aggregator of initiatives and urban mapping projects which establishes an independent and non-profit collaborative environment within which the complex data produced socially in a given territory are organized, configured and enjoyed collectively. Cartography conceived in this way is no longer a method of territorial representation but a new processuality collective production of the territorial knowledge.

The different mapping activities already operating in the area are numerous and significant. They range from the consistency and maintenance of urban green to the critical issues related to urban planning and construction projects, from urban gardens to street art, spaces abandoned by the occupation, the mobility flows in the labor market, from the historical and artistic heritage to self-narratives.

The change of scale that would allow this aggregator, to be understood as georeferenced archives but also as a medium of narratives, has extraordinary potential to be oriented towards the sharing of knowledge and imagination, the place of conscience formation and innovation of the investment."

29 www.corete.org
So the collaborative economy can help to achieve public policy objectives, such as the creation of community, the pooling of municipal assets, the inclusion, non-discrimination, local economic development, youth entrepreneurship, awareness of the issues environmental and interpersonal solidarity, enhancing an "institutional collaborative ecosystem".  

"Corete is the plural network that strengthens and accelerates all organizations, in the framework of the sharing economy from below, practice of shared work activities and as a result, collaborative development.

Corete lives the horizon of sustainable growth, the economy of happiness, the spread value, believe in collaborative work and shared development in which effective responses to the economic needs and social opportunities of the contemporary world. Born spontaneously by virtue of synergy and to coordinate the coworking and collaborative reality of Rome, corete confirms the economic and professional effectiveness and social benefit generated by collaboration and mutual support for development. Network open, dynamic, neuronal, corete enhances the scope for social innovation, economic, organizational, technological of the sharing economy, practicing in fact a collaboration that creates first of all intelligence and shared knowledge, to enhance multiple grants and contributions, while remaining agile processes decision-making and management. Dialogues with professionals, companies, citizens, institutions, organizations that feed directly or indirectly, collaborative work, with a positive impact on the territories and communities, with a social benefit and, for this, political. And 'a network created in order to enhance the work and activities of the collaborative work structures of coworking, the FabLab, which is based collaborative economy, not the economy of sharing."

30 Regulation on cooperation between citizens and administration for the treatment and regeneration of urban commons, approved by the City of Bologna on 19/05/2014
3. Forms of cooperation between citizens and institutions: towards a new governance

As part of the national economy sharing services have the following three characteristics:
1. the sharing economy, which concerns the re-use;
2. the presence of a technological platform that supports digital relationships;
3. The peer-to-peer relationship.

The institute does not have a specific legal framework. However it was presented to the House a bill - Sharing Economy Act in order to "regulate the platform digital sharing of goods and services and measures for promoting the economy of sharing - Dossier n. 433 - Reading cards 05/02/2016"

31 B.C. 3564, Discipline of digital platforms for the sharing of goods and services and measures for promoting the economy of sharing - Dossier n. 433 - Reading cards 05/02/2016

32 ART. 1. (Purpose).
1. This law contains provisions for the promotion of the economy of sharing to foster: forms of conscious consumption; the rationalization of resources and increase the efficiency and availability of goods, services and infrastructure, including in the public administration; the contrast waste and reducing costs; the active participation of citizens in building resilient communities in which they develop relationships that target the common public interest or the care of the commons; new opportunities for growth, employment and entrepreneurship based on a model of economic development, environmental and social; technological and digital innovation.
2. For the purposes referred to in paragraph 1 of this Act provides for measures relating to the management and use of digital platforms for the sharing of goods and services that operate in markets to both sides, and provides tools to ensure transparency, tax fairness, fair competition and consumer protection.

ART. 2. (Definitions).
1. At purposes of the present law, the following definitions shall apply:
a) sharing economy: the economy generated and optimized the allocation of shared resources of space, time, goods and services via digital platforms. The managers of these platforms act as facilitator by connecting users and can offer value-added services. The assets that generate value for the platform belong to users. Between managers and users there is no employment relationship. They exclude brokerage platforms that operate in favor of professionals enrolled in the Register of Companies;
b) operator: the private or public entity that operates the digital platform;
c) operator user: the private or public entity that operates through the digital platform delivering a service or sharing their own good;
d) user user: the private or public entity that through the digital platform uses the service provided by the user or shared good operator;
e) user: The user operator or viewer user.
ART. 3. (guarantor Authority Tasks of the competition and the market).
1. The Authority for Competition and Market (AGCM) regulates and supervises the activities of the digital platforms of the sharing economy.
2. At the Competition Authority has established the National Register of electronic digital platforms of the sharing economy, hereinafter referred to as 'Register', to which access is public and free.
3. The Competition Authority in the annual report, referred to in Article 23 of Law 10 October 1990, n. 287, it realizes the Chambers of the supervisory and regulatory activity carried out with regard to sharing economy indicating whether there are obstacles to its spread and proposing relevant corrective actions.
4. To protect the users users or third parties, the Competition Authority may provide for the obligation for operators to provide or require users operators taking out insurance policies to cover the typical risks arising from the sharing economy activities.
5. The Authority shall ensure compliance with the provisions of this Act and, in particular, the company's policy document referred to in Article 4, using the controls and sanctions provided for in Article 10.
6. For the higher charges for the Competition Authority from the exercise of powers referred to in this Article shall be covered by a maximum contribution of 0.08 per thousand of the turnover resulting from the latest financial statements approved by the digital platform manager. The size of this contribution shall be established annually by the Competition Authority with its resolution.

ART. 4. (Document of company policy).
1. The digital platform operators should adopt a corporate policy document that is subject to the binding opinion and approval by the Competition Authority. The Competition Authority's silence is tantamount to approval, without further demands or warnings, if the same does not communicate to the person within thirty days, the decision refusing or binding opinion.
2. The company's policy document includes the terms and conditions between the digital platform and users and can not contain provisions which require, even indirectly:
   a) the user operator any form of exclusive or preferential treatment in favor of the manager;
   b) controlling the implementation of the user's operator performance, even by equipment or hardware or software systems;
   c) the setting of mandatory tariffs for operators users;
   d) the user's operator from access to the digital platform manager or his penalty in the presentation of its offer to users users for any serious and objective reasons;
   e) free disposal of non-cancellable on the part of the user operator of their copyright;
   f) operator user the prohibition on the acquisition and use of the manager's public information that is not protected by appropriate technical protection measures;
   g) the obligation to promote the services of the operator by the user operator;
   h) the critical commentary ban the operator from the user operator;
   i) the sharing with other operators users of information, opinions and analysis;
   l) the obligation to provide consent to surrender to third parties any data of Article 7 user.
3. Any different terms from the provisions of paragraph 2 shall be void and shall not involve the nullity of the entire contract between the operator and manager user.
4. The company's policy document also provides that any cash transactions made through digital platforms are made only through electronic payment systems and plans to unique recording mode for all users, designed to prevent the creation of fake profiles or not attributable to beneficial owner. To this end it established the obligation to indicate the identity of users and in particular personal data, place of residence and tax identification number.
5. The company’s policy document also informs users about possible insurance coverage required for the exercise of the activities carried out by the digital platform, as well as on insurance policies previously stipulated by the operator, and of those that may be taken out, on favorable terms, the operators users, as a result of agreements between the manager and the insurance companies.

6. The digital platform operator must verify that the operators fulfill users any insurance obligations placed upon them.

7. The approval in the manner referred to in paragraph 2 by the Antitrust Authority of the company’s policy document is a binding condition for entry in the Register.

8. Users wishing to register in digital platforms should be made aware of the company policy document and sign it explicitly.

ART. 5. (Taxation).

1. The income received by the operators users through the digital platform is referred to as’ income from business activities of unprofessional sharing “and is listed in a special section of the tax return. To income up to € 10,000 products using digital platforms applies a tax of 10 percent. Income exceeding 10,000 Euros shall be combined with income from employment or self-employment, and they are covered by the appropriate rate.

2. The managers operate, in relation to income generated by digital platforms, acting as withholding agents of the operators users. To this end, operators established or residing abroad must have a permanent establishment in Italy.

3. Operators shall inform the Agency of revenue data for any financial transactions that take place via digital platforms, even when traders users do not receive any income from the work done by the same platforms.

ART. 6. (annual measures for the dissemination of the sharing economy).

1. This article shall govern the adoption of annual measures for the dissemination of the economy of sharing, in order to remove regulatory barriers, regulatory or administrative nature, the spread of the sharing economy by ensuring fair competition and the protection of consumers.

2. In order to promote the exploitation of resources only partially used, the Minister of Economic Development identifies a special office to which operators and users, including associations, can provide suggestions and requests for standardization of data relating to the above resources.

3. As part of the annual law for the market and competition, provided for in Article 47 of Law 23 July 2009, n. 99, are provided for measures in favor of the economy of sharing taking into account the Authority’s annual report and the reports disseminated by other independent administrative activities.

4. The measures referred to in paragraph 3 shall provide for:
   a) immediately applicable rules, in order, also related the opinions, reports and annual reports of the Competition Authority and other independent administrative authorities, to remove obstacles to the sharing of the economy;
   b) one or more powers to the Government to issue legislative decrees to be adopted no later than one hundred and twenty days from the date of entry into force of the annual law for the market and the competition, for the purposes referred to in paragraph 1;
   c) authorize the adoption of regulations, ministerial decrees and other acts, for the purposes referred to in paragraph 1;
   d) provisions on the fundamental principles in respect of which the regions and autonomous provinces exercise their legislative powers, when they are raised by factors pertaining to the dissemination of the economy of sharing;
   e) supplementary or corrective policies for provisions of earlier laws to the spread of the sharing economy, with clear indication of the rules can be changed or repealed.

5. The Government in the report accompanying the annual bill for the market and the competition highlights:
a) the status of implementation of the interventions provided in the above laws to the spread of the sharing economy, indicating the effects that have accrued to citizens, businesses and public administration;
b) a list of reports submitted pursuant to paragraph 3, indicating the areas in which it was not considered appropriate to act on them.

ART. 7. (Protection of confidentiality).
1. It is defined as the user whose personal data has been acquired in accordance with the consent of the Code regarding protection of personal data, pursuant to Legislative Decree 30 June 2003, n. 196, and the data produced and obtained by the integration of digital objects (Internet of Things).
2. Where the operator intends to sell user data to third parties in the processing of which is the owner, must notify the persons which such user data relate, within a reasonable time prior to the sale, the manner and timing of the sale and allow their owners, together with the communication to carry out, with a single command or responding to an electronic communication, elimination of data concerning him. The Guarantor for the protection of personal data with its resolution establishes the minimum disclosure requirements of the user, the deadline for the sale of communications and operation of data disposal mechanism.
3. Digital platforms must ensure:
a) making available to each user of an online tool for verification, modification, obliteration, cancellation and withdrawal of its user data with remarkable granularity or grouped by similar categories or overall shape;
b) the ability to permanently delete, one operation, all data stored within the user's profile.
4. Subject to the operations explicitly and voluntarily requested by users, subject to separate contract approval, the non-subscription does however affect the full enjoyment of the service by users, it has prohibited the automatic analysis of documents, private or shared remotely, and messages exchanged by users, and user data.
5. The Guarantor for the protection of personal data sanction any violations of this Article in accordance with Article 162, paragraph 1, of the Code pursuant to Legislative Decree 30 June 2003, n. 196.

ART. 8. (Guidelines).
1. The Minister of Economic Development, in consultation with the Minister for Simplification and public administration, after hearing the Competition Authority and the National Association of Italian Municipalities, within one hundred twenty days from the date of entry into force of this Act, issue guidance, intended for local authorities, to promote and disseminate good practices in the economy of sharing in order to enable experimental processes of sharing of goods and services in the public service.

ART. 9. (Monitoring).
1. In order to learn about the development and evolution of the economy of sharing and evaluating the effectiveness of regulatory actions, the managers of the platforms listed in the Register notify the National Statistics Institute (ISTAT) data relating to the number of users, to their activities and their amounts and the type of goods and services used, aggregated on a municipal basis.
2. For the purposes of paragraph 1 ISTAT, having consulted the Agency for Digital Italy, prepares the data communication standard as referred to in that subsection 1, the electronic storage of samples.

ART. 10. (Checks and sanctions).
1. The Authority, when it finds the activity of a digital platform not listed in the Register, warning the operator to promptly suspend such activities until the enrollment. The manager who does not perform within the time specified is subject to a fine of up to 25 per cent of the turnover for the period during which he has pursued the activity in the absence of registration. In any case, the exercise of the activity is suspended until fulfillment.
services "and" promoting the sharing economy ", subjected to on-line public consultation.

The purpose of the institute is recognized in the rationalization of resources, increased efficiency and the availability of goods, services and infrastructure, even in the P.A.; the contrast waste and reducing costs; the active participation of citizens in building resilient communities in which they develop relationships that target the common public interest or the care of the commons; new opportunities for growth, employment and entrepreneurship based on a model of economic development, environmental and social; technological and digital innovation.

The sharing economy is defined as the economy generated and optimized the allocation of shared resources of space, time, goods and services via digital platforms.

2. In accordance with the Law of 18 June 1998, no. 192, the Competition Authority assumed, in the absence of evidence to the contrary, the abuse of economic dependence in favor of the manager in all cases in which a user operator obligations to the operator in a deal under which the user is the same operator are having unjustifiably refuse to customers, potential or customary, proposals for the supply of goods or services at better conditions compared to that provided to the operator.

3. The Authority, when it finds non-compliance with the provisions of Article 4, warning the offender, requesting it to comply with such requirements within a reasonable period, not less than thirty days. The manager who does not comply within the prescribed period shall be punished with administrative fine from 1 to 10 percent of its turnover from digital platform in the last accounting year prior to the issue of the notice. In any case, the exercise of the activity is suspended until fulfillment.

ART. 11. (Transitional provisions)

1. The operator of digital platforms already operating on the date of commencement of this Act, within one hundred twenty days of the date of entry into force, is required to comply with the provisions of the same law. The manager who does not comply within the period prescribed by the first sentence shall be punished in accordance with Article 10.

ART. 12. (Financial provisions).

1. The financial resources resulting from the implementation of this Act are intended for full deductibility of a master registration fees, training courses or professional development as well as registration fees for conferences or congresses, in order accretion of digital skills, up to a maximum of 5,000 euro, incurred by owners and operators users.

2. The sums are not used for the purposes referred to in paragraph 1 shall be available for the financing of technological innovation policies and digitalization of companies.
It is set up at the Competition Authority and the market a national electronic register of digital platforms economy of sharing. It’s a requirement to enroll in the national electronic register and establish a corporate policy document, to be approved by the aforementioned Authority, which regulates and supervises the activities of enterprises. The public consultation ended May 16, 2016 has shown, inter alia, the need for a clearer definition of sharing economy, the user's operator profile, which is not professional operator; and the need to develop and implement the provisions relating to P.A.

The Competition Authority and the market has expressed a favorable opinion33 stated in regard to the legal design, defining "a need for action to regulate the activities of the platforms that help you manage relationships both profit is not profit, for home exchanges, vacation private, private taxis, car sharing, time banks and everything else."

According to the above-mentioned the bill is "an approach of slight adjustment, aimed at protecting the innovation process and keep the market open for potential innovators", in compliance with the orientation of the European Commission. However, the prediction of the prior authorization required in chief for entities that wish to operate in the sharing economy was considered an obligation that might conflict with European standards, as well as the need for submission of a corporate policy document, which could be replaced by a self-regulatory code.

The introduction of user operator appears innovative figure, since it has not yet been regulated by the Ordinamento and could be a reference point for the European Union.

It seems necessary to point out that some institutions governed by the Ordinamento are implemented through the use of forms of collaborative economy.

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33 Opinion delivered by the President in hearing before the committees of the House Transportation and Production Activities on 20/07/2016.
Consider the case of the administrative barter, introduced by art. 24 of Decree Law no. 113/2014, converted into Law no. 164/2014 and art. 190 of Legislative Decree\textsuperscript{34} no. 50/2016, according to which local authorities\textsuperscript{35} can establish by resolution the criteria and conditions for the realization of social partnership agreements which have as their object the cleaning, maintenance, beautification of green areas, squares, streets, namely, their development through cultural initiatives of various kinds, of urban quality interventions, recovery and reuse for purposes of general interest, of areas and unused real estate, on the basis of projects submitted by individual citizens or associations, provided that identified in relation to a geographical region.

Institutions securing reductions or tax exemptions according to the activity carried out by the private or association, or in any case useful to the community of reference with a view to recovering the social value of public participation in the same.

As part of urban policies, the collaborative economy becomes, therefore, a potential resource, a good relationship to build a network in the territory and a sine qua non for reducing "urban asymmetries" between those parts not yet adequately developed, and the part central cities.

Promoting this form of economy and a governance model based on the same leads to a change of perspective, which focuses on the human person and redefines the relationship between citizens and territory.

\textsuperscript{34}Legislative Decree. n. 50/2016 "Implementation of Directives 2014/23 / EU, 2014/24 / EU and 2014/25 / EU on the award of concession contracts, on public procurement and on the procurement procedures of entities operating in the water, energy, transport and postal services, as well as to revise the current rules on public contracts for works, services and supplies ".

\textsuperscript{35}Milan City Council adopted the City Council resolution n. 1659 of 24.09.2015 authorizing the administrative barter innocent in order for arrears in municipal taxes, administrative and property revenues sanctions.
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