



Jornada SharEEN: IMPULSANDO LA ECONOMÍA COLABORATIVA + #MAPJAM CANARIAS

Instituto Tecnológico de Canarias

Santa Cruz de Tenerife, 17 de mayo 2018 (13:00 a 17:00)



This action has received funding from
the European Union.



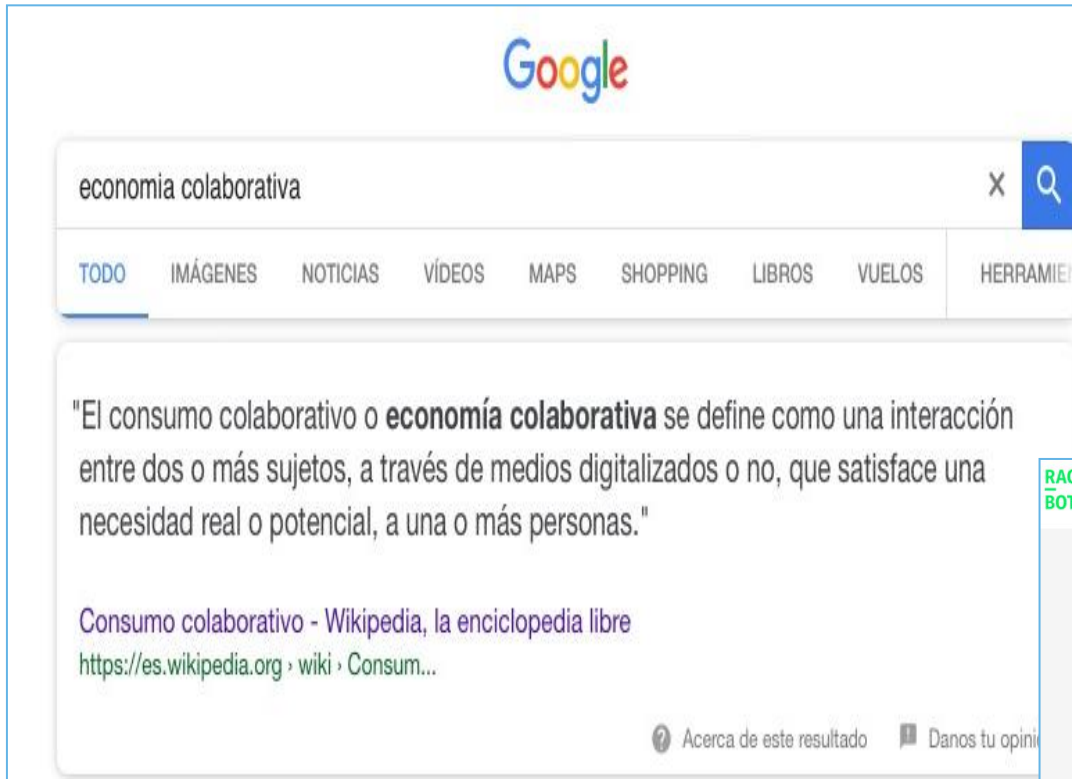
Proyecto SharEEN: Opportunities for European entrepreneurs in the sharing economy

“La Comunidad una de las patas de la Economía Colaborativa”

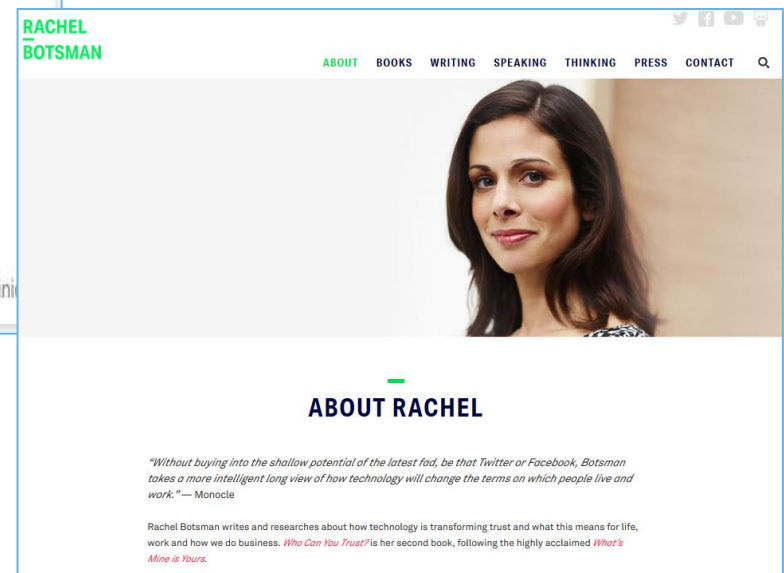


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Opportunities for European entrepreneurs in the sharing economy



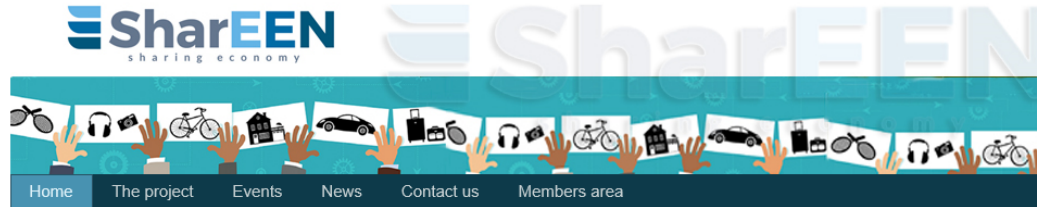
A screenshot of a Google search page. The search bar contains the text "economía colaborativa". Below the search bar, there are tabs for "TODO", "IMÁGENES", "NOTICIAS", "VÍDEOS", "MAPS", "SHOPPING", "LIBROS", "VUELOS", and "HERRAMIE...". The search results show a snippet from Wikipedia: "El consumo colaborativo o **economía colaborativa** se define como una interacción entre dos o más sujetos, a través de medios digitalizados o no, que satisface una necesidad real o potencial, a una o más personas." Below the snippet, there is a link: "Consumo colaborativo - Wikipedia, la enciclopedia libre" with the URL "https://es.wikipedia.org/wiki/Consum...". At the bottom of the search results, there are two icons: a question mark and a speech bubble, with the text "Acerca de este resultado" and "Danos tu opini..." respectively.



A screenshot of the website for Rachel Botzman. The header includes the name "RACHEL BOTSMAN" and a navigation menu with links for "ABOUT", "BOOKS", "WRITING", "SPEAKING", "THINKING", "PRESS", and "CONTACT". Below the header is a large portrait of Rachel Botzman. Underneath the portrait, the text "ABOUT RACHEL" is displayed. Below this, there is a quote: "Without buying into the shallow potential of the latest fad, be that Twitter or Facebook, Botzman takes a more intelligent long view of how technology will change the terms on which people live and work." — Monocle. At the bottom, there is a short bio: "Rachel Botzman writes and researches about how technology is transforming trust and what this means for life, work and how we do business. *Who Can You Trust?* is her second book, following the highly acclaimed *What's Mine is Yours*."



Opportunities for European entrepreneurs in the sharing economy



SharEEN is an European pilot project on "Opportunities for European Entrepreneurs in the Sharing Economy", co-funded by the European Commission under the Call: 251-G-GRO-PPA-16-9953. The objective of SharEEN is to identify and link-up with collaborative economy platforms, exchange experience with all relevant stakeholders and help European SMEs, social enterprises and other relevant actors to exploit the opportunities offered by the sharing economy. In particular, the project aims at building knowledge and capacity among Enterprise Europe Network partners' staff and other stakeholders on sharing economy, and help them define and deploy supporting services for their SMEs.

Events

Sharing Economy Calendar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Follow @SharEEN

Tweets by @SharEEN_eu

SharEEN_eu Retweeted

itc ITC @ITCCANARIAS
Jueves 17/5 en @ITCCANARIAS #Tenerife reuniremos a organizaciones y plataformas de

Fmhd View on Twitter



This action has received funding from the European Union.



Actividades

Diciembre 2017-Noviembre 2019

SharEEN

Formación
y eventos

Mapeo
iniciativas



Asesoramiento

Coaching y
mentoring

Comunicación

- Iniciativas de economía colaborativa
- 8 regiones europeas



España:

- 1) ITC, Canarias;
- 2) AIN, Navarra

Bulgaria:

- 3) PCCII, Plovdiv

Italia:

- 4) SPIN, Calabria;
- 5) ASTER, Emilia-Romagna

Polonia:

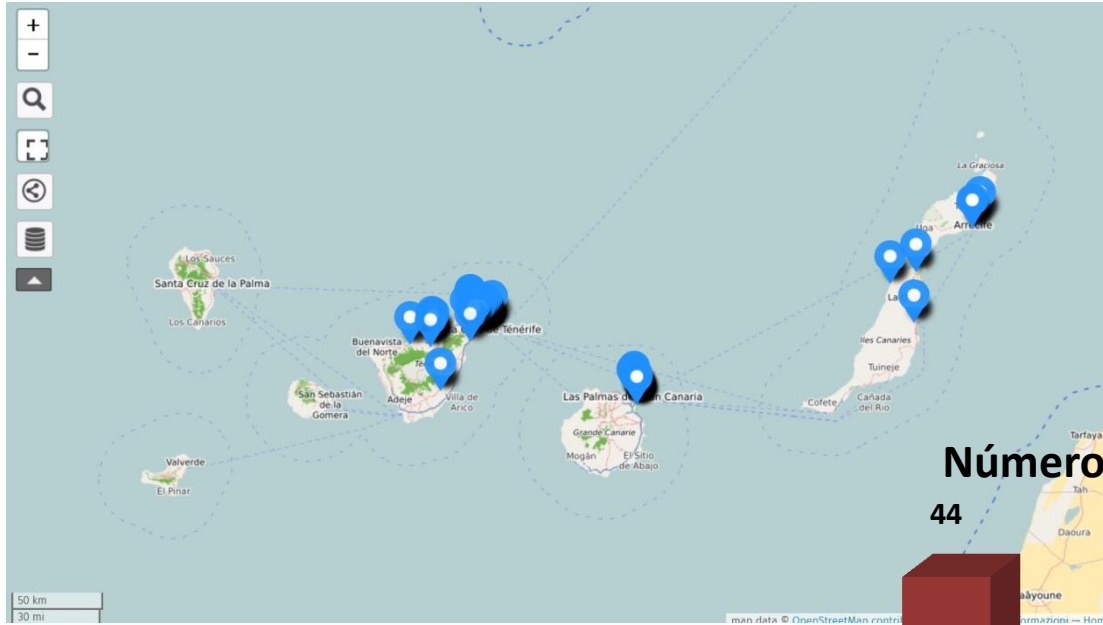
- 6) LDF, Lublin

Portugal:

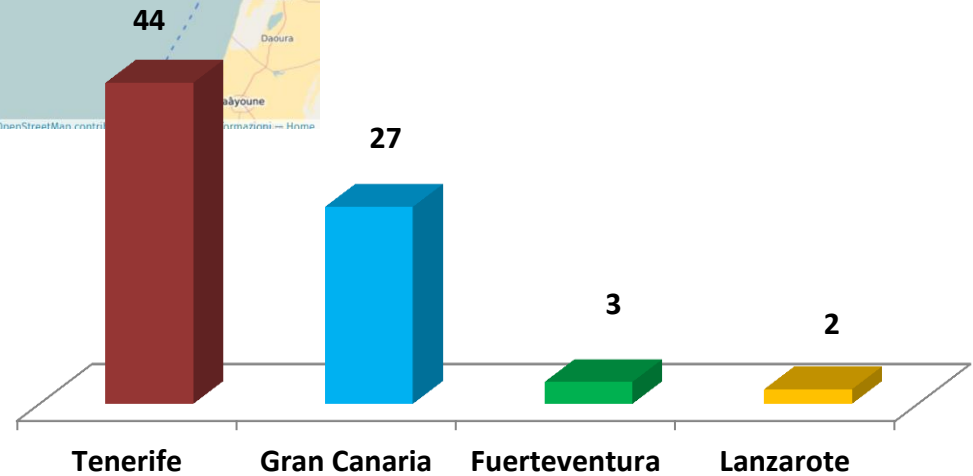
- 7) ACIF, Madeira

Eslovaquia:

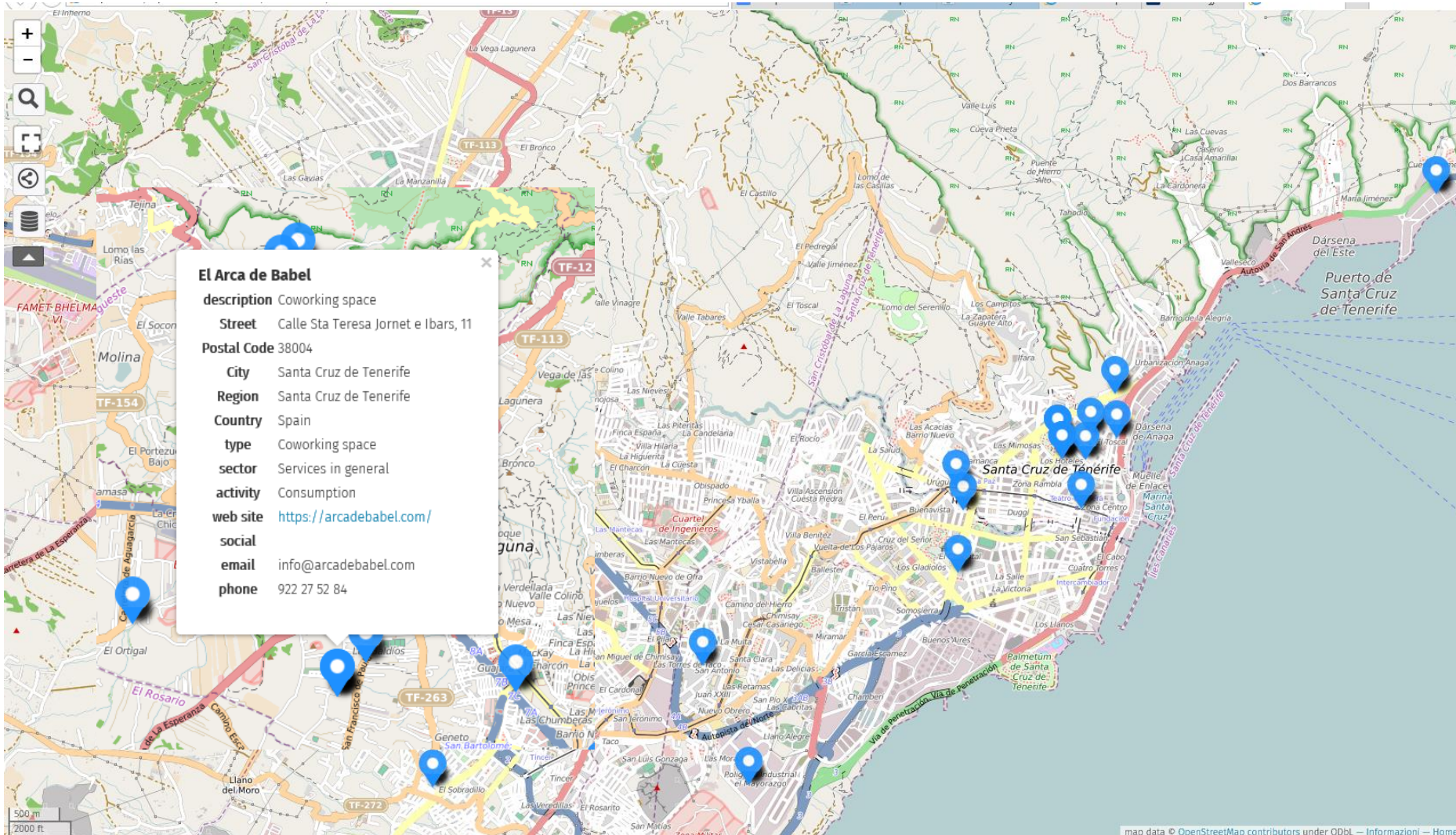
- 8) SBA, Bratislava



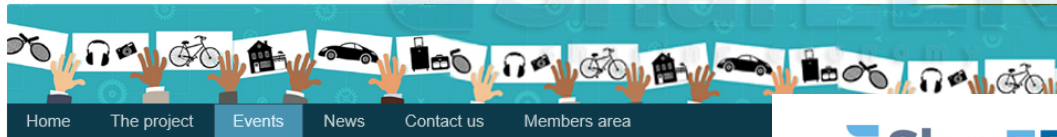
Número de Iniciativas identificadas



https://umap.openstreetmap.fr/it/map/untitled-map_219873#8/28.125/-16.348



Calendario de formación y eventos



Home The project Events News Contact us Members area

Upcoming Events

There are 18 upcoming events - Page 1 / 4

1 2 3 4

16
May
2018

REGIONAL EVENT

Workation Camp per remote worker e aspiranti Noma

Venue: Montalto Uffugo (CS) ITALY
HomeForCreativity - H4C srl

17
May
2018

INTERNATIONAL EVENT

Ouishare: Global Summit #11 Hvar

Venue: Hvar, Croatia
Ouishare Global Summits

17
May
2018

SHAREEN PROJECT EVENT

SHAREEN: Fostering sharing economy and #MAPJAM

Venue: INSTITUTO TECNOLÓGICO DE CANARIAS, S.A. | City: Santa Cruz de Tenerife, Spain
SharEEN public event + #MapJam Canarias

22
May
2018

SHAREEN PROJECT EVENT

RENT OR OWN ? Trends of the shared economy in SI

Venue: SLOVAK BUSINESS AGENCY- COWORKING, KARADŽIČOVA 2 – TWIN CITY BLOK A, 811 09 BRATIS
The seminar is designed for organizations and businesses operating in the shared econon

24
May
2018

NATIONAL EVENT

L'economia circolare e l'uso efficiente delle piatt

Venue: Rome. Italy



Home The project Events News Contact us Members area

SharEEN is an European pilot project on "Op...
by the European Commission under the Call...
The objective of SharEEN is to identify and...
relevant stakeholders and help European S...
offered by the sharing economy.
In particular, the project aims at building kno...
other stakeholders on sharing economy, and

SharEEN Partners



DATE: 2018-05-17 Close

International event **Ouishare: Global Summit #11 Hvar**
00:00
Hvar, Croatia
Ouishare Global Summits

Regional event **Workation Camp per remote worker e aspiranti Nomadi Digitali**
00:00
Montalto Uffugo (CS) ITALY
HomeForCreativity - H4C srl

SharEEN project event **SHAREEN: Fostering sharing economy and #MAPJAM CANARIAS**
13:00
INSTITUTO TECNOLÓGICO DE CANARIAS, S.A., Santa Cruz de Tenerife, Spain
SharEEN public event + #MapJam Canarias

Events

Sharing Economy Calendar

May 2018

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21	22	23	24	25	26	27
28	29	30	31			

SharEEN

28 Me gusta

Me gusta esta página

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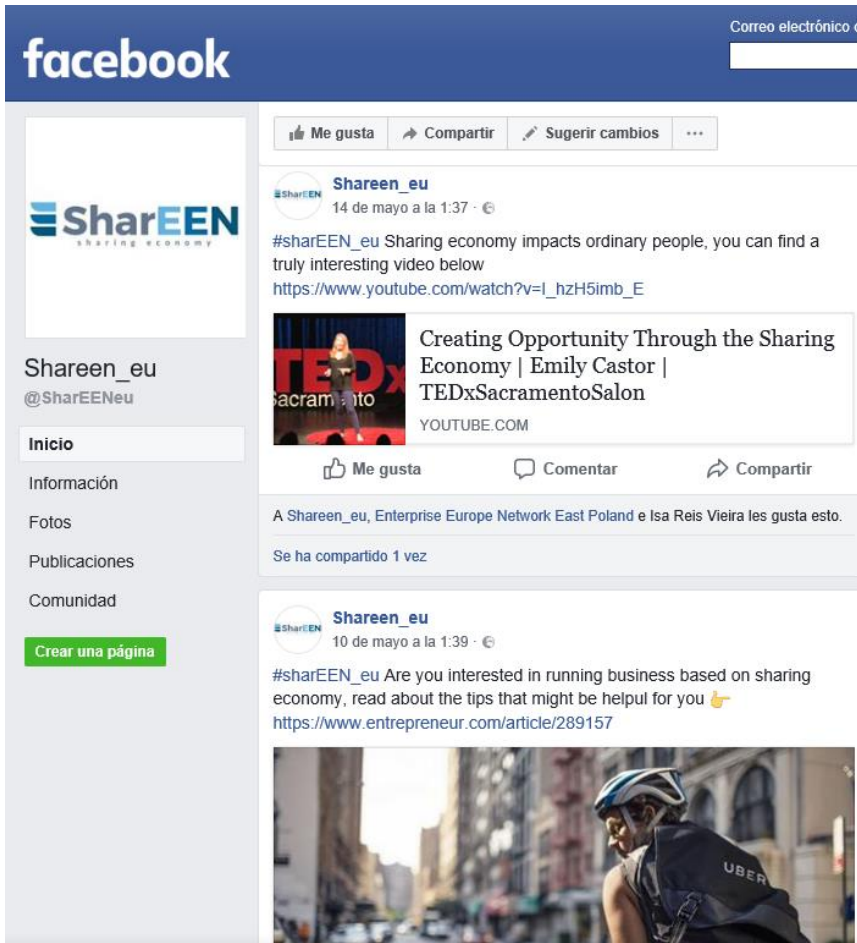
SharEEN_eu



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Comunicación y noticias

facebook

Correo electrónico o

Me gusta Compartir Sugerir cambios ...

SharEEN eu
@SharEENeu

14 de mayo a la 1:37 · 🌐

#SharEEN_eu Sharing economy impacts ordinary people, you can find a truly interesting video below
https://www.youtube.com/watch?v=l_hzH5imb_E

Creating Opportunity Through the Sharing Economy | Emily Castor | TEDxSacramentoSalon
YOUTUBE.COM

Me gusta Comentar Compartir

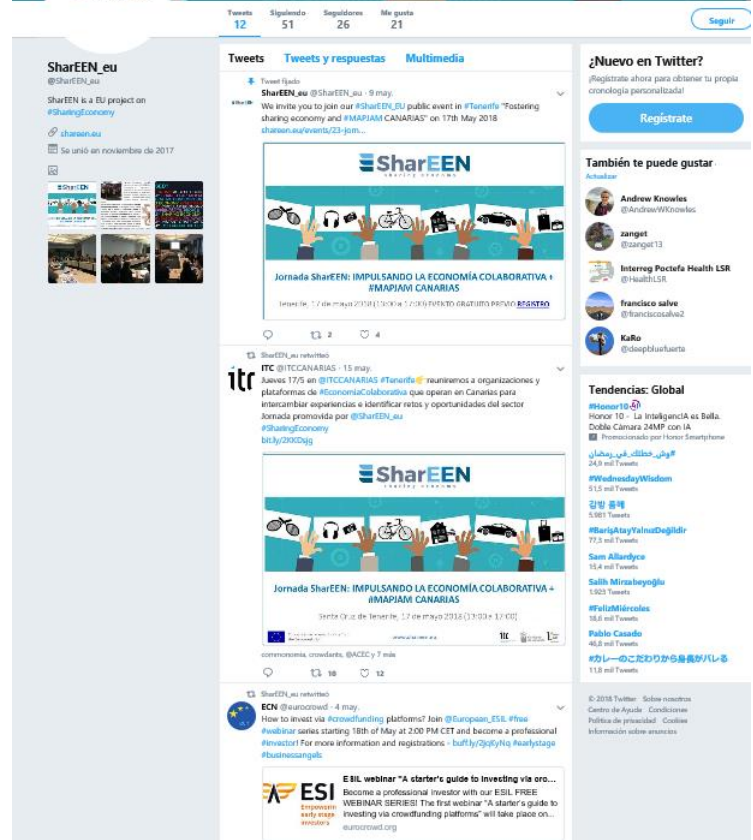
A SharEEN_eu, Enterprise Europe Network East Poland e Isa Reis Vieira les gusta esto.

Se ha compartido 1 vez

SharEEN eu
@SharEENeu

10 de mayo a la 1:39 · 🌐

#SharEEN_eu Are you interested in running business based on sharing economy, read about the tips that might be helpful for you 🙌
<https://www.entrepreneur.com/article/289157>



SharEEN eu
@SharEEN_eu

SharEEN is a EU project on #SharingEconomy

Se unió en noviembre de 2017

Tweets Tweets y respuestas Multimedia

Tweets 12 Seguidores 51 Seguidores 26 Me gusta 21

Seguir

¿Nuevo en Twitter?
(Regístrate ahora para obtener tu propia cronología personalizada)

Regístrate

También te puede gustar

Andrew Knowles @AndrewKnowles
zangst @zangst13
Interreg Poctefa Health LSR @HealthLSR
francisco salve @franciscoalva2
KaRo @doopbluearts

Tendencia: Global
Honor 10 - La Inteligencia es Bella. Doble Cámara 24MP con IA. Promocional por Honor Smartphone 24,9 mil Tweets
#WednesdayWisdom 51,5 mil Tweets
강남 4월 5,885 Tweets
#BarjAtayYalnoDagildir 77,3 mil Tweets
Sam Allardice 15,4 mil Tweets
Salih Mirza bayoglu 1,923 Tweets
#FoliaMilescas 18,6 mil Tweets
Pablo Casado 48,8 mil Tweets
かーいーのこだわりから身裁がバレる 11,8 mil Tweets

SharEEN eu retweeted
ITC (@ITCCANARIAS) · 15 may.
Jueves 17/5 en @ITCCANARIAS #Tenerife @reuniremos a organizaciones y plataformas de Economía Colaborativa que operan en Canarias para intercambiar experiencias e identificar retos y oportunidades del sector. Jornada promovida por @SharEEN_eu #SharingEconomy bit.ly/29QDqjg

SharEEN eu retweeted
ECN @eurocrowdf - 4 may.
How to invest via #crowdfunding platforms? Join @Europass_ESB #How #webinar series starting 18th of May at 2:00 PM CET and become a professional Investor! For more information and registrations - bit.ly/2qy7tqk #earlystage #businessangel

SharEEN eu retweeted
ESI #Investment early stage investors' - 4 may.
E Bil webinar "A starter's guide to investing via o... Become a professional investor with our ESI FREE WEBINAR SERIES! The first webinar "A starter's guide to investing via crowdfunding platforms" will take place on... eurocrowd.org

<https://www.facebook.com/SharEENeu>

https://twitter.com/SharEEN_eu



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Eventos internacionales



ENTER IN R2B ✓



MENU



- Bolonia
6-7 junio 2018



- Tenerife
Noviembre 2018



This action has received funding from the European Union.



1. Eventos, talleres y formación online
2. Coaching y mentoring



Coordinador: shareen@itccanarias.org

www.shareen.eu

FB sharEEN_EU

TW @shareen_eu

Experiencias de Economía Colaborativa en Canarias

“Confianza, lo mío y lo tuyo es nuestro”

Commonomía: Pedro Martín Palmero

CrowdAnts: Ángel González

Asociación Canaria de Espacios Colaborativos: Carlos Jonay Suárez

Espacio 105: María Tomé Nuez y Adrián Trujillo

El Salón: Sandra Marrero

PAUSA COMIDA. SHARING NETWORKING



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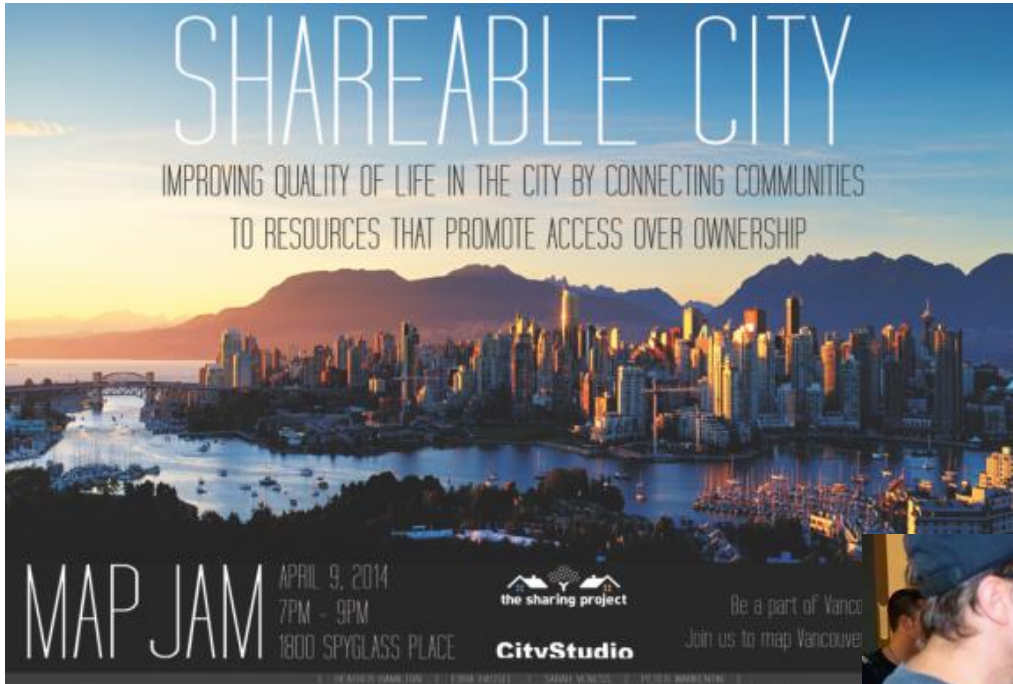




#MapJam Canarias



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By

[Tom Llewellyn](http://www.shareable.net)

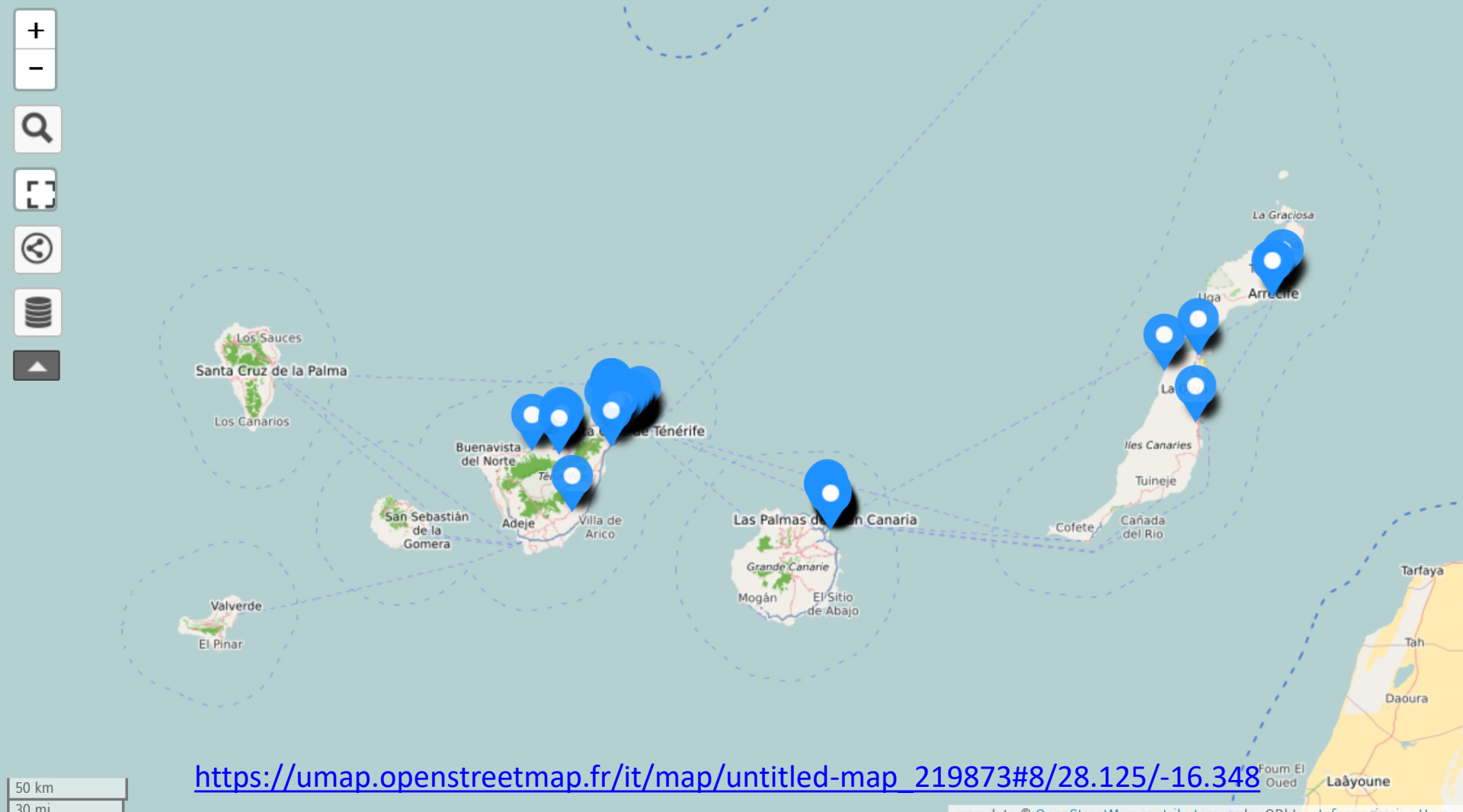
www.shareable.net



Canarias

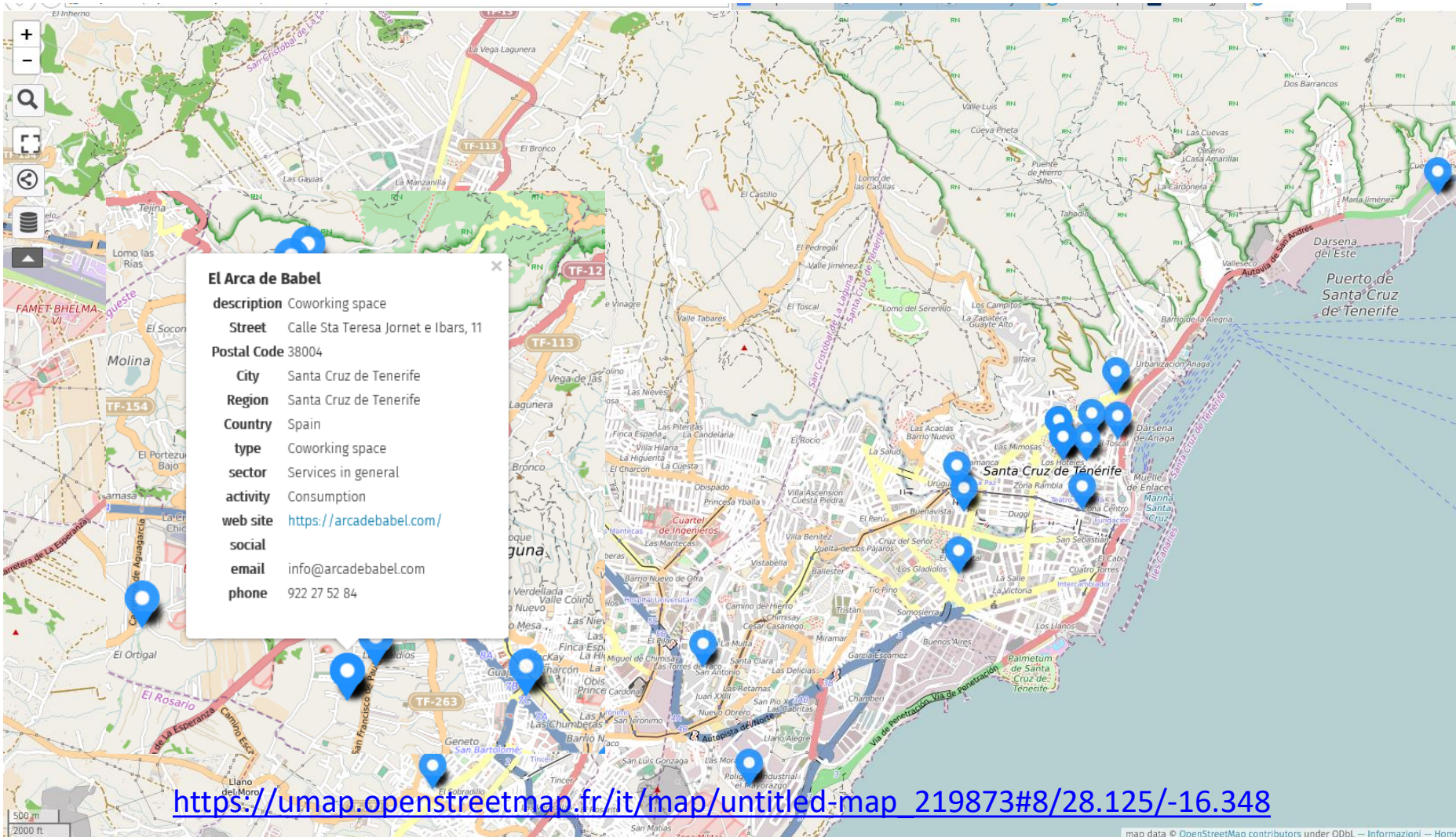


#MapJam
Canarias

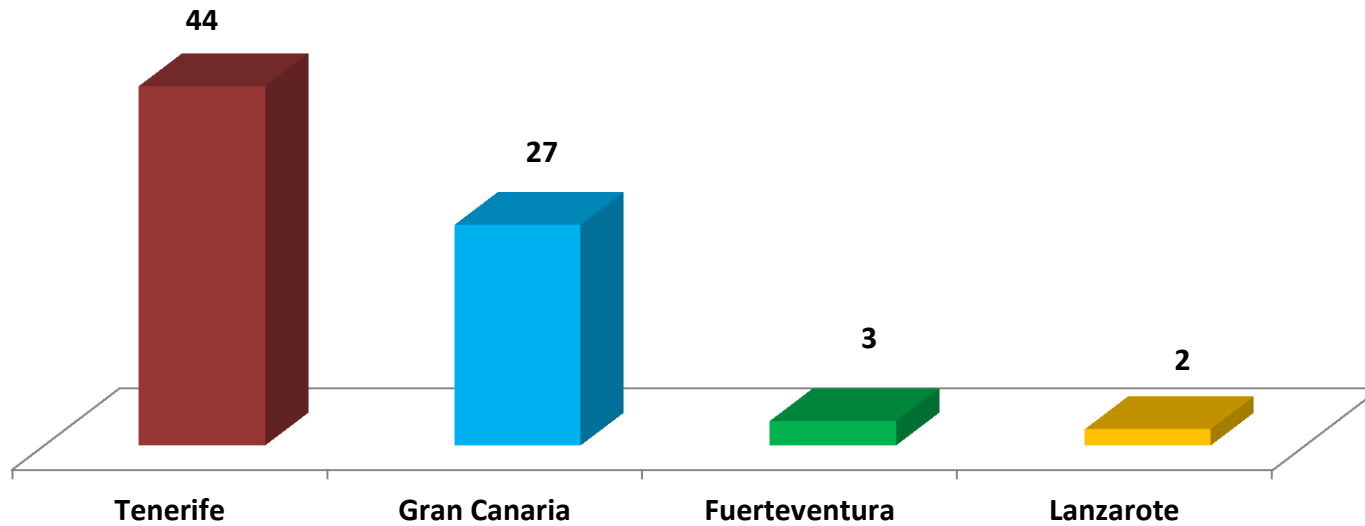


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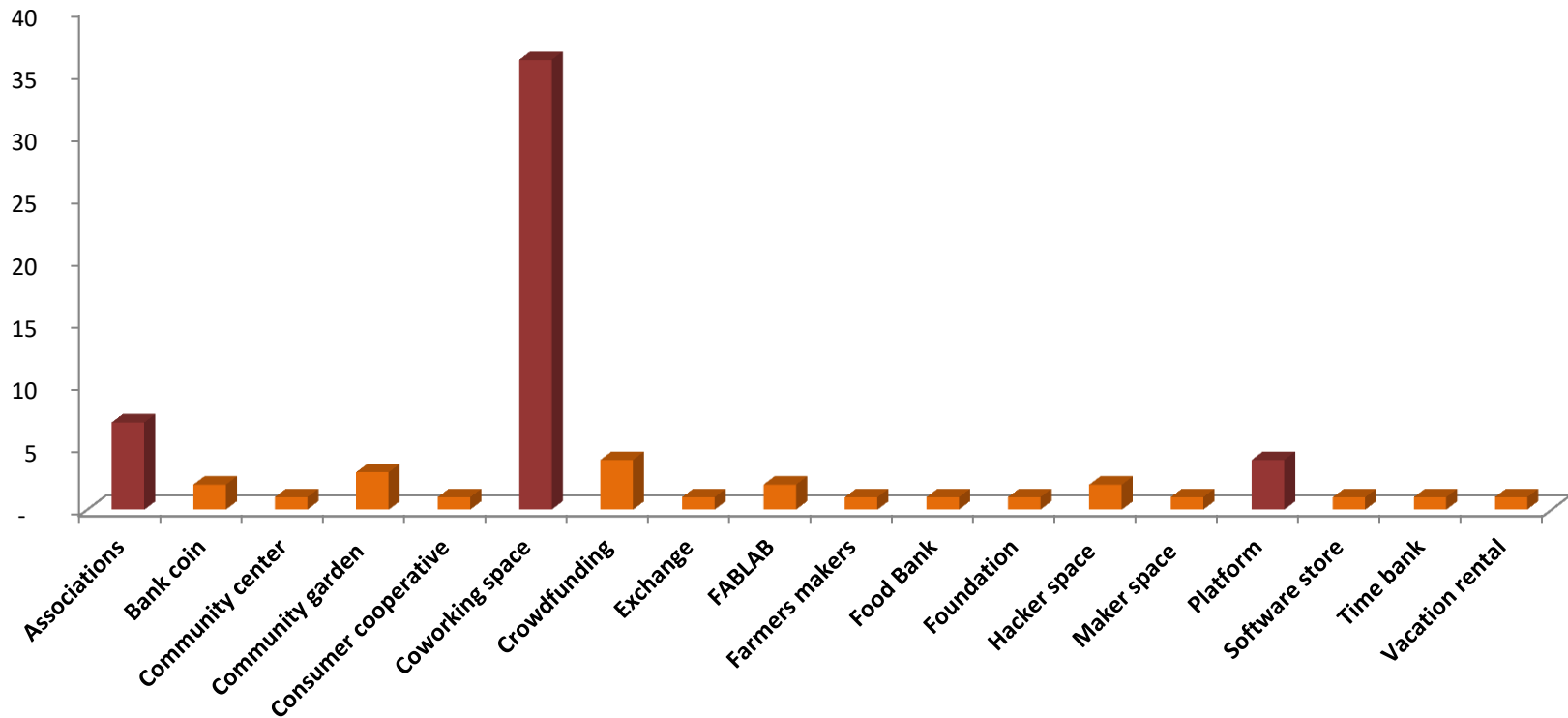




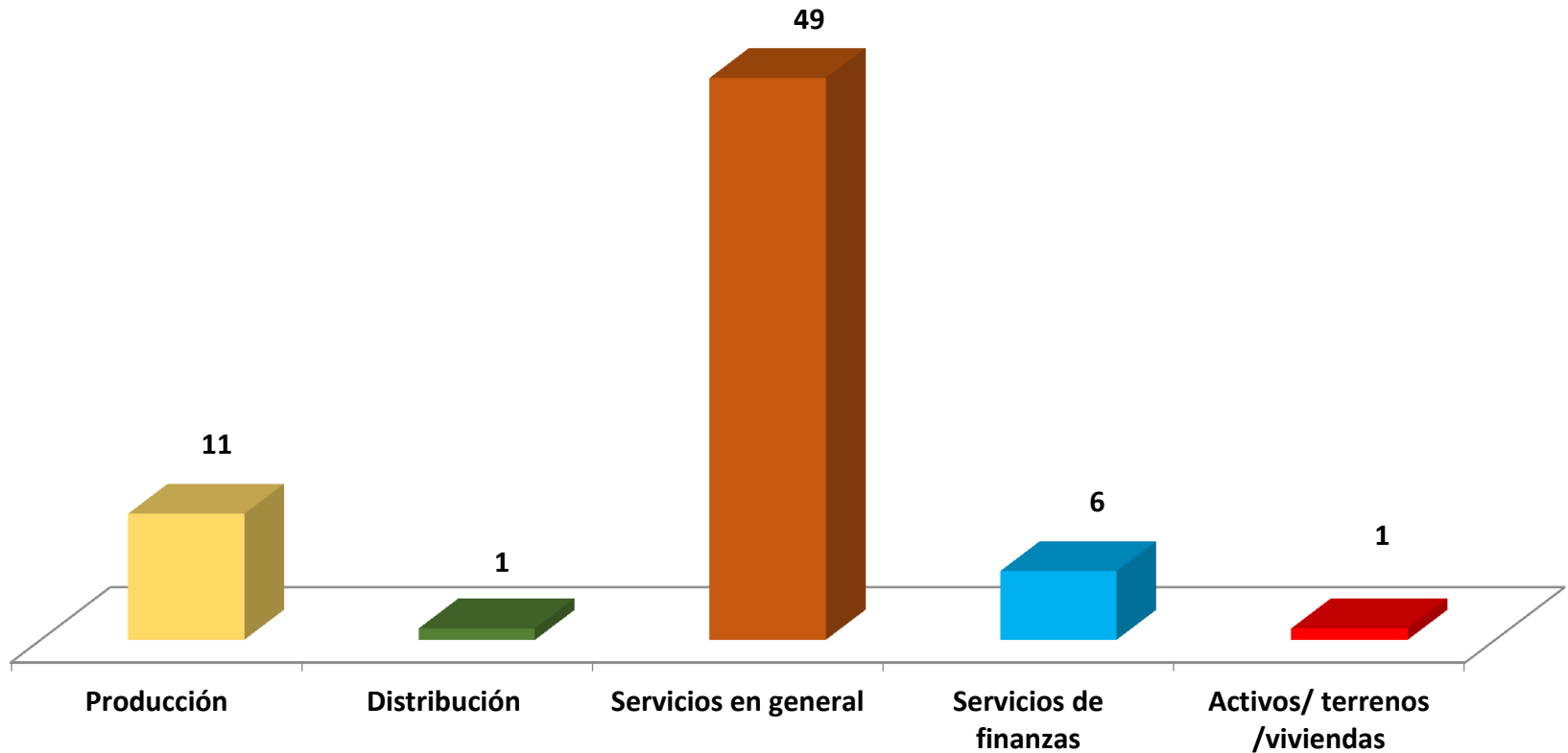
Número de Iniciativas identificadas



Iniciativas de Economía Colaborativa



Iniciativas por categoría de actividad



Trabajo en grupos:

Mapeo de otras iniciativas no identificadas.



TENERIFE

ENTIDAD	DIRECCIÓN	CATEGORÍAS	CONTACTO
Commonomía	Calle de S. Francisco, 105, 38001 Santa Cruz de Tenerife	Association Office	http://www.commonomia.org/
ACEC, Asociación Canaria de espacios colaborativos	C/ San Francisco Javier 47. 38001. Santa Cruz de Tenerife	Association Office	http://acecanarias.org/
ADESER Asociación para el Desarrollo de la Educación, la Salud y la Economía Responsables	Calle San Francisco 105, 38002 Santa Cruz de Tenerife	Association Office	http://espacio105.com/
Proyecto Lasos	Calle Tenderete, 10. 38108 La Laguna	Association Office	http://www.proyectolasos.com/
Canarias cohousing	Calle San Francisco 105 Santa Cruz de Tenerife 38001 Santa Cruz de Tenerife	Community center	http://canariascohousing.com/
Huertos Lúdicos	Camino Barranco el Rodeo nº 17 38297 La Laguna	Community garden	http://huertosludicos.com/
Mandate una papa	C/ Prebendado Pacheco, Serventia 38280 Tegueste	Community garden	http://www.mandateunapapa.org/
Ingenio Coworking	Avda Fco La Roche 31 38001 Santa Cruz de Tenerife	Community garden	http://ingenioCoworking space.com
My Place	Pol. Ind. San Jerónimo C/ Ingenios Azucareros, 34 38312 La Orotava	Coworking space	http://www.myplace-canarias.es/en
Coworking Anaga	Avenida Profesor Peraz de Ayala, Bajo 3ª 38001 Santa Cruz de Tenerife	Coworking space	http://www.coworkinganaga.es/index.html
Coworking in the sun	Avenida Marques Villanueva del Prado C.C. La Cúpula Local 69, Urb La Paz 38400 Puerto de la Cruz	Coworking space	https://www.coworkinginthesun.com/
Franja 47 Coworking	C/ San Francisco Javier . 47 38002 Santa Cruz de Tenerife	Coworking space	http://franja47.com/
Espacio Polaris	C/ Tirso de Molina, 5. Local 7 38004 Santa Cruz de Tenerife	Coworking space	http://espaciopolaris.com/

Trabajo en grupos:

Identificación de barreras para la sostenibilidad

Propuestas de actuaciones

Grupos de trabajo

Coworking

Cohousing / Coliving

Hacker / Maker space

Crowdfunding

Obstáculos / Barreras de
carácter general

Propuestas de Actuación

Obstáculos / Barreras de
carácter sectorial

Propuestas de Actuación

Grupos de trabajo

Propuestas de Actuación

Servicios de asesoramiento

- ✓ Marketing
- ✓ Comunicación
- ✓ Formación específica
- ✓ Información en financiación
- ✓ Buscar nuevos socios (internacionales)
- ✓ Legislación Europea
- ✓ Acceso a nuevos mercados
- ✓ Oportunidades de cooperación
- ✓ Soluciones IT
- ✓ Gestión de las plataformas
- ✓ Etc....

Conclusiones y puesta en común



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