

SUCCESS SPEAKS FOR ITSELF





This publication was created in order to present successful companies operating in sharing economy area from countries such as Spain, Italy, Portugal, Slovakia, Bulgaria and Poland. The compendium shows the examples of well prospering sharing economy initiatives, telling their story how they started and what were their benefits by participating in SharEEN project.

Most of them were also interviewed during an international event "SHAREway2event" which was held on 7-8th November 2019 in Rome.

The video is presented below 



"ARCA DE BABEL" - A COMMUNITY OF ENTREPRENEURS THAT SHARE A COMMON VISION, AN IDEAL PLACE TO DEVELOP IDEAS AND PROJECTS

ARCA DE BABEL is a community of entrepreneurs that share a common vision: to create a varied and interesting group of dynamic partners, where they can find an ideal place to develop ideas and projects. In Arca de Babel they can generate imaginative and open environments, promote sharing innovation, turn ideas into projects.

They are an interdisciplinary community.

The main need of the company is to create a community around the coworking Arca de Babel and to encourage and motivate people to work from collaborative way.



www.acradebabel.com



How the company was supported by SharEEN project?

We met with them through the elaboration of the Sharing economy entities local map. They participated and completed the SharEEN Online Training "Building your sharing economy business". Later, that year they took part in the event in Rome "Shareway2Event" as a beneficiary entity within the framework of SharEEN - Coaching service

Results for the sharing initiative

AcThe coworking has ended successfully the on-line training for building your sharing economy Business, and it was one of the participant selected to receive a free coaching service to support the definition or growth of a collaborative economy initiative, and achieved the travel grant to participate in international event "SHAREway2event " in Rome. 7-8 November 2019.

Arca de Babel managed to take advantage of all the services offered by SharEEN bringing many benefits. From online training they managed to define, internalize and train themselves as a collaborative economy entity. Thanks to the participation in the "SHAREway2Event" in Rome, they presented their initiative ahead of other European collaborative economy entities and created contacts during networking activities. Later, thanks to the coaching service, they were able to focus on one of the main needs of Arca de Babel and find practical solutions to achieve their goals.

Potential future collaboration with company and/or other Network partner as a result of this story: Arca de Babel had 6 meetings during the networkig in the framework of the Shareway2event. After the event he had an exchange of emails with possible collaborations with different entities.

Arca de Babel: "The SharEEN project has served us to learn about tools linked to the collaborative economy as well as to contact other initiatives related to our project. This has been possible thanks to the training we have received and the networking events in which we have participated".



ACRO BIKE - A WINNER OF PITCHING SESSION DURING "SHAREWAY2EVENT"

Acro Bike is a young technology company started in 2017 in Warsaw. It offers a bike renting system without docking stations (fourth generation). Currently, it also has an offer for cities and a convenient model of fleet rental for companies and institutions.

A founder of Acro Bike is Magdalena Gromniak-Shi. The idea to start this business was born in China, where she observed how well the bicycle system without docking stations functions there. Moreover, there are over 70% cyclists in Poland so these data encouraged Magda to try.



<https://www.acro.bike/>



How the company was supported by SharEEN project?

Magda expressed her interest in our project at the end of 2018 and she contacted the project coordinator of Instituto Tecnológico de Canarias. We contacted her and soon met with her in Lublin. The idea of launching the Acro Bike in our city was also presented in the Lublin City Hall.

Acro Bike, first took part in an on-line training on sharing economy, and then in the mentoring and coaching program. In November 2019 it participated in an international event in Rome "SHAREway2event", presenting itself among other initiatives in the area of sharing economy. From among 14 participants, it was Acro Bike that met with the recognition of the jury and became the winner of the pitching session.

"The event "SHAREway2event" was a great opportunity to get to know companies from all over Europe and their view of Sharing Economy, for which, contrary to appearances, it is difficult to find a single definition. [...] I am delighted that ACRO has been appreciated by all the participants - this is a great motivation to continue working! I would like to thank the Lublin Development Foundation for its support during the project, the organization of the trip and the wonderful time spent in Rome."

Results for the sharing initiative

The company have recently changed its business model and now they are introducing a completely new software that will significantly increase the comfort of using its bicycle fleets. They want their bikes to be visible in other Polish cities. They also constantly working on a partnership program for companies to make it comfortable and flexible for the customer.

We are really proud that Acro Bike has been recognised internationally. The company has a lot of plans regarding its development and we keep our fingers crossed for its success. We are in constant contact with Magda. She was one of the speaker during our last event in Warsaw in February 2020 presenting her success story. Additionally, as the company is looking for new bicycles for its fleet, we proposed it some companies from abroad.



AUTING: A COMMUNITY BASED CAR SHARING SERVICE

Auting is the first car sharing platform between individuals in Italy. Auting connects drivers (individuals looking for a car for a short period) and owners (individuals who make their car available during periods in which it is unused). Registration is free and verified.

The company is based in Bologna, but it has an international approach, and the idea was set-up after having tested it as a user in other countries.



<https://auting.it/>



How the company was supported by SharEEN project?

We met Ludovico during the second regional event in Parma, and he was really interested in the project. Then, once selected the coach (Collaboriamo), he understood the value of taking part to a coaching session based on community engagement and community expansion for Auting business model

The coaching session was fully developed on community engagement tools and the opportunity to work on a toolkit developed ad hoc for this kind of needs has been really interesting for Auting. The support by a well-experienced coach in that field was central for them to understand their strengths and weakness.

Results for the sharing initiative

Auting is trying to have a new perspective on community engagement and community building, trying to focus on different target needs and to give more visibility to frequent users and gain new users.

They have the aspiration to broaden the service and scale-up at national level.

We keep in touch with them on the topic of sustainable mobility and sharing economy



"CINEMA.TRAVEL" - AN INITIATIVE INTERNATIONALISED BY BECOMING A MEMBER OF A EUROPEAN NETWORK FOR CINEMA TOURISM

CINEMA.TRAVEL offers cinema audience the opportunity to become protagonist of films by leaving active experiences in filming locations. CINEMA.TRAVEL puts in contact the film experience demand with film producers and tourism agents offer guaranting sustainable tourism and new experiences.

Cinematravel is a digital and collaborative platform. It is the first platform specialized on film tourism. Its main goal is to put the offer, which is already on the market, and the producers of cinema's touristic products together.



<http://cinema.travel/>



<https://www.youtube.com/watch?v=HN5tShU8iiQ>

How the company was supported by SharEEN project?

From the very beginning their main purpose has always been to create a European network for the cinema tourism in order to define regulation of film tourism and the alignment with the objectives of tourism destinations.

Thanks to the SharEEN 2nd international event in Rome, AIN was able to put in contact Cinema travel with the cinema network launched under the LOOK_EU_NET project for the creation of a tourism and film destinations network in a smart and sustainable way.

CINEMA.TRAVEL has been supported by SharEEN project in different moments. The initiative was identified under the mapping of regional initiatives and was contacted in order to be informed about the project and the services offered. The initiative took part in the online training course and received the coaching service for a better definition of its business model and financial structure. CINEMA.TRAVEL presented its initiative in the interantional event in Rome and PCCI SharEEN partner identified the opportunity behind the LOOK_EU_NET project.

Results for the sharing initiative

CINEMA.TRAVEL is taking part in the "Tourism and film destinations" network of the LOOK EU NET project. Thanks to SharEEN support CINEMA TRAVEL has been able to start international collaboration and to take part in a European network. As a member of the network created, CINEMA.TRAVEL is receiving funding for developing the online marketing strategy of the network, while obtaining external support services for the creation and dissemination of the network and the definition of scaling-up strategies.

The next challenge is to lead the most important European network of organisations for a sustainable and fair cinema tourism. The starting network will need of other partners involved in tourism and film destinations. The EEN will be able to continue supporting the company in its international partnering with other organisations that would join the network.

"Thanks to being part of SharEEN we have received not only a training course on Sharing Economy but we have also travelled to Rome where we had the chance to meet other companies with our same motivation of creating this European network on film tourism."



THE FIRST FASHION LIBRARY IN SLOVAKIA DESIGNED TO REDUCE THE CARBON FOOTPRINT OF ALREADY MANUFACTURED CLOTHING AND TO PROMOTE HIGH-QUALITY AND LOCAL FASHION BY RAISING AWARENESS OF CLOTHING RENTAL



<https://www.sumne.sk/>



The project works on the principles of circular economy, shared economy. This means that the clothes will not end up in the landfill, in the incinerator or in the closet after use, but remain in circulation.

Šumné offers rental of quality products from local brands that produce clothing in the spirit of slowfashion, for different periods of time. When you get stunned, simply return it and choose a different one. The original piece is properly cleaned, treated and will go to the next customer.

How the company was supported by SharEEN project?

"As a young starting project, our biggest challenge was to clearly define how our project would work in "the real world", attract regular clients and generate enough revenue not only to support itself, but also to support its growth and constant innovation. We needed guidance of someone, who was already experienced in starting a business and understands all considerations behind. Also we wanted to consult some of our decisions regarding the business model, funding, media relations, etc.

Thanks to the online training and well selected coach, we gained even more confidence in our project and its potential. We were encouraged to try new campaigns and explore numerous ways, how we could grow and get support. Moreover, our coach really became our trustee and ambassador and we hope to keep our cooperation going even after the end of this program.

Thanks to brainstorming and encouragements from our coach, we started a national campaign called "Buy Nothing Month", during which we organised a large clothing donation initiative across Slovakia. We collected over 700kg of seldom used clothes that are still wearable and will be rented out through out Fashion Library to reduce its carbon footprint and increase number of wears."

Results for the sharing initiative

"We still have a long way ahead and many plans to follow. We would like to launch the Fashion Library online and later in a brick and mortar "rental showroom". We would like to continue attending presentations, festivals and events to educate and discuss with people about slow fashion and our impact on our future - through our buying habits and decisions - and to promote clothing rental.

We were very proud to be selected as one of the projects that could receive the online training and support and care of the coaches and Lukas Dzurik, who showed real interest in pushing our project to the next level.

We hope to work further with our coach and mentor."



TRI SOFT LTD LAUNCHED A SHARING PLATFORM FOR EDUTAINMENT AT INTERNATIONAL LEVEL

The founder of the Bulgarian company is Mr. Stefan Stavrev. His idea was to develop an interactive sharing ecosystem for running educational and entertainment games, which later became the company's trademark.

Mr. Stavrev is experienced in sharing expertise and resources within Hackafe Plovdiv platform, a local sharing initiative and a hackerspace. He was invited to join our project activities as one of the pro-active representatives of the local sharing economy.



<http://tri-soft.net/>



How the company was supported by SharEEN project?

Tri Soft took part in the online training on sharing economy and consequently in the mentoring and coaching services provided by PCCI. In November 2019 Mr. Stavrev was invited to participate in the pitching and matchmaking sessions in the framework of the International event "SHAREway2event", held in Rome, and to present his company at international level. He was interviewed along with other European initiatives in the area of sharing economy. Mr. Stavrev was one of the companies involved in the final regional event, organized by PCCI in Plovdiv (26.11.2019), who provided an attractive demo of FluorMat platform to the audience. A POD profile (BOBG20191207001) of the company has been registered in December 2019.

Results for the sharing initiative

The company is demonstrating an ambitious aspiration to further develop its capacity to grow internationally. It managed to achieve a PA (PABIT20191220003) with an Italian partner as a result of the meeting with the representative of SharEEN project partner SPIN in Rome, who suggested them the possibility of SMM2019 - Smart Manufacturing Matchmaking 2019.

As a result of the SharEEN coaching activities the company managed to improve its marketing strategy and to initiate the optimization of its websites. EEN advisory services provided in the field of internationalization, IPR and access to finance. Tri Soft was offered the chance to participate in a variety of PCCI & EEN events/initiatives aiming to enhance the innovation and business cooperation potential of local SMEs. The company was supported to apply as a beneficiary under the Competitiveness and Innovations OP.

PCCI team will keep a constant contact with Tri Soft Ltd trying to search for them new cooperation and funding opportunities.



"WE4SHARE" A SOLUTION FOR SUSTAINABLE TOURISM

We4Share is a young association which aims to promote, create and to spread innovative relational models in the cultural, social, architectural and tourism spheres.

The project "contrada diffusa" is an accommodation firm located in a single residential area, made of different building close to themselves, managed together and able to provide standard hotel facilities to the guests. It's a sharing solution for tourism where all tourists are involved in the local experience and live together with local citizens. Every citizen shares specific spaces of their home and shares their services and their experiences.



<https://www.we4share.it/>



How the company was supported by SharEEN project?

"Contrada Diffusa" is a preliminary project that required special support, e.g. defining the goal and stakeholders, preparing a business plan and marketing strategy. These tools were mandatory in order to proceed with the Project and to promote it in different Countries.

In September 2019 Luca (CEO of We4Share) enrolled in the online training on the sharing economy. We contacted him, he showed his interest in the project and we defined the steps to help its sharing economy initiatives with the services offered by SharEEN.

We4Share took part in the on-line training on sharing economy, and then in the coaching program. In November 2019 it participated in an international event in Rome, "SHAREway2event", having the opportunity to present its project and get in contact with other initiatives in the area of sharing economy.

Results for the sharing initiative

Thanks to the coaching sessions the company has developed an appropriate business model, laying the foundations for a sustainable growth. Thanks to this the company got in touch with some municipalities to start collaboration regarding the "contrada diffusa" project.

Future aspiration of We4Share is to develop "Contrada Diffusa" as a model, like a smart city for tourism, where everything is interconnected and based on the sharing of goods and services.

We keep in touch with them with regard of opportunities in the field of tourism.



ZINO - A COMMUNITY SUPPORTED AGRICULTURE PROJECT

The entrepreneur, Andrew Zino, has links to projects in the field of nature tourism, namely tours in the levadas (water canals) of Madeira and rural tourism / agro-tourism.

This agricultural project has two main objectives - to finance agricultural activities and to ensure the sale/distribution of the product on the market, from a certified organic farm. The project also provides for the collection of organic waste in order to produce compost on the farm, thus reducing the amount of organic waste in landfills and producing gases. The information recorded in wise crop can be used to create an education/training centre (e.g. how the seeds react to different regional climates, production of each crop by variety, profitability, etc.), both for other farmers and for consumers and HORECA with pop-up demonstrations with chefs.



<http://www.zino.pt/agriculture.html>



How the company was supported by SharEEN project?

The CEO has already had contacts with ACIF-CCIM through other companies. He received information about the training and coaching provided under SharEEN and signed up.

The company took part in SharEEN: on-line training, BOOT CAMP, coaching services and partners search.

Results for the sharing initiative

From the entrepreneur's words, it was possible to infer that our support was very useful and that it helped the entrepreneur to rethink the project. *"The methodology used during the training challenges made me to direct the vision to other perspectives of project development and partner research."*

Future aspiration of the company is to replicate this model on multiple farms/ production units, participating, associated or independent, but with a unique commitment to "go to market", focusing on local production for the local market, but not excluding the export market as well.

It is very rewarding to see a good business idea maturing, throughout all our support. The merit is first and foremost the entrepreneur, but we are aware that the coaching we offer has helped to structure the ideas and to answer the questions / challenges that arise.

