

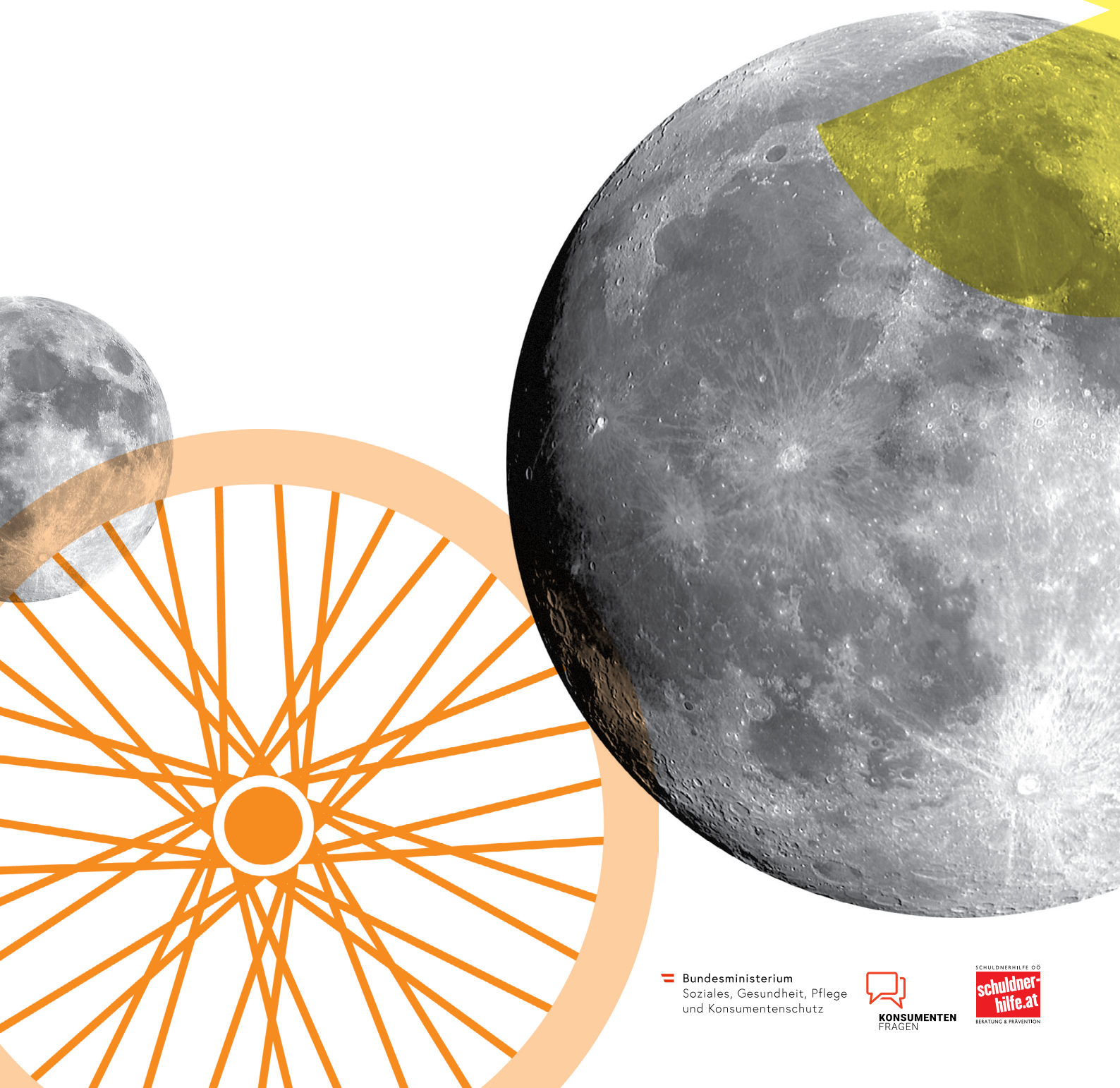
SHARING ECONOMY

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Consumer education

11th/12th grade



Introduction to the teaching material

Vocabulary lists

Sharing economy
 Consumers in the sharing economy
 Forming Sentences

Information

Sharing economy
 Consumers in the sharing economy

Methods

Introduction

„Forming sentences“ – Method

Equipped with prepared sentence beginnings and endings, the students spread out in the room. They form the correct sentences and the topic of the sharing economy is discussed together in the classroom.

Elaboration

„Examples of the sharing economy“ – Method

Examples of sharing economy in practice are collected by the students and then researched in small groups and reworked on the worksheet.

Imprint

duration	level of complexity	page
		3
		9
		13
		22
		5
		10
15' to 30'	Medium	14
30' to 60'	Medium	23
		25

Introduction to the teaching material

The aim of the following documents is to teach students a particular topic on consumer education, namely the ideas and principles of a sharing economy, in a comprehensible way while encountering the English language at the same time.

For this purpose, selected material has been translated and adapted to a register that has an adequate language level (11th/12th grade) and is not too overwhelming.

However, on a case-by-case basis, students may bump into unfamiliar expressions or phrases in the texts. Specially prepared *vocabulary lists* have been added at the end of the respective material to contribute to a deeper understanding of language and content. Overall, sentence structure, tenses, and vocabulary correspond to level B2, according to the Common European Framework of Reference (CEFR).


Nevertheless, it should be noted that some content may be perceived as challenging not in terms of language but in terms of content. In this case, it is the responsibility of the teacher to set appropriate didactic measures to support students in acquiring new information and skills.

The following materials are now available in English:

- Information for teachers and students:
Sharing economy – Information [1–4] and
Consumers in the sharing economy – Information [1–3]
- For teachers: *Forming sentences – Method [1–2]*
- For students: *Forming sentences with sentence beginnings – Material [1–4]*
- For students: *Forming sentences – Worksheet [1]*
- For teachers: *Forming sentences – Solution – Material [1]*
- For teachers: *Examples of the sharing economy – Method [1]*
- For students: *Examples of the sharing economy – Worksheet [1]*

Of course, the same materials are still also available in German (for 10th/11th grade). Please refer to the website www.konsumentenfragen.at for more information.



School level	<ul style="list-style-type: none"> Recommended for the 11th/12th grade
Reference to subjects	<ul style="list-style-type: none"> English, geography and economics, law, economics, history and social studies/political education, religion/ethics, biology and environmental education, communication/project work/social learning, ecology
Knowledge and skills	<ul style="list-style-type: none"> The students can interview people from other countries and describe and interpret the results. The students can describe and analyze the pictures presented. The students can record their own weekly food consumption and interpret the weekly food consumption and food costs of a selected person/family on a picture.
More information in German	<p>Same materials are also available in German (for 10th/11th grade) as well as further information.</p> 

What is the sharing economy?

The term sharing (or share) economy means to systematically borrow objects or provide and share spaces and areas, especially by private persons and interest groups. The term sharing economy is used synonymously – in addition to the original definition by Martin Weitzman (which is explained in more detail below) – or in relation to sharing information and knowledge. cf. Springer Gabler Verlag (Herausgeber) Gabler Wirtschaftslexikon, Stichwort: Sharing Economy (2018). <http://wirtschaftslexikon.gabler.de/Archiv/688938792/sharing-economy-v5.html> (2024-05-27).

According to the idea of the sharing economy, one should not make something one's own, but use, inhabit, or cultivate it for a certain time. This also means that there needs to be an original owner. The focus is on shared consumption. The goods change owners as long as they are usable or available. A special case is crowd investing or crowd funding.

Beginning of this economic theory

According to Wikipedia, the term "share economy" was invented by Harvard economist Martin Weitzman in 1984 and means that the more is shared among all market participants, the more wealth is generated for all. Even if Weitzman did not have in mind the sharing models that are booming today, the idea of sharing things is not new. There have always been ways of leasing, renting, borrowing, or giving goods to others free of charge, for example in public libraries, doctors' offices, laundries, agricultural cooperatives, or car rental companies.

So why all this hype about the sharing economy?

Several (world) economic crises have shaken the economy and expectations of steady growth have not been met. Many people notice the widening gap between rich and poor, the increasing troubles of developing countries, and the ecological consequences of economic development

with great skepticism. The last major financial and economic crisis was at the beginning of the 21st century. It directly affected many and is probably one of the reasons why especially young people have been looking for alternative market models. In the end, they did not only (re) discover them but even developed them further.

The need for more social responsibility and resource conservation has led to the development of more and more of such models. Initiatives such as community gardens, food sharing, private car sharing, etc. stand for a new, different attitude, and a shift away from a system of purely capitalist society and consumerism.

Role of the internet and social media

One of the reasons why sharing models are booming is the possibility of fast communication via the internet and the smartphone. Providers and potential users of services or products are connected with each other within a very short time, even worldwide. Many companies operate as internet platforms and reach users via apps. This means that companies reach a large number of interested people. In addition, the internet has a self-regulating function: With the help of social media, users and providers of sharing models evaluate each other and take action against abuse.

Sharing among young people

Sharing also plays an important role among young people. This was the result of a survey of young people in fall 2014 for the Institut für Jugendkulturforschung.

Motives and motivations are:

- **Political view:** For many young people, the sharing economy is an alternative to the throwaway and consumer society.
- **Saving money:** When things are currently expensive or do not necessarily have to be owned, people like to go back to sharing,

which makes the sharing economy especially interesting for young people.

- **Limitation and shortage:** Real shortages of certain goods and services are also an argument for the sharing culture. When living in a house is experienced as increasingly expensive, shared housing is a way to deal with the realities of the housing market.
- **Meeting new people:** Sharing communities are well networked and thus allow like-minded people to get to know each other.

cf. Prohaska, Katharina (2015). Sharing-Ökonomie in jugendlichen Lebenswelten. Wien.

Advantages and disadvantages

Sharing goods and trading services are the center of the sharing economy. The ideal form of the sharing economy is public-good oriented, which stands for important and positive topics such as the reduction of costs, social responsibility in dealing with property and resources as well as the idea of ecological sustainability.

On the other hand, profit-oriented sharing economy models (Airbnb, Uber, etc.) are also viewed critically. Massive criticism comes from the traditional economy. While alternative economic models are booming, traditional economic sectors, such as the car trade or the hotel industry, are complaining about losses and blaming sharing models such as Airbnb, Wimdu, Uber, or car-sharing. Criticism is not groundless regarding the partial lack of legal conditions for these sharing models. It is necessary to find answers to questions such as whether private landlords and drivers need a business license or whether they need to pay VAT. Here, the state needs to create a framework for competition. Since 2021, for example, Uber drivers first require a taxi license before they are allowed to transport people. And while driving with Uber may often be cheaper, one should not forget that in some situations the price is so low because the Uber drivers earn very little in the background. Platforms such

as Airbnb, which allow the renting of housing for tourist purposes for a certain time, are also criticized. On the one hand, such services offer tourists cheaper and more authentic accommodation options than hotels. However, landlords can also make more money by regularly offering their unneeded apartments to tourists rather than by renting them to the locals. This results in a reduced number of accommodations for the local population. The shortage can then cause price increases for the remaining properties

Which sharing models are there?

There are numerous, very different, models that fall under the economic model of “sharing”, and it is often not easy to differentiate between these models.

The first classification that can be made is: Who is the seller and who is the buyer? Here, there are three cases:

- 1st case: The consumer is both seller and buyer (e.g., exchange platforms, clothing swap parties, couch-surfers, but also Airbnb, Uber, and Shpock). In this case, we are talking about a consumer-consumer business, with the company being the middleman (= peer-to-peer model).
- 2nd case: The company is the seller, and the consumer is the buyer (typical business model such as laundries or car rental models like Share Now) (= business-to-consumer model).
- 3rd case: The consumer is the seller, and the company is the buyer (this includes all crowd funding/crowd investing models) (= consumer-to-business model).

Very often, mediation platforms help consumers to find the (best) offers. Platforms such as AirBnB, Uber or willhaben earn their money by brokering offers. For consumers, this is mostly free of charge. The platform collects the money

from the providers for the mediation. Some are profit-oriented, some are not.

Is sharing an economic model?

As explained earlier, the real idea in the sharing economy is the sharing of objects and services. Money is not the focus in the ideal form. It is about the useful exchange of goods and services. “I offer - I need” - is the focus. And there are different types for doing so: While some models are based on immediate exchange, other models have long-term goals, such as with a book exchange – sometimes you add a book, sometimes you take one out. In the end, the trust is that the book exchange is always filled and never fully empty.

It is also possible to have models that are not designed to make a profit, but for which money does play a role, for example, just to cover costs. In the ideal form, providers would rather not make profit, but also no loss. They would like to share the costs they would originally have to carry alone! A classic example is organized car-pooling, such as via www.blablacar.de. On this website, for example, Paula finds out that Leo is driving his car to Salzburg next Saturday at 10 am. Leo asks all passengers to pay €10 each. This is cheaper for Paula than taking the train. So, here Leo shares his car and the fuel costs! The advantage is in sharing the costs and not in earning money! However, the difference between cost-covering and profit-oriented models is unclear. Nowadays, you can already find cooking invitations in private apartments on the internet, where the price for the meal is comparable to those of gourmet restaurants.

Finally, there is urban gardening, or “community gardening”. Here, the city provides and promotes the cultivation of green spaces. There are already many private community garden projects. In recent years, a commercially driven sharing economy has also developed. “Sharing instead

of owning” has become a real business model.

Platforms such as Wimdu, Airbnb or 9-flats earn money from brokering private apartments and thus create a “win-win-win” situation: the person who rents his/her apartment, the platform that mediates the rental, and the tenants who have advantages (lower rent). However, the offers are also criticized: For example, the shortage of living space or the question of tax evasion cause problems.

Crowd funding/Crowd investing

A commercially shaped form of the sharing economy is crowd funding/crowd investing: Companies collect money from private persons to realize a business idea or to cover a financial need that banks don't or not so likely do. This can even involve a great amount of money (up to 2 million euros for a company, and no more than 5,000 euros for a consumer within a time span of 12 months). However, one can also lose the entire sum invested. While crowd funding is done out of a willingness to help or a passion for a project (and therefore is more symbolic or in the form of material goods), crowd investors expect a return, compensation in form of money, or even company shares.

Advantages and criticism of crowd funding

Especially small and medium-sized companies, which have difficulties in getting a loan from the bank, benefit from this possibility to finance their projects with the help of a large number of investors. The idea sounds good; however, there are usually good reasons why banks do not support such companies in the first place.

When the first crowd funding projects were launched, there were no legal requirements. A company simply announced that it needed money, and many people gave small and larger contributions to the company, because of this

call. For example, this is how the financing model of the Waldviertel shoe manufacturer Heinrich Staudinger looked like. But certain businesses, such as taking savings deposits, are reserved exclusively for banks. And for this, banks require a license. Both the Finanzmarktaufsicht (FMA) and the Supreme Court therefore prohibited this type of corporate financing. In addition, it was criticized that the invested funds were not covered by deposit insurance and thus did not provide sufficient protection for investors.

Since 2015, the Alternativfinanzierungsgesetz is in place, which creates a legal framework for alternative financing starting from an amount of €250,000 to be collected. It allows business financing without involving banks, but, at the same time, the investors are protected by uniform information and disclosure requirements. However, total losses can still occur if the project fails.

Link list of popular platforms:

www.leila.wien
www.kostnixladen.at
www.flohmarkt.at
<https://foodsharing.at>
www.vinted.at
www.kaesch.at
www.shpock.com
www.willhaben.at
www.hometogo.at
<https://talenteverbund.at>
<http://foodcoops.at>
www.couchsurfing.com
www.airbnb.at
www.wimdu.de
www.9flats.com/de
www.uber.com/at/de
www.blablacar.de
www.eatwith.com
www.allmende-kontor.de
www.umsonstladen.at
www.klappertopf.at

www.startnext.com

www.conda.at

www.gemeinwohlprojekte.at/crowdfunding-fuer-gemeinwohl

<https://shary.at>

all links 2024-05-27

Notes



English	Deutsch
commercially driven	kommerziell geprägt
consumerism	Konsumdenken, Konsumorientierung
cooperative	Genossenschaft
corporate financing	Unternehmensfinanzierung
deposit insurance	Einlagensicherung
economist	Volkswirt:in
exchange platform	Tauschbörse
information and disclosure requirement	Informations- und Veröffentlichungspflicht
landlord	Vermieter:in
mediation platform	Vermittlungsplattform
profit-oriented	profitorientiert
public-good oriented	gemeinwohlorientiert
resource conservation	Ressourcenschonung
safe handling	sicherer Umgang
savings deposit	Spareinlage
tax evasion	Steuervermeidung/-hinterziehung
tenant	Mieter:in
to broker sth.	etw. vermitteln
to cultivate	bewirtschaften
to get a loan from the bank	einen Kredit von der Bank erhalten
to inhabit	bewohnen
to shift away	sich wegbewegen
VAT	Mehrwertsteuer

Empowered consumers

Consumers make a large number of decisions every day. This affects everyday shopping just as much as the safe handling of their finances, their own living space, the right choice of insurance or mobile phone contracts, or an order on the internet.

Consumers must always compare products, get offers, and read and understand the fine print. The fast technological development and the diversity of the market mean that consumers have countless options at their disposal, giving them an important role in the market.

However, they need a lot of time, patience and, above all, knowledge about their rights and how to assert them.

Empowered consumers who inform themselves and make the right purchasing decisions are seen as the guiding principle of the European Union.

Who are the consumers?

There are different definitions here:

- ⇒ In the ecological sense, consumers are generally people who consume goods.
- ⇒ In the economic sense, consumers are natural persons who purchase and consume services and goods to satisfy their own needs.
- ⇒ In the legal sense, consumers are private persons (natural persons) who do business with a company without being a company themselves.

What is the real problem?

The very fast pace of economic and technological development leads to many opportunities but also major risks for consumers.

In addition, a private individual often has a certain “inferiority” (= lower rank) compared to a company. The legislator assumes that companies are in part far “superior” to consumers in business and legal transactions because of their economic experience and know-how.

In Austria, consumers are protected against this imbalance by the Konsumentenschutzgesetz (KSchG).

Konsumentenschutzgesetz

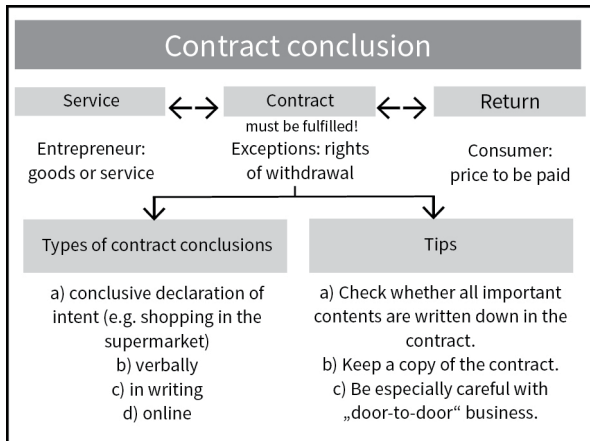
The Konsumentenschutzgesetz (KSchG) serves to protect consumers and forms the legal basis for businesses between consumers and companies.

It is a federal law that came into force in 1979. It has been revised and updated several times since then, on the one hand because of practical needs and on the other hand because of changes of EU guidelines.

In total, it is divided into three sections. The first part deals with special provisions, such as ...

- ⇒ the right of withdrawal,
- ⇒ the warranty and the guarantee in a contract,
- ⇒ the transparency of the general terms and conditions (T&Cs),
- ⇒ the cost estimate,
- ⇒ and special types of contracts (contracts for work, deposits, home contracts ...).

The second section deals with collective actions and the third section adds auxiliary conditions for things such as brokerage contracts or travel events.



Content taken from picture: sozialministerium/fridrich/oegwm

Many contract conclusions

During a consumer's life, many different types of contracts play a role. For example, these can be leasing-, rental-, service-, insurance-, or employment contracts. The most common type of contract, however, is the sales contract. We make contracts almost every day. In many businesses, these contracts and their execution run well. However, there can also be great problems around contracts.

Who may conclude contracts? Legal capacity

- ⇒ Children under the age of 7 do not have legal capacity. They can only buy small things such as candy.
- ⇒ Children and young people between the ages of 7 to 14 are considered underage and have limited legal capacity. They are allowed to make minor transactions that are normal for their age, such as buying books, CDs, etc.
- ⇒ Young people between the ages of 14 to 18 are considered responsible minors and have limited legal capacity. They can freely use the money they received as gifts or earned themselves – e.g., pocket money, income of an apprenticeship – as long as this does not put their livelihood into danger. However, the risk lies with the company.
- ⇒ At the age of 18, a person is of full age and therefore has full legal capacity.

T&C – general terms and conditions - often called “fine print”

Larger companies such as banks, insurance companies, furniture stores, or electronics retail store chains usually use pre-formulated contract terms. These are called general terms and conditions (T&C).

Since they are typically difficult to read, they are also referred to as the “fine print”. They clarify legal relationships with customers.

Depending on the industry, the general terms and conditions describe terms of delivery or house rules, or other similar terms. For the T&C to be valid, it is enough if they are agreed upon implicitly by the parties. In other words: It is enough to expect that there are T&C.

The T&C contain important provisions, such as conditions of payment, cancellation options, limitation of the obligation to perform a contract, or price change options. Therefore, one should always read the “fine print” before signing.

However, they are often difficult or incomprehensible because they are legally complex formulations. If anything is unclear, you should ask the business partner directly and have the answer confirmed in writing or seek help from a consumer protection organization.

It is also possible that not all provisions in the T&C are legal.

Here, consumer protection organizations such as the Verein für Konsumenteninformation (<https://konsument.at>), the Arbeiterkammer (www.arbeiterkammer.at), the Internet-Ombudsstelle (www.ombudsstelle.at), or the Federal Ministry of Social Affairs, Health, Care and Consumer Protection (www.sozialministerium.at) can help.

Special features of the sharing economy

The legal situation is different outside the KSchG, in contracts between two companies, but also between two private persons. For example, this affects warranty claims.

The sharing economy partly operates in areas that are not clearly regulated because the involved parties interact in many different ways. They may or may not be profit-oriented. They may be entrepreneurs or consumers. They may meet each other individually or deal as individuals with many market players. Finally, they may also be providers or demanders.

cf. AK-Steiermark (2013). Ökonomie des Teilens. p. 4f. https://media.arbeiterkammer.at/stmk/Sharing_Economy_2013_barrierefrei.pdf, 26.06.2018

Especially for teenagers and young adults, models of the sharing economy are attractive, but not always transparent and comprehensible. However, responsible minors (young people between 14 and 18) who are very interested in sharing models are often navigating uncertain waters because of their limited legal capacity. Many sharing portals exclude participation by under-18s from the very beginning in their T&Cs. For this reason, it is recommended to read the T&Cs carefully before using the portals.

If, for example, a 16-year-old girl wants to exchange or sell her clothes that have become too small, there is also the additional question of the owner of these goods. In principle, minors may only consume, give away, or sell goods if they received them at their free disposal. However, if the goods are only intended for use (e.g., clothes, books, games, sports equipment), they are not at their free disposal and may not be sold. Thus, the 16-year-old girl would not be allowed to exchange or sell the clothes without the consent of her legal guardians.

Private sales

Transactions between private persons are especially often done via online flea markets (e.g., spock.at, willhaben.at, flohmarkt.at). The sharing idea of sustainability and sensible further use/reuse is in the foreground.

Transactions between private persons are not regulated by the KSchG. Sellers can therefore exclude the warranty, for example, by a note in the product description.

If, however, promised, or supposedly warranted characteristics are missing, the seller is liable even if the warranty is excluded (e.g., The TV was described as new and functioning perfectly. When first connected, the device is defective and cannot be switched on.). Nevertheless, caution is advised in the virtual and anonymous world.

Tips for buying/selling online

- Keep emails and screenshots of the sales offer.
- Describe items as well, accurately, and honestly as possible.
- Do not promise features that have not been fully verified.
- Do not transfer money in advance.
- Question obviously too cheap offers especially critically.
- Do not transfer money via Western Union.

Notes



English	Deutsch
apprenticeship	Lehre
auxiliary condition	Nebenbestimmung
brokerage contract	Maklervertrag
cancellation options	Kündigungsmöglichkeiten
collective action	Verbandsklage
conclusive	schlüssig
conditions of payment	Zahlungsbedingungen
contract conclusion	Vertragsabschluss
cost estimate	Kostenschätzung
deposit	Kaution
door-to-door business	Haustürgeschäft
electronics retail store chain	Elektronik-Einzelhandelskette
employment contract	Dienstvertrag
empowered consumer	mündige:r Konsument:in
federal law	Bundesgesetz
fine print	Kleingedrucktes
guiding principle	Leitbild
implicitly	Implizit, indirekt
inferiority	Unterlegenheit
legal capacity	Geschäftsfähigkeit
legal guardian	Erziehungsberechtigte:r
legislator	Gesetzgeber:in
liable	haftbar
livelihood	Lebensgrundlage
obligation to perform a contract	Leistungspflicht
provision	Bestimmung
responsible minor	mündige minderjährige Person
return	Gegenleistung
sales contract	Kaufvertrag
special provision	Sonderbestimmung
superiority	Überlegenheit
terms of delivery	Lieferbedingungen
to assert	durchsetzen, geltend machen
to conclude a contract	einen Vertrag abschließen
to fulfill a contract	einen Vertrag erfüllen
to have sth. at one's disposal	etwas zur Verfügung haben
underage	unmündig
warranty claim	Gewährleistungsanspruch

School level

- Recommended for 11th/12th grade

Reference to subjects

- English, geography and economics, law, economics, history and social studies/political education, German, religion/ethics, biology and environmental education, communication/project work/social learning, ecology

Teaching phase

- Introduction

Level of complexity

- Medium

Concern

- Get to know the concept of sharing economy
- Distinguish sharing models

Knowledge and skills

- The students can correctly match sentence beginnings and endings.
- The students can name the main characteristics of a sharing economy and work with them in class.

Duration

- 15 to 30 min.

Resources

- Forming sentences with sentence beginnings* – Material [1–4]
- Also possible: *Forming sentences* – Worksheet [1]
- If needed: *Forming sentences* – Solution – Material [1]
- Recommended: *Forming sentences* – Vocabulary list [1]
- Also possible: *Sharing economy* – Information [1–4]

- Recommended: *Sharing economy* – Vocabulary list [1]

Preparation

- Copy the sentence beginnings and sentence endings (template is for a class size of up to 24 students).
- Prepare a circle of chairs.

Procedure

- Together, chairs are arranged in a circle.
- The teacher distributes the sentence beginnings and endings to the students.
- The students should move freely in the room and find someone with the correct other half of the sentence.
- Once the pairs have formed, the students sit down in a circle.
- One pair after the other reads out the sentences and the teacher gives a short explanation or introduction about sharing economies.

- Note:** The copy template is designed in such a way that the correct sentence beginnings and endings are placed one below the other in the correct order, e.g., material *Forming sentences with sentence beginnings* [1–4], p. 1 of 4: “Basically, one can differentiate between three models of the sharing economy, namely the peer-to-peer model, the business-to-consumer model, and the consumer-to-business model.” Furthermore, there are some sentence beginnings that can entail multiple sentence endings.

- Option without movement: The students work individually to find the appropriate sentence beginnings and endings and connect them on the worksheet (a corresponding solution of the worksheet is enclosed for the teacher - see material *Forming sentences* – Solution [1]).



- Option with inclusion of the Information
Sharing economy: The students read the material individually and highlight the main messages (e.g., with exclamation marks). The students will most likely also need the vocabulary list to fully understand the text.

Notes

Basically, one can differentiate between
three models of the sharing economy,
namely ...

... the peer-to-peer model, the
business-to-consumer model, and the
consumer-to-business model.

Typical for the sharing economy is ...

... that all participants belong to or
have access to a user community or
user network.

Collaborative consumption means ...

... the collective consumption
in the community.



Usage is usually between
members of a community, ...

... which are organized via the internet.

Typical for the sharing economy is ...

... that participants can react quickly to
supply and demand.

Sharing economy is a ...

... dynamic and evolving process.



Owning in the sharing economy means ...

... a temporary possession.

In the sharing economy, goods ...

... are used only temporarily or
for a limited period of time.

Sharing economy means ...

... the time-shifted use of goods, services,
or financial resources.



Often, a trust system is built ...

... by using an online rating system
to provide social control and build
trust and reputation.

In most cases of sharing economy ...

... an intermediary fee, commission, or
membership fee is charged.

This form of economic activity
is characterized by ...

... temporary possession of or access to
material and immaterial goods.



Basically, one can differentiate between three models of the sharing economy, namely ...

... the collective consumption in the community.

Collaborative consumption means ...

... that participants can react quickly to supply and demand.

Usage is usually between members of a community, ...

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... the time-shifted use of goods, services, or financial resources.

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Sharing economy means ...

... a temporary possession.

Often, a trust system is built ...

... which are organized via the internet.

In most cases of sharing economy ...

... dynamic and evolving process.



Basically, one can differentiate between three models of the sharing economy, namely ...

1

2

... the collective consumption in the community.

Collaborative consumption means ...

2

6

... that participants can react quickly to supply and demand.

Usage is usually between members of a community, ...

3

9

... an intermediary fee, commission, or membership fee is charged.

Sharing economy is a ...

4

8

... by using an online rating system to provide social control and build trust and reputation.

Owning in the sharing economy means ...

5

7

... the time-shifted use of goods, services, or financial resources.

Typical for the sharing economy is ...

6

1

... the peer-to-peer model, the business-to-consumer model, and the consumer-to-business model.

Sharing economy means ...

7

5

... a temporary possession.

Often, a trust system is built ...

8

3

... which are organized via the internet.

In most cases of sharing economy ...

9

4

... dynamic and evolving process.



English	Deutsch
collaborative	gemeinschaftlich
(im)material good	(im-)materielles Gut
intermediary fee	Vermittlungsgebühr

**School level**

- Recommended for 11th/12th grade

Reference to subjects

- English, geography and economics, law, economics, history and social studies/political education, German, religion/ethics, biology and environmental education, communication/project work/social learning, ecology

Teaching phase

- Elaboration

Level of complexity

- Medium

Concern

- Get to know different examples of the sharing economy and recognizing who takes on which roles (consumer, company).

Knowledge and skills

- The students can name practical examples of the sharing economy.
- The students can independently search for detailed information about the sharing economy (with a practical example) and fill in data on the worksheet.

Duration

- Total 30 to 60 min. of which
- Part 1: Introduction & collection of examples together: 10 to 20 min.
- Part 2: Research & questionnaire: 20 to 40 min.

Resources

- Examples of the sharing economy – Worksheet [1]*
- Consumers in the sharing economy – Information [1–3]*

- Recommended: *Consumers in the sharing economy – Vocabulary list [1]*

Preparation

- Copy the worksheet *Examples of the sharing economy [1]* for each student.
- If necessary, provide PCs or use the smart-phones.

Procedure**Part 1: Introduction**

- If necessary, the teacher gives a brief introduction to the topic (What is the sharing economy? What is typical for it? etc.).
- In a teacher-student discussion, already known sharing examples/practical examples are collected on the blackboard. (Which sharing models do you already know and possibly also have used?)
- The teacher may add to the collected examples and then distribute them to the students for further editing.

Part 2: Research

- In individual work, or alternatively in partner work, the students search for examples of the sharing economy from the previously collected list.
- Then, the questions about the selected examples are answered on the worksheet *Examples of the sharing economy [1]*.

Notes



Editors:

Name of the example:

What is it about? (e.g., which products [clothes, cars, food])

Where (in which place/city/area) is it already practiced?

Does the sharing model also exist in your area?

☐

Yes

☐

No

If yes, where exactly and what is it called there?

Briefly describe how the model works!

Who has a profit that can be measured in money? Who has to pay something?

What are the advantages/points of criticism?

Would you like to use it? Would it work for you? Why not?

Are you allowed to use it at all (thinking about your age, for example)?

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