

# Sharing Economy and its effect on housing market



## HOUSING AND LAND MANAGEMENT



**Gulnara Roll,**  
**Head of Housing and Land Management Unit**



# Sharing economy



A variety of actions aiming to share the use of services, assets, property, spaces or capital.

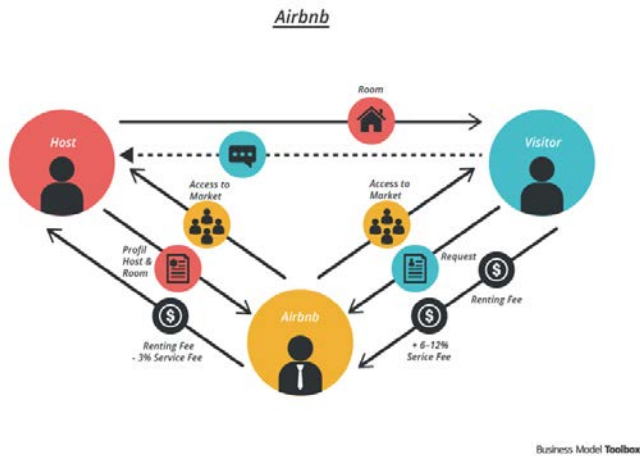
The need to 'share' something was the result of the seeking ways to reduce costs for good or services

# Sharing economy

Companies belonging to several economic sectors, like transportation, labour market, travel and leisure, housing, parking spaces and storage, office sector; the financial sector (new formats that allow p2p exchange of savers and borrowers to make financial transactions).



# Sharing economy



On the other hand, the possibility to share housing or rent at lower risk and without long-term compromise is resulting in mobilizing to be on the market of a former low-intense-use stock.

The mobilization of resources that this implies has positive effects for the with the result of accelerating the circular flow of income, while encouraging investment in the above properties to meet quality requirements.



# Benefits of sharing activities

Reducing information barriers, increasing market efficiency and reducing prices

Technological platform reduce the limits created by the information asymmetries

One of the main benefits at the aggregate level is that sharing housing and finance means mobilising unutilized resources.

# Impact on housing

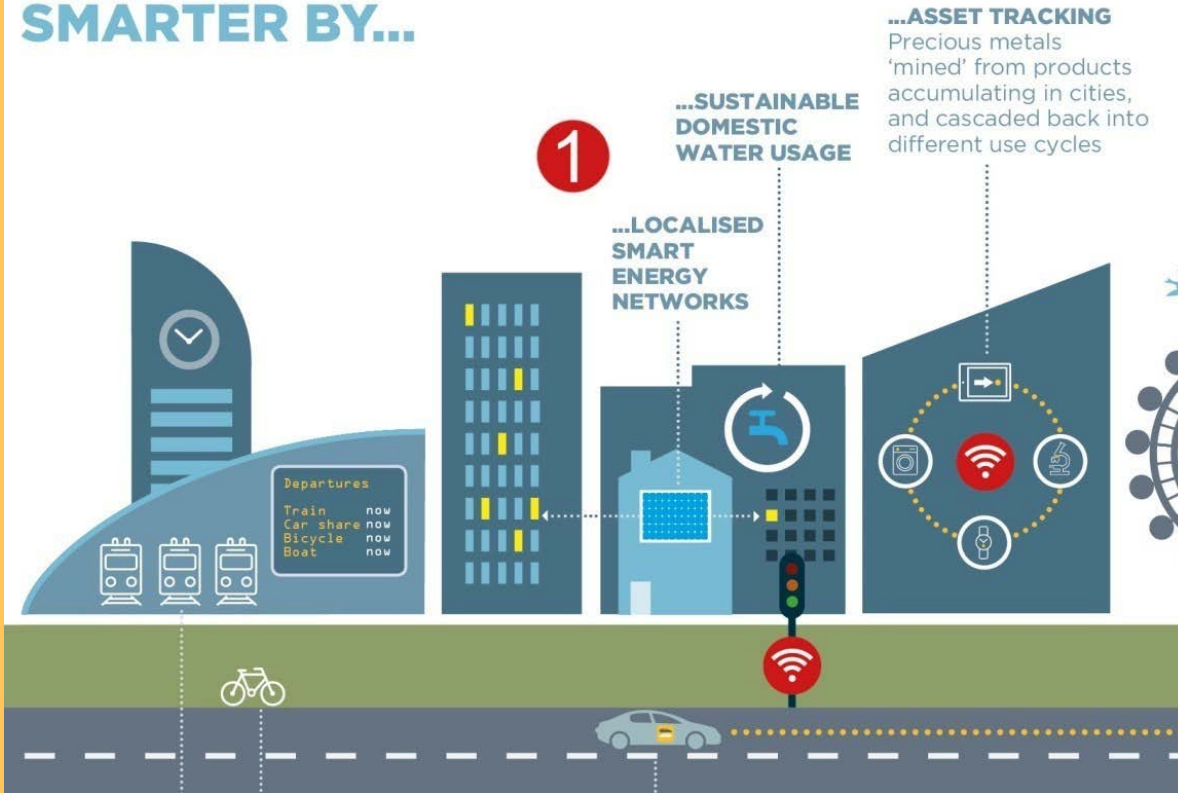
Differences in opinions on the platforms' activity on rents and its effect reducing affordability

National League of Cities (USA):

- For every 10 per cent growth in AirBnB listing in cities in the USA, average rent increases 0.4%.  
Decrease of housing affordability for low income population.



# INTELLIGENT ASSETS MAKING CITIES SMARTER BY...



## Sharing-Economy effects on Smart Cities

The effect on the cities of sharing-activities is relevant as they drive them to be smarter.

Sharing-things saves resources and mobilises those which are underutilized which increase the city productivity at the speed that its capital goods are used.

The relationship between shared use and the rethinking of the city is clear if the objective is to obtain the benefits of an intelligent city (in wealth, productivity and quality of life).



## Definition of smart sustainable cities (UNECE/ITU)

SSCs - are innovative cities that use ICTs and other means to improve quality of life, efficiency of urban operation and services, and competitiveness, while ensuring that it meets the needs of present and future generations with respect to economic, social, environmental as well as cultural aspects.





An illustration on a blue background featuring a central white circle with the text "SHARING ECONOMY" in red. Surrounding this circle are stylized figures of people in various colors. Dotted lines with arrows connect these figures to icons: a briefcase, a car, a laptop, and a lightbulb. The bottom of the illustration is torn, revealing a white surface.

# SHARING ECONOMY

## Next steps

In discussing the effects of the sharing economy on economic development, the importance of data was mentioned time and time again. Tracking both revenue capture and job creation is difficult to do without data related to the use of these services. Companies, however, have been hesitant to share such data, out of concern that it could potentially benefit their competitors

# PARTNERSHIPS



# PARTNERSHIPS





@UNECE.housing



@UNECEHLM



UNECE Housing and Land Management Unit



<http://www.unece.org/housing.html>

HOUSING AND LAND MANAGEMENT



THANK YOU

