



*Editor's Note - 08 Jun 2010*

## **Making Sharing Cool Again**

**EDITOR'S NOTES: Fabulous factoid no.1: A power drill is turned on for an average of only 12-13 minutes of its entire lifetime.**

For the non-handy post-Industrial-Age male regularly moved to tears of frustration by instruction sheets on pre-fab furniture, this is one more good reason never to own such a terrifying device. It's the hole we really need after all, not the tool with which to make it! Why contribute to such criminal wastefulness? Why not rent, share, swap or barter? Same goes with a car...or your once-watched-only DVD set of The Sopranos: Series 3.

Such is the wisdom of Rachel Botsman and the revolutionary ideas in her recent [TEDx Sydney talk](#). Goodbye Hyper-Consumption, hello "Collaborative Consumption". In her funkily-presented 101, we learn how the internet is removing the middle man and making it possible to have a sustainable business plan selling peer-to-peer. Once the preserve of soap-dodging hippies, "sharing" is making a comeback...and coming to a carspace near you!

According to her succinct and well-researched musings, Botsman posits how the new techno-global village, where many of us now spend much of our waking lives, can mimic the ties that used to bind us face-to-face. We may not talk to our "real life" neighbours anymore, but online we are involved in a veritable orgy of caring and sharing reminiscent of an Ice Storm key party.

**Fabulous factoid no.2: During every single minute you spend watching a BIG IDEAS video from this website, 25 hours of YouTube video will be posted.**

Maybe this actually proves there is now far too much sharing in the world! But, not according to Freedom of Information activist/warrior Julian Assange. The former hacker who brought you WikiLeaks has now chalked up more journalistic coups than the New York Times in a month of Fijian Sundays. This canny and inspiring young Australian is on a mission to make sure everyone knows about absolutely everything. Could we cope with a world where there were no secrets? Don't miss our coverage of this recent gathering in San Francisco where the young techno-anarchist comes out of the darkness and into the light to mix it with some big boys of "old skool" journalism. Not to be missed.

**Fabulous factoid no.3: The average car costs \$8,000 per year to run and sits idle for 23 hours of every day.**

When it comes to ideas, like with motor vehicles, access is definitely better than ownership. And, we here at BIG IDEAS are earnestly committed to what the Rachel Botsmans of the world are calling the "Fifth R". After REDUCE, RE-USE, RECYCLE and REPAIR comes REDISTRIBUTE. So, click on her video, absorb, consume...then share

with your friends.

And excuse me while I SwapTree my powerdrill, crowdfund my next artistic project, then couchsurf my way to a better life!

--Ian Walker, Big Ideas