



## *Business*

# Rachel Botsman on Collaborative Consumption

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**It's a new socio-economic "big idea" promising a revolution in the way we consume. Collaborative Consumption describes the rapid explosion in traditional sharing, bartering, lending, trading, renting, gifting, and swapping redefined through technology and the latest social media and peer-to-peer online platforms.**

After several years of researching this phenomena, Rachel Botsman is on a mission to "make sharing cool", convinced we may be witnessing a shift from the Culture of Me to the Culture of We.

From enormous marketplaces such as eBay and Craigslist, to emerging sectors such as social lending (Zopa) and car-sharing (Australia's GoGet), Botsman outlines how Collaborative Consumption is disrupting outdated modes of business and reinventing not just what we consume but how we consume.

New marketplaces such as Swaptree, Zilok, Bartercard, AirBnb, and thredUP are enabling "peer-to-peer" to become the default way people exchange—whether it's unused space, goods, skills, money, or services — and sites like these are appearing everyday, all over the world.

**Rachel Botsman** is the co-author of the upcoming book "What's Mine Is Yours: The Rise of Collaborative Consumption". Rachel graduated with a BFA (Honors) from the University of Oxford and undertook her postgraduate studies at Harvard University. She has consulted with leaders at the highest levels on the intersection between brand, innovation, and sustainability. As a former director at The William J. Clinton Foundation, she spearheaded high-profile public-private partnerships including Nickelodeon, Rachael Ray, and the National Basketball Association. Rachel has lived and worked in the United Kingdom, United States, Asia and currently Australia.