

PRESS RELEASE

FOR IMMEDIATE RELEASE – 25 MARCH 2013

NEW COLLABORATIVE CONSUMPTION.COM: 'ONE-STOP SHOP' FOR THE GLOBAL MOVEMENT

After helping to build an international movement in 2010, CollaborativeConsumption.com has relaunched aiming to consolidate the best in thought leadership, market news, entrepreneurial advice and local community activity from all around the world in one place to further drive forward awareness of Collaborative Consumption (also referred to as the 'Sharing Economy') and build a diverse knowledge exchange network for the global community.

The new online hub, launched this week and made possible by the invaluable contribution of NESTA, enables the Collaborative Consumption core team with its global network of 17 curators from every continent (except Antarctica!) to better serve the growing community interested in the space. The site has improved visual design, content curation and tagging, plus new features such as an Events board and Resources library as well as a searchable global directory of more than 1000 examples, searchable by category, giving exposure to the breadth and variety of companies in the space. The next phase of development will include deeper search and social functions.

What's Mine is Yours: The Rise of Collaborative Consumption author and founder Rachel Botsman says the new site has a critical role to play in the continued growth of the movement. "The growth of collaborative consumption across sectors over the past few years has been incredible but we are at a critical time of development," she says. "Our vision with CollaborativeConsumption.com is to make it much easier for the community to get a global perspective on what is happening in the space, and for entrepreneurs, business leaders and policy makers to be able to learn from each other. When a founder in San Francisco is sharing key lessons venture with an entrepreneur in Nairobi, we will be happy!"

To provide a truly global perspective, the site is fuelled by a global curator network of more than 17 people, who bring local news and insights to an international audience. The network, established by Chief Knowledge Officer Lauren Anderson, includes the founders of a number of local collaborative consumption communities, such as Collaborative Chats (San Francisco), Let's Collaborate NYC, OuisShare (Europe) and South Korea's Co-up. "The global curator network is critical in giving us a broad perspective on the impacts and opportunities for collaborative consumption around the world, as well as the unique cultural and policy challenges businesses in different countries face, and how models need to be adapted to address these diverse needs," explains Anderson.

Spain and Latin America Curator Albert Cañigueral says of the network, "In the age of the internet, good ideas and best practices from around the world can be rapidly adopted locally. It is vital to be directly connected with collaborative consumption leaders in other regions to keep the Spanish-speaking community up-to-date, as well as sharing local developments."

Key features and content on the new site include:

- A mix of curated news, from top international news sources and tech industry blogs, and original content, such as the Collaborative Pioneers series

- Events listings and the (soon-to-be-launched) Jobs Board enable passionate community members to engage with the movement at a practical level, either through meeting like-minded people or looking for employment opportunities in the industry.
- The Resources section is a library of useful reports, studies and presentations entrepreneurs, businesses and governments can draw from to inform their business and policy planning.
- The Directory, which is in Phase 1 of its development, provides a crucial insight into the entrepreneurial landscape, with future plans to build in a social layer that supports driving user adoption for the companies listed.

By focusing the global conversation and enabling an exchange of knowledge and best practice amongst collaborative consumption communities across the world, CollaborativeConsumption.com is ensuring the power of the movement continues to be propelled forward as we shift towards a new economy.

For more information on Collaborative Consumption go to www.collaborativeconsumption.com

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