Exploring the Dutch sharing economy

Transitieagenda Consumptiegoederen

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Introduction

Imagine a future where access is the first choice, simple, trusted, and available to everyone. When you need a drill for a repair or sports equipment for an afternoon outside, you don't have to own it: you borrow it nearby, rent it from a local hub, or reserve it in seconds through a digital platform. In this future, the access economy for everyday consumer goods is part of the fabric of city life, shaped by a shared commitment from public authorities, citizens, universities, and start-ups. Physical places to pick up and return items, intuitive digital services, and strong community trust work together so that high-quality resources stay in use, move smoothly between people, and are there when they're needed.

This visian is far from the vicious consumption cycle (see Figure 1) we live in today, driven by immediate needs and ultra-low prices. Products are designed for short lifespans, purchased for occasional use, and quickly discarded. The result is an ever-growing overflow of underutilized goods in homes, alongside mounting pressure on waste systems and natural resources. A telling example is the power drill: despite the materials, energy, and labor invested in its production, it is used for an average of just twelve minutes over its entire lifespan (source: *Nesta*).

This trend is accelerating. The consumption of low-quality goods from ultra-low-cost Chinese platforms is increasing, with recent surveys indicating that 55% of Dutch consumers have purchased from such providers (source: *Hiiper*). These statistics send a clear message: to transition to a society that is resourceful and regenerative, we must fundamentally shift our efforts toward a circular economy.

Visual: the vicious consumption circle – Access Economy Alliance knowledge hub
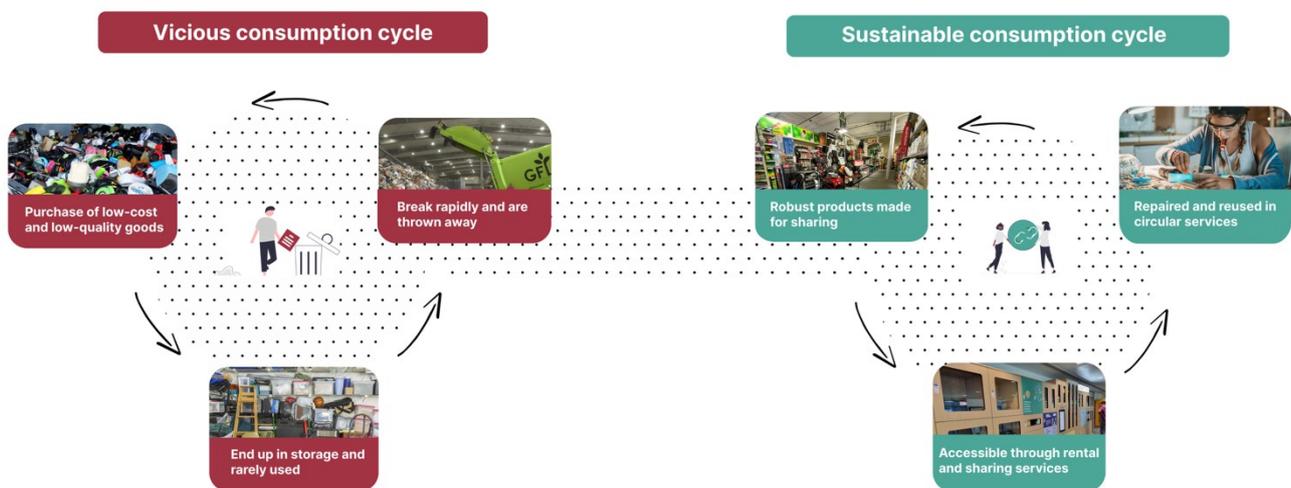
The transition to a circular economy is one of the defining challenges of our time. Within the *Transition Agenda for Consumer Goods*, the Dutch government has set ambitious targets to reduce primary raw material use by 50% by 2035. Achieving this requires moving beyond recycling to the highest levels of the R-ladder: Refuse, Rethink, and Reduce.

The transition towards a sharing economy offers a strategic pathway to meet these goals, yet its societal value remains largely untapped. Illustrative of current linear inefficiencies is the average power drill: utilized for approximately twelve minutes over its entire lifespan, it remains idle for most of its existence.

Unlocking this potential creates value on three strategic fronts:
- **Ecological:** Mitigating carbon emissions and raw material depletion by reducing the demand for new production.

- **Economic:** Facilitating 'Product-as-a-Service' models that monetize dormant assets and shift the market focus from volume to value.
- **Social:** Democratizing access to high-quality technology and tools for a broader demographic.

Only through this shift can we achieve a sustainable consumption cycle, where citizens access robust, well-maintained items through service models rather than ownership. While a shift towards access over ownership is emerging across the Netherlands—from neighborhood sharing stations to peer-to-peer platforms—broad adoption faces systemic stagnation.

When analyzed the Transition Theory (NewForesight's, Lang Leve de Electronica coalitie), the 'Sharing' transition line is currently situated in the Inception Phase (Phase 1). Initiatives remain fragmented and experimental, constrained by a 'systemic lock-in' where market structures, regulations, and consumer behaviors are optimized for linear consumption. Municipalities, entrepreneurs, and researchers often operate in isolation, leading to inefficiency and missed opportunities for scale.

This report serves as the formal conclusion of the exploration phase commissioned to address this fragmentation. It answers the central question: How can we unify and accelerate the Dutch sharing economy to make it a resilient, accessible standard for all citizens?

Visual: 'Aan de slag met sharing' during the first municipal roundtable on sharing

Chapter 1: Visualisation and mapping

The sharing economy is an economic system centered on access rather than ownership. Often facilitated by digital platforms, it allows individuals and organisations to share, rent or borrow underutilized assets, ranging from tools and vehicles to spaces and skills. This model shifts the focus from possessing goods to using them temporarily, thereby maximising the value of existing resources.

The primary objective of this ecosystem is to maximise the efficiency, sustainability and social value of existing resources by connecting supply and demand directly through digital infrastructures.

Throughout this assignment, we exclusively use the term 'sharing' instead of the Dutch 'delen.' By omitting the word 'economy,' we align the language with everyday reality, making the concept more relatable to citizens. Furthermore, extensive consultations with industry leaders and local authorities confirm that 'sharing' better reflects modern, scalable standards, whereas 'delen' is often viewed as traditional or less commercially viable (Sharing Cities Alliance; Peerby; Gemeente Deventer).

Methodology

To create a comprehensive overview of the current landscape, we employed a multi-phased mapping methodology:

1. **Data collection:** We compiled data from research from Wageningen University & Research (WUR), input from leading organisations (e.g., Peerby, Sharing Cities Alliance) and supplementary desk research.
2. **Community outreach:** We verified active initiatives through online engagement methods, utilising LinkedIn campaigns, Google Forms and direct email consultation with stakeholders.
3. **Categorisation:** Stakeholders were categorised into functional domains (Mobility, Goods, Space, etc.) to reveal ecosystem density and gaps, to be seen below in visual 1.

Visualisation of the ecosystem

The result of this mapping exercise is a consolidated visual overview of the Dutch sharing economy. This graphic classifies key actors into distinct verticals, illustrating the diversity of the ecosystem from mobility providers to social sharing initiatives.

Visual: Sharing Economy Map

To ensure the mapping remains dynamic and accessible, we have also digitised this overview using the interactive tool **PamPam**. This tool shows additional information about the different actors, such as its vertical and information about the company. Note: the map consists of the (head) offices of the companies. This allows users and policymakers to filter specific types of sharing services geographically and by sector.

## Visual: Sharing Economy online mapping

Chapter 2: Roundtables & sessions

While the Netherlands hosts a wide ecosystem of sharing initiatives involving municipalities, companies, researchers and other organisations, these efforts currently often operate in significant isolation. This fragmentation hinders the sector's ability to scale and achieve national impact. One key element of this assignment was the aim to bring these stakeholders together. We therefore organised five strategic sessions between May and October 2025 to align these dispersed stakeholders and lay the groundwork for a cohesive, integrated network.

Session 1: online consultation session (8 May 2025)

This initial workshop, initiated by Roos Janssen from the transition agenda consumer goods, served as the foundation for our research direction. In collaboration with early stakeholders, we conducted a collective mapping exercise (visual 3) to identify missing links in the ecosystem and validate the visual models used to represent the sharing economy.

Visual: Miro exercise of the online consultation session
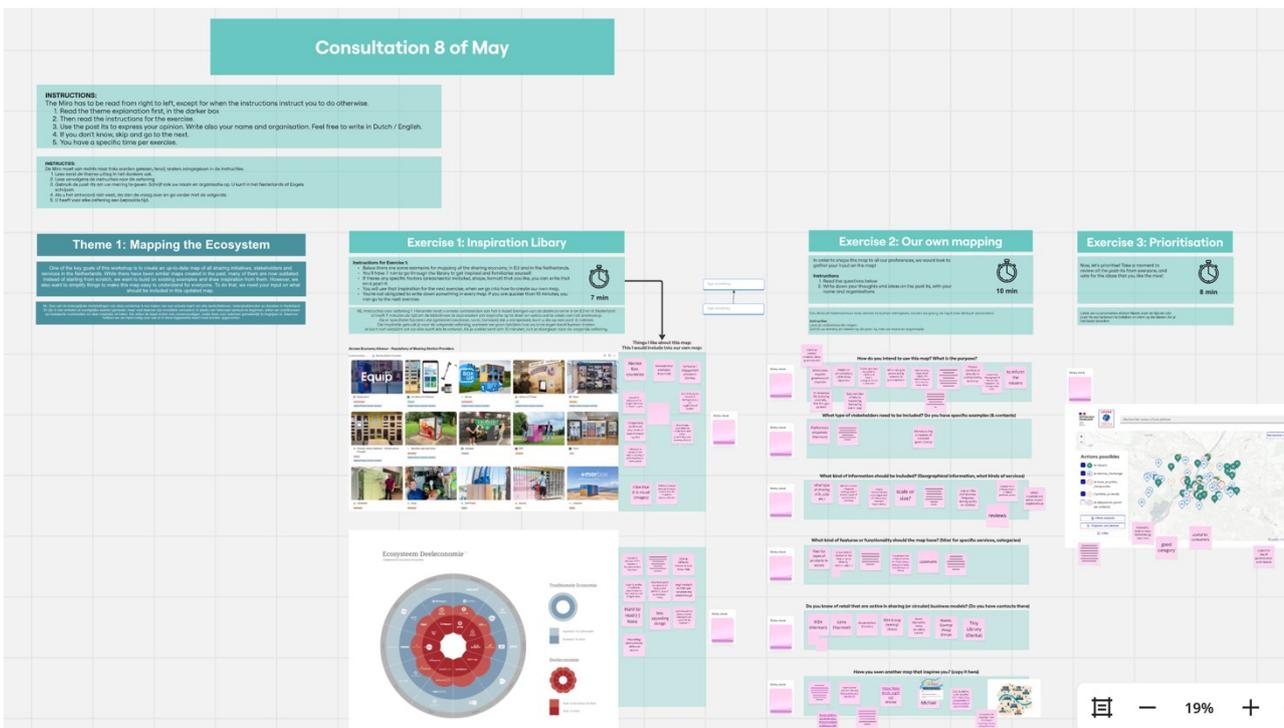
Session 2: Roundtable with companies (10 September 2025)

This online session brought together 11 leading companies to validate potential network activities and identify operational bottlenecks.

- Participating companies: Peerby, SnappCar, MotoShare, Tiny Library, EquipSport, SportBox, WeGo, SwapShare, Mud Jeans and Donkey Republic.
- Participants identified that fragmentation across government departments (waste, economy, sports) hinders consistent collaboration. They emphasised the difficulty of navigating decentralised municipal structures, which often forces businesses to repeatedly address the same regulatory and administrative hurdles in each new municipality..

- Participants advocated for the government to replace vague ambitions with measurable benchmarks, such as a target percentage of goods shared by 2030. Given that only 1% of citizens currently engage in sharing activities, specific growth targets are viewed as essential to drive broader adoption.
- The group agreed that marketing strategies must shift from "pushing" moral obligations to "pulling" consumers by highlighting tangible benefits. These benefits include financial savings, improved liveability and access to new activities.

Session 3: Roundtable with municipalities (2 October 2025)

This live roundtable convened representatives from 13 municipalities and national bodies to align on a shared vision for the future of public sharing infrastructure.

- Participating organisations: Municipalities of Amsterdam, Rotterdam, Breda, Tilburg, Haarlem, Veenendaal, Amersfoort, Zwolle, Rijswijk, Vijfheerenland, Gooi & Vechtstreek, the Province of Utrecht, Rijkswaterstaat, Het Groene Brein, Natuur & Milieufederaties and the Ministry of Infrastructure and Water Management.
- Attendees collectively vocalised a dream where borrowing items becomes as normal and accessible as borrowing a book from a library. This vision positions the sharing economy not just as a sustainability tool, but as a means to strengthen social cohesion in neighbourhoods.
- The group analysed concrete success stories, such as Veenendaal's recent collaboration with Peerby, which demonstrated that peer-to-peer sharing thrives when supported by personal communication and local ambassadors.
- A key outcome was the explicit demand for a national network to prevent municipalities and others from duplicated efforts. Participants expressed a clear willingness to invest in a shared national brand identity to build trust and recognisability for citizens across different cities and regions.

Visual: the municipal roundtable. *All the pictures can be found here.*

Session 4 and 5: The Sharing Sessions (30 October 2025)

During the 'Conferentie Circulaire Consumptiegoederen', we hosted two sessions ("Inspiration" and "Interaction"), to engage a broader audience of policymakers, researchers and companies..

- Within the "Inspiration" session together with a panel consisting of research, community experts, the government and entrepreneurs, we explored the strategic necessity of sharing, framing it as a tool for European resilience against global supply chain risks. The discussion emphasised that we must accept "good enough" adaptive models to bridge the gap between the current linear economy and a future circular one.

- Panelists argued that the true revolution lies in reframing human relationships and rebuilding community trust, rather than just optimising business models. They noted that the biggest competitor to sharing is not price but inconvenience, meaning success depends on making sharing as frictionless as buying.

- The "Interaction" session facilitated direct, structured networking between different layers of the ecosystem. Through speed-dating formats, entrepreneurs and public authorities laid the groundwork for future pilots and collaborations to accelerate the sector.

Visual: The opening of the first 'Inspiration session'. *All the pictures can be found here.*

Chapter 3: Ecosystem

This advisory report serves as the formal conclusion of the exploration phase and presents identified challenges for the sector and recommendations to tackle them through a Dutch Sharing Economy Network.. The roundtables held (municipalities and companies) lie at the heart of this exploration, where municipalities and stakeholders vocalised a shared vision: **a future where borrowing and repairing are as seamless and ingrained in daily life as the public library system.** This chapter will analyse how sharing in the Netherlands can be stimulated.

Through the Transitieagenda Consumptiegoederen (Transition Agenda for Consumer Goods), the Rijksoverheid has supported the shift towards more circular patterns of consumption across multiple product groups. As this Transition Agenda concludes, it has become evident that there is no single umbrella organisation that can steer and support the systemic transition required to develop the Dutch sharing economy.

The project "Deeleconomie Transitieagenda Consumptiegoederen" (Sharing Economy Transition Agenda Consumer Goods) , implemented in 2025, confirmed the presence of a rich but fragmented ecosystem. This was evidenced by five targeted engagement activities involving more than 100+ participants, demonstrating a strong and widely shared need to connect, align and strengthen efforts to accelerate the adoption of sharing models.

Problem analysis

Our analysis indicates that the current community trajectory is hindered by structural inefficiencies that cannot be solved by individual actors alone. These are further explored in chapter 5. Four important factors are:

- **Operational inefficiency:** The requirement for every municipality to develop independent pilots and frameworks creates a significant barrier to entry. This results in a landscape where many interested municipalities remain passive, while the limited number of active initiatives suffer from redundant f
- **Fragile business models:** The business model is more complex than linear economy, due to increased interactions with many users, leading to increased exposure to theft or damages.
- **Marketing challenges barriers:** Sharing has not yet achieved mainstream acceptance or normative status. Significant social prejudices persist regarding the appeal of renting, while the acquisition of new products remains deeply entrenched as a symbol of status and modernity.
- **Slow behavioral change**: People don't yet have the instinct to think about sharing/access at pivotal moments when they need something.
- **Fragmented collaboration:** There is a lack of collaboration between retailers, manufacturers, startups and other stakeholders. Their collaboration is a pre-requisite to long-term sustainable sharing economy models. Many large organisations are still passive towards the sharing economy and are not conscious of the growing interest from consumers and the growing ecosystem of actors.
- **Citizen urgency (Burgerberaad Klimaat)** Beyond market players, there is a clear call to action from Dutch citizens. In the recent recommendation '*Advies Nationaal Burgerberaad Klimaat*' (p. 34), the specific recommendation for "Shareable Items" (*Deelbare spullen*) received **74% support**. Citizens explicitly advised the government to establish covenants with housing corporations to integrate "sharing sheds" (*deelschuren*) into all new housing developments. This confirms that the sharing economy is not just a sustainability goal, but a desired standard of living for the Dutch population.

During the exploration phase, extensive dialogues were conducted with key market players, companies and municipal representatives. The feedback was unequivocal: stakeholders identified the lack of centralised coordination as the primary barrier to growth and expressed strong support for a dedicated operational body.

The sharing network

While the initial scope involved exploring a range of organizational forms—such as partnerships or mergers with existing entities—our validation phase identified a critical need for specialization. Broader circular economy platforms lack the operational mechanisms to address the specific legal and pilot-based challenges of sharing. Therefore, we have directed our focus toward a standalone national network as the mechanism to operationalise the Rijkswaterstaat mandate.

The vision of such a network is that every citizen has access to convenient sharing and rental services in its surrounding (living) environments. It aims to transform sharing and rental practices into a normal practice to build resilient, resource-efficient and social communities. This future of consumption will hardly produce any waste as products are continuously in use through sharing and repair systems.

Mission

1. Increase the visibility of the sharing economy in the Netherlands, which is seen as one of the most impactful R strategies, but currently lacks attention. Better connect the sharing economy to repair and reuse movements, but also to societal challenges like for instance resilience and social cohesion.
2. Increase the number and user experience of sharing economy services available in cities and regions, and the number of citizens testing and adopting them.
3. Provide opportunities for stakeholders to meet, exchange knowledge and initiate new collaborations.

Strategy

Strategy pillar	Goal	Explanation
Knowledge Hub	*Upskill 50 organisations*	Upskill stakeholders on the vision and concepts of the sharing economy, document successful practices to enable replication and connect research within one platform.
Sharing Accelerator:	*Support and follow 10 new services*	Support public authorities and companies in launching and scaling sharing economy services, by developing toolkits, shared branding, co-creation and communication activities.
Meeting Space	Reach 100+ people	Organise regular meetings between public authorities, companies, researchers and other stakeholders to exchange knowledge and initiate new collaborations. Regularly meet with other repair and reuse movements to explore synergies.
Sharing Pulse	*Collection of data from minimum 10 sharing economy services.*	Report on the development of the sharing economy to monitor behavioural change and its socio-economic and environmental impact. Advise government policy with the insights generated through the network.

Activities of such a network

The list of activities described below aligns with the strategy presented previously. It differentiates between the launching activities of the network and the annual recurring activities. In chapter 6 we will describe what budget would be needed for each activity and how it could be financed.

Launching activities

Activity	Deliverables

Branding	Visual identity, templates, communications toolbox.
Platform	Website, case library, user platform, UX.
Toolkits	For peer-to-peer, sharing stations, libraries of things, sharing in new housing projects (legal and financial frameworks for VvEs to implement sharing).
Behavioural change	Report investigating sharing and renting practices and levers for behavioural change.
Coordination	General expenses for coordination (onboarding, steering committee, PR, marketing, etc.)

Annual recurring activities

Activity	Deliverables
Training on the sharing economy	Series of workshops to train public servants to develop a holistic vision and strategic approach
Meetings with companies	Meetings dedicated to exchange knowledge between companies on specific topics (e.g. marketing, theft, lobbying and regulation, etc.).
Public-private collaborations	Speed-dating meetings between sharing providers and public authorities.
Marketing and content creation	Insight blogs on best practices, branding for sharing services for project developers to reuse, PR, coordination of (for example) a national Sharing Week.
Public authorities meetings	Meetings between public authorities to exchange experiences on roles and projects.
Research group	Yearly exchanges between researchers on behavioural change, impact measurement etc.
Coordination and reporting	General coordination, expert involvement in meetings, roadmap 2027-2030, annual report.

At least FTE is required for the first year (spread across several recognisable people), to launch the network and activities outlined in the proposal. The first year will on the one hand operationalise the network and on the other hand explore additional activities that can be organised in the coming years. The development of a Steering Committee, chaired with Rijkswaterstaat, the Ministry of Infrastructure and Water Management and other

stakeholders (researchers, entrepreneurs) will support giving direction in the activities to be continued, stopped or started in the different years. We expect the network's budget to grow over the years, as more activities are launched to support the development of the sharing economy. We outline in the table below a list of strategic activities to explore in 2026 that may be implemented in the following years.

There are additional activities that can be explored after the first year.

Activity to explore	Description
Professional training for companies	Support companies to develop Product-as-a-Service business models and launch experiments. Throught a national support service, support SMEs to launch and test sharing services. This is currently done in France (Environmental agency) and Belgium (through the Green Deal 'Renting and Sharing').
Impact measurement	Implementation of an impact tool connecting to all sharing and rental companies to measure the growth and impact of

	sharing services. A tool has been developed and implemented for example by the Welsh government.
Development of a national sharing economy platform	Development of a platform aggregating all sharing providers in one, that can be developed and marketed by municipalities, regions and nation-wide. A good example is France's Longue Vie aux Objets.
Development of a Sharing Voucher	Similar to repair vouchers, offer sharing vouchers to citizens to discover and test sharing economy services.
Policy-making taskforce	Integrate the sharing economy within different national policies (e.g. housing, libraries, circularity etc.).
Rental button	Development of a rental button on major marketplaces.

Conclusion

In conclusion, we strongly recommend the creation of a national Sharing Network, targeting the current fragmentation that can be found in the Dutch ecosystem. Such a network could be modelled after successful centralised networks such as those in Belgium, Sweden and Wales. Just as these nations and regions have proven, a robust backbone organisation is the catalyst required to unify fragmented local efforts into a thriving ecosystem.

This network acts as the direct operationalisation of the Rijkswaterstaat mandate. By providing the necessary coordination, standardised toolkits and unified branding, such a network can transform the sharing economy from a collection of isolated pilots into a permanent, accessible and trusted public platform for all Dutch citizens.

Chapter 4: Communications & Engagement

Effective communication is the bridge between sharing infrastructure and citizen adoption. This section analyses successful international strategies used by local and regional authorities to inform residents about sharing options and normalise renting behaviours.

Find below the six best practices identified that have been selected based on their impact, scale, and on different typologies of communication (national, municipal, focused on one service).

1. **French platform 'Longue Vie aux Objets' – National advertisement campaign and centralised platform for sharing services**

The French government has developed a very popular national advertisement to raise awareness about the relevance of sharing and rental, through the creation of the "Unsalesman" (link to the video). The video calls viewers to discover the platform "Longue vie aux objets" where all circular services, including sharing, are available on a map, helping residents to discover alternative options.

2. **Working with influencers: targeting young generations and showing how sharing services work in practice.**

The sharing economy requires users to understand the service to test it for the first time; influencers, through videos, enable to (1) target wide young communities and (2) explain through videos how the service works. Good examples include the campaigns from Poppins (link here).

3. **Peerby and Municipality of Veenendaal**

Veenendaal collaborates with Peerby by offering the Peerby platform and functionalities for free to two specific neighbourhoods in Veenendaal. They created a marketing campaign together (link here), using super users from the neighbourhood and neighbourhood managers to target citizens.

4. **Swedish Platform 'Smarta Kartan' – Creation of one branding to communicate about all sharing services in Sweden**

Several cities across Sweden (e.g. Malmö, Goteborg) communicate through the same branding to promote the sharing and circular services to the residents, through the Smarta Kartan. Many organisations agree to say that the branding of the sharing economy should be national.

5. **Presence at festivals and different municipal events**

Municipalities are present during different urban festivals to promote the sharing economy services of the region through different games and activities. One successful example includes the "Wheel of Fortune" to discover new sharing services in Western Macedonia (read more).

6. **Canada Water Library of Things – marketing a new sharing service**

Southwark Council's Climate Team played a particularly effective role in promoting the Canada Water Library of Things, resulting in strong engagement and uptake. They commissioned adverts on billboards and bus stops, they advertised in council newsletters that went out to every resident and they continually do social media promotion and outreach at events.

Chapter 5: Opportunities & Challenges

Since May 2025, we have mapped the Dutch sharing economy's potential through consultations with companies (e.g., Bever, Peerby), retail partners and public authorities. This included a roundtable with companies on 12 September 2025 with thirteen market leaders (abbreviated as ER) and dialogues with international experts like Shareable (US) and Collaborative Economy Sweden. By integrating input from the municipality roundtable (MR), this report synthesises multi-stakeholder insights into actionable collaboration opportunities for industry and retail.

Challenges

Despite the enthusiasm of market leaders, several systemic barriers prevent the sharing economy from becoming the mainstream. We categorise these on regulatory, operational and societal barriers. We've highlighted these barriers below in the tables.

a. Regulatory & financial barriers

Barrier	Key Insight	Source
EPR "double penalty"	Retailers pay disposal fees (UPV) on import/sale but also pay full costs for collection, sorting and preparation for reuse without financial relief.	*Bever, ER*
High VAT	High VAT (21%) on labour-intensive circular services (like repairing, maintenance, cleaning, refurbishment) makes them "less commercially viable" than selling new products.	*Bever*
Subsidy fragmentation	Funding is dispersed across departments (such as but not limited to waste, housing, circular economy, sports); accessing it is seen as complex, time-consuming and unpredictable..	*ER, (WeGo, SportBox)*
Insurance	When items are not returned after renting, this is not considered as theft by insurers, leaving rental/sharing companies exposed to losses.	*BIYU, WijDelen*
Taxation ("bijtelling")	Fiscal rules for private use of corporate assets (cars, bikes) create uncertainty and risk, preventing employers and employees from using underutilised assets in sharing models.	*ER (WeGo)*

b. Operational & structural barriers

Barrier / Topic	Key Insight	Source
Internal capacity	Retailers are hesitant to prioritize sharing and renting because of a short term commercial viability and interest.	*Bever*
Fragmentation	Without a central framework, municipalities independently develop similar solutions, leading to duplication and systemic inefficiency.	*ER (SportBox, Peerby, EquipSport); MR; CES; Circularities*

Logistics	Companies lack the internal complex reverse flows to initiate sharing.	*WijDelen, Bever, Circularities*
Operational intermediaries	There is a critical shortage of operational parties (to manage, clean, repair and maintain shared goods at scale).	*Circularities*
Fraud	Subscription models provide access to high-value assets for a low entry fee, making them vulnerable to identity fraud and non-return, with substantial financial risks.	*Tiny Library, SwapFiets, BIYU*
Inaccesability for citizens	Citizens don't have sufficient options for sharing services close to home, resulting them to buy instead of share	*Bax,*

c. Social & behavioral barriers

Barrier / Topic	Key Insight	Source
Stigma & price perception	A significant portion of consumers still view renting as inferior to ownership (status, identity)	*Bever*
Misconceptions	Adoption is slowed by the persistent misperception that buying is always cheaper than renting, making it difficult to bridge the gap between consumer intention and actual behaviour.	*Bever*
Robustness of items	Many consumer goods are designed for individual ownership rather than high-frequency shared usage. This lack of industrial robustness leads to rapid depreciation and higher failure rates.	*Access Economy Alliance*
Care mindset	There is a lack of a "care mindset," where users do not always treat shared goods with the necessary care, increasing maintenance and replacement costs.	*Circularities, Access Economy Alliance*
Incomplete information of usage of items	Current sharing services often don't provide complete information to educate users on the good care of the products.	*Access Economy Alliance*
Visibility of alternatives	Citizens struggle to think of and find sharing and rental alternatives, resulting in a continuation of buying habits due to the fragmentation of services.	*Circularities*
Moral obligations	Current public messaging relies too heavily on a moral obligation to 'do the right thing', making sharing feel like a burden instead of a convenient choice.	*Access Economy Alliance*

Collaboration opportunities

To bridge these gaps, specific collaboration opportunities have been identified between the sharing sector, industry, retai, citizensl and government.

Segment	Opportunity	Action / Insight	Source
Retail	**Integration of rental through piloting**	Integrate sharing logic into core business via pilots (e.g., subscriptions) to shift from transactional to relational models.	*Sharing Cities Alliance*
Retail	**Digital Integration (the rent button")**	Implement a "Rent Button" alongside "Buy" on platforms to provide the necessary digital nudge for access over ownership.	*WijDelen; DH Contacten Samenvatting*

Segment	Action Area	Action / Insight	Source
Retail	**Logistical partnerships**	Collaborate with specialised logistics partners to solve complex "reverse logistics" challenges. Sharing and rental companies/startups could collaborate with big retail to pilot rental services.	*Bever, WijDelen*
Industry	**Asset utilization**	Monetise idle assets (e.g., heavy machinery, fleets) via sharing models to avoid purchasing redundancy and under-utilisation.	*Sharing Cities Alliance*
Industry	**Employee fleets**	Enable private employee use of corporate fleets for high impact at low cost (requires "Bijtelling" adjustment).	*ER, WeGo*
Companies	**Pilots and PPP**	Collaborate with municipalities on "impact pilots" (e.g., Veenendaal) to get more citizens to adopt sharing practices.	*ER, Peerby*
Companies	**Data sharing**	Share usage data via a "carbon bank" or cooperative to help governments validate (circular) policy goals.	*ER, Peerby*
Government / Public Authorities	**Matchmaker**	Act as a "spider in the web" matchmaker, connecting entrepreneurs to each other and to municipalities to enable cross-learning.	*Vlaanderen Circulair, The Hague*
Government / Public Authorities	**Sharing Economy manager**	Appoint a "Sharing Economy Manager" as a single point of contact for housing, funding, regulation and administration questions.	*Collaborative Economy Sweden,* ER
Government / Public Authorities	**Cross-border collaboration**	Collaborate with Flanders on the *Green Deal 'Renting and Sharing'* to align efforts.	*WijDelen, ER*
Government / Public Authorities	**Clear targets**	Entrepreneurs mention the need for a clear transition path to reach circularity, and targets, steps and support on how to get there.	*ER (SwapShare)*
Government / Public Authorities	**Collaboration**	Different municipalities raised the need of working together with different municipalities to jointly learn and exchange experiences and lessons learned within their sharing journey.	*MR*
Housing	**Integrated sharing infrastructure**	Integrate "sharing sheds or stations" or other into multi-family buildings (VvEs, social housing). Financing can be structured via service costs rather than individual user fees, lowering barriers to entry.	*Burgerberaad, Sharing Cities Alliance, Bax (Good Cities project)*

Scaling up

To move from isolated pilots to a systemic transition, the following prerequisites must be met.

Segment	Action Area	Action / Insight	Source
Government / Funding	**Structural funding**	Transition from short-term subsidies to structural funding for ecosystem building, continuity and coordination.	*WijDelen, Peerby,*
Governance	**Centralised coordination**	Establish a national organisation or programme that aligns regulations, learning and support and prevents municipal fragmentation.	*MR*

Governance	Standardisation	Develop standardised toolkits, templates and blueprints to prevent municipalities from "reinventing the wheel."	*MR*
Communication	National brand identity	Launch a unified national brand to build trust, recognition and visibility of sharing and renting options.	*MR*
Communication	"Push" to "Pull" marketing	Shift narrative from moral messages to highlighting financial convenience, practical and social benefits (e.g., cost saving, convenience, community).	*ER (WeGO, Equip Sport)*
Housing	Formalized sharing infrastructure	Formalise a 'Green Deal' or agreement with housing corporations and VvEs (HOAs) to make sharing facilities a standard requirement for new area developments.	*Burgerberaad, Sharing Cities Alliance, Bax (Good Cities project)*

Extra context surrounding housing

In the recent *Advies Nationaal Burgerberaad Klimaat* (p. 34), citizens explicitly advised the government to establish covenants with housing corporations to integrate 'Sharing Sheds' (Deelschuren) into all new housing developments. This shifts the responsibility from the individual consumer to the collective infrastructure.

Proven Models & Experiments

Integrating sharing facilities into residential buildings lowers the barrier to entry and creates a sustainable financial model via service costs rather than user fees. We recommend experimenting with different infrastructure solutions, such as the sharing sheds, sharing stations or neighborhood hubs. We have seen pilots and experiments emerging throughout Europe, such as.

- **Sege Park (Malmö, Sweden):** A pioneering example where 13 housing associations collectively finance and manage a sharing economy infrastructure for the district. This model demonstrates how sharing can be institutionalized within the housing sector.
- **Amersfoort (The Netherlands):** A current experiment involves an automated 'sharing room' integrated directly within a residential building, testing the viability of unstaffed, 24/7 access to shared goods for residents.

Chapter 6: National network

As mentioned before, the sharing ecosystem remains fragmented. To transition from a niche movement to a resilient national standard, a coordinated infrastructure is required. This section outlines a business plan with the strategic requirements, operational structure and financial model needed to establish a national sharing network. In chapter 3, we've argued for the creation of such a network; this chapter will set out how we recommend such a network could be realised.

The network's structure

The network should be established as a stand-alone coordinating body. There is a significant difference between the launch phase and establishment of a network, and when the network is more mature. Therefore, there is no necessity yet to create a legal entity for the network within the launch phase. In a later phase, we recommend setting up a permanent governance structure (such as a foundation (stichting)), a steering committee chaired by Rijkswaterstaat, the Ministry of Infrastructure and Water Management and key sector stakeholders.

Strategic pillars

A network should deliver value through four strategic pillars:
1. **Knowledge hub:** Upskilling 50+ organisations and centralising research.
2. **Sharing accelerator:** Supporting 10+ new services with shared branding and toolkits.
3. **Meeting space:** Connecting 100+ stakeholders via structural networking.
4. **Sharing pulse:** Data-driven policy advice based on market monitoring.

Business plan: securing funding

To ensure financial sustainability, we propose a mixed funding model that evolves over time.

Primary source: Rijksoverheid and Ministry of Infrastructure and Water Management
- It is crucial for the network to be fully operational from the outset. This requires sufficient initial funding. Relying on municipalities to cover launching costs through individual contributions of €5K–€10K each would complicate the process of securing the necessary €100K launch budget plus a portion of the operating costs. Therefore, we recommend that these costs be covered by a government body.
- This fits the mandate of both parties as the network is a cross-sectoral implementation instrument of the Circular Economy policy and other governmental ambitions..

Secondary source: membership scheme
- During the roundtable for municipalities and in conversations, municipalities confirmed their interest in joining and financing such a network. We recommend using this system to ensure funding in the future, so that the sources of funding are dispersed over multiple parties.
- Having this as a secondary source complementary to the government's funding, also allows municipalities that are not as developed, to take part and learn, so that they can financially contribute at a later stage.
- We've received a verbal agreement secured from Amsterdam, Den Haag, Tilburg, Amersfoort, Veenendaal, Deventer, Haarlem and Province of Utrecht, and interest from other municipalities.

UPV (Extended Producer Responsibility) contribution
- UPV (Uitgebreide Producentenverantwoordelijkheid) schemes obligate producers to manage the waste stage of products.
- The most effective way to manage waste is to prevent it. Sharing models extend product lifecycles, directly reducing the volume of goods entering the waste stream.

- We propose that a percentage of UPV funds (e.g., from Stichting OPEN or textile EPRs) be allocated to the network as a "Waste Prevention Dividend." This aligns with the "Double Penalty" relief requested by retailers in our chapter 5 analysis.
- The network should develop a formal proposal for this initiative within the first year of operations.

Future revenue streams (2027+)
- **Professional training:** Paid courses for companies developing Product-as-a-Service models, as well as sharing economy training to organizations, municipalities or provinces.
- **European funding:** Leveraging the network structure to apply for LIFE, Interreg or Horizon Europe grants.
- **Impact tools:** Licensing of the "Sharing Pulse" (Chapter 3) monitor to other regions.
- **Other memberships:** for non-public authorities, such as foundations, non-profits, research and companies.

Conclusion

The exploration phase confirms that the Dutch sharing economy has gathered **significant momentum**, requiring decisive action to ensure it becomes widely adopted within society.

While the market demonstrates significant potential to contribute to the government's circularity objectives (Refuse, Rethink, Reduce) while also meeting ambitions around resilience and social cohesion, it is currently restricted by systemic fragmentation. Without a coordinating infrastructure, the sector risks remaining a collection of isolated pilots rather than evolving into a resilient national standard.

Based on the market validation and the successful precedents set by international counterparts in Belgium (Flanders), Wales and other regions,, we strongly recommend the financing and establishment of a **national sharing economy network.**

The establishment of this network is not merely a supportive measure but a strategic necessity. It serves as the direct operationalisation of the circular mandate and other societal challenges around for instance resilience and social cohesion, ensuring that the transition to a sharing society is not left to chance but is actively managed, standardised and scaled.

Appendix 1: Overview of Sharing Economy Partners & Ecosystem
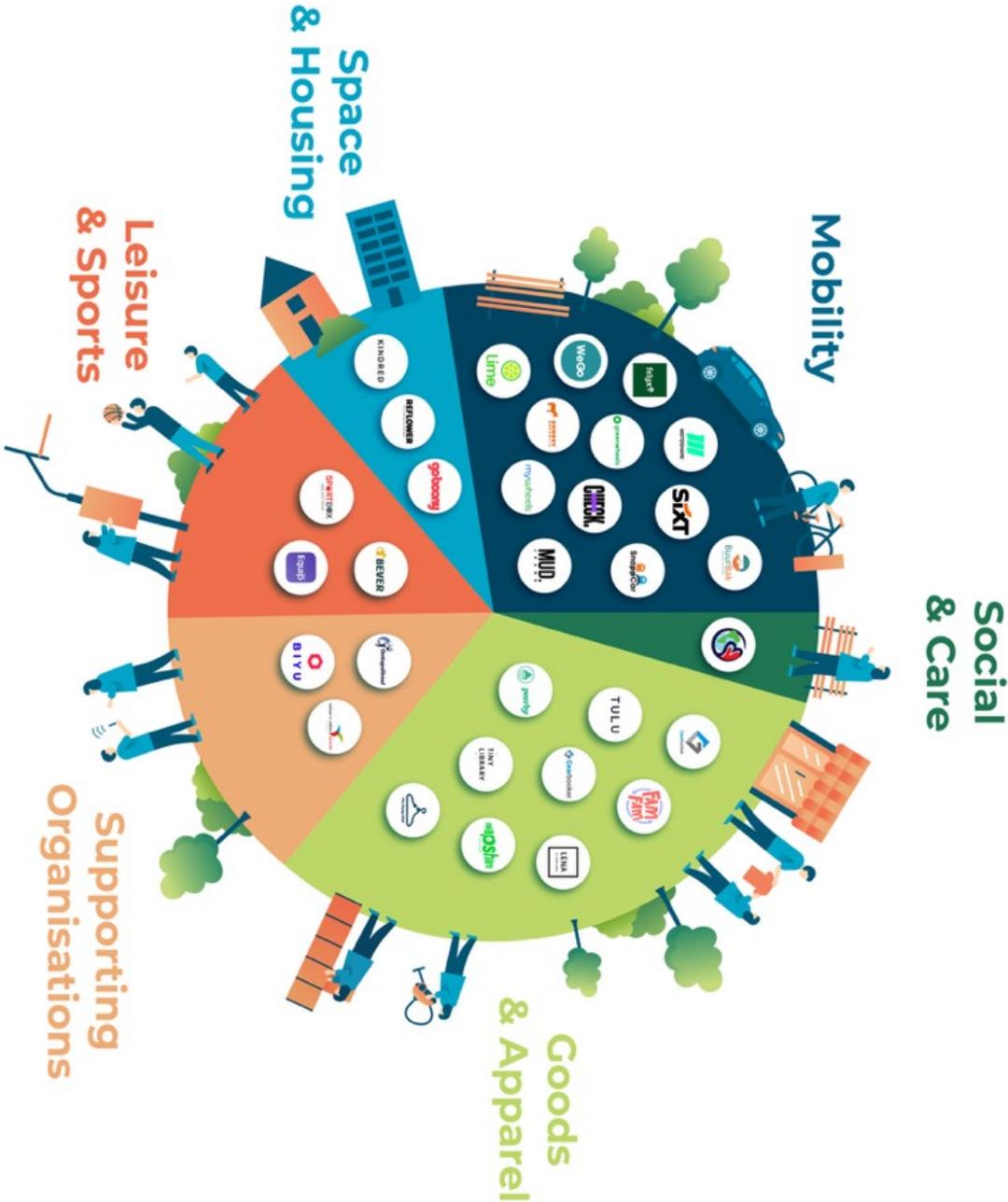
Company names

This overview provides a categorized list of the organizations and platforms featured in the ecosystem visualization.

Mobility

- MotoShare – www.motoshare.eu
- MyWheels – mywheels.nl
- WeGo Carsharing – wegocarsharing.com
- Check – www.ridecheck.app
- SnappCar – www.snappcar.nl
- BuurBak – buurbak.nl
- GreenWheels – www.greenwheels.nl
- Sixt – www.sixt.com
- Donkey Republic – www.donkey.bike
- Lime – www.li.me
- Felyx – felyx.com

Leisure and Sports

- SportBox – www.sportbox.de
- Bever – www.bever.nl
- Equip Sport – equip.sport

Goods and Apparel

- Tulu – www.tulu.io
- Lena the fashion library – www.lena-library.com
- Tiny Library – tinylibrary.nl
- Gearbooker – www.gearbooker.com
- Peerby – www.peerby.com
- SwapShare – swap-share.org
- FamFam – www.famfam.nl
- Dressr – dressr.be
- MudJeans – mudjeans.com

Space and Housing

- Reflower – www.reflower.nl
- Goboony – www.goboony.nl
- LiveKindred – livekindred.com

Social and Care

- Local Happinez – www.localhappinez.com

Supporting Organisation

- Stichting De Ontspulknul – www.ontspulknul.nl
- BIYU – biyu.world
- Servicepunt Circulaire Samenleving (NMU) – www.nmu.nl