



Institutionen för kulturgeografi och
ekonomisk geografi

2023-05-23

Spring 2023

SGEL36

Sharing is caring – the sharing economy, a tool to promote social sustainability in Sege Park?

Amanda Svensson

Examiner: Ola Jonsson

Supervisor: Anders Lund Hansen

ABSTRACT

This study examines how the sharing economy is utilized in an emerging area to promote social sustainability. Sege Park in Malmö provide this study's research area. This community served as a testbed for a Sharing Cities Sweden initiative, with support from Malmö municipality, to create a collaborative neighbourhood. The research contains a document analysis of official planning documents by Malmö Stad and an interview with a project manager for the research area. The materials used are 'Hållbarhetsstrategi för Sege Park: Bilaga till planprogrammet för Sege Park, 6047', 'Planprogram Sege Park: Hållbar spjutspets i en gammal kulturmiljö', and 'Markanvisningsprogram för Sege Park'. This study finds that the municipality assumes a regulatory and promotional function in relation to the sharing economy, and additional frameworks and provisions may be necessary to facilitate and regulate sharing mechanisms. However, it also finds that Malmö Stad intends to adhere to the sharing economy and social sustainability principles, placing a premium on teamwork, shared resources, inclusive policies, community involvement, and participatory governance.

Keywords: Sharing Economy, Social Sustainability, Sege Park, Collaborative Economy, Sharing

Contents

1.	Introduction.....	4
1.1.	Problem formulation	4
1.2.	Purpose and research question.....	4
2.	Brief overview of the sharing economy	5
3.	Previous case studies on sharing neighbourhoods	7
3.1.	Domagkpark in Munich	7
3.2.	A case study of the Norwegian sharing platform “Nabohjelp”	7
4.	Theoretical framework.....	8
4.1.	Sharing economy	8
4.2.	Planning Practice Theory	9
4.3.	Social sustainability	10
4.4.	Summary.....	11
5.	Method and material	11
5.1.	Material	11
5.2.	Methods	12
5.2.1.	Literature review	12
5.2.2.	Document analysis	13
5.2.3.	Interview.....	14
6.	Case area	15
7.	Analysis and results	16
7.1.	Document analysis	16
7.1.1.	Planning programme Sege Park – Planprogram Sege Park (Pp6047)	16
7.1.2.	Sustainability strategy for Sege Park – Hållbarhetsstrategi för Sege Park	22
7.1.3.	Land allocation program for Sege Park – Markanvisningsprogram för Sege Park.....	26
7.2.	Interview findings.....	30
7.2.1.	Previous projects serve as a base for Sege Park.....	30
7.2.2.	Defining sharing economy.....	31
7.2.3.	The sharing functions that will be available.....	31
7.2.4.	The municipality’s involvement.....	32
7.2.5.	The sharing economy and social sustainability	32
8.	Summary and discussion	33
9.	Conclusion	35
10.	Future research	36
	References.....	37
	Appendix.....	39

1. Introduction

Through my internship at BoKlok Housing I learned about Malmö Stad's development in Sege Park and how Malmö has been part of Sharing Cities Sweden. This is a national program for the sharing economy in cities with the intent to put Sweden on the map as a country that actively works with the sharing economy (Viable Cities, 2023). The concept of sharing cities and connecting the sharing economy to urban planning processes has been compared to planning for informality and how that is still an ongoing dilemma for planners (Kim, 2019). There is increased interest in sharing places and resources with neighbours, but this fluid type of sharing still contrasts with the cities we've planned and built over the previous century (Grundström, 2021). Therefore, further study is needed to determine the effects of the sharing economy in our neighbourhoods.

1.1. Problem formulation

The discourse surrounding sustainable living has elevated the significance of sharing, resulting in an upsurge in the demand for sharing practises, facilities, and locations in urban settings. The sharing economy has undergone substantial expansion; nevertheless, its assimilation into more localised communities presents a hurdle due to its predominant operation within the private sector. However, what would be the implications of municipal support for such implementation? Would the outcome be a cooperative neighbourhood, wherein inhabitants collaborate to exchange resources, expertise, and information to enhance their standard of living, or would it continue to prioritise resource-sharing via smart solutions? In what ways could access to the sharing economy contribute to social sustainability? Would the outcome be functional or even desirable?

1.2. Purpose and research question

The study will focus on Sege Park, located in Malmö, as the selected research area. Sharing Cities Sweden's (Viable Cities, 2023) project utilised this district, among others, as a testbed. Upon completion of the programme, the municipality continues to advance their efforts towards a collaborative neighbourhood. Although the land has been assigned to different construction companies, ongoing development projects have not yet resulted in full occupancy of the area. This study investigates Malmö Stad's strategy for utilising the sharing economy to enhance social sustainability in Sege Park.

The study's research question is:

- How is the sharing economy supposed to be utilised in Sege Park, an emerging area in Malmö, to promote social sustainability?

2. Brief overview of the sharing economy

As a notable phenomenon, the sharing economy promotes the utilisation of underutilized assets to increase efficiency and sustainability. This phenomenon has garnered considerable interest from academics, professionals, government officials, and the public (Hossain, 2020). In 2009, with the emergence of the sharing economy in San Francisco, there was optimism that this novel exchange model could mitigate economic instability, environmental strain, and social seclusion, according to Gorenflo (2021). A decade later, the outcome has diverged from the initial expectations (Avital, et al., 2014). One notable observation was the substantial influx of venture capital that flooded the industry, propelling potentially revolutionary startups such as Airbnb to become formidable entities that prioritise rapid expansion at any expense, even if it means violating regulations. Presently, the sharing economy in the United States is largely represented by three corporations, namely Airbnb, Lyft, and Uber (Gorenflo, 2021). It is worth mentioning that these three companies that are most frequently associated with the sharing economy offer alternatives for transportation and accommodation. Airbnb has explicitly stated its objective of advancing the concept of a "shared city." Drawing upon the notion that urban dwellers often lack familiarity, proximity, and recognition with one another, commercial enterprises, and institutions desire to foster a sense of communal identity among residents (John, 2020).

The primary objective of these three corporations is to enhance the financial gains of their stakeholders. Recent studies have revealed that in certain urban areas of the United States, these entities have exacerbated traffic congestion, environmental pollution, and vehicular fatalities while simultaneously undermining the viability of public transportation systems (Gorenflo, 2021).

Airbnb has been implicated in exacerbating housing shortages on a global scale as its hosts occupy housing stock through substandard and illicit hotel operations. The guests express a desire to obtain a hotel-like experience at a reduced cost, while the hosts appear to prioritise financial gain (Gorenflo, 2021). Meanwhile Airbnb relinquished its initial platform culture in pursuit of expansion, Gorenflo (2021) however claims a genuine sharing economy has emerged in its aftermath.

In the past decade, there has been a significant increase in the utilisation of station-based carsharing, which according to Gorenflo (2021) have resulted in notable social and environmental advantages for cities that have made substantial investments in this mode of transportation. The generation of station-based bike-sharing has experienced a significant surge over the past decade, yielding considerable social and environmental advantages for urban areas that have made substantial investments in this mode of transport. When considering both financial sustainability and positive

impact, this achievement in the sharing economy of the United States may be deemed the most significant (Gorenflo, 2021).

Gorenflo (2021) reports that the sharing economy in the United States has witnessed several triumphs, including but not limited to MyTurn, WeWork, and Coliving. In response to the conventional sharing economy, there have emerged various movements, including sharing cities and platform cooperatives. The paramount principle is to steer one's industry and/or enterprise towards achieving financial viability and serving the public interest, as this constitutes the optimal strategy for attaining success both professionally and personally. Currently, there are more than 100 urban centres across the globe that have implemented the Sharing Cities initiative (Gorenflo, 2021).

Wang, Ninomiya, and Gussen (2021) questions in what way the sharing economy exhibit distinctions from alternative modes of economic organisation, such as crowdsourcing or crowdfunding? Does the sharing economy rely on a grassroots or hierarchical approach? Alternatively, what is the impact of the sharing economy on the process of decentralisation? Does the act of sharing occur solely in regions with high population density, specifically in metropolitan areas? What is the influence of the current economic conditions on the potency of urban areas as centres for civil society? Is the sharing economy altering the constitutional function of cities as a political entity? Is the sharing economy altering the fundamental principles of Western Civilization, despite being regarded as too modest to warrant significant scholarly investigation in some academic circles? Could the sharing economy represent a significant transformation in the economic structure of the global system in the 21st century, with much of its potential remaining untapped? (Wang, Ninomiya, & Gussen, 2021).

The contemporary era has been posited as one characterised by the act of sharing, with sharing serving as a central term for the digital era. This proposal is grounded on the fundamental role of the notion of sharing across three significant social domains: the virtual realm, where sharing constitutes the primary activity; the domain of personal relationships, where sharing represents the prevailing form of communication; and the economic domain, where sharing denotes a method of distributing or allocating resources (John, 2020). Sharing platforms make it possible for two or more individuals with no previous connections to share. Sharing with strangers involves a greater degree of uncertainty, and many of these sites include personal meetups. The digital platforms can reduce the danger and increase the attractiveness of sharing with strangers because they gather information about users via the usage of ratings and reputations (Frenken & Schorb, 2017).

It is also essential to recognise the historical connections between sharing platforms and movements like the collaborative software movement, which utilises the unpaid labour of software engineers to develop code and solve issues. The open-source movement opened the door for additional peer-

produced material such as Wikipedia, as well as shared internet content including file-sharing, video uploading, and music sharing. This has resulted in the creation of peer-to-peer platforms and a popular belief that the new technology-enabled behaviours made possible by these platforms empower individuals. This is why file sharing, open-source software, distributed computing, crowdfunding, peer-to-peer lending, bitcoin, and even social networking are sometimes included under the phrase sharing economy (Frenkena & Schorb, 2017).

3. Previous case studies on sharing neighbourhoods

An overview of different sharing neighbourhoods and their different characteristics from around the world can be found in 'Sharing Cities 2020 - A Case-Based Approach' by Wang, Ninomiya, and Gussen (2021). Included below are brief synopses of two cases as presented by other researchers.

3.1. Domagkpark in Munich

At the newly constructed Domagkpark area in Munich, around 4,500 people have found new homes. A collaborative housing arrangement is one in which a group of individuals co-produces their own housing, in whole or in part, in partnership with existing suppliers. Residents are very involved in the development and execution of their future houses and shared areas and resources. Wagnis, Wogeno, and Frauenwohnen, three cooperative housing firms, reacted to this need by proposing apartment complexes with different communal areas to be designed in conjunction with groups of future renters. The City of Munich mandated the inclusion of communal areas in all real estate developments in the region. The common areas of the three cooperative housing buildings stand out. To prevent duplicate sharing of infrastructures, the three housing cooperatives coordinated their designs for multiple semi-public multipurpose communal spaces. The district cooperative provided different gadgets and equipment for hire as well as a coworking space until its dissolution in December 2020. The buildings accommodate 289 families of various sizes, ages, and socioeconomic origins. This area is regarded as the "hot spot" for possibilities to share in Domagkpark (Huber, 2022).

3.2. A case study of the Norwegian sharing platform "Nabohjelp"

In a study by Akin, Jakobsen, Floch, and Hoff (2021) they scrutinise the utilisation of sharing economy platforms within regional communities. A case study was conducted on the neighbourhood-focused sharing platform "Nabohjelp" in Norway. As per the authors analysis, the proprietor of the platform has identified Nabohjelp users as individuals who seek a reduced threshold for neighbourly interaction and exhibit a keen interest in sustainable practises. Notwithstanding, there exist specific cases where the users of the platform employ it in ways that were not foreseen by its designers. The payment feature of Nabohjelp is identified as a hindrance that diminishes user experiences and undermines participation, whereas the neighbourhood setting is found to enhance trust. The study has

demonstrated that these two pivotal concerns have a significant influence on user engagement and involvement (Akin, Jakobsen, Floch, & Hoff, 2021).

Nabohjelp, a platform owned and developed by OBOS, incorporates the sharing, on-demand, and second-hand economies to provide temporary access to physical goods and services. Through Nabohjelp's user administration, content management, statistics, and communication channel with OBOS capability, individuals can filter content, conceal postings, archive conversations, and contact OBOS. Nabohjelp boasts a monthly average of 2300 inquiries and a registered user base exceeding 110,000 individuals, with 40% of said users located in Oslo. Many of the most popular tasks, such as pet care and tool lending, do not incur any cost (Akin, Jakobsen, Floch, & Hoff, 2021).

4. Theoretical framework

The paper's theoretical framework is constructed by combining two or more theories from disparate disciplines, unlike a singular "theory". The framework is rooted in the definitions of sharing economy, Planning Practice Theory, and social sustainability. The objective is to facilitate a comprehensive understanding of the obstacles associated with the implementation of sharing economy in an area that encourages social sustainability.

4.1. Sharing economy

The notion of the sharing economy has been subject to various definitions (Hossain, 2020), yet the concept of sharing lacks clarity and precision (Wang, Ninomiya, & Gussen, 2021).

Acquier, Daudigeos, & Pinkse (2017) conducted a comprehensive review of the literature and identified approximately twelve definitions, encompassing both broad and narrow perspectives, that pertain to the sharing economy. The process of defining the sharing economy phenomenon is complex due to the highly diverse and dynamic nature of sharing economy practises (Hossain, 2020). According to Acquier, Daudigeos, & Pinkse, (2017), the ongoing disagreement among scholars regarding the precise definition of the sharing economy should not impede further investigation into the phenomenon. The authors contend that a consensus on a singular definition is unlikely to be reached, and therefore, it is imperative to continue exploring the sharing economy despite the discord. According to (Hossain, 2020) another definition of the sharing economy is as a socio-economic system that facilitates exchanges of goods and services between individuals and organisations. The primary objective of this system is to enhance efficiency and optimise underutilised resources in society (Hossain, 2020).

Due to its novelty, the phrase "sharing economy" has been extensively misinterpreted by both academics and the public (Frenken & Schorb, 2017). The existing literature on the sharing economy primarily focuses on urban living, as this phenomenon is observed to be most pronounced in costly and highly populated metropolitan regions (John, 2020).

Due to the positive symbolic value of sharing, the sharing economy is growing in popularity. The notion that paying for a pizza delivery or a little extra to clean one's home or assemble Ikea furniture has anything to do with sharing is, however, contrary to common use. Due to the performativity of the term 'sharing economy,' the misunderstanding around its meaning is self-reinforcing, despite the desire of platforms to be included under its umbrella. There are two ways to address the definitional issue: either by defining the sharing economy, or by examining why various players assign different meanings and why such rhetorical strategies may or may not be appropriate for them. But, the existing state of uncertainty is unsustainable, because quick solutions do not address the underlying issue of not being able to provide logical responses if the object itself is incoherent (Frenken & Schorb, 2017).

Opponents have claimed that, sharing, by definition, does not entail monetary compensation, therefore the word "renting" would be more appropriate. Nonetheless, the term is often used in situations when money is involved, such as when sharing a flat or a meal, so it is plausible to use the phrase to refer to a person who rents out a room, a vehicle, or a durable commodity (Frenken & Schorb, 2017).

4.2. Planning Practice Theory

Urban and regional planning are examined in the multidisciplinary field of research known as planning theory. It aims to comprehend the theories, strategies, and frameworks that direct and coordinate the growth of cities and regions. Planning theory looks at how planners may develop and carry out policies, programmes, and strategies to solve the numerous social, economic, and environmental difficulties that urban and regional areas face (Nyström & Tonell, 2012).

Many academic fields, such as economics, geography, sociology, political science, and environmental science are referenced in planning theory. It incorporates a range of viewpoints, such as communicative, rational, and collaborative planning. The focus of rational planning is on creating answers to planning issues via the use of technical analysis and subject-matter expertise. The value of including the public in the planning process is emphasised by communicative planning. The need of collaboration and coordination among many stakeholders in the planning process is emphasised by collaborative planning. Social justice and equity-related concerns, such as how resources and advantages are distributed among various groups of people, are also considered within planning theory. To promote sustainable and inclusive development, it considers the role of the government, markets, and civil society in the planning process (Nyström & Tonell, 2012).

In general, planning theory aims to offer a theoretical basis for sound and fair planning procedures. It strives to advance sustainable development, raise living standards, and deal with the myriad social, economic, and environmental issues that urban and regional regions must deal with. Planners may

create and execute policies, programmes, and strategies that support equitable and sustainable development by understanding the methodologies, techniques, and theoretical frameworks that direct and govern the development of cities and regions (Nyström & Tonell, 2012).

4.3. Social sustainability

The concept of sustainability is commonly classified into three distinct categories: environmental sustainability, economic sustainability, and social sustainability. Numerous tools and certifications have been developed with the purported aim of delivering ecologically and economically sustainable outcomes and procedures (de Fine Licht & Folland, 2019) and the concept of social sustainability has been outlined and examined from various perspectives (Barrado-Timón, 2020). Social sustainability has become a prominent topic in the realm of urban development, cities, and society at large in recent times. It is frequently asserted by those in positions of power that restoration initiatives of considerable magnitude or the development of fresh residential areas must not only be ecologically and economically viable but also socially viable (de Fine Licht & Folland, 2019).

The concept of social sustainability has been widely regarded as a means of attaining a sustainable future, a catalyst for promoting cultural diversity and development, a pragmatic instrument for enhancing the standard of living in urban areas, a mechanism for equitable distribution of urban resources, a framework for advancing the individual and collective welfare of residents, a platform for fostering equity and democracy among all members of society, and a vehicle for developing the capacity of individuals and society to address issues of ecological and spatial disparities (Shirazi R. M., Keivani, Brownill, & Butina Watson, 2022).

The diversity of definitions of *social sustainability* is a prominent feature in both academic research and practical applications, yet none of these definitions have achieved widespread recognition (de Fine Licht & Folland, 2019). The inclusion of a diverse array of readings and methodologies renders the concept of social sustainability adaptable, thereby enabling a targeted examination of the multifaceted components and intricacies of urban societies. Social sustainability is often characterised as a dynamic and flexible concept that fosters constructive dialogue. It is positioned as a common language or bridge that facilitates discourse and communication, thereby promoting its own development and sustainability (Shirazi R. M., Keivani, Brownill, & Butina Watson, 2022).

Nonetheless, there are numerous negative effects associated with a lack of clarity. Given planners and academics extensive experience collaborating with governmental bodies, corporations, and other stakeholders on issues pertaining to social sustainability, it is not uncommon for newcomers to inquire about the precise definition of this central term. Establishing trust and confidence in a project can be a challenging undertaking, as there is currently no universally accepted solution. The lack of a clear

definition appears to facilitate the promotion of personal agendas by influential actors under the guise of social sustainability, potentially leading to inequitable and unfavourable outcomes for all parties involved (de Fine Licht & Folland, 2019).

These examples underscore the drawback of lacking a widely comprehended notion of *social sustainability*. The absence of a shared basis for defining the concept significantly disrupt discourse regarding its characterization. The emergence of definition proposals with fundamentally different substance is a direct result of this flaw. There are conflicting perspectives on the definition of *social sustainability*, with some advocating for a straightforward and impartial understanding while others propose a complex and normative interpretation (de Fine Licht & Folland, 2019). Shirazi and Keivani (2019) hypothesise that the way this concept is approached influences the range of interpretations of social sustainability. Put differently, the way we conceptualise *social sustainability* is influenced by the factors that shape our viewpoint on the subject (Shirazi & Keivani, 2019).

4.4. Summary

In this thesis the sharing economy is a socioeconomic system that allows individuals and organisations to share products and services. Because of its novelty, scholars and the public have misread it, yet it is gaining appeal due to its symbolic value. Opponents argue that sharing does not require monetary recompense, however the phrase can also refer to someone who leases out a residence, vehicle, or other product. Furthermore, social sustainability refers to the capacity of a given society to satisfy the requirements of its present and future constituents while simultaneously advancing the welfare of its members, cultivating social unity, and safeguarding the entitlements of individuals and communities. In this context, social sustainability is one of the three key components of sustainable development, alongside economic and environmental sustainability.

The linkage between the sharing economy and social sustainability is frequently attributed to the sharing element of the former. The rationale for the association is frequently rooted in the notion of communal sharing as a means of fostering social unity and promoting the well-being of a society through the pooling of resources, thereby reducing, or removing the necessity for individual ownership.

5. Method and material

5.1. Material

The material used in this study are official planning documents by Malmö Stad and findings from the interview conducted with a project manager for Sege Park. The documents used for the document analysis are 'Hållbarhetsstrategi för Sege Park: Bilaga till planprogrammet för Sege Park, 6047' (Andersson, et al., 2015), 'Planprogram Sege Park: Hållbar spjutspets i en gammal kulturmiljö'

(Lindeberg & Norrman, 2015), and 'Markanvisningsprogram för Sege Park' (Andersson, 2016). It is crucial to keep in mind that these documents were all created by Malmö Stad and are not evaluations of a finished project, but instead are documents presenting major ambitions for an area still in development (Bowen, 2009).

5.2. Methods

The methods used in this thesis are a literature review, document analysis, and semi-constructed interview.

5.2.1. Literature review

Most of the background to this paper is based on a literature review. The literature review is used to provide a solid foundation for the research and helps establish the relevance of the study. Undertaking a comprehensive review of existing literature constituted a crucial aspect for understanding the context of this research. The first step undertaken was to perform a search utilising relevant keywords and search terms across various databases. These databases were LUBsearch, Libris, and SwePub and were used to identify related articles and publications (Denscombe, 2010). Search words included were: *sharing cities, sharing economy, planning practice, Sege Park, collaborative neighbourhoods, sharing neighbourhoods, sharing economy in neighbourhoods, what is sharing economy, and planning for the sharing economy*. Upon conducting the literature search using the keywords, an evaluation of the retrieved articles was undertaken by scrutinising their abstracts and summaries to determine their relevance to this study. The aim of this assessment was to estimate the quality of the literature collected. To assess the quality, methodology, and findings of a study, it is advisable to thoroughly review the complete text, if it is pertinent to the subject matter at hand (Denscombe, 2010). Subsequently, a literary analysis was performed by integrating and reviewing the results of the selected academic publications. It is important to analyse the literature for any discernible patterns, trends, or gaps that may have relevance to the research question at hand (Denscombe, 2010).

A literature review is a critical analysis and evaluation of existing research and literature on a particular topic. It involves identifying, analysing, and synthesising relevant information from various sources such as books, journal articles, and online databases (Denscombe, 2010). The literature review should provide a comprehensive overview of the current state of knowledge on the topic, including the major theories, concepts, and findings. It should also identify any gaps or inconsistencies in the literature and suggest areas for future research (Denscombe, 2010). In general, the process of conducting a literature review entails the identification and assessment of relevant sources, the combining of the literature's discoveries, and the examination of the literature's implications for the study at hand (Denscombe, 2010).

5.2.2. Document analysis

Like other analytical techniques employed in qualitative research, document analysis necessitates the examination and interpretation of data to extract significance, acquire understanding, and cultivate empirical knowledge (Bowen, 2009). For my own research a document analysis of planning documents and programs ('Planprogram Sege Park' (Pp6047), 'Markanvisningsprogram för Sege Park', and 'Hållbarhetsstrategi för Sege Park') related to the development of Sege Park in Malmö were conducted. The methodology employed in my research included a triangular approach consisting of a simplistic overview, a comprehensive scrutiny, and a subsequent analysis of the document in question (Bowen, 2009). The records were analysed to determine Malmö Stad's ambitions for the sharing economy and social sustainability in Sege Park. Document analysis is pertinent to addressing the study questions since attempts have been made to define the sharing economy and apply it in Sege Park in hopes of solving or minimise social, economic, and environmental sustainability issues. Since document analysis entails scrutinising primary sources or original documents to comprehend a specific subject matter or research inquiry it was a crucial part in my research to understand how Malmö Stad has attempted to integrate the sharing economy in Sege Park (Bowen, 2009).

Upon a thorough examination of the relevant documents, I started the formulation of a coding scheme to classify the data in accordance with the research question. The methodology employed in this study entailed the utilisation of descriptive codes, specifically *sharing*, *sharing economy*, and *social sustainability*. Subsequently, the coding system was implemented on the data by assigning suitable codes to the appropriate sections in the documents through labelling or tagging. Afterwards, the coded data was categorised into distinct themes or categories based on the assigned codes, with the aim of identifying correlations and patterns within the data. Finally, the coded data was analysed to discern patterns, trends, and interrelationships among the themes and concepts contained within the documents (Bowen, 2009).

Considering that the analysed documents are by departments of Malmö's municipality, there is a possibility of bias in the texts, furthermore neither of the documents specify definitions of the sharing economy and/or sharing neighbourhoods (Denscombe, 2010). To mitigate the risks, an interview was conducted to confirm portions of the materials. Other shortcomings of document analysis are biased selectivity and challenges of objectivity (Bowen, 2009). Given that different people interpret documents in various ways, my interpretation of a text may vary from that of others. Education, age, socioeconomic status, is likely to influence the perspectives on certain matters regardless of attempts at an objective critique. Such elements are known to influence how different people see the same text, and someone with different experiences than can certainly interpret the same documents differently (Denscombe, 2010).

5.2.3. Interview

An interview was conducted with a project manager for Sege Park from the environmental administration. The decision was made to conduct the interview via Teams due to logistical considerations. The interview was conducted using a semi-structured approach (Denscombe, 2010) and was held in Swedish.

The interviewee serves as the coordinator for the Sege Park Living Lab, a platform that facilitates collaboration among stakeholders and residents who are involved in the Sege Park area. The interviewee is also actively engaged in the advancement of Sege Park and is a member of the cross-functional collaborative team dedicated to the development of Sege Park.

The interview guide (see section 1 in the appendix) was designed to determine how the interviewee understands the various aspects of the sharing economy, their role in the development of Sege Park, the objective for sharing in Sege Park, and how the sharing economy is intended to promote social sustainability. The themes that are being addressed include the objective for Sege Park, the sharing economy, sharing, social sustainability, and the involvement of the municipality. The study employed interview block quotations that underwent translation from Swedish to English.

The utilisation of a semi-structured approach during the interview, supplemented by well-balanced follow-up questions, facilitates the responder's ability to elaborate on their ideas and engage in more extensive conversation (Denscombe, 2010). Identifying subtle cues from interviewees during video conferencing can present a challenge, yet it can also serve to mitigate the influence of factors such as age that may otherwise elicit an unconscious bias, resulting in a more seamless interview process (Archibald, Ambagtsheer, Casey, & Lawless, 2019). As the interview was conducted with a project manager of the project at Sege Park, they had the ability to offer perspectives on the plans and undertaking, encompassing its objectives, probable advantages, and execution schedule. Access to information regarding the proposal's budget, funding sources, and other relevant resources may prove advantageous in comprehending its feasibility. They could also offer insights into the decision-making procedures that culminated in the proposal's formulation, encompassing any consultations or public feedback that were considered. However, the perspective of a municipality official may be constrained by the official stance of the municipality, thereby limiting their ability to offer insights on alternative proposals or perspectives (Denscombe, 2010). Furthermore, individuals or groups advocating for the proposal may possess a personal stake in its promotion, potentially hindering their ability to offer impartial or neutral information. It is also possible that municipality officials lack personal familiarity with the potential effects of the proposal on the community or individual stakeholders. Additionally, it is possible that the interviewee had limitations due to confidentiality obligations or legal regulations that restrict their ability to divulge certain information (Denscombe, 2010).

6. Case area

Presented below is a cartographic representation of the Sege Park planning area, including its geographic location in relation to the urban centre of Malmö.

Figure 1. Map of Malmö and the Sege Park area (Svensson, 2023)



The Kirseberg locality in eastern Malmö contains the designated planning zone, which is situated within the Inner Ring Road perimeter and includes the former Östra Sjukhuset. The planning region is separated by Östra Fäladsgatan to the west, which includes the footpath within the area of interest, Simrishamnsbanan to the south, the residential locality to the east, and Fäladsmarken to the north (Lindeberg & Norrman, 2015).

The City of Malmö is creating a testbed at Sege Park that will serve as an international model for the sharing economy (Leonette, Bergman, & McCormick, 2021). Sege Park has been chosen as one of the four national testbeds for the purpose of developing sharing economy solutions. This initiative was incorporated into the Sharing Cities Sweden project, which spanned from 2017 to 2021 (Malmö Stad, 2023). Sharing is an integral aspect of both the planning and development processes for the Sege Park region, and it is essential to achieving an affordable standard of life (Leonette, Bergman, & McCormick,

2021). Sege Park is currently undergoing testing by the city of Malmö, in collaboration with builders and system owners in the vicinity, to explore the viability of communal ownership of surfaces, household items, vehicles, and knowledge among residents (Malmö Stad, 2023). This involves removing some functions from private residences and making them public or semi-public so that they may be enjoyed by a greater number of individuals. The sharing economy may aid in a variety of ways, including lowering the cost of living, providing employment, and decreasing waste. To establish the circumstances for the sharing economy, city planners and builders have shown and hosted an "open house" at an exhibition titled Shareful in Sege Park. The objective was to evaluate the possibilities and provide the frameworks and mechanisms for sharing, while leaving room for future inhabitants to choose what they will need and desire to share (Leonette, Bergman, & McCormick, 2021).

7. Analysis and results

This chapter will present the results of the analysis conducted on the material, with the aim of providing insights into how the sharing economy is supposed to be utilised in Sege Park to promote social sustainability. Additionally, the findings will be evaluated and interpreted based on the definitions of the sharing economy and social sustainability used in this study.

7.1. Document analysis

The documents analysed are official documents by Malmö Stad; 'Hållbarhetsstrategi för Sege Park: Bilaga till planprogrammet för Sege Park, 6047' (Andersson, et al., 2015), 'Planprogram Sege Park: Hållbar spjutspets i en gammal kulturmiljö' (Lindeberg & Norrman, 2015), and 'Markanvisningsprogram för Sege Park' (Andersson, 2016). This analysis's approach included the use of descriptive codes, especially the terms "sharing," "sharing economy," and "social sustainability." The coding method was then applied to the data by labelling or tagging the pertinent portions of the documents with the appropriate codes.

7.1.1. Planning programme Sege Park – Planprogram Sege Park (Pp6047)

In table 1 the findings from my document analysis of Lindeberg and Norrman (2015), Planning programme for Sege Park, are presented. The results are presented through translated quotations that have been categorised based on the descriptive codes assigned to them.

Table 1. The findings from my document analysis of Lindeberg & Norrman (2015) Planning programme for Sege Park

Social Sustainability	Sharing	Sharing Economy
"Sege Park is an attractive area where residents and businesses find common ground around cultivation and sustainable solutions." Pp. 6	"Sege Park is an attractive area where residents and businesses find common ground around cultivation and sustainable solutions." Pp. 6	"Sege Park is an experimental workshop for sustainability. Large-scale systems [...] and small-scale solutions (e.g., bike pool, carpool,

		recycling station, integrated waste sorting, coordination of deliveries, greenhouse) are in use.” Pp. 11
“In the area there will be mixed development with, among other things, housing, school, preschool, LSS accommodation, trade and care.” Pp.7	“Sege Park is an experimental workshop for sustainability. Large-scale systems [...] and small-scale solutions (e.g., bike pool, carpool, recycling station, integrated waste sorting, coordination of deliveries, greenhouse) are in use. ” Pp. 11	“The parking garage can advantageously have space for functions such as carpool-cars and cycle pool-bikes.” Pp. 33
“The park will develop and become a neighbourhood park with space for both play and recreation. ” Pp. 7	“Everyone in Sege Park who wants has the opportunity to farm/cultivate. ” Pp. 11	
“Sege Park is a place where everyone can feel safe and welcome. ” Pp. 11	“The city of Malmö offers space for collective cultivation and cultivation plots for individual cultivation.” Pp. 11	
“ Democratic values permeate the development that takes place in Sege Park.” Pp. 11	“On the housing estates there is room for cultivation.” Pp. 11	
“Jobseekers in the North urban area is given the opportunity to work/practice in connection with the development of Sege Park.” Pp. 11	“The park is planned for, among other things, a party area, playground and cultivation area. The possibility of cultivation is also planned inside the housing estates.” Pp. 20	
“ Everyone in Sege Park who wants has the opportunity to farm/cultivate.” Pp. 11	“ Cultivation arouses interest across age and cultural boundaries.” Pp. 28	
“The three aspects of sustainability, social, ecological, and economic sustainability work together and are mutually dependent on each other. ” Pp. 20	“The parking garage can advantageously have space for functions such as carpool-cars and cycle pool-bikes.” Pp. 33	
“ Social sustainability focuses on people and soft values such as democracy, justice, human rights, and lifestyles. ” Pp. 20	“Think about cultivation possibilities even for those who live in a rented apartment.” Pp. 63	
“The link between the built environment and trust is considered to lie above all in the opportunities to stimulate social participation by creating meeting places of both spontaneous and planned nature, for		

example via association life, public and commercial service provision.” Pp. 20		
“The park is planned for, among other things, a party area, playground, and cultivation area. The possibility of cultivation is also planned inside the housing estates.” Pp. 20		
“Cultivation arouses interest across age and cultural boundaries . The social effects of cultivation are very positive and mean a large addition to the neighbourhood community as well as safety and well-being.” Pp. 28		
“In order to create movement in the area for a greater part of the day, a mixture of services, housing and businesses is proposed.” Pp. 36		
“In the structure proposal, there is a variety of building types, which aims to be able to create forms of living for different family constellations and individual wishes .” Pp. 36		
“ Various forms of lease also intend to contribute to creating a diversity among the residents of the area.” Pp. 36		
“To create safe and attractive street spaces, it is important that the buildings' entrances and balconies face the street.” Pp. 36		
“Several different forms of housing are planned. The forms of ownership will also vary , which means that there will be both rental properties, condominiums and owner-occupied apartments. It can also accommodate collective housing and residential buildings built in a building society.” Pp. 46		
“ Facilitate social interaction by reducing the physical barriers that		

separate the living environments in Sege Park/Segevång.” Pp. 63		
“The planning of Sege Park must contribute to strengthening the residents' participation and influence. ” Pp. 63		
“Promote the development of learning and knowledge development in various organizations through so-called knowledge alliances.” Pp. 63		
“Think about cultivation possibilities even for those who live in a rented apartment. ” Pp. 63		
“ Safety aspects in the form of good lighting, easily accessible meeting places and openness between the areas.” Pp. 63		

The Sege Park housing development, situated in Malmö, aims to reduce traffic congestion, and foster a secure and hospitable community. The development encompasses a variety of residential properties, including those that are owner-occupied and rented, as well as public and private institutions. The proposed initiatives also include the implementation of sustainable energy sources, the adoption of stormwater management strategies, the development of a park, and the reduction of vehicular traffic by promoting alternative modes of transportation such as walking, cycling, and public transit (Lindeberg & Norrman, 2015). This is consistent with the objectives of the sharing economy, which promotes the utilisation of communal transportation alternatives such as car and bike sharing initiatives in order to reduce pollution and cultivate ecological sustainability.

The planning programme is a concise representation of an administrative overview project conducted in 2012, aimed at ascertaining the requisite conditions for the transformation of Sege Park into a multifunctional space. The objective is to furnish insights regarding the conditions for constructing new and pre-existing edifices in the locality, encompassing aspects such as structural and character development, suitable developmental level, energy provision, cultural and historical significance, eco-friendly features, stormwater regulation, and civic amenities (Lindeberg & Norrman, 2015).

According to Lindeberg and Norrman (2015) the interdependence of sustainability's social, ecological, and economic dimensions is evident. As cited by Lindeberg and Norrman (2015) the Bruntland report titled "Our Common Future," concludes that sustainable development refers to a form of expansion that meets present requirements while safeguarding the capacity of forthcoming generations to fulfil

their own necessities. This view of sustainable development is in accordance with the interpretation of social sustainability defined in my theoretical framework, 4.3.

Lindeberg and Norrman (2015) describes the Sege Park project as poised to become a noteworthy development and a benchmark site for advanced sustainable solutions, with a specific emphasis on one sustainability strategy. Social sustainability prioritises human wellbeing and intangible values such as democracy, justice, human rights, and lifestyles. Ecological sustainability encompasses the preservation of the environment, the prevention of pollutants from adversely impacting living organisms, and the maintenance of natural cycles (Lindeberg & Norrman, 2015).

Additionally, the planning programme underscores the significance of exhibiting empathy towards others for achieving social sustainability. Sege Park features several communal spaces, such as a sports facility and a synthetic grass pitch, situated both within the built environment and the parkland (Lindeberg & Norrman, 2015). The sharing of communal spaces is not a new concept that can be attributed to the sharing economy, but it can nonetheless help promote social sustainability by making spaces inclusive and welcoming to everyone. The concept of economic sustainability, as noted by Lindeberg and Norrman (2015), involves the prudent utilisation of both human and natural resources while acknowledging the significant yet challenging-to-quantify influence of socioeconomic factors on individuals' overall welfare as well as their social and physical health. The correlation between social and economic sustainability is not solely established within the planning programme. As will be expounded upon in a subsequent chapter, the project manager whom I interviewed also acknowledges this relationship. The recognition of the correlation between socioeconomic variables and a society's ability to meet the needs of its current and future members, promote social cohesion, protect individual and communal rights, and enhance the well-being of its citizens is a crucial aspect of comprehending social sustainability at the municipal level.

As mentioned by Lindeberg and Norrman (2015) the primary objective of Sege Park is to evolve into a multifaceted community that fosters social connections. The purpose of the development is achieved through the implementation of diverse strategies, including the creation of multiple gathering spots, connections, and focal points, as well as the delineation of unambiguous open areas. The district's linkages and target points include Segevångsbad, the soccer fields, the golf course at Malmö-Burlöv, and Beijers Park. The proposed urban facility, located in the southwestern region, is designed to serve as the primary hub for the newly established Sege Park, which would be flanked by both historic and contemporary edifices. The site's architecture will incorporate fruit trees, outdoor seating, and communal activities such as dance, boules, and skateboarding (Lindeberg & Norrman, 2015). These

statements suggests that the municipality aims to enhance the appeal of the residential area by establishing interconnected communal spaces.

The Sege Park initiative aims to establish a district park that is aesthetically pleasing while simultaneously providing a safe and comfortable residential area. It is imperative to enhance the park's attributes as being culturally diverse, tranquil, and untamed while simultaneously providing areas for communal and festive gatherings. To achieve this objective, Lindeberg and Norrman (2015) finds it is imperative to differentiate between privately owned residential developments and publicly accessible spaces and to establish a welcoming and unobstructed demarcation between residential communities and recreational parks. The preservation of a lane of large beech trees leading to the meeting site is necessary to establish an eco-friendly connection to Beijer's Park. These strategies encompass the creation of a sunken area spanning approximately 2,500 square metres in the eastern part of the central axis for cultivation plots, the establishment of a general fruit and berry grove, the provision of cultivation opportunities with self-management on blocks of land in the area's various courtyards, and the construction of greenhouses on the housing estates (Lindeberg & Norrman, 2015). The notion of publicly accessible cultivation plots and a communal orchard for fruits and berries can be viewed as an endeavour towards communal sharing, which has the capacity to foster collective cooperation beyond the confines of individual lot residents.

The planning programme examines several significant endeavours that are targeted towards reducing the proportion of vehicular traffic in Malmö. The measures encompass the establishment of car and bike sharing programmes, optimising the supply chain of goods, and improving road safety in the vicinity of educational institutions (Lindeberg & Norrman, 2015). Car and bike sharing programmes are well-known aspects of the sharing economy, often created or implemented with goals of decreasing pollution to foster environmental sustainability. The practise of sharing a car or bike, which is typically privately owned, has the potential to encourage social sustainability through social unity.

The proposed mixed urban development plan encompasses a range of facilities such as housing, schools, preschools, LSS housing, care, trade, and artist premises (Lindeberg & Norrman, 2015) something that has the potential to enhance social inclusivity through the creation of spaces available to a mixture of individuals. Additionally, the plan includes a parking garage situated on the periphery of the area, an information centre that focuses on green IT and energy issues, residences of varying sizes and forms of ownership, public space in the east and central axes (Lindeberg & Norrman, 2015). Lindeberg and Norrman (2015) clarifies that the primary objective of this plan is to attract families and individuals with diverse needs and preferences to the new neighbourhood. According to Lindeberg and Norrman (2015) the principal social goals of the Sege Park locality are to promote social cohesion by

reducing physical impediments, facilitate the engagement and impact of inhabitants, and cultivate education and knowledge advancement among diverse institutions.

In March 2013, the Malmö Commission concluded its activities and submitted a conclusive report to the municipal board. On March 5, 2014, the municipal board made the decision to proceed with the commission's recommendations and proposed actions (Lindeberg & Norrman, 2015).

Lindeberg and Norrman (2015) reports that during the discussion with the local residents, various topics were deliberated upon, including the provision of a plan for enabling cultivation for individuals residing or employed in the vicinity, exploring the potential for cultivation, conservation of the park environment, preservation of green spaces for recreational and outdoor activities, examination of the physical interconnectivity between Segevång, Fäladsmarken, Segemölle, and Sege Park from an integration standpoint, consideration of safety aspects such as adequate lighting, easily accessible meeting places, and fostering openness between the different areas (Lindeberg & Norrman, 2015).

Overall, I find the planning programme entails a discussion on the creation of cultivation plots, orchards, and greenhouses that are accessible to the public and that these endeavours can facilitate communal sharing and collaboration that extends beyond the scope of individual inhabitants, thereby cultivating social cohesion and community involvement, if successfully implemented. Furthermore, the development endeavours to foster social cohesion among its residents by establishing communal spaces and encouraging openness between various areas, thereby minimising physical barriers, and promoting engagement. Additionally, based on my analysis and theoretical framework, I have taken into account that the developments aim to reduce vehicular traffic by promoting alternative modes of transportation such as walking, cycling, and public transit, something which aligns with the goals of the sharing economy, as the sharing economy encourages the use of shared transportation options like car and bike sharing programs to decrease pollution and foster environmental sustainability.

7.1.2. Sustainability strategy for Sege Park – Hållbarhetsstrategi för Sege Park

In table 2 the findings from my document analysis of Andersson, et al. (2015), Sustainability strategy for Sege Park, are presented. The results are presented through translated quotations that have been categorised based on the descriptive codes assigned to them.

Table 2. The findings from my document analysis of Andersson, et al. (2015) Sustainability strategy for Sege Park

Social Sustainability	Sharing	Sharing Economy
"[...] collaboration in farming and sustainable solutions." Pp. 4	"[...] collaboration in farming and sustainable solutions." Pp. 4	"Sege Park will be a test bed for how shared functions can be applied at the area level." Pp. 9

<p>“A social investment policy that can balance the differences in living conditions.” Pp. 5</p>	<p>“Sege Park is an experimental workshop for sustainability. Large scale systems [...] and small-scale solutions (e.g., bicycle pool, carpool, recycling station, integrated source sorting, supply coordination, greenhouses) are in use.” Pp. 9</p>	<p>“Sege Park is an experimental workshop for sustainability. Large scale systems [...] and small-scale solutions (e.g., bicycle pool, carpool, recycling station, integrated source sorting, supply coordination, greenhouses) are in use.” Pp. 9</p>
<p>“A social investment policy that can make social systems more equal.” Pp. 5</p>	<p>“The bicycle kitchen is an example of shared functions.” Pp. 9</p>	<p>“The bicycle kitchen is an example of shared functions.” Pp. 9</p>
<p>“Changed processes by creating knowledge alliances and decentralized governance.” Pp. 5</p>	<p>“Everyone in Sege Park who wants, has the opportunity to cultivate/farm.” Pp. 24</p>	
<p>“Transforming processes for socially sustainable development through knowledge alliances and democratized governance.” Pp. 8</p>	<p>“The possibility of establishing cultivations/farming for preschools and schools in urban areas will be investigated.” Pp. 24</p>	
<p>“Sege Park is a place where everyone can feel safe and welcome.” Pp. 13</p>	<p>“An area for general cultivation/farming, which may contain, for example, a fruit grove and berry bushes, shall be created on park land.” Pp. 24</p>	
<p>“Social sustainability issues should be addressed in the construction dialogue.” Pp. 13</p>	<p>“Malmö Stad offers place for collective farming and grocery slots for individual farming.” Pp. 25</p>	
<p>“Each builder shall provide the municipality with apartments for further rental in second hand. Secondary rental is made to persons who, for various reasons, cannot obtain their own rental contracts. At least 10 % of the rental rights for housing within the property concerned or the equivalent number within the building owner’s other rental stock in Malmö shall be provided.” Pp. 13</p>	<p>“Shared, even collaborative, consumption describes the shift in consumer values from ownership to access.” Pp. 30</p>	
<p>“Democratic values permeate the developments taking place in Sege Park.” Pp. 14</p>	<p>“The concept of shared functions means that different functions in Sege Park should be designed so that they can be used collectively.” Pp. 30</p>	

<p>“Jobseekers in the Northern Region will be given the opportunity to work/practice in connection with the development of Sege Park.” Pp. 14</p>	<p>“Use of common resources (physical) during different times of the day. Examples of areas that can be used together: park, cultivation, playgrounds, parking, and premises.” Pp. 32</p>	
<p>“There are rental rights and residential rights/owner apartments.” Pp. 21</p>		
<p>“Qualitative places, from a gender and diversity perspective, of varying kinds should be created in the urban space.” Pp. 22</p>		
<p>“Everyone in Sege Park who wants, has the opportunity to cultivate/farm.” Pp. 24</p>		
<p>“An area for general cultivation/farming, which may contain, for example, a fruit grove and berry bushes, shall be created on park land.” Pp. 24</p>		
<p>“With the help of various techniques, more can be done with less resources, which contributes to a more rewarding and sustainable quality of life.” Pp. 30</p>		
<p>“Shared features also contribute to increased social integration as well as increased comfort and thus opportunities to live a good life.” Pp. 30</p>		

According to Andersson, et al. (2015) the prioritisation of sustainability in urban development has been facilitated by the implementation of a sustainability plan. Sege Park’s overarching objective is to establish an urban infrastructure that is comprehensive and ecologically sustainable. This infrastructure caters to the needs of its inhabitants while simultaneously promoting communal harmony and safeguarding the environment. The objectives have been formulated in a manner that enables their assessment and quantification in the future (Andersson, et al., 2015).

The implementation of a governance framework is, as emphasised by Andersson, et al. (2015), a crucial strategy for ensuring the sustained viability of Sege Park, as it facilitates the ongoing planning, utilisation, and advancement of the park. The primary distinction between the planning programme and the sustainability strategy lies in the latter's emphasis on implementing measures. The text outlines the necessary procedures required to achieve the intended impact goals and ultimately attain the desired outcome. The impact of energy and climate-related initiatives on the goal is emphasised, especially when implemented in conjunction with a specific programme. The Environmental Programme of Malmö Stad is an initiative to be implemented across the municipality from 2009 to 2020. This initiative addresses the environmental challenges that have been brought to the attention of the urban area (Andersson, et al., 2015).

The objective of the sustainability plan is to address the challenges of sustainability that arise from endeavours to reside and operate within the limitations of the planet's resources in a just and impartial manner. The stated impact objectives within the strategy are aimed at addressing the aforementioned issues. The attainment of impact objectives pertaining to Sege Park augments the probability of WWF's achievement of the One Planet Living objective. The objective necessitates the harmonious coexistence of resources and consumption, ensuring that the annual demand does not surpass the global availability of resources. The implementation of a sustainability plan at Sege Park is a constructive measure in pursuit of the World Wildlife Fund's objective to limit each person's annual carbon footprint. Malmö has the potential to establish a sustainable city that encompasses economic, social, and environmental aspects at the local level (Andersson, et al., 2015). These kinds of objectives have increasingly been linked to considering sharing of resources as an alternative solution to the issue of operating within the limitations of the planet's resources in a just and impartial manner.

Sege Park was established to create a compact and green urban environment that offers diverse functionality and fosters social proximity, notes Andersson, et al. (2015). Apart from serving as a catalyst for economic growth and employment generation in the region, this endeavour is meant to promote the establishment of a vibrant and fulfilling urban lifestyle. The proposed urban development aims to create a city characterised by high population density and abundant greenery while also being functionally varied and promoting social proximity (Andersson, et al., 2015).

I assess that the sustainability strategy for Sege Park emphasises the significance of cooperative endeavours in cultivation lots and the implementation of sustainable methodologies as a feasible strategy for advancing social sustainability, while simultaneously promoting communal involvement and ecological consciousness. In the sustainability strategy the possibility of altering and transforming processes through the creation of knowledge alliances, decentralised governance frameworks, and

democratised governance mechanisms is explored. I observed that in the Sustainability Strategy shared functions and shared consumption are identified as examples of the sharing economy, which aligns with the definition previously untangled in the theoretical framework. These practises aim to improve resource efficiency, promote collaboration, and reduce individual consumption. My analysis of the Sustainability strategy for Sege Park suggests that Sege Park is committed to incorporating principles of the sharing economy and social sustainability into its operations in alignment with its definitions in the theoretical framework. This involves prioritising collaborative efforts, shared resources, inclusive policies, community engagement, and participatory governance as strategies to establish an urban environment that is sustainable both socially and environmentally.

7.1.3. Land allocation program for Sege Park – Markanvisningsprogram för Sege Park
 In table 3 the findings from my document analysis of Andersson (2016), Land allocation program for Sege Park, are presented. The results are presented through translated quotations that have been categorised based on the descriptive codes assigned to them.

Table 3. The findings from my document analysis of Andersson (2016) Land allocation program for Sege Park

Social Sustainability	Sharing	Sharing Economy
“[...] residences and businesses find common ground around cultivation and sustainable solutions.” Pp. 4	“[...] residences and businesses find common ground around cultivation and sustainable solutions.” Pp. 4	“Sege Park is an experimental workshop for sustainability [...] small-scale solutions (e.g. bicycle pool, car pool , recycling station, integrated source sorting, coordination of deliveries, greenhouse) are in use.” Pp. 8
“The park will be developed and will be open and accessible to everyone.” Pp. 6	“[...] in the middle of the park there are plans for cultivation lots .” Pp. 7	
“A mixture of housing, services and businesses should create life in the area most of the day .” Pp. 7	“Sege Park is an experimental workshop for sustainability [...] small-scale solutions (e.g. bicycle pool, car pool , recycling station, integrated source sorting, coordination of deliveries, greenhouse) are in use.” Pp. 8	
“The area is planned for a variety of building types and for different forms of lease .” Pp.	“Everyone in Sege Park who wants, has the opportunity to cultivate. Both residents and businesses have access to cultivation sites .” Pp. 8	

<p>“The existing park will be developed and become a place to meet, in the middle of the park there are plans for cultivation lots.” Pp. 7</p>	<p>“The city of Malmö offers space for collective cultivation.” Pp. 8</p>	
<p>“Sege Park is a place where everyone can feel safe and welcome.” Pp. 8</p>	<p>“[...] dining room in an office, a meeting room or a workshop that can also be used by the residents of the block or by an association.” Pp. 10</p>	
<p>“Democratic values permeate the development that takes place in Sege Park.” Pp. 8</p>	<p>“A laundry room that is shared between condominiums and rental properties.” Pp. 10</p>	
<p>“Jobseekers in the North urban area is given the opportunity to work/practice in connection with the development of Sege Park.” Pp. 8</p>	<p>“A space for reuse, lending of e.g., tools and machines.” Pp. 10</p>	
<p>“Everyone in Sege Park who wants, has the opportunity to cultivate. Both residents and businesses have access to cultivation sites.” Pp. 8</p>		
<p>“[...] create employment opportunities and internships during all three phases; planning, production and management.” Pp. 10</p>		
<p>“[...] give children and young people the opportunity to learn about construction and environmental issues and to give children and young people the opportunity to meet adults with different backgrounds and professions.” Pp. 10</p>		
<p>“[...] subletting of apartments to the property office for social purposes [...]” Pp. 14</p>		

Those interested in participating in the development of Sege Park could apply through the land allocation programme. According to Andersson (2016) the initiative provided an opportunity to participate in the creation of a sustainable region that Malmö Stad believes has the potential to evolve into a distinguished cultural and historical destination in the future. The regeneration of ageing structures, in conjunction with new structures, is expected to generate liveliness and energy in this location. Malmö Stad invited builders of various sizes and levels of experience, as well as established

and emerging entities in the Malmö region, to participate in the development of Malmö's Next Spearhead zone (Andersson, 2016).

Andersson (2016) describes Malmö Stad as a municipality open to unconventional building ideas and alternative housing solutions. The real estate office's land allocation policy, which includes methods for land instruction, has been identified. A comparison procedure is used in the land instruction process for Sege Park. Sege Park is currently being transformed into a heterogeneous urban landscape that can accommodate a wide range of land uses, including residential, commercial, and civic functions. The park will expand significantly and be open to the public. The region will be densified through the implementation of new architectural projects as well as the adaptive reuse of existing structures. The development is expected to generate approximately 750 housing units, the majority of which will be multi-family structures (Andersson, 2016).

The City Planning Committee authorised the implementation of Plan Programme 6047 for Sege Park in February 2015. The programme, together with a sustainability strategy, serves as the foundation for the land allocation programme and the subsequent meticulous planning efforts, which began in the autumn of 2015 (Andersson, 2016).

Sege Park functions as an experimental site for sustainable practises that encompass both large-scale and small-scale solutions. The aforementioned classification comprises an uncovered stormwater infrastructure, on-site processing of food waste, and autonomous street illumination. The second category comprises various sustainable initiatives such as bike pools, carpools, recycling stations, integrated source sorting, delivery coordination, and greenhouses, as reported by Andersson (2016). Based on this the programme in question looks at the prevalent sharing practises that are typically associated with the sharing economy. Table 3 further presents discernible planned sharing practises, including designated areas for lending tools and machines, which align with the sharing economy practises outlined in the theoretical framework.

Sege Park will include residential units, commercial establishments, a parking facility, a public park, and gathering areas. Rental properties and apartments occupied by their owners, which may manifest as condominiums, are currently planned available residential housing alternatives (Andersson, 2016).

Through access to cultivation sites, the Sege Park community will provide opportunities for cultivation to both its residents and businesses. Malmö Stad will also provide opportunities for both collective and individual cultivation plots (Andersson, 2016). Cultivation is frequently brought up as a sharing practise, as emphasised in all of Malmö Stad's plans for Sege Park and demonstrated in Table 3.

As previously demonstrated, Malmö Stad developed a sustainability strategy, and this strategy is primarily based on an agreement between municipal administrations outlining the actions to be carried out and the parties responsible for them. However, according to Andersson (2016) the participation of developers is also required for the achievement of these goals. Developers must demonstrate a strong commitment to these issues as well as the necessary skills and experience to contribute effectively. Their capacity for innovation and willingness to participate in the development process are critical factors (Andersson, 2016).

Andersson (2016) writes that Malmö Stad has, for several years, engaged in builder-owner dialogues with the goal of achieving sustainable urban construction and emphasising quality over quantity in various exploitation projects. This, according to Andersson (2016), constructive method of collaboration allows for mutual learning and the potential for effective system-level solutions. Furthermore, Andersson (2016) points out that Malmö Stad values the implementation of this approach and is committed to continuing it in future projects. The application of a specific methodology at Sege Park appears to be critical to achieving the desired results. It is expected that the developers will have the necessary skills to work in a collaborative team setting and contribute significantly to the project (Andersson, 2016).

Andersson (2016) consider Malmö Stad to place a strong emphasis on social sustainability as a critical goal. Ensuring equitable access to civic engagement opportunities is a critical imperative for promoting the constructive advancement of Malmö's population. It is critical to collaborate with external stakeholders to achieve this goal. Andersson (2016) believes that there are several potential areas for collaboration that can be investigated. Employment, youth and children, functional diversity, co-exploitation, meeting places, openness, and diversity are the primary areas of focus. It is strongly advised that developers take an active role in this endeavour. For example, by creating job opportunities and internship programmes in a variety of domains such as planning, production, and management, the goal is to provide minors and adolescents with the ability to learn about construction and environmental issues while also giving them the opportunity to interact with people from various backgrounds and occupations (Andersson, 2016). Which can be considered practises aligned with the definition of social sustainability used in this study. Andersson (2016) commented that it is recommended that developers include amenities such as a unified eating space, workspace, conference room, or studio that can serve as a communal area for both building residents and/or members of an organisation. Furthermore, developers can provide amenities that foster a sense of community, such as a shared laundry facility that serves both condominiums and rental properties or a dedicated space for recycling and equipment and machinery lending (Andersson, 2016).

As noted by Andersson (2016) it is common practise in the construction industry for builders to hire a sustainability coordinator. This person is a valuable resource who oversees ensuring that the outcomes of the construction project are in line with the builders' predetermined level of ambition in terms of sustainability. It should be emphasised that the finality of land allocation is contingent on the technical board's approval of the land assignment agreement. Land assignment agreements may include a variety of regulated conditions. Subletting apartments to the property office for social purposes, LSS accommodation, intermediation through the Place of Residence South, constructive orders, land registration fees, and investigation costs are examples of these. The local governing body and real estate developer will enter into a contractual agreement regarding the procurement or delegation of land entitlements over the course of a triennial land allocation period (Andersson, 2016).

7.2. Interview findings

This section will present the interview findings. The interviewee is an official at the Environment Agency for Malmö Stad who has played a role in the advancement of Sege Park. The interview findings examines the notion of integrating the sharing economy into Sege Park, the categorization of divisions presents within Sege Park, the role of the local government in overseeing such divisions, and the utilisation of the sharing economy to foster social sustainability within Sege Park.

7.2.1. Previous projects serve as a base for Sege Park

The interviewee references Western Harbour (Västra Hamnen) and Bo Nollett's housing fair as an instance of successful implementation of sustainable urban planning, aimed at creating a conducive environment for the inhabitants of Malmö to lead a sustainable lifestyle. Western Harbour (Västra Hamnen) has been subject to criticism due to its high cost and limited accessibility, which may exclude certain individuals from accessing its amenities. Sege Park has been conceptualised with the underlying notion that it is possible to construct it in a sustainable manner that encompasses ecological, societal, and financial considerations. The act of sharing holds significant value as it enables individuals to utilise and preserve their devices and resources without the need for personal ownership. The interviewee stated:

"[...] when they started looking at the hospital area and the Eastern hospital (Östra sjukhuset) that was in Sege park before and a potential densification there, they built on the insights from, among other things, Västra Hamnen. What we want to be able to show is that we can build sustainably, both environmentally, socially and economically. So this should be a work, a sustainability work, that makes available a form of housing that is accessible to everyone and that shows that a sustainable lifestyle

should not be a matter of income. And then sharing also becomes an important aspect of it."¹ (Project manager, 07:02).

7.2.2. Defining sharing economy

In our discourse, we explicate the notion of the sharing economy, a paradigm that promotes the sharing of personal belongings without necessitating ownership. Libraries, according to the interviewee, exemplify the collaborative economy, while Airbnb and gig services serve as instances of the sharing economy. Notwithstanding, the interviewee consider it important to note that not all sharing economies necessarily make a positive contribution to social development. The type of sharing economy that the interviewee advocates for in Sege Park *"is very much about the development of an area community where, thanks to perhaps knowing your neighbours, you dare to cooperate more, dare to lend your own gadgets and dare to ask someone else for help"* ² (Project manager, 12:53).

This pertains to the cultivation of a communal environment in which individuals possess a sense of trust in their neighbours and are inclined to collaborate and share their personal belongings.

7.2.3. The sharing functions that will be available

The sharing economy is a theoretical construct that can be leveraged to foster a communal ethos that prioritises resource sharing over individual ownership. The Sege Park landowners has established an economic association comprising property owners and builders who are collectively responsible for addressing pertinent issues. These issues include the provision of communal facilities such as a common room, workshop, or business premises, as well as smaller functions that can be facilitated by the property owners or housing associations. The locality is set to incorporate a carpool system as well as facilities for box bikes and electric bikes, along with a comprehensive sustainability plan to adhere to. The onus of development lies with the property owners; however, non-compliance with this responsibility does not attract any punitive measures. I, in response, inquired whether this ought to be subject to regulation through the building permit process. The marketing strategies of building operators have incorporated forthcoming sharing functions, and there is mounting demand from various stakeholders to ensure their implementation.

¹ Original quote: " [...] när man började titta på sjukhusområdet och Östra sjukhuset som låg i Sege park tidigare och en potentiell förtätning där så byggde man vidare på insikterna från bland annat Västra Hamnen. Det vi vill kunna visa är att vi kan bygga hållbart, både miljömässigt, socialt och ekonomiskt. Så det här ska kunna vara ett arbete, ett hållbarhetsarbete, som tillgängliggör en bostadsform som är tillgänglig för alla och som visar att en hållbar livsstil inte ska vara en inkomstfråga. Och då blir också delning en viktig aspekt i det" (Project manager, 07:02)

² Original quote: "handlar mycket om just utvecklingen av en områdesgemenskap där man, tack vare att man kanske känner sina grannar, vågar samarbeta mer, vågar låna ut sina egna prylar och vågar fråga någon annan om hjälp" (Project manager, 12:53).

The interviewee is engaged in the organisation of events aimed at disseminating knowledge and information pertaining to sustainability, encompassing areas such as energy, stormwater management, mobility, and cultivation. The objective is to attain a significant number of individuals who relocate to Sege Park and exhibit self-motivation and self-direction. We further discuss the significance of the sharing economy in Sege Park and the interviewee explicates that the use of this approach aids in addressing ecological, societal, and financial concerns while also mitigating climate or consumption-related greenhouse gas emissions. We also deliberate on the aspiration for Sege Park, which entails the provision of equitable access to a high-quality and environmentally friendly standard of living. This encompasses the ability of individuals to adopt a lifestyle that facilitates a significant reduction in climate or consumption-related emissions.

7.2.4. The municipality's involvement

The interviewee was asked to analyse the role of the municipality in regulating the division of Sege Park, to describe the definition of social sustainability, and propose a strategy for integrating the sharing economy and social sustainability in Sege Park. The significance of global goals and their role in promoting societal equality are also discussed. The notable point of this pertains to the notion that Sege Park ought to function as a residential district that affords equal opportunity for all residents while concurrently collaborating with the surrounding community to provide communal spaces and resources.

According to the interviewee, the city of Malmö is not expected to possess any unique functions specific to Sege Park. However, efforts are being made to steer or regulate the region in a manner that facilitates the adoption of sustainable choices and courses of action. The interviewee says that *“what we can do under municipal auspices is to work more with the neighbourhood, for example in the autumn we have a series of events that we are planning where we will work with spreading knowledge and information about various aspects of sustainability, for example energy and stormwater management, mobility, sharing functions, and farming”*³ (Project manager, 18:15).

According to the interviewee's assessment, aspirations are at risk of not being achieved.

7.2.5. The sharing economy and social sustainability

The utilisation of the sharing economy as a means to foster social sustainability is explored by the interviewee. According to the interviewee, the sharing economy encompasses economic considerations, improvements in quality of life, and the extension of financial resources; *“It's about*

³ Original quote: “[...] det som vi i kommunal regi kan göra är att jobba mer med grannskapet, till exempel till hösten så har vi en evenemangserie som vi håller på och planerar där vi kommer att jobba med kunskapsspridning och information kring olika hållbarhetsaspekter, till exempel energi och dagvattenhantering, mobilitet, delningsfunktioner, och odling” (Project manager, 18:15).

everyday economics and it's about promoting quality of life and making the salary last longer. But there is also a big social factor in that if, for example, you share cultivation areas with someone else, you get to know them over time, so it's also about making social connections”⁴ (Project manager, 30:52).

Additionally, it facilitates the establishment of social connections. The interviewee concurs that, under appropriate circumstances, the sharing economy has the potential to foster a beneficial cycle for the advancement of a region. The noteworthy aspect concerns the lack of frameworks within the municipality that would strengthen the sharing economy, as well as the corresponding absence of safeguards in its regulatory policies. If the municipality fails to assume accountability for the management of sharing mechanisms within residential localities, an inquiry arises as to the entity that will undertake said responsibility. This is a small-scale collaborative endeavour wherein construction companies are driven by their financial motives, thereby absolving the municipality of any responsibility, and precluding any expenditure on its part.

8. Summary and discussion

The sharing economy has been identified as a potential tool for promoting social sustainability in Sege Park, as per the results of the document analysis and interview. According to my findings the goal is to achieve this through the implementation of various initiatives such as car and bike sharing programmes, collective cultivation sites, the sharing of green spaces, shared facilities and amenities, collaborative consumption, and community-based energy initiatives. All solutions are partaking in the sharing economy as per this paper's theoretical framework.

The implementation of car and bike sharing initiatives has the potential to decrease dependence on personal automobiles, encourage the adoption of eco-friendly transportation alternatives, and alleviate traffic congestion within Sege Park. The implementation of such programmes has the potential to incentivize individuals to engage in vehicle sharing practises, thereby mitigating the overall volume of automobiles present on roadways and fostering a communal and cooperative ethos. However, as Uber and Lyft have demonstrated there are also risks associated with ridesharing practises.

The implementation of communal cultivation areas allows the residents and commercial entities situated in Sege Park the chance to partake in collaborative land utilisation for farming and gardening activities. The intended purpose of this is to promote social interaction, encourage community engagement, and facilitate the distribution of resources. However, it is imperative that the

⁴ Original quote: ”Det handlar om vardagsekonomi och det handlar om att främja livskvalitet och få lönen att räcka längre. Men det är också en stor social faktor i att om du till exempel delar odlingsytor med någon annan så lär du känna dem över tid, så det handlar också om att knyta sociala kontakter” (Project manager, 30:52).

prospective residents of Sege Park exhibit a willingness to engage in this practise independently, without any intervention from the local government. Encouraging a sense of cooperation and community among residents can however pose a challenge for a governing body, and it appears that Malmö Stad has not taken this into consideration.

Sege Park can allocate specific green spaces as communal areas for inhabitants to participate in shared activities, including but not limited to sports, picnics, or cultural events. The provision of communal areas has the potential to facilitate interpersonal relationships, cultivate a feeling of inclusion, and promote communal participation in environmentally conscious recreational pursuits. Still, this does face the same challenge as the cultivation plots, even if the barrier likely will be easier to overcome.

The establishment of communal facilities and amenities, such as community centres, co-working spaces, and tool libraries, within Sege Park can facilitate the sharing of resources and foster collaborative efforts among its inhabitants. The act of disseminating these resources leads to a decline in the aggregate utilisation of materials and fosters a more ecologically sound and effective employment of resources. The implementation of mechanisms that enable inhabitants to exchange tools, household goods, expertise, and services, thereby mitigating the necessity for superfluous consumption and fostering a more ecologically responsible way of life.

The promotion of community-based renewable energy initiatives, such as the implementation of shared solar panels or wind turbines, can facilitate the distribution of clean energy resources among Sege Park's inhabitants. The implementation of sustainable energy generation not only lowers the dependence on non-renewable energy sources but also cultivates a communal sense of ownership and collaboration.

The incorporation of sharing economy practises, such as the above mentioned, in the construction of Sege Park can foster social sustainability, as defined in the theoretical framework, through the promotion of communal ownership, resource sharing, and collaborative efforts within the community. The implementation of these practises has the potential to foster a greater sense of inclusivity, interconnectedness, and environmental awareness within the local community.

As stated by the interviewee, it is not anticipated that the city of Malmö will exhibit any distinct features that are exclusive to Sege Park. It can be inferred that the municipality lacks the necessary capabilities to effectively promote the sharing practises they frequently advocate for. Consequently, endeavours are being undertaken to direct or govern the area in a way that enables the implementation of sustainable options and strategies. The municipality has authorised a dependence on construction companies to establish these communal areas without the ability to impose penalties on the builders for non-compliance. This approach raises questions about the accountability and

quality control of the construction companies involved, as well as the potential impact on the local community and environment. It should be important for the municipality to carefully consider all factors before relinquishing responsibility for a project.

Some argue that residents themselves should take charge of the sharing mechanisms, forming committees or associations to manage them. However, this may lead to conflicts and inefficiencies, as not all residents may be willing or able to participate, and some may have different interests or priorities. Others suggest that the municipality should facilitate the creation of a third-party entity that could coordinate and regulate the sharing mechanisms, such as a community trust or a social enterprise. This would require some initial investment and legal work, but it could provide a more sustainable and equitable solution for all parties involved. Additionally, it could foster a sense of community ownership and responsibility for the shared resources.

9. Conclusion

The utilisation of the sharing economy in Sege Park has the potential to promote social sustainability, as evidenced by the findings obtained through document analysis and interviews.

The Sege Park project is designed to serve as an experimental workshop for sustainability, wherein a range of solutions, both on a large and small scale, are implemented (Andersson, et al., 2015). This encompasses the provision of communal resources such as bicycle sharing programmes, ride-sharing initiatives, waste recycling facilities, and comprehensive source separation systems. The collaborative functions have the potential to enhance social sustainability by promoting communal spirit and mutual assistance among residents.

Sege Park offers communal opportunities for cultivation and farming, enabling all interested individuals to participate. The aforementioned initiative fosters social sustainability through the facilitation of collaborative efforts, dissemination of knowledge, and cultivation of social networks among inhabitants (Park, 2023).

The notion of shared functions and shared spaces is a feature in Sege Park. The various functions present within the park have been intentionally designed to be utilised in conjunction with one another, thereby fostering a communal atmosphere and facilitating social integration. This may encompass communal amenities, such as public spaces, workspaces, commercial properties, and collective agricultural zones.

Sege Park aims to offer housing that is both accessible and equitable, with the goal of ensuring that individuals of all income levels have access to suitable housing (Andersson, et al., 2015) (Park, 2023). The sharing economy has the potential to facilitate the achievement of this goal by enabling residents

to engage in resource-sharing practises, thereby mitigating expenses. Sharing resources such as tools, appliances, and living spaces can facilitate the adoption of sustainable living practises by making them more economically feasible and accessible to a wider range of individuals (Park, 2023). This is some of the keyways the sharing economy is supposed to be utilised in Sege Park to promote social sustainability.

Overall, the sharing economy in Sege Park is perceived as a mechanism to foster social connections among its residents. Through the act of resource sharing, individuals are presented with the prospect of acquainting themselves with their local community members and engaging in cooperative efforts, ultimately cultivating a sentiment of reliance and communalism (Park, 2023). The implementation of this approach has the potential to improve social sustainability through the establishment of a nurturing and all-encompassing atmosphere.

The municipality assumes a regulatory and promotional function in relation to the sharing economy within Sege Park (Park, 2023). Collaborating with the local community to disseminate awareness and education on sustainable practises, such as communal resource utilisation and farming/gardening techniques, is a viable approach. Notwithstanding, additional frameworks and provisions may be necessary to facilitate and regulate sharing mechanisms within residential localities.

In conclusion, the sharing economy is supposed to be utilised in Sege Park to promote social sustainability through the facilitation of collaborative efforts, resource sharing, cost-effectiveness, and the cultivation of communal ties.

10. Future research

A crucial area for future investigation pertains to the examination of the impact that the integration of sharing practises and functions within Sege Park has on the social sustainability of Malmö. Regarding the issues of inclusivity, democracy, and fairness, it is yet to be determined how the distribution of resources will be managed in Sege Park as its population begins to settle in. Moreover, as inferred from the interview conducted, the integration of the sharing economy into Sege Park is no longer a definite prospect. Further research pertaining to this subject matter ought to examine the sharing practises in question to determine whether they truly qualify as sharing. There is currently a lack of knowledge regarding the effects and reasons for participation in the sharing economy and therefore it is also imperative to analyse the potential effects of these practises, as well as the individuals who participate in them, those who are eligible to participate, and those who stand to benefit from them. Furthermore, it is crucial to ascertain the actual cost of sharing economy in the city. A follow-up study on how the sharing economy has progressed in Sege Park is recommended.

References

- Acquier, A., Daudigeos, T., & Pinkse, J. (2017). Promises and paradoxes of the sharing economy: An organizing framework. *Technological Forecasting and Social Change*, *125*, 1-10. doi:10.1016/j.techfore.2017.07.006.
- Akin, D., Jakobsen, K. C., Floch, J., & Hoff, E. (2021). Sharing with neighbours: Insights from local practices of the sharing economy. *Technology in Society*, *64*. doi:10.1016/j.techsoc.2020.101481
- Andersson, P. (2016). *Markanvisningsprogram för Sege Park*. Malmö: Malmö Stad.
- Andersson, P., Berglund, J., Patsias, A., Lindeberg, C., Laurent, J. S., Block, J., . . . Burle, K. (2015). *Hållbarhetsstrategi för Sege Park: Bilaga till planprogrammet för Sege Park, 6047*. Malmö: Malmö Stad.
- Archibald, M. M., Ambagtsheer, R. C., Casey, M. G., & Lawless, M. (2019). Using Zoom Videoconferencing for Qualitative Data Collection: Perceptions and Experiences of Researchers and Participants. *International Journal of Qualitative Methods*, *18*, 1-8. doi:10.1177/1609406919874596
- Avital, M., Andersson, M., Nickerson, J., Sundararajan, A., Van Alstyne, M. W., & Verhoeven, D. (2014). The collaborative economy: a disruptive innovation or much ado about nothing? *Proceedings of the 35th International Conference on Information Systems; ICIS 2014* (pp. 1 - 7). Atlanta: Association for Information Systems. AIS Electronic Library (AISeL).
- Barrado-Timón, D. A. (2020). The Meaning and Content of the Concept of the Social in the Scientific Discourse on Urban Social Sustainability. *City & Community*, *19*(4), 1103-1121. doi:10.1111/cico.12480
- Bowen, G. A. (2009). Document Analysis as a Qualitative Research Method. *Qualitative Research Journal*, *9*(2), 27 - 40. doi:10.3316/QRJ0902027
- de Fine Licht, K., & Folland, A. (2019). Defining "Social Sustainability": Towards a Sustainable Solution to the Conceptual Confusion. *Etikk i Praksis*, *13*(2), 21-39. doi:10.5324/eip.v13i2.2913
- Denscombe, M. (2010). *Good Research Guide : For small-scale social research projects*. McGraw-Hill Education.
- Frenkena, K., & Schorb, J. (2017). Putting the sharing economy into perspective. *Environmental Innovation and Societal Transitions*, 3-10.
- Gorenflo, N. (2021). The San Franciscan Origins. In I. Wang, H. Ninomiya, & B. Gussen, *Sharing Cities 2020* (pp. 3-5). Singapore: Springer.
- Grundström, K. (2021). Sharing is caring?: Kollektivhus, residential hotels and co-living in the context of housing inequality in Sweden. *Nordic Journal of Architectural Research*, *33*(3), 35-61.
- Hossain, M. (2020). Sharing Economy: A Comprehensive Literature Review. *International Journal of Hospitality Management*, *87*. doi:10.1016/j.ijhm.2020.102470
- Huber, A. (2022). Does Sharing with Neighbours Work? Accounts of Success and Failure from Two German Housing Experimentations. *Housing, Theory and Society*, *39*(5), 524-554. doi:10.1080/14036096.2022.2039286

- John, N. A. (2020). What is Meant by 'Sharing' in the Sharing Economy? *Built Environment*, 46(1), 11-21. doi:10.2148/benv.46.1.11
- Kim, A. J. (2019). Planning and the So-Called 'Sharing' Economy. *Planning theory & practice*, 20(2), 261-263. doi:10.1080/14649357.2019.1599612
- Leonette, J., Bergman, O., & McCormick, K. (2021). Malmö: Connecting the sharing economy to urban planning processes. In H. N. Iris Wang, *Sharing Cities 2020* (pp. 79-81). Singapore: Springer. doi:10.1007/978-981-15-8037-6_19
- Lindeberg, C., & Norrman, M. (2015). *Planprogram Sege Park: Hållbar spjutspets i en gammal kulturmiljö*. Malmö: Malmö Stad.
- Malmö Stad. (2023, February 7). *Hållbarhetsarbetet i Sege Park*. Retrieved May 8, 2023, from Malmö Stad: <https://malmo.se/Stadsutveckling/Stadsutvecklingsomraden/Sege-Park/Hallbarhetsarbetet-i-Sege-Park.html>
- Nyström, J., & Tonell, L. (2012). Planeringsteori och metod. In J. Nyström, & L. Tonell, *Planeringens grunder: En översikt* (pp. 85-145). Lund: Studentlitteratur.
- Project manager at Sege Park. (2023, May 5). Interview with an official at Malmö Stad. (A. Svensson, Interviewer)
- Shirazi, M. R., & Keivani, R. (2019). Social sustainability discourse: a critical revisit. In M. R. Shirazi, & R. Keivani (Eds.), *Urban Social Sustainability* (1st ed., pp. 1-26). London: Routledge.
- Shirazi, R. M., Keivani, R., Brownill, S., & Butina Watson, G. (2022). Promoting Social Sustainability of Urban Neighbourhoods: The Case of Bethnal Green, London. *International Journal of Urban & Regional Research*, 46(3), 441-465. doi:10.1111/1468-2427.12946
- Viable Cities. (2023, 03 14). *Welcome to Sharing Cities Sweden!* Retrieved from Sharing Cities Sweden: <https://www.sharingcities.se/>
- Wang, I., Ninomiya, H., & Gussen, B. (2021). *Sharing Cities 2020 - A Case-Based Approach*. Singapore: Springer. doi:10.1007/978-981-15-8037-6

Appendix

Section 1.

Interview-guide in Swedish:

1. Hur har du varit involverad i utvecklingen av Sege park?
2. Hur påbörjades idén om att inkorporera delningsekonomin i Sege Park?
3. Hur skulle du beskriva delningsekonomin?
4. Vilken typ av delning återfinns främst i Sege Park?
5. Vad ska delningsekonomin bidra med att lösa i Sege Park?
6. Hur har kommunen varit delaktiga i att reglera delningen i Sege Park?
7. Hur skulle du beskriva social hållbarhet?
8. Hur jobbar ni med delningsekonomi och social hållbarhet i Sege Park?
9. Hur används delningsekonomi för att främja social hållbarhet i Sege Park?
10. Finns det något väsentligt du tycker att vi missat att täcka idag?

Translation of the interview-guide:

1. How have you been involved in the development of Sege Park?
2. How did the idea of incorporating the sharing economy in Sege Park begin?
3. How would you describe the sharing economy?
4. What type of sharing is mainly found in Sege Park?
5. What should the sharing economy contribute to solving in Sege Park?
6. How has the municipality been involved in regulating sharing in Sege Park?
7. How would you describe social sustainability?
8. How do you work with the sharing economy and social sustainability in Sege Park?
9. How is the sharing economy used to promote social sustainability in Sege Park?
10. Is there anything essential you think we missed covering today?