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## Cities and Consumption - Urban Sustainability and the Sharing Economy

### Course Guide

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# Course Guide

## **Cities and Consumption: Urban Sustainability and the Sharing Economy**

A Massive Open Online Course



**August 2021**

<http://www.coursera.org/learn/sharing-cities>

**iiiee**

THE INTERNATIONAL INSTITUTE FOR  
INDUSTRIAL ENVIRONMENTAL ECONOMICS



## About this Course

### *How can we govern consumption and the sharing economy in our cities?*

This course explores cities, consumption and the sharing economy in Europe and around the world. We connect together the key themes of the sharing economy, cities, governance, consumption and urban sustainability. We explore how the sharing economy can contribute to increasing social, environmental and economic sustainability. And we argue that it is imperative that the sharing economy is shaped and designed to advance urban sustainability.

This course was launched in May 2020, and it will be updated in September 2021 with new podcasts, films and publications. This course is produced by Lund University in cooperation with partners from Sharing Cities Sweden – a national program for the sharing economy in cities with a focus on governance and sustainability. It features researchers, practitioners and entrepreneurs from a range of organisations.

#### **The course has four overall objectives:**

- Increased knowledge on cities and consumption.
- Improved critical thinking on the opportunities and challenges for governing the sharing economy to contribute to urban sustainability.
- Deeper understanding of the relationship between the sharing economy, cities, governance, consumption and urban sustainability.
- Expanded ability to use systems thinking to assess cities and consumption.

The course is structured around 5 modules with a total of 32 short films, 5 podcasts and 8 key readings. Read about the different types and combinations of films and materials below.

**Introduction:** The introduction presents Sharing Cities Sweden and the emerging phenomenon of sharing cities.

**Lectures:** The role of municipalities in governing sharing cities and consumption patterns is explored in the lectures through a range of related themes – regulating, self-governing, enabling, providing and collaborating.

**Interviews:** Interviews with the Sharing Cities Alliance as well as the test-beds for sharing cities in Stockholm, Umeå, Gothenburg and Malmö provide detailed insights into both the global developments for the sharing economy and local examples of sharing cities.

**Documentary:** The documentary “Sharing is the new owning” provides a glimpse into the opportunities and challenges for the sharing economy in cities.

**Practices:** A collection of sharing practices are presented and explored from the perspective of users, including sharing toys, clothes, tools, cars and space.

**Podcasts:** The podcasts make connections between the sharing and circular economy in cities, experimenting in cities, and the extraordinary opportunity and challenges of designing sustainable, resilient and prosperous cities and urban areas. The podcasts involve a combination of interviews and critical discussions on cutting-edge research and real-life stories of advancing sustainable solutions.

## Module 1 – Governing and Regulating

By studying this module you can gain an increased knowledge and a deeper understanding of the sharing economy in cities. The concept of sharing cities is presented and discussed in relation to governance and urban sustainability with examples from Europe and around the world.

### Study activities in this module:

- Watch the films in Module 1
- Read the course literature for this module:
  - Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 1-9) [Download](#)
  - Analysis of Sharing Economy Services: Initial Findings from Sharing Cities Sweden [Download](#)
- Listen to the podcast as inspiration
- Engage in forum discussions
- Take Quiz 1

### Lesson 1 – Governing sharing cities

Films	In this film you will learn about ...
1. Sharing Cities Sweden – A National Program for the Sharing Economy in Cities (Kes McCormick)	... Sharing Cities Sweden and the sharing economy in cities.
2. The Role of Municipalities in Sharing Cities – Introduction (Yuliya Voytenko)	... the role of municipalities in governing sharing cities.
3. The Role of Municipalities in Sharing Cities – Regulating (Yuliya Voytenko)	... regulating by municipalities to shape the sharing economy in cities.

### Lesson 2 – Investigating sharing practices

Films	In this film you will learn about ...
4. Sharing Cities (Harmen van Sprang)	... the global potentials of the sharing economy and local examples of sharing cities.
5. Sharing is the new owning – part 1	... opportunities and challenges associated with the sharing economy in cities.

### Lesson 3 – Exploring sharing futures

Films	In this film you will learn about ...
6. Sharing Futures Roundtable (Oksana Mont)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
7. Podcast: Sharing Economy Business Models for Sustainability	... the relationship of sustainability to business models and the sharing economy through a critical and lively discussion.

## Module 2 – Leading and Visioning

By studying this module you can gain an increased knowledge and a deeper understanding of self-governing (or leading by example) by municipalities to shape the sharing economy in cities. Examples and experiences of the sharing economy in Stockholm are presented. Critical thinking and a broader perspective is provided through a documentary film, roundtable and podcast.

### Study activities in this module:

- Watch the films in Module 2
- Read the course literature for this module:
  - Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 18-21 on Stockholm) [Download](#)
  - Urban Sharing in San Francisco: a snapshot brief [Download](#)
- Listen to the podcast as inspiration
- Engage in forum discussions
- Take Quiz 2

### Lesson 1 – Governing sharing cities

Films	In this film you will learn about ...
1. The Role of Municipalities in Sharing Cities – Self-governing (Yuliya Voytenko)	... self-governing by municipalities to shape the sharing economy in cities.
2. Test-bed Stockholm (Örjan Svane)	... the ambitions and experiences from Stockholm on sharing economy.

### Lesson 2 – Investigating sharing practices

Films	In this film you will learn about ...
3. Sharing Practices – The Smart Map	... a practical example in action.
4. Sharing is the new owning – part 2	... opportunities and challenges associated with the sharing economy in cities.

### Lesson 3 – Exploring sharing futures

Films	In this film you will learn about ...
6. Sharing Futures Roundtable (Karen Bradley)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
7. Sharing Futures Roundtable (Anna Davies)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
8. Sharing Futures Roundtable (Tove Lund)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
9. Podcast: Sharing Cities – Scooters, sharing and sustainability	... the relationship of sharing cities to the sharing economy through a critical and lively discussion.

## Module 3 – Providing and Evaluating

By studying this module you can gain an increased knowledge and a deeper understanding of providing by municipalities to shape the sharing economy in cities. Examples and experiences of the sharing economy in Umeå are presented. Critical thinking and a broader perspective is provided through a documentary film, roundtable and podcast.

### Study activities in this module:

- Watch the films in Module 3
- Read the course literature for this module:
  - Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 22-25 on Umeå) [Download](#)
  - Urban Sharing in Berlin: a snapshot brief [Download](#)
- Listen to the podcast as inspiration
- Engage in forum discussions
- Take Quiz 3

### Lesson 1 – Governing sharing cities

Films	In this film you will learn about ...
1. The Role of Municipalities in Sharing Cities – Providing (Yuliya Voytenko)	... providing by municipalities to shape the sharing economy in cities.
2. Test-bed Umeå (Siarhei Manzhynski)	... the ambitions and experiences from Umeå on sharing economy.

### Lesson 2 – Investigating sharing practices

Films	In this film you will learn about ...
3. Sharing Practices – Library for Toys	... a practical example in action.
4. Sharing is the new owning – part 3	... opportunities and challenges associated with the sharing economy in cities.

### Lesson 3 – Exploring sharing futures

Films	In this film you will learn about ...
5. Sharing Futures Roundtable (Philip Näslund)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
6. Sharing Futures Roundtable (Charlie Gullström)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
7. Podcast: Circular Cities – The circular economy and you	... the relationship of circular cities to the sharing economy through a critical and lively discussion.

## Module 4 – Enabling and Engaging

By studying this module you can gain an increased knowledge and a deeper understanding of enabling by municipalities to shape the sharing economy in cities. Examples and experiences of the sharing economy in Gothenburg are presented. Critical thinking and a broader perspective is provided through a documentary film, roundtable and podcast.

### Study activities in this module:

- Watch the films in Module 4
- Read the course literature for this module:
  - Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 14-17 on Gothenburg) [Download](#)
  - Urban Sharing in Gothenburg: a snapshot brief [Download](#)
- Listen to the podcast as inspiration
- Engage in forum discussions
- Take Quiz 4

### Lesson 1 – Governing sharing cities

Films	In this film you will learn about ...
1. The Role of Municipalities in Sharing Cities – Enabling (Yuliya Voytenko)	... enabling by municipalities to shape the sharing economy in cities.
2. Test-bed Gothenburg (Tove Lund)	... the ambitions and experiences from Gothenburg on sharing economy.

### Lesson 2 – Investigating sharing practices

Films	In this film you will learn about ...
3. Sharing Practices – Meet the Locals	... a practical example in action.
4. Sharing is the new owning – part 4	... opportunities and challenges associated with the sharing economy in cities.

### Lesson 3 – Exploring sharing futures

Films	In this film you will learn about ...
5. Sharing Futures Roundtable (Oriana Romano)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
6. Podcast: Experimental Cities – Experimenting in the city	... the relationship of experimental cities to the sharing economy through a critical and lively discussion.

## Module 5 – Collaborating and Innovating

By studying this module you can gain an increased knowledge and a deeper understanding of collaborating by municipalities to shape the sharing economy in cities. Examples and experiences of the sharing economy in Malmö are presented. Critical thinking and a broader perspective is provided through a documentary film, roundtable and podcast.

### Study activities in this module:

- Watch the films in Module 5
- Read the course literature for this module:
  - Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 10-13 on Malmö) [Download](#)
  - Urban Sharing in Malmö: a snapshot brief [Download](#)
- Listen to the podcast as inspiration
- Engage in forum discussions
- Take Quiz 5

### Lesson 1 – Governing sharing cities

Films	In this film you will learn about ...
1. The Role of Municipalities in Sharing Cities – Collaborating (Yuliya Voytenko)	... collaborating by municipalities to shape the sharing economy in cities.
2. Test-bed Malmö (Oscar Pelin)	... the ambitions and experiences from Umeå on sharing economy.

### Lesson 2 – Investigating sharing practices

Films	In this film you will learn about ...
3. Sharing Practices – Library for Sport	... a practical example in action.
4. Sharing is the new owning – part 5	... opportunities and challenges associated with the sharing economy in cities.

### Lesson 3 – Exploring sharing futures

Films	In this film you will learn about ...
5. Sharing Futures Roundtable (Yuliya Voytenko Palgan)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
6. Sharing Futures Roundtable (Pieter van de Glind)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
7. Sharing Futures Roundtable (Henric Barkman)	... the latest insights and thinking on the future of sharing and changing consumption patterns.
8. Podcast: Podcast: Designing Cities – A town of fire and ice	... the relationship of designing cities to the sharing economy through a critical and lively discussion.



## Course Assignment: Sharing Economy Initiatives

In this assignment we want you to focus on a sharing economy initiative (implemented, ongoing, planned or proposed) in your city or a nearby city. The sharing economy initiative should be aiming to improve your city in some way. Make sure to use what you have learned in the course as regards to governance and urban sustainability.

The assignment consists of three parts.

**Part 1.** Identify and describe a sharing economy initiative (implemented, ongoing, planned or proposed) in your city or a nearby city. What is the purpose and ambitions of the sharing economy initiative?

**Part 2.** Present and analyse the sharing economy initiative (implemented, ongoing, planned or proposed) in your city or a nearby city. How can the sharing economy initiative contribute to urban sustainability? What are the positive and negative impacts?

**Part 3.** Suggest improvements to sharing economy initiative (implemented, ongoing, planned or proposed) in your city or a nearby city. How can the sharing economy initiative be further developed and be governed to contribute to urban sustainability?

Present your assignment using the following format (maximum credits for each part is indicated within brackets):

- Summary – Write a 1-2 sentence summary that reflects your assignment on a sharing economy initiative. Try to grab attention and present a key message. (4)
- Parts – Describe part 1, 2 and 3 as presented above. Each part should be at least 50 words and not exceed 150 words. (10 + 10 + 10)
- Share & Illustrate – Add a pin in the city of your choice to the course map and provide an image (or other illustration) capturing the sharing economy initiative in a visual way. Add your summary as well. (6)
- Resources – i) explain how you have used the films and/or readings from the course to support your assignment and ii) list any other references (not from the course, for example hyperlinks) you have used to present the selected sharing economy initiative and suggested improvements. (6 + 4)

Optional/bonus (not graded but appreciated):

- Make a tweet or post on Facebook about your assignment on a sharing economy initiative in your city (remember @lunduniversity @sharing\_sweden @coursera @IIIEELund @kesmccormick)

In this assignment you are not only submitting your work, you also take on the role as a reviewer, grading the work of other course participants. Please allow yourself sufficient time for the reviews, so that you can give your peers a good, fair and justified assessment.

When evaluating assignments, you will be asked to look at both relevance and clarity of the different submission parts. Try to be both objective and open minded in your evaluation and grading. When asked to give comments and feedback (appreciated but not graded) always be constructive.

# Course Grading

## How do I pass the course?

The course activities that are graded in this course are the 5 quizzes and a peer assessed assignment. Only these 2 activities are graded, meaning that you do not get credits for (or are graded on) viewing the course videos, looking over the readings, or participating in forum discussions. However, by doing these activities we are convinced that you will learn a lot and will be more prepared to do the graded activities!

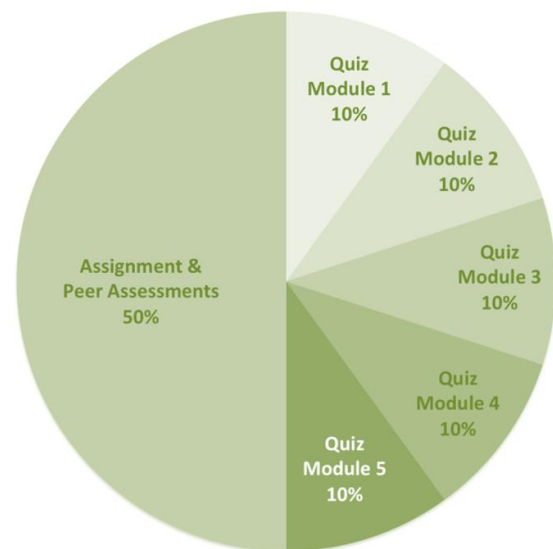
## The quizzes

Your final grade is determined by your score on 5 equally-weighted quizzes, with each quiz worth 10% of the final grade. When you take a quiz, you get a number of credits (your score) depending on how well you do in the test. Each credit you earn in the course represent 1%.

You can get maximum 50 credits by completing the 5 quizzes successfully. Consequently, the quizzes constitute in total 50% of the grade.

In each quiz you must get at least 80% of the total score in order to pass. You have 2 hours to complete the quiz, and if you do fail your attempt, you can re-take the quiz 2 more times within this time period. If you do not succeed within these 2 hours, after 8 hours you will get a new 2 hours timeslot to make new attempts.

Once you have completed a successful attempt, the score you get in this attempt is the result being graded. If you score 80% on the quiz, you have passed the threshold and you add 8 credits (out of maximum 10) to your final grade.



## The assignment

The assignment consists of a) your submission and b) your peer review of 3 assignments by your peers. You must complete b) in order to obtain credits for a). You can get a maximum of 50 credits for completing the peer-assessed assignment.

By completing the peer assessment part of the assignments, you are not only helping your fellow students, but you also help yourself completing the course. Completing more than 3 reviews is highly appreciated, but you will not earn any more credits.

**What is the pass rate for the course?**

You must do and pass all the graded activities in order to pass the course. There is an 80% threshold for passing each of the quizzes, and a 60% threshold for passing the peer assessed assignment, so the overall pass-rate of the course becomes 70%. Once you have completed and passed both of the graded course activities, you have passed the course.

**How can I get a course certificate?**

In this course, you can register for a Course Certificate issued jointly by Coursera and Lund University. In order to get a certificate you need to i) verify your identity when doing the quizzes and the assignment, ii) pay a fee to Coursera (or apply for financial aid), and iii) complete and successfully pass all graded activities in the course. Once you have completed the course, you will be informed by Coursera how you can access your course certificate. It is Coursera who administrates the course certificates and it is not within the authority of the course administrators to influence this process.



## Course Readings

The course involves 8 key readings with 2 readings as foundations to the course and 6 readings across the 5 modules. The knowledge from the readings complements the short films and podcasts.

- Cities and Consumption: Sharing cities and achieving the sustainable development goals [Download](#)
- The Future of Sharing? A Roundtable for Horizon Scanning on Sharing Cities [Download](#)

### Module 1: Governing & Regulating

- Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 1-9) [Download](#)
- Analysis of Sharing Economy Services: Initial Findings from Sharing Cities Sweden [Download](#)

### Module 2: Leading & Visioning

- Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 18-21 on Stockholm) [Download](#)
- Urban Sharing in San Francisco: a snapshot brief [Download](#)

### Module 3: Providing & Evaluating

- Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 22-25 on Umeå) [Download](#)
- Urban Sharing in Berlin: a snapshot brief [Download](#)

### Module 4: Enabling & Engaging

- Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 14-17 on Gothenburg) [Download](#)
- Urban Sharing in Gothenburg: a snapshot brief [Download](#)

### Module 5: Collaborating & Innovating

- Sharing Cities: Exploring the Emerging Landscape of the Sharing Economy in Cities (page 10-13 on Malmö) [Download](#)
- Urban Sharing in Malmö: a snapshot brief [Download](#)

## Course Teachers and Staff

In the films in this MOOC you will meet 2 main teachers from Lund University and people from a mix of organisations. The combination of teachers is designed to enhance your learning experience in the course by providing a diversity of perspectives. You will meet the teachers across the 5 modules in the course.



**Dr. Kes McCormick**  
Associate Professor  
IIIIEE, Lund University



**Dr. Yuliya Voytenko Palgan**  
Associate Professor  
IIIIEE, Lund University

In addition to the teachers in this MOOC, you will interact with 2 course developers and pedagogues who are working to help make your experience in the course as fruitful and interesting as possible. Furthermore, there are multiple community teaching assistants that support the discussion forums and activities in the MOOC.

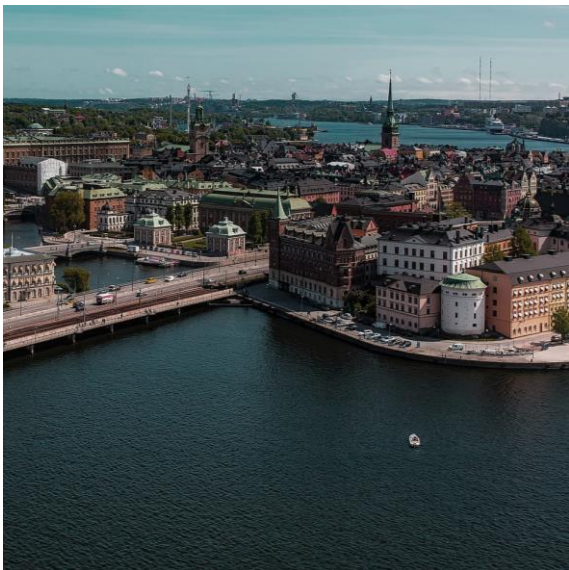
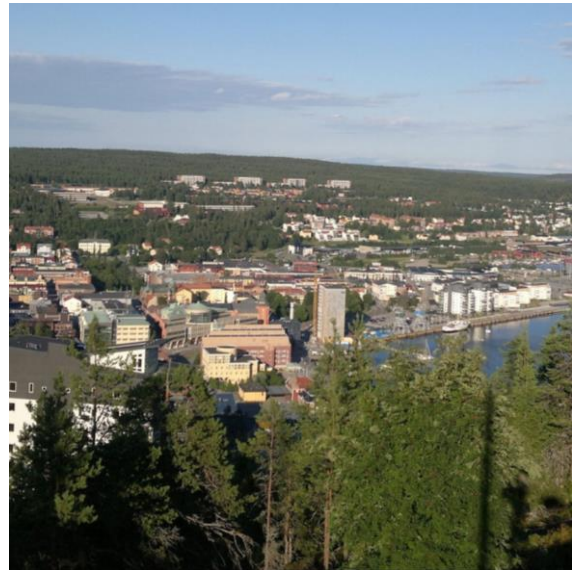


**Dr. Peter Arnfalk**  
Associate Professor  
IIIIEE, Lund University



**Dr. Charlotte Leire**  
University Adjunct  
IIIIEE, Lund University

In addition to the teachers and pedagogues, you will explore examples of the sharing economy in 4 key cities in Sweden in this MOOC, including Malmö, Umeå, Stockholm and Gothenburg. You will see real-life and cutting-edge initiatives for sharing of space, products and services, and mobility.



## Further Courses at the City Futures Academy

The City Futures Academy is an online learning community on cities, sustainability, governance and innovation bringing together teachers and organisations from around the world to share knowledge and understanding on urban transformations.

The City Futures Academy offers vibrant Massive Open Online Courses (MOOCs) that combine a diversity of films, podcasts, interactive forums, practical assignments, peer review, key readings and course compendiums. The MOOCs are available for free to everyone and everywhere.

### [Greening the Economy: Sustainable Cities](#)

How can we shape urban development towards sustainable and prosperous futures?

### [Urban Nature: Connecting Cities, Sustainability and Innovations](#)

How can nature help us design and build our cities?

### [Cities and Consumption: Urban Sustainability and the Sharing Economy](#)

How can we govern consumption and the sharing economy in our cities?



## About the IIIEE and Lund University

### **International Institute for Industrial Environmental Economics (IIIIEE)**

The International Institute for Industrial Environmental Economics (IIIIEE) at Lund University in Sweden is an international centre of excellence on strategies for sustainable solutions. The IIIIEE is ideally suited to understand and explain the interdisciplinary issues in greening the economy utilising the diverse disciplinary backgrounds of its international staff. The IIIIEE has been researching and teaching on sustainability and greening the economy since the 1990s and it has extensive international networks connecting with a variety of organizations.

In 1995, the IIIIEE launched its unique Masters Programme in Environmental Policy and Management (EMP) to educate professionals committed to and capable of solving global sustainability challenges. In 2005, the IIIIEE joined a consortium to launch the Erasmus Mundus Masters Course in Environmental Sciences, Policy and Management (MESPOM). MESPOM is delivered in cooperation with 3 European and 2 North American universities. More than 1000 graduates of these programmes from over 100 nations are contributing to sustainable development in industry, government, UN organisations, NGOs, SMEs and academia.

The IIIIEE has extensive experience with online education both on undergraduate and graduate levels and it has received the E-xcellence label by the EADTU. The IIIIEE education is interdisciplinary and it has a close engagement with real-life practice in the private and public sectors. The international character of our Masters education and our outstanding Alumni Network has supported intense learning across national boundaries. The IIIIEE has designed and developed 2 MOOCs on greening the economy.

### **Lund University**

Lund University is located in the south of Sweden, in the city of Lund. It was founded in 1666 and it has almost 50,000 students and 7,500 staff. It is ranked in the top 100 universities in the world. Lund University provides education and research in engineering, science, law, social sciences, economics, medicine, humanities, theology, fine art, music and drama. It has initiated MOOCs on greening the economy, sustainable cities, business law and global health.



**Cities and Consumption: Urban Sustainability and the Sharing Economy is a Massive Open Online Course designed and developed by the International Institute for Industrial Environmental Economics (IIIEE) at Lund University in Sweden**

