

EU-GIVE - Generating opportunities in the collaborative economy in Europe

The Jožef Stefan Institute is involved in the EU-funded pilot project EU-GIVE which is committed to disseminate and raise extensive awareness of the potential of collaborative economy and prepare entrepreneurs to manage all the implications of the novelty that it has introduced.

Funded by the European Union, the EU-GIVE project is aiming at “Generating opportunities from Intangible assets and Value chains in the collaborative Economy in Europe”. Following an initiative from the European Parliament, this is a pilot project to develop and test potential new dedicated Enterprise Europe Network (EEN) services for entrepreneurs from the collaborative economy.



As defined in its Communication of 2016, for the European Commission, the term "collaborative economy" refers to business models where activities are facilitated by collaborative platforms that create an open marketplace for the temporary usage of goods or services often provided by private individuals. The collaborative economy involves three categories of actors:

- (i) service providers who share assets, resources, time and/or skills — these can be private individuals offering services on an occasional basis (‘peers’) or service providers acting in their professional capacity ("professional services providers");
- (ii) users of these; and
- (iii) intermediaries that connect — via an online platform — providers with users and that facilitate transactions between them (‘collaborative platforms’). Collaborative economy transactions generally do not involve a change of ownership and can be carried out for profit or not-for-profit.

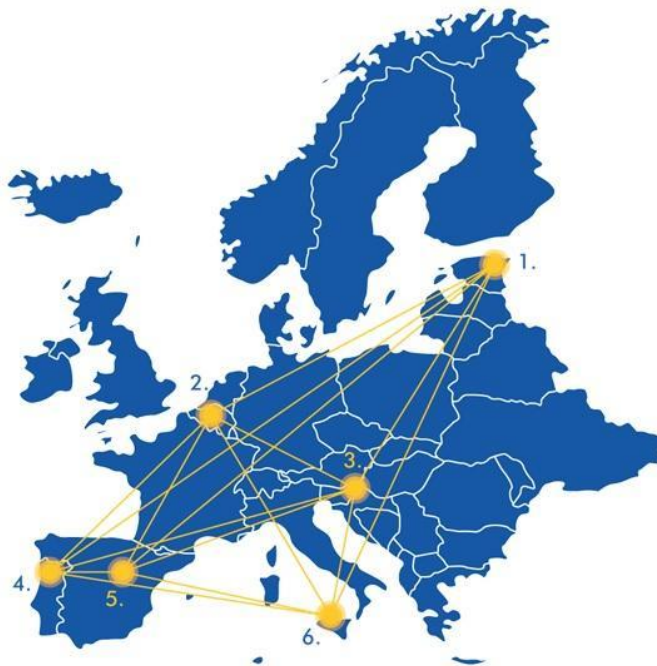
The transformative process which the collaborative economy has driven concerns four main areas:

- **business:** exploring and transferring new business models and opportunities (product/service sharing systems, redistribution markets, collaborative lifestyles)
- **exchange:** fostering mutual growth of key players and stakeholders who meet in the platforms’ virtual market place, within a shared transformative perspective, getting benefits from benchmarking with good practices at EU level
- **value:** highlighting the potential of collaborative economy platforms/initiatives to build up new value chains, for a responsible use of resources
- **community:** fostering the shift of the virtual market place to a collaborative environment of mutual trust, learning, empowerment and ownership.

EU-GIVE pool competences from partners from 6 countries :

Network

1. Tallin - Estonian Chamber of Commerce and Industry
2. Brussel - hub.brussels
3. Ljubljana - Institut Josef Stefan
4. Coimbra - CEC (Conselho Empresarial do Centro)
5. Zaragoza - Confederación de Empresarios de Aragón
6. Palermo - Consorzio ARCA



These partners also involved in the [Enterprise Europe Network](#) (EEN). The EEN helps businesses innovate and grow on an international scale. It is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions.

The involved EEN advisers will help SMEs, social enterprises, start-ups and potential entrepreneurs to get the most of the opportunities offered by the collaborative economy, connecting them with key players and stakeholders as well as to successful initiatives. They will provide training and coaching to enrich their business profile getting it adaptive to collaborative economy challenges and boosting their responsiveness to the market.

The project is pursuing the following objectives:

- To raise extensive awareness among local targeted actors of the potential of collaborative economy and of the novelty introduced
- To get the most of the opportunities offered by the collaborative economy, connecting them with key players and stakeholders as well as to successful initiatives
- To support SMEs, social enterprises, start-ups and potential entrepreneurs to take advantage from the availability of resources of information and expertise, boosting their responsiveness to the fast-growing collaborative market space.

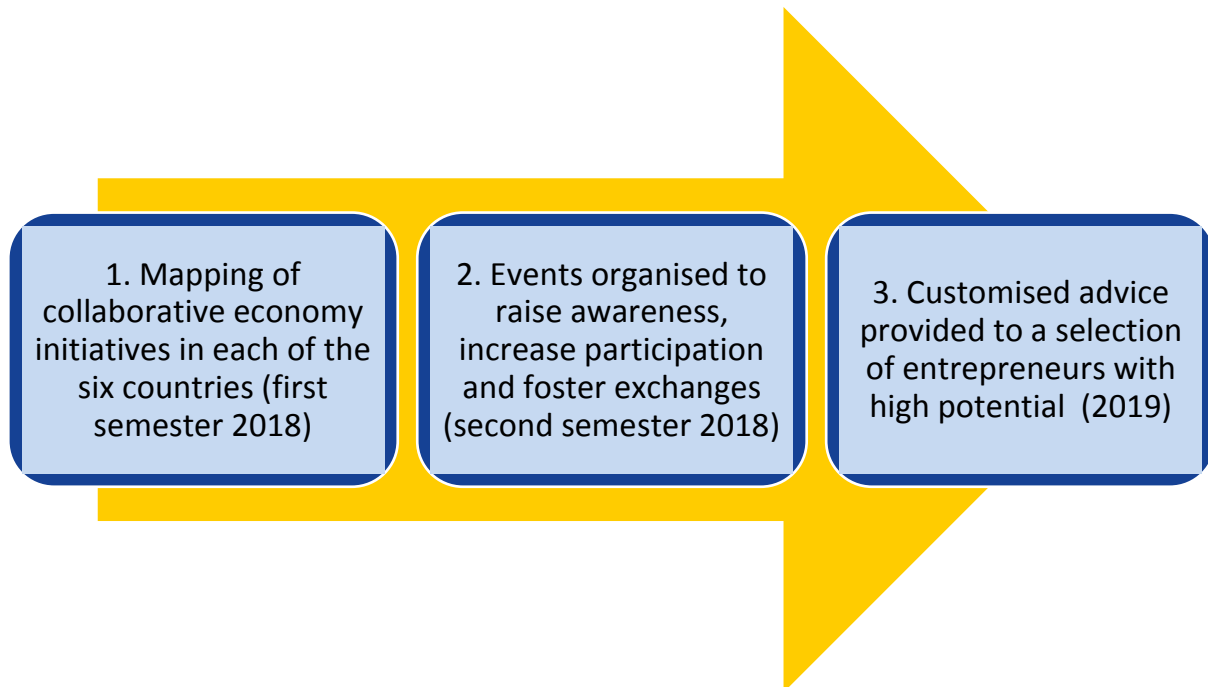
The target group of the project are

- SMEs and micro enterprises with high-growth potential and ability to benefit and contribute to the collaborative economy
- Social enterprises which can take advantage from the exchange of assets in platforms and its social impact
- Traditional companies that could convert its business models into collaborative economy
- New entrepreneurs interested in collaborative economy-related business

The project also aims at drawing from the expertise of

- Owners and managers of platforms
- Promoters of collaborative economy projects capable of disseminating results of project activities
- Digital technologies experts
- Local authorities and decision makers capable of removing barriers to the consolidation of the collaborative economy
- User groups to participate in open consultations to detect problems and needs

Interested? Get involved at the various stage of the project:



Please note that the full services will only be offered to SMEs and micro enterprises with high-growth potential fulfilling the following criteria (which may evolve as a result of the mapping phase):

- Need to solve a common problem to one or more groups
- That involve and empower beneficiaries and other stakeholders
- With potential for the EU market: market transformation and dynamics in society
- With potential for innovation: through new solutions, to challenge the traditional view of the economy and to solve problems with superior effectiveness in relation to alternative solutions that already exist in the market
- With potential for growth: concern and ability to scale the solution and / or replicate and disseminate externally

For Slovenian organisations: please contact your EEN adviser:
Matej Mrak (matej.mrak@ijs.si) or dr. Duško Odić (dusko.odic@ijs.si)

For organisations from regions covered by the project, please check the following websites:

- Italy: [ARCA](#)
- Portugal: [CEC](#)
- Belgium: [Brussels](#)
- Spain: www.ceoearagon.es
- Estonia: www.koda.ee

For enterprises based in other regions: this is a pilot project so the above-mentioned services are not offered by all partners from the EEN, but EEN partners can still provide you with valuable support, find your local Network contact point on the [EEN website](#).

You can all follow us on social media with the hashtag #EU_GIVE

Background:

Primary task of the Center for Technology Transfer and Innovation at the Jožef Stefan Institute is to enable and facilitate the transfer of technologies and innovations developed at the Institute, into industry, especially by initiating new industrial cooperation, establishing new spin-out companies, creating market analyses and helping protect and market intellectual property.



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