

# RESPONSIBILITY AND VALUE CREATION IN THE SHARING ECONOMY

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**Sharing economy business models have been rapidly growing.** It has become a common practice for private persons to offer their homes, goods, and services by relying on digital platforms. The demand for tourism services has exceeded the offer of traditional suppliers in Lapland, which has contributed to creating a suitable business environment for sharing economy services.. **This development has led to questions about the responsibilities and social impacts of these new sharing economy organizations.**

In the project “Responsibility and value creation in the sharing economy”, we study how corporate social responsibility (CSR) is reflected in sharing economy tourism business models in Lapland. The project consists of four working packages:

- WP1 Social license:** What kind of sharing economy-based tourism is locally acceptable?
- WP2 CSR in the sharing economy:** How is CSR reflected in the practices of sharing economy companies?
- WP3 Value creation in the sharing economy:** How can the sharing economy help companies develop their value creation process?
- WP4 Platforms as contract environment:** What are the legal responsibilities of platform service providers?

The project follows a participatory action research methodology. The research results will be made available to consumers, entrepreneurs, and local authorities via information packages and infographics. In addition, the project will create a sharing economy-based responsible value-co-creation model.

The project implementation period is 1.8.2020–31.5.2022 and the total budget is 280 000 €.

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