WE NEED TO TALK ABOUT SHARING
SHARING ECONOMY
SHARING ECONOMY
“The presence of a single giver was enough to establish a norm of giving.”

- Adam Grant, “Give and Take: Why Helping Others Drives Our Success”
CONCURRENT AND LASTING BENEFITS, MULTIPLIED FOR THE GIVER, THE RECEIVER, AND SOCIETY.
1. Creativity and innovation always builds on the past.
2. The past always tries to control the creativity that builds on it.
3. Free societies enable the future by limiting the past.
4. Ours is less and less a free society.
4. Ours is less and less a free society.
© ALL RIGHTS RESERVED
Number of Creative Commons-licensed works

2006: 50 million
2010: 400 million
2014: 882 million
9 million websites use Creative Commons licenses.

- Wikipedia: 34 million articles
- Flickr: 307 million photos
- PLOS: 100,000 articles
- Scribd: 50 million documents
- 500: 500,000 photos
- Jamendo: 400,000 songs
- Wattpad: 300,000 stories
- YouTube: 10 million videos
27

MILLION
BUTTONS
A DAY
cc  i love to share
Creative Commons needs a picture of flowers.

- Spring flowers, Nature & Animals
- Description (optional): New flowers in spring.

DONE
GLOBAL COMMONS
4. Ours is less and less a free society.
COOPERATION ALMOST ALWAYS WINS, BUT IT DOESN'T ALWAYS WIN.
THIS IS OUR MOMENT.
LET’S SHARE IT TOGETHER.