



LUND
UNIVERSITY

Invitation to the workshop

Sharing as a new logic of innovation: Platform-based services in city tourism destinations

TUESDAY 20 NOVEMBER 14.00 – 17.00 | LUND UNIVERSITY AT CAMPUS HELSINGBORG (ROOM C729)



The *Department of Service Management and Service Studies at Lund University, Campus Helsingborg*, hereby invites you to participate in a half-day workshop on service innovation in a sharing economy. The workshop aims to bring together and form new constellations of scholars and practitioners interested in sharing a new logic of service innovation in city tourism destinations. We will have participants from authorities, industry and academia, who will present their views on this issue. The workshop is free of charge, but all travel expenses shall be paid by the participants.

A particular type of platform-based services has emerged within what is commonly referred to as the sharing economy. The sharing economy builds on a shift from ownership to

a mutual sharing of resources between service-providers and service-users. Digital platforms make it possible for organisations and users to share and co-produce material and immaterial values. The sharing logic is often said to disrupt traditional business models and open up for innovation and entrepreneurship. To date, there are few studies on platform-based service innovations and there is a need to develop new knowledge on the logic of sharing and its implications for societal transformations and alternative business models. Based on short presentations of on-going and completed research projects on sharing, the workshop will discuss how these projects may inspire participants' ideas, experiences, and research.

PROGRAMME

14.00–14.35 Mia Larson, Associate Professor, Department of Service Management and Service Studies, and **Cecilia Cassinger**, Assistant Professor, Department of Strategic Communication, Lund University

- *Introduction: Innovation in a sharing economy*
- *Platform-based service innovation in adventure tourism: The case of Aways*

14.35–15.00 Kes McCormick, Associate Professor, International Institute for Industrial Environmental Economics, Lund University

- *Sharing Cities Sweden: National programme for the sharing economy in cities*

15.00–15.20 Drinks and snacks

15.20–15.45 Szilvia Gyimothy, Associate Professor, Department of Culture & Global Studies, Aalborg University, Denmark

- *The Airbnbzation of Copenhagen neighbourhoods: Micro-entrepreneurship in the city*

15.45–16.15 Panel discussion led by Cecilia Cassinger with Mia Larson, Martin Gull, Director of Digitalisation, Helsingborg City, Szilvia Gyimothy, Kes McCormick, Emma Håkansson, Head of Tourism, Helsingborg City

16.15–17.00 Discussion in small groups and wrap-up

- *The future of platform-based service innovation – Where do we go from here?*

Register for the workshop by sending an email to sharingeconomy.innovation@gmail.com no later than 14 November

