PLATFORM CO-OPs

We connect cooperatives with the digital economy

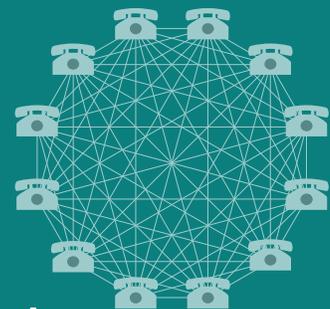# We need alternative economic models because the economy powering the Internet is not working

Inequality In 2015, the 62 richest people in the world controlled $1.76 trillion: the cumulative worth of 3.5 billion people. Women and people of color are disproportionally affected by this trend.
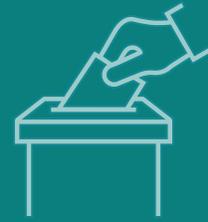
Concentration Network effects lead to top-down control of platforms, weakening competition and the potential for consumer alternatives.
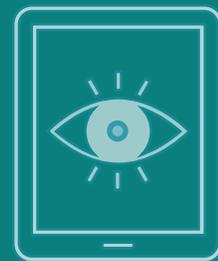
Workplace Democracy

While political democracy has spread in many countries, workplace democracy has not.

Invasion of Privacy

In the EU alone, the market for personal data will reach $1 trillion by 2020, encouraging commercial surveillance and privacy breaches.

The Smokescreen of Counterculture

Terms like "sharing" and "community" are used to sell commercial services and lend out assets. Labor companies pass themselves off as tech companies.
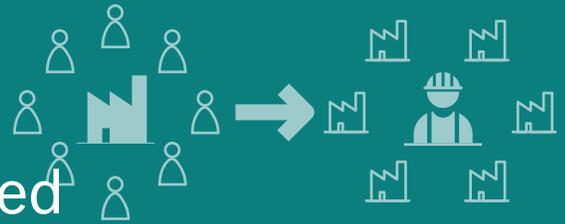
Stalled Worker Rights

Independent contractors lose rights guaranteed under the Fair Labor Standards Act. They are not covered by unemployment insurance.
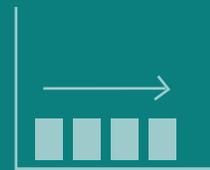
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Shift Away from Direct Employment

1 in 3 Americans is a freelancer. 40% of the US workforce is expected to be freelancers by 2020.

- -

Stagnating Wages

Over the past 40 years, wages for most American workers have not risen, when adjusted for inflation.

- -

Crowd Fleecing

Online labor brokerages enable wage theft, discrimination, and exploitation.

We can build on a powerful business model that works—it's hidden around us in plain sight

- ■ 1 in 3 Americans is a co-op member.

- ■ In the U.S., co-ops created close to 1 million jobs with $25 billion in wages and benefits.

- ■ The total co-op revenue in the U.S. is $500 billion.

- ■ Cooperative enterprises worldwide employ 250 million people and generate $2.2 trillion in revenue.

Imagine a digital economy that would follow the 7 co-operative principles

1. Voluntary and Open Membership

2. Democratic Member Control

3. Member Economic Participation

4. Autonomy and Independence

5. Education, Training, and Information

6. Cooperation among Cooperatives

7. Concern for Community
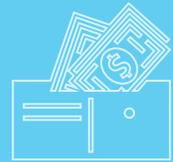
Benefits of the platform co-op model

PLATFORM CO-OPS RESPOND TO THE MARKET FAILURES OF THE ONLINE ECONOMY

✓ Lower transaction and retention costs

✓ Surplus revenues of co-ops are transferred to the members

✓ 80% of co-ops survive their first five years compared with 41% of other business ownership models

✓ Money flows within local communities

✓ Protection from exploitation through ownership, transparency, control

✓ Higher commitment of users disincentivizes short-termism

✓ Prospect of data democracy

WHO: Stocksy United stocksy.com
WHERE: Victoria, BC, Canada
WHEN: launched 2013
WHAT: high-quality, curated stock photography and video footage, raising the bar—and the industry's expectations—of stock photography and cinematography, 960 photographers in 63 countries
2015: ■ $7.9m in sales, $200,000 in dividends to workers ■ Skills training for photographers to increase value of product ■ Uses 5% of revenue to operate the platform ■ Have serviced 124 of Fortune 500 companies
2016: ■ $10.7m in sales, $300,000 in dividends

WHO: Green Taxi Co-op
greentaxicooperative.com

WHERE: Denver, Colorado
Metro Area

WHEN: launched in 2015

WHAT:

■ Mobile app ride-hailing
800 members, immigrants from
37 countries

■ $2,000 from each driver for
startup costs

■ Communication Workers
of America Local 7777 helped
clear regulatory hurdles (and
leased a basement office to
Green Taxi Cooperative)

■ Captured over ⅓ of the
Denver market

res( )nate

WHO: Resonate
resonate.is

WHAT:

■ Stream-to-own model driven by blockchain technology

■ Multistakeholder cooperative giving stakeholders democratic control: Artists (45%), Listeners (35%), Employees (20%)

■ Pays up to 2.5 times more than other streaming services

MIDATA

WHO: MIDATA
MiData.coop
WHERE: Zurich, Switzerland
WHAT: Health data cooperative

- Members upload their medical records, mobile-health data, and personal genome and can then decide to securely share with: physicians, family, researchers
- Apps-economy allows patients to make use of their data
- Profits are generated from voluntary sale of data to researchers
- Aims for an international federation of cooperatives with the goal of creating a cooperative data commons

... and there is so much more in the platform co-op ecosystem

JOURNALISM

banyan project

il manifesto
quotidiano comunista

Newscoop
SOURCEFABRIC

WOZ
DIE WOCHENZEITUNG

Morning Star
THE PEOPLE'S DAILY

Positive News

taz.

LaJornada en linea

SHORT-TERM RENTAL

H2H

fairbnb
community powered tourism

DATA CO-OPS

DarkPeak

GiSC

MIDATA

ourdata coop

Data Commons Cooperative

TRANSPORTATION

green Taxi cooperative

YELLOW

ridygo

PARTAGO

COTABO
IL PRIMO TAXI DI BOLOGNA

CO-OP TAXI LINE

tapazz

modo.

INCUBATORS & SUPPORTING INSTITUTIONS

bHive

Fair Coop
the Earth cooperative for a fair economy

Enspiral

FreedomCoop

CooperativeNetworks

Seed.coop

CONSULTING

FOOD

joinus2eat

OPEN FOOD
NETWORK

High Plains
Food Coop

HOME SERVICES

LOCONOMICS
AT YOUR SERVICE

UP&GO

MARKETPLACE

FRANCE BARTER
Réseau d'échanges BtoB

fairmondo

FairMarket

ORIGIN CLUB

MUSIC

res( )nate

CONSULTING

GILDEDSPLINTERS

SMart

FINANCE

FairShares

anyshare

ECONOMIC
SPACE
AGENCY

GOVERNANCE

LOOMIO

DivvyDAO

WEB SERVICES
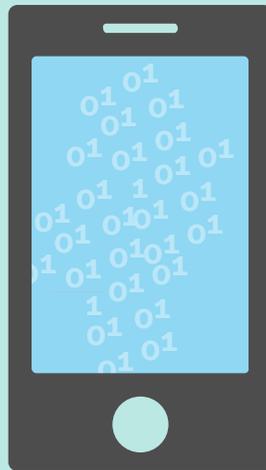
digicoop

COVIVI

DRUTOPIA

HCoop

WebHosting
COOP
INTERNET COOPERATIVE ASSOCIATION

4 ways to start a platform co-op (PC)

CO-OPs launch PCs

Co-ops can launch PCs with the help of UNION
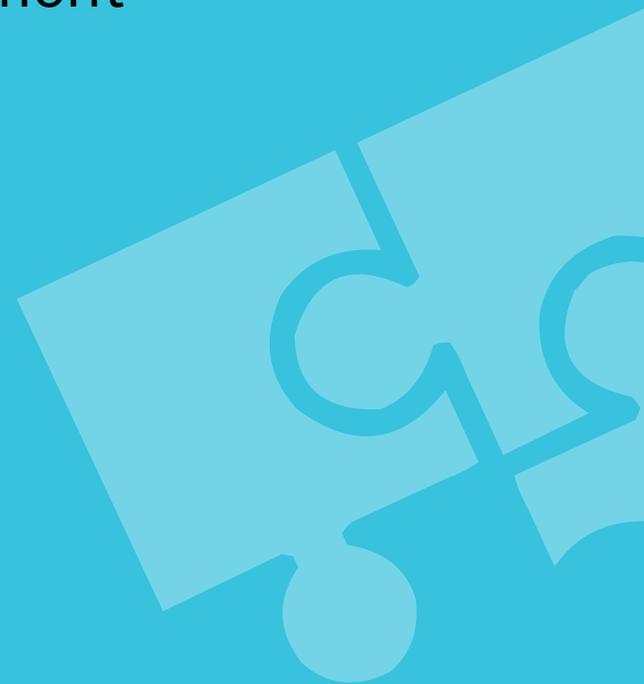
FAILING STARTUPS convert into PCs
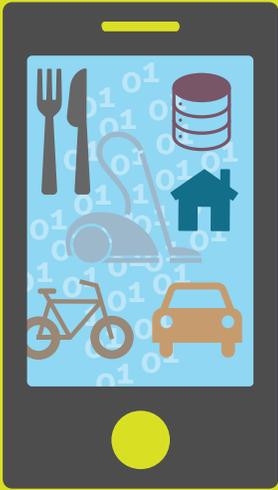
PCs can be created as a result of ANTI-TRUST REGULATIONS

In order to build a fairer digital economy, we are working to overcome a series of challenges

- Financing
- Value Proposition
- Network Effects
- Regulation
- Education
- Leadership
- Member Involvement

Making good

Platform cooperativism is a growing international movement that builds a fairer future of work. Rooted in democratic ownership, co-op members, freelancers, technologists, and unionists create a concrete near-future alternative to the extractive sharing economy.

Building on the early promise of the Web to decentralize the power of apps, protocols, and websites, platform co-ops allow modest-income households to benefit from the shift of labor markets to the Internet. Steering clear of the belief in one-click fixes of social problems, the model is poised to vitalize people-centered innovation by joining the rich heritage and values of co-ops with emerging Internet technologies.

LEARN MORE.
GET INVOLVED.

Visit: http://platform.coop

Request information: info@platform.coop

SOURCES:

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"Freelancing in America" by Upwork and the Freelancers Union (2016) https://www.upwork.com/i/freelancing-in-america/2016/

Thank you to the Internet of Ownership for their support and continued work in the platform co-op space.