

PARADIGM CHANGE AND INNOVATIVE FINANCING TOOLS, IN THE CONTEXT OF THE COLLABORATIVE ECONOMY

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Abstract: Innovative financing tools in the context of the collaborative economy, we believe, should be adapted to the current challenges existing both locally and at the European level, to reflect the specific values and objectives of the collaborative economy, including transparency, equity, and sustainability.

There are some key areas where we could improve and adapt funding instruments to support the collaborative economy more effectively, including the following: transparency and accountability, innovation in fintech, financial education, specialized funds, accessibility for small and local businesses, continuous monitoring and evaluation, technological development, sharing economy, sustainability, access instead of ownership, collaboration between companies, circular economy, flexibility and autonomy, and knowledge sharing and access to information.

These changes have significant implications for how people work, consume, and interact within society. In Romania, the main field in which the collaborative economy has taken off is that of passenger transport. The analysis of the effects of the development of the collaborative economy at this level highlighted the fact that the annual number of orders increased simultaneously, both for ride-hailing services and for e-hailing services (through aggregator applications). This may indicate that the entry and development of ride-hailing services took place against the backdrop of favourable consumer reaction to the new mechanisms for requesting transport services, a trend that also benefited taxi services offered through applications.

The huge amounts of information (data) make us say that starting from 2020 we are witnessing "big data revolutions", and the way it is received, processed, and used depends partly on the platforms on which this information is found, on the way it is presented and finally the way of perception depending on the knowledge of each individual and his need. In the presented paper based on empirical research, we aim to highlight innovative financing tools in the context of the collaborative economy.

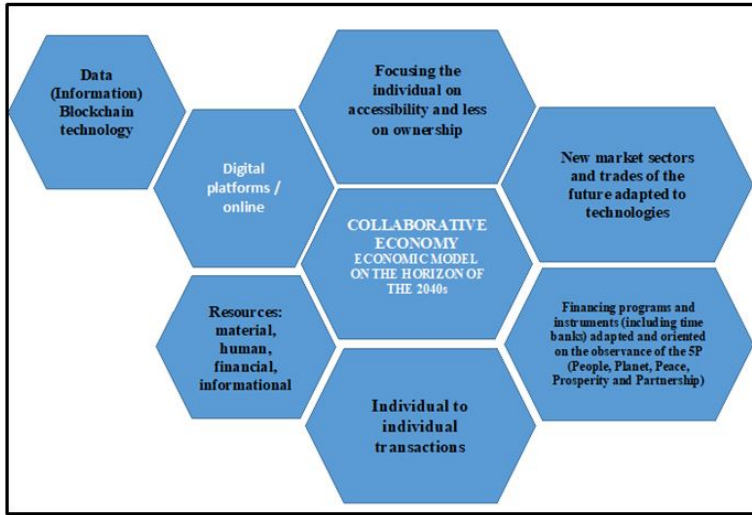
Keywords and phrases: Financial innovative instruments, collaborative economy, sustainability, paradigm, financial education.

1 Introduction

Online platforms observe and collect personal data, relating to age, sex, residence, employment, professional capabilities, and qualifications, dietary or other preferences, health conditions, medications, economic details and more of both users and service providers. collaboration services, also centralized data about the commercial and other behaviour of users or even obtaining data from data brokers. Indeed, their function is to match the needs of the former with the goods / services offered by the latter. The more complete and complex the information, the better the supply and demand match. The issues raised by the collection and processing of data under EU data protection and competition law have been regulated since May 2018, but even now we appreciate that regulation will be one of the priorities of the future.

Collaboration from individual to individual regarding the realization of transactions/operations (peer-to-peer) is becoming more and more present through digital platforms. This means three things: first, that individuals could bypass traditional middlemen and take control of meeting their own needs; second, that social network is endlessly expanded, as collaborative platforms allow strangers to share rides, meals, rooms, etc.; and third, that the roles of consumers and

providers are completely revised [1]. The commercial relationship between the offeror and the buyer acquires new values. Small companies and traditional professionals with more limited access to the market, are becoming more and more active through the collaborative economy, respectively by providing products and services through digital commercial platforms (for example OLX), being otherwise a growing trend and where the collaborative economy should be properly regulated.



Source: own processing, September 2020

Figure 1. The collaborative economy model on the horizon of the 2040s.

The collaborative economy has experienced accelerated growth in recent years, and some innovative fields have already reached maturity [28]. Among the most representative fields of activity reported to the 17 branches of the national real economy, we mention: transport (for example urban and intra-county transport through collaborative enterprises, platforms such as Uber [11], Lyftallow, Turo and Getaround), accommodation services (the most representative global example is Airbnbis [29] and which operates in 191 countries, counting more than 160 million users; another example is the home exchange platform Home Exchange); the financial sector, namely platforms for collaboration in financial services, such as crowdfunding, fundraising, money lending, investments, virtual currencies, etc. Among the globally representative crowdfunding platforms, we exemplify Kickstarter and Indiegogo. Financial technological innovations (FinTech) can be found on digital financing platforms. The health sector, which in recent years has experienced new transformations, and telemedicine has experienced rapid growth (collaborative platforms that connect doctors with patients).

Another particularity of the collaborative economy is given by the development of independent work, Peer-to-Peer Businesses [2] and the collaborative economy also bearing the name of the "gigantic economy", and which offers those looking for a job "crowd workers" the opportunity to exchange labour for pay. As I mentioned in the paper, the time bank concept is getting closer and closer to the moment of use in the real economy as well, in addition to working for a payment, some collaboration platforms, such as Skillharbour, function as "time banks", facilitating the exchange of services between peers in a non-monetary relationship [27]. Individuals can collect and trade time and skills, time being a measure of value. Everyone's time and work are valued equally, and almost any skill is an asset and could be traded for another skill in this time-based model. However, one aspect to be specified is the regulatory framework and the reflection of these activities in potential GDP (in which the individual work done in one's own household/housing should also be included) and why people participate in collaborative consumption [3].

2 Material and method

In the context of exploring paradigm change and innovative financing tools within the collaborative economy, the methodology integrates traditional research techniques with modern analytical frameworks to ensure a comprehensive examination of the subject. This methodology is based on the fundamental principles of scientific research: competence, objectivity, truth, methodology, demonstration, correlation, evaluation of results, usefulness, and psychomotor criteria.

3 Data collection and sources

The research employs a multifaceted approach to data collection, utilizing a wide array of sources to gather relevant information: an extensive review of both domestic and international literature will be conducted. This includes accessing scientific articles from platforms such as ResearchGate and Academia.edu, as well as articles from various scientific journals, books, legislation, analyses, and studies. Key resources will include libraries of specialized institutes in Romania and abroad, such as: Romanian Academy and its affiliated institutes, National Library of Romania, National Institute of Statistics and National Institute of Economic Research.

The study will leverage databases and documents from credible sources including European Commission's interactive database, official fiscal documents and publications and consolidated statistics from the European Commission and OECD. Empirical studies and surveys as an analysis will include empirical studies conducted at the European level, particularly those involving surveys among Member State respondents.

4 Research methods

To ensure a robust analysis, the study will employ a combination of research methods: comparative method: evaluating differences and similarities between various economic models and financing tools within the collaborative economy; analytical method: in-depth examination of data to understand underlying patterns and relationships, descriptive method: providing a detailed description of the current state of paradigm change and innovative financing tools in the collaborative economy, and observation: both participatory and non-participatory observation techniques will be used to gain insights from practical implementations of collaborative economy models.

5 Data analysis

Data collected from the sources will be processed and analysed to identify significant trends and insights. This will include correlation analysis is investigating the relationships between various economic models, financing tools, and the sustainability of the collaborative economy, evaluation of results is assessing the outcomes of different financing tools and their impact on the collaborative economy.

The research will test the following working hypotheses:

The contribution of knowledge contributed significantly to the understanding of the specifics of the collaborative economy and to the development of recent strategies. Predictability, the economic models within the collaborative economy present a level of predictability that can guide future developments.

Regulation and sustainability of the collaborative economy, respectively there is a direct interdependence between regulatory frameworks and economic models.

Through empirical research and data analysis, the study aims to address these hypotheses, recognizing that the exploration of the third hypothesis will leave room for further research and development in the field. This methodology, through its comprehensive data collection and multi-method analysis, aims to provide a thorough understanding of paradigm change and innovative financing tools within the collaborative economy. By leveraging a wide array of sources and analytical techniques, the research seeks to offer valuable insights and contribute to the ongoing discourse in this dynamic field.

6 Results and discussion

In a knowledge-based society characterized by the continuous dynamism of innovations in financial instruments, we assess, based on research tools, the shift towards new business models in the financial sector, as identified in specialized scientific literature, which we will present throughout this paper.

Participatory Financing (Crowdfunding), can serve as effective tools to raise capital from a broad community of people interested in collaborative economy projects or initiatives. This provides the opportunity to directly involve users and supporters in the funding and success of specific projects.

Crowdfunding, also known as crowdfundering, is a significant tool in supporting the collaborative economy. Therefore, crowdfunding can serve as an effective support, respectively by:

Access to capital for small and innovative projects. Crowdfunding provides an affordable way for entrepreneurs and innovators to raise capital for projects that might be considered too small or too risky for traditional financing. This stimulates innovation and diversity in the economy.

Community involvement. Through crowdfunding, collaborative economy projects can attract support directly from their target community. This not only secures the necessary funding, but also builds a loyal community around the project. The success of a crowdfunding campaign can serve as a form of business concept validation. If people are willing to invest in a project, this can suggest the viability and interest in that product or service in the market.

Crowdfunding offers a fast and flexible funding process. Instead of waiting for long decisions from financial institutions, entrepreneurs can quickly obtain the necessary financing to start or expand collaborative economy projects, and strategic issues and global entrepreneurial opportunities [7]. By directly involving users in funding projects, crowdfunding strengthens the ties between creators and the community. This can lead to greater loyalty and long-term support from users.

Crowdfunding allows diversification of funding sources for projects. Instead of depending solely on large investors or bank loans, collaborative economy projects can get support from many small contributors. However, it is also important to consider the challenges associated with crowdfunding, such as the need for an effective marketing campaign and the risk of not reaching funding goals. Overall, however, crowdfunding is a powerful tool that fits well with the values and needs of the sharing economy. However, following the specificities mentioned above, we believe that crowdfunding has a significant and beneficial role in supporting collaborative economy projects.

These positive elements are reflected by the following:

Crowdfunding removes traditional barriers to access to funding, allowing anyone to contribute to projects that share their values or believe in. This aspect democratizes the funding process and opens the door for innovators and entrepreneurs with limited resources.

As mentioned above, crowdfunding promotes direct community involvement in project development. People feel more connected to projects they have personally contributed to, building communities of loyal supporters.

The success of a crowdfunding campaign can serve as a form of validation of ideas and concepts. Feedback received during the campaign can be valuable for adjusting and improving projects based on community preferences and needs [30].

Crowdfunding offers a fast and flexible way to get funding. While traditional funding processes can take months, crowdfunding campaigns can quickly attract support and get projects off the ground in less time. By involving many small contributors, collaborative economy projects can diversify the risks associated with funding and the presence of the collaborative economy in Europe [4]. Not depending on just one investor or funding source, which can make projects more resilient. However, it is also important to consider challenges such as the need for an effective marketing strategy and proper management of resources. Overall, however, crowdfunding is a powerful tool for bringing collaborative economy ideas and projects to life.

To improve the support of projects through crowdfunding, we believe that it would be useful to explore the following aspects:

Education and Outreach: Increasing awareness and education about crowdfunding can encourage more people to get involved. Also, providing resources and guides for campaign creators can help increase their quality.

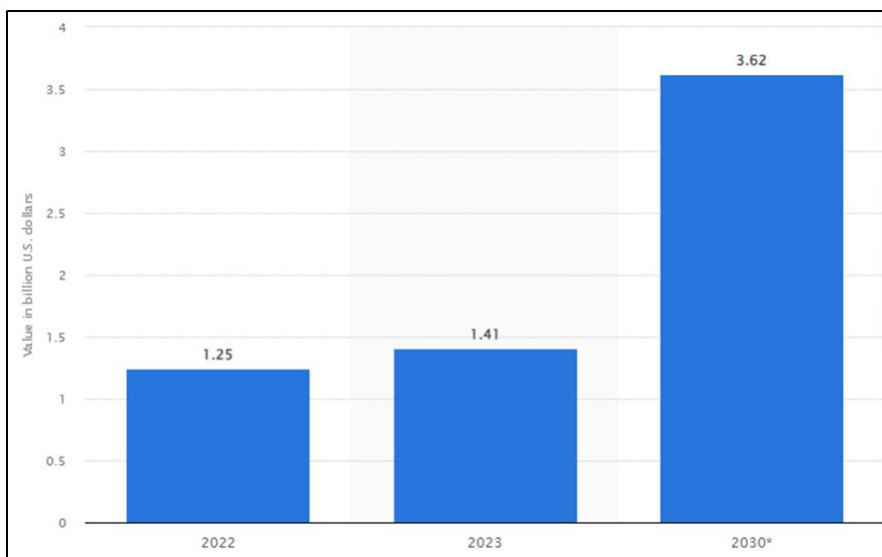
Specialized platforms: the development of specialized crowdfunding platforms for the collaborative economy field could facilitate better matching between projects and backers. This could include specific categories for projects that promote resource sharing, sustainability, or social innovation [5].

Mentoring and post-campaign support: Providing ongoing mentoring and support resources after the campaign is completed could help project creators deliver on their promises and effectively manage the resources obtained.

Transparency and constant communication: Creating standards for transparency in managing funds and ensuring constant communication with supporters can build trust among the community and lead to stronger long-term relationships [6].

Technological innovation: The integration of emerging technologies such as virtual reality or blockchain technologies could add an additional level of innovation and security within crowdfunding platforms [13].

Campaigns with social impact: encouraging and promoting projects with a strong positive social impact could attract a larger number of supporters interested in making a significant change in society [31].



Source: Statistics, 2023

Figure 2. Global Crowdfunding Market Size in 2022 and 2023 with a Forecast to 2030 (US\$ Billion).

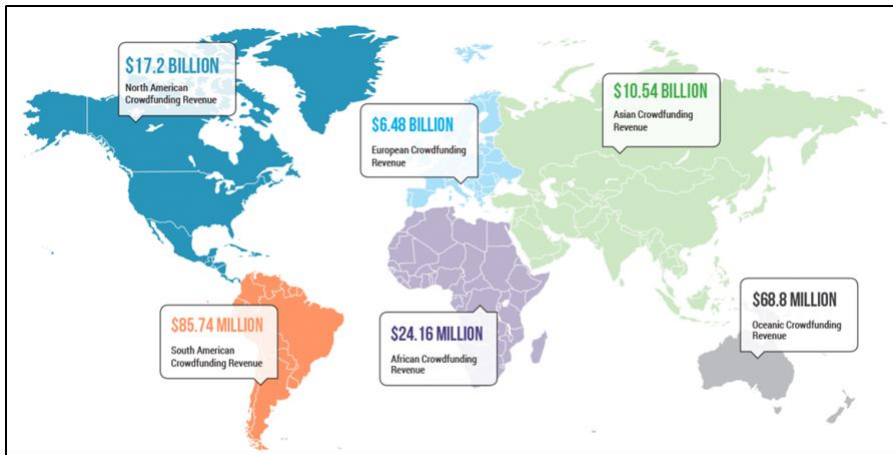
Essentially, the development of a more educated and engaged community, along with technological and process improvements, can make crowdfunding an even more effective tool for supporting collaborative economy projects [35].

Investments with social impact, an important financial instrument of the collaborative economy. Social impact investing focuses on generating social and environmental benefits in addition to profit. Collaborative economy-oriented investment funds could promote projects that bring significant improvements to communities, including those based on the exchange of resources and services [14].

Investments with social impact represent an important financial tool of the collaborative economy, contributing to the promotion of sustainability and social objectives [15]. Therefore, we can mention some of the ways in which investments with social impact can support the collaborative economy, respectively:

Social impact investments are often geared towards projects and businesses that have a positive impact on the environment. In the collaborative economy, this can mean funding projects that promote the efficient use of resources or the development of sustainable solutions.

Social impact investments can be directed to local projects that support communities. In the sharing economy, this could include funding initiatives that facilitate the exchange of resources



Source: <https://blog.fundly.com/crowdfunding-statistics/>

Figure 3. Regional statistics of crowdfunding.

or that support small and local businesses. Social impact investments can help develop and expand collaborative services that benefit communities. This may involve, for example, investing in ride-sharing platforms or home-sharing initiatives that facilitate access to services efficiently [32]. Social impact investments in the sharing economy can support initiatives that promote equity and fair working conditions for workers. This could involve, for example, investing in platforms that provide fair benefits and protections for self-employed workers [8].

Social impact investing supports social innovation and bringing innovative solutions to social and environmental problems. In the sharing economy, this can mean supporting projects that address the needs of communities or that improve the quality of life through collaboration and sharing.

Social impact investing focuses not only on financial return, but also on social and environmental impact. This is consistent with the values of the sharing economy, which focuses on creating value in a sustainable and equitable way [33]. Therefore, social impact investments can play a significant role in the business model of the sharing economy, helping to create a more equitable [34], sustainable, and community-oriented world. It is to be appreciated that investments with social impact have a significant and positive impact in the collaborative economy, and this aspect is reflected by: Social impact investments contribute to strengthening the values of sustainability and social responsibility within the collaborative economy. Projects financed in this way are often focused on solving social and environmental problems. Social impact investments stimulate social innovation by providing funding for projects that bring innovative solutions to problems in communities or society at large. This can lead to the development of more sustainable and efficient business models.

Social impact investments can support projects that improve access to services and opportunities, including in the collaborative economy. This can help increase participation in these initiatives and reduce inequities in access to resources and services. Social impact investing places particular emphasis on measuring and reporting social and environmental impact. This increases transparency and accountability in funded projects and can serve as a model for other sectors.

Social impact investments can help educate and raise awareness in communities about social and environmental issues. This can lead to increased engagement and support for collaborative projects that address these challenges. In conclusion, social impact investments play an essential role in shaping a more equitable, sustainable, and community-oriented collaborative economy [9]-[10].

In the future of the collaborative economy, we appreciate that investments with social impact will have a central role and in a continuous evolution in several directions (multidisciplinary, pluri-disciplinary, transdisciplinary, and interdisciplinary), and through this economic model we will be able to contribute to a sustainable and equitable development, respectively: By growing

in scale and diversity: Social impact investing will continue to grow in scale and diversity, spanning a wide range of sectors and initiatives in the collaborative economy. New business models and innovative projects will be developed to meet emerging social and environmental needs. By integrating emerging technologies: In the future, social impact investments will adopt emerging technologies such as blockchain, artificial intelligence and the Internet of Things to increase efficiency and transparency in collaborative projects. These technologies will contribute to more accurate monitoring and evaluation of social impact. By collaborating with governmental and non-governmental organizations: Social impact investments will work closely with governmental and non-governmental organizations to address major social challenges. Partnerships between the public and private sectors will be crucial for the development and implementation of projects with significant social impact. By building sustainable and resilient communities: social impact investments will have an increased focus on building sustainable and resilient communities. The projects will aim not only to solve specific problems, but also to create a long-term positive impact in the communities. Through education and awareness: Social impact investments will invest in education and awareness projects to improve understanding of social and environmental issues. This will help create a more aware community, able to make informed decisions in support of collaborative projects. Through reporting and evaluation standards: clear standards and rules will be developed for reporting and evaluating the social impact of collaborative projects financed through impact investments. This will strengthen investor confidence and facilitate comparison and analysis of project results. Through these developments, social impact investments will play a key role in shaping a collaborative economy that prioritizes sustainability, equity and the common good.

Blockchain and crypto-assets, financial instrument supporting the collaborative economy. Blockchain technologies and crypto assets can play a role in increasing transparency and security in sharing economy transactions. Smart contracts on the blockchain can automate and validate transactions, helping to build trust in these platforms. Blockchain and crypto assets are financial instruments that can bring significant innovation and support to the collaborative economy.

These technologies can influence and support this field by:

Blockchain technology [18] ensures a high level of security and transparency in financial transactions. This can help build trust in the sharing economy, especially in the exchange of resources and services between individuals or companies. In the collaborative economy, this could simplify transactional and collaborative processes, reducing reliance on intermediaries and creating greater efficiency. Such as tokens or virtual currencies, can serve as crowdfunding tools in the collaborative economy. Launching tokens or crowdfunding campaigns based on crypto assets can facilitate access to capital for innovative and small projects.

Through asset tokenization, physical or virtual assets can be represented as crypto assets on the blockchain. This opens new possibilities for the exchange and sharing of assets in the collaborative economy, including goods such as real estate or equipment.

Blockchain technology can be used to create secure and verifiable digital identities. In the sharing economy, this could solve the security and trust issues associated with sharing personal or professional information between users. The use of blockchain can eliminate or reduce the need for intermediaries in transactions and contracts, thus reducing the associated costs and time. This aspect is consistent with the principles of the collaborative economy, which aims to create direct markets between participants. With all these advantages, it is important to consider challenges such as scalability, regulations, and general adoption. In time, however, blockchain and crypto assets could become essential pillars in supporting the collaborative economy (scoping the sharing economy: origins, definitions, impact and regulatory issues [16], transforming the way we collaborate and interact in a digital environment.

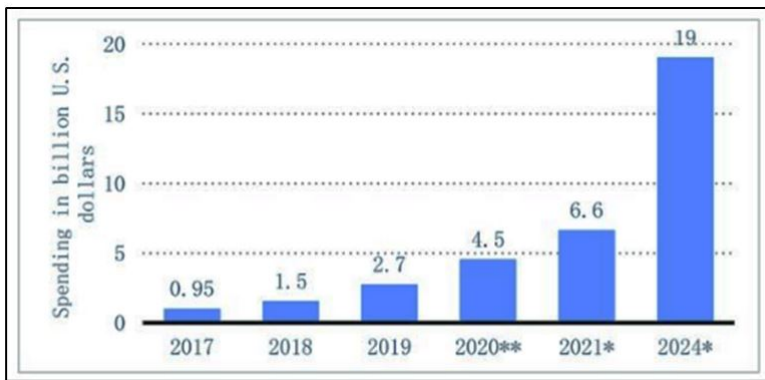
I appreciate that the impact of blockchain technologies and crypto assets in the collaborative economy can be significant and beneficial in several ways, namely:

Blockchain technology provides a way to conduct transactions and contracts directly between participants, eliminating or reducing reliance on intermediaries. This can lead to a more efficient and direct collaborative economy without the need for third parties. Security and Transparency: Blockchain provides an increased level of security and transparency in transactions. Participants in the sharing economy can trust that information is secure and that transactions are transparent and verifiable.

Automation and efficiency through "smart contracts": as we mentioned above, the use of

"smart contracts" on the blockchain allows the automation of contract execution, simplifying and accelerating processes. In the collaborative economy, this can lead to increased efficiency in managing transactions and agreements.

Global Crowdfunding: Crypto assets and tokens enable global crowdfunding without the need for traditional financial intermediaries. This opens new opportunities for collaborative economy projects to attract support and funding from around the world. **Asset tokenization and efficient sharing:** By tokenizing assets, they become easily exchangeable and transferable on the blockchain. This aspect can facilitate the efficient sharing of resources and assets within the sharing economy, for example in the rental of properties. **Innovation and stimulation of entrepreneurship:** the use of blockchain technologies and crypto assets in the collaborative economy can stimulate innovation and entrepreneurship. There is an opportunity to develop innovative business models that better respond to the needs of communities.



Source: Statista; ID 800426 (42), * Forecast, ** 2020 was calculated based on the CAGR.

Figure 4. Global spending on blockchain solutions from 2017 to 2020, with forecasts for 2021 and 2024 (US\$ billion).

However, it is important to carefully manage the challenges associated with regulation, security, and mainstream adoption. Also, ensure that the benefits brought by these technologies are distributed fairly and that a focus on the values of transparency and sustainability is maintained.

In the future, we believe that the impact of these blockchain technologies and crypto assets will be significant and transformative on the collaborative economy, respectively through:

Crypto assets and tokens will open opportunities for crowdfunding globally. Collaborative economy projects will be able to attract support and funding from around the world, overcoming the limits imposed by traditional financial infrastructures.

Using blockchain technology to tokenize assets will enable secure and transparent sharing of resources in the collaborative economy. Tokens can represent various assets, from property to computing time, making it easy to share and trade them. Blockchain and crypto asset applications will drive innovation in collaborative economy business models. There is the possibility of developing new platforms and adapting existing ones to provide innovative and advantageous solutions for users.

The evolution of crypto assets has come a long way in a relatively short period of time. To illustrate just this, here is a comparison of the top seven crypto assets from 2013 to now:

Improving data security and digital identity: Blockchain technology will bring significant improvements in data security and digital identity management. Users will have more control over their information and benefit from increased security in collaborative transactions. With all these advantages, it will be important to manage the challenges associated with regulation, scalability, and user education. In time, however, blockchain technologies and crypto assets will become key elements that will transform the way we interact and collaborate in the collaborative economy.

Currency	2013 Rank	2013 Market Cap	2013 Price (2 d.p.)	2023 Rank*	2023 Market Cap	2023 Price (2 d.p.)	Market Cap Change	Price Change (2 d.p.)
Bitcoin	1	\$1.29 billion	\$115.91	1	\$668.2 billion	\$34,204	↑ \$666.91 billion	↑ \$34,089.09
Litecoin	2	\$62.3 million	\$3.59	17	\$415 million	\$68.39	↑ \$352.7 million	↑ \$64.80
Namecoin	3	\$6.29 million	\$1.15	663	\$16.49 million	\$1.11	↑ \$10.2 million	↓ \$0.04
Peercoin	4	\$5.72 million	\$0.30	910	\$10.86 million	\$0.38	↑ \$5.14 million	↑ \$0.08
Terracoin	5	\$1.37 million	\$0.57	2,631	\$260,000	\$0.01	↓ \$1.11 million	↓ \$0.56
Devcoin	6	\$1.05 million	\$0.00	-	-	-	-	-
Novacoin	7	\$1.02 million	\$3.69	6,589	\$190,000	\$0.04	↓ \$0.81 million	↓ \$3.65

Source: [CoinMarketCap 1](#), [CoinMarketCap 2](#), investing.com, Bank of Canada, CoinDesk, [TechCrunch](#)

Figure 5. Evolution of the first seven crypto assets in the period 2013-2023 [17].

7 Public-private partnerships, financial instruments supporting the collaborative economy

Collaboration between the public and private sectors can bring resources and expertise to the development of collaborative economy projects. Government funding and support can create an environment conducive to innovation and sustainable growth. Public-private partnerships represent an essential financial tool for the development and support of the collaborative economy. These partnerships involve collaboration between the public and private sectors to achieve common goals. Therefore, public-private partnerships can actively contribute to supporting the collaborative economy, by:

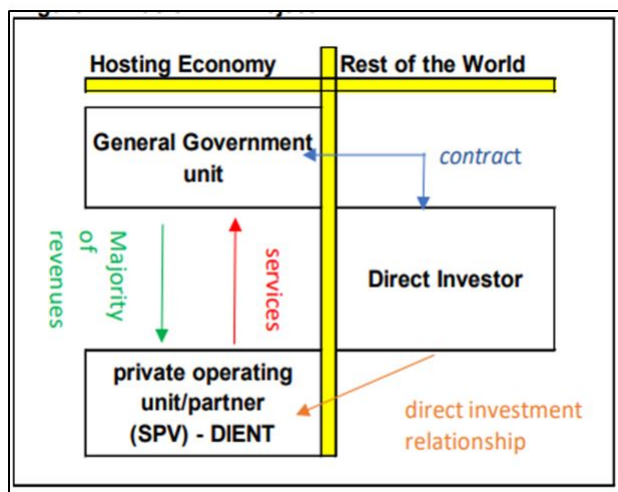
Financing innovative projects: Public-private partnerships can provide financing for innovative projects in the collaborative economy. This financial support can accelerate the development and implementation of initiatives that benefit communities and improve quality of life. **Shared infrastructure and facilities:** Collaboration between the public and private sectors can facilitate the construction and management of the infrastructure and shared facilities needed to develop the collaborative economy. This includes co-working spaces, innovation hubs and other resources to support local communities. **Regulation and favorable policies:** public-private partnerships can contribute to the development of a favorable regulatory and political framework for the collaborative economy. Involving both sectors in the regulatory process can ensure a balance between innovation and consumer and environmental protection.

Promoting local employment: partnerships can foster engagement between private companies and government organizations to promote local employment in the sharing economy. This may include training programs and projects to facilitate access to work opportunities. **Collaborative platforms for local solutions:** Partnerships can support the creation and management of collaborative platforms that bring together government organizations, private companies, and communities. These platforms can develop specific solutions for local needs and encourage collaboration between different stakeholders. **Data and analytics for decision-making:** Public-private collaboration can facilitate the collection and analysis of data relevant to the collaborative economy. This information can be used to make informed decisions about policy, investment, and continuous improvement of collaborative projects. **Education and awareness:** Through public-private partnerships, education and awareness programs for communities and entrepreneurs can be developed. This contributes to correctly informing participants about the benefits and responsibilities associated with the collaborative economy. Public-private partnerships can be an important engine for the advancement and sustainability of the collaborative economy, ensuring that it evolves in a fair, responsible and efficient way. There are some key aspects that can con-

tribute to the success of a partnership between the public and private sectors in support of the collaborative economy, namely:

Open and transparent communication: Open communication between the parties involved is essential. It is important to establish effective communication channels and encourage information sharing to ensure a common understanding of project objectives, resources, and progress. **Alignment of objectives:** Parties must clearly define their objectives and ensure that they are aligned with the values and interests of both sectors. Achieving a shared vision of the desired social and economic impact contributes to cohesion and long-term success. **Community involvement:** active community involvement is essential in the development of the collaborative economy. Partnerships should include mechanisms for the local community to be consulted and to have their say in the decision-making process. Thus, it can be ensured that the projects are adapted to the real needs of the community. **Flexibility and adaptability:** The collaborative economy is constantly evolving, and partnerships should be flexible and able to adapt to environmental, technological, or social changes. Approaching projects with an open and adaptable mindset contributes to better and sustainable results.

Involvement of local actors: the involvement of non-governmental organizations, academia and other local actors can bring additional perspective and resources to the partnership. For example, relations between the collaborative economy and tourism [19]. Collaboration with a broad spectrum of stakeholders can lead to more comprehensive and sustainable solutions. **Impact measurement and evaluation:** Developing clear impact measurement and evaluation mechanisms is crucial. Stakeholders should establish performance indicators and periodically assess progress to ensure that projects are having the desired impact and meeting established objectives. **Investing in education:** Education is key to understanding the sharing economy and creating an informed and responsible community. Partnerships could involve educational and awareness programs to support adoption and understanding of the concepts and benefits of the sharing economy. By addressing these issues, public-private partnerships can become powerful engines for developing a robust and sustainable collaborative economy that brings long-term benefits to communities and society.



Source: IMF Committee on Balance of Payments Statistics, 2020

Figure 6. Presentation of the existing standard PPP Project at the global level [26].

The nature of the activities in which PPPs are involved varies widely. Generally, private corporations build and operate assets of a type that are usually the responsibility of government authorities or public institutions. These typically include roads, bridges, water supply and sewerage work, hospitals, prison facilities, power generation and distribution facilities, and pipelines. A successful partnership between the public and private sectors in support of the collaborative economy can be strengthened by considering the following aspects:

Active community participation: direct community involvement in the decision-making process is essential. Consultations and community feedback ensure that proposed solutions corre-

spond to the real needs of residents and that collaborative economy projects are accepted and supported. Flexibility and adaptability: partnerships should be flexible and able to adapt to changes in the economic and social environment. Innovative approaches may require periodic adjustments and updates, and adaptive collaboration allows partners to respond quickly to developments in the collaborative economy. Promoting diversity and inclusion: Partnerships should promote diversity and inclusion in the sharing economy. This ensures that the benefits and opportunities offered are distributed fairly, and that all segments of the community have access to and contribute to collaborative projects.

Measuring social and economic impact: implementing impact measurement mechanisms is crucial for assessing the success of collaborative economy projects. Relevant data on economic growth, inequality reduction and environmental impact should be collected and analyzed to continuously improve initiatives.

Collaboration with non-governmental organizations: Engaging non-governmental organizations (NGOs) in partnerships can bring additional expertise and resources to collaborative economy initiatives. NGOs can bring the community perspective and help implement social and corporate responsibility programs.

Continuing education and training: Partnerships should include education and training programs for community members and entrepreneurs involved in the collaborative economy. Understanding the benefits and responsibilities of this economic model can contribute to the long-term success of projects.

Transparency and accountability: An effective partnership requires transparency and accountability from both parties. Open communication and transparency in decision-making contribute to trust between partners and the community. Addressing regulatory issues: In many cases, the sharing economy faces regulatory challenges. Partnerships can involve working together to develop and implement appropriate regulations that protect the interests of stakeholders and ensure a fair business environment. By addressing these issues, public-private partnerships can become effective engines for developing and strengthening the collaborative economy in a sustainable and equitable way.

8 Funds with social impact, financial instrument supporting the collaborative economy

The creation of funds specialized in the financing of projects with positive social and economic impact can support the development and implementation of collaborative economy initiatives.

Social impact funds are an essential financing tool for supporting and developing the collaborative economy. These funds aim to generate social and environmental benefits alongside financial returns. Funds with social impact can directly contribute to stimulating the collaborative economy, respectively:

Funding for innovative social projects: Social impact funds can provide capital for innovative collaborative economy projects that have a positive impact on communities and the environment. This financial support can contribute to the development and implementation of innovative solutions that address various social problems.

Support for social businesses and cooperatives: Social impact funds can invest in social businesses and cooperatives that adopt collaborative business models. These investments can help strengthen these entities, providing them with the resources they need to grow and have a sustainable impact in communities, the relationship between collaborative consumption and socially responsible consumption [21].

Promoting the principles of sustainability and social responsibility: funds with social impact place a special emphasis on the principles of sustainability and social responsibility. They can finance projects and initiatives that contribute to environmental, social, and ethical goals within the collaborative economy.

Improving access to finance for social entrepreneurs: social impact funds can reduce barriers to access to finance for social entrepreneurs involved in the collaborative economy. This financial support can ensure a favorable environment for the development and expansion of social initiatives.

Monitoring and evaluating social impact: Social impact funds often bring with them a strong

focus on monitoring and evaluating the social impact of investments. This ensures a data- and results-based approach, providing transparency and accountability regarding the real impact of funded projects.

Creating a collaborative finance ecosystem: By investing in collaborative projects and businesses, social impact funds can help build a collaborative finance ecosystem. It involves collaboration between different stakeholders to develop and finance initiatives that bring social and economic benefits.

Education and awareness: Social impact funds can support education and awareness programs to inform investors, entrepreneurs and communities about the importance and benefits of the sharing economy and social projects. Through these contributions, social impact funds can play a crucial role in shaping a more equitable, sustainable, and common good collaborative economy.

In using social impact funds to support the sharing economy, some key considerations include:

Measuring long-term results: It is crucial to take a long-term approach to evaluating results. Social impact funds should monitor the impact of projects over time, ensuring that social and environmental benefits are sustainable and that they align with the overall goals of the sharing economy.

Strategic Partnerships: Social impact funds should seek strategic partnerships with organizations, local governments and other entities that share the same values and objectives regarding the collaborative economy. Collaboration with various stakeholders can bring additional resources and expertise to implementing and scaling up projects. **Inclusion and diversity:** In choosing projects to finance, social impact funds should pay particular attention to inclusion and diversity. Ensuring that projects support equity and include the participation of diverse social groups helps build a more inclusive collaborative economy.

Flexibility in approaches: every community has different needs and contexts. Social impact funds should adopt a flexible approach to respond to the specificities of each place and to adapt to environmental and social changes.

Sharing knowledge and good practices: social impact funds can contribute to the development of a common knowledge base and good practices in the collaborative economy. Sharing experiences and lessons learned can accelerate the learning process and improve the overall impact of funded projects.

Supporting social entrepreneurship: Social impact funds can provide support to social entrepreneurs by providing funding, mentoring and access to business networks. This contributes to increasing the number of successful initiatives in the collaborative economy and to the development of sustainable business models.

Transparency and effective communication: Social impact funds should promote transparency in their decision-making process and communicate openly with all stakeholders. This aspect helps to build trust among the community and create more effective collaboration [20].

Financial and entrepreneurial education: funds can invest in financial and entrepreneurial education programs for community members. It prepares them to understand the benefits and risks of the sharing economy [25], while encouraging active involvement in social projects.

By addressing these issues, social impact funds can significantly contribute to strengthening and expanding the sharing economy, ensuring that it delivers tangible and sustainable social benefits.

Social impact funds as an essential catalyst in the development and strengthening of the collaborative economy in several ways:

Funding social innovation: social impact funds provide financial resources for innovative projects that address social and environmental issues. It supports the development and implementation of initiatives that can bring significant positive change to communities through the collaborative economy [22]-[23].

Supporting social entrepreneurs: the funds provide financial support and resources for social entrepreneurs involved in the collaborative economy. This contributes to increasing the number of sustainable social initiatives and stimulating innovation within this economic model [24].

Promoting sustainability and social responsibility: social impact funds place particular emphasis on projects and initiatives that pursue sustainability and social responsibility. By funding these projects, a collaborative economy is created that is geared toward sustainable benefits for

communities and the environment.

Reducing inequalities: social impact funds can play an important role in reducing inequalities by financing projects that promote fair access to opportunities in the collaborative economy. This aspect contributes to building a fairer and more inclusive society.

Impact monitoring and evaluation: Funds regularly monitor the impact of the projects they finance. This process ensures that financial resources are allocated efficiently and that the initiatives supported have a meaningful and positive impact in communities.

Raising awareness and education: Social impact funds can help raise awareness of the benefits of the sharing economy through information and education campaigns. This helps to build common meaning and stimulate participation within this economic model.

Fostering collaboration and partnerships: Funds can play an active role in fostering collaboration between organizations, companies, governments, and communities. By facilitating partnerships, synergies are created that can increase the impact and sustainability of collaborative economy projects.

Overall, social impact funds provide essential support for transforming the collaborative economy into an engine of positive change. They encourage social innovation, stimulate impactful initiatives, and help build an economy that puts the common good at its core.

9 Conclusion

Given the significant benefits that the new business models of the sharing economy can bring, our national economy should be open to embrace these new opportunities. Government authorities should proactively support innovation, competitiveness and growth opportunities offered by the modernization of the economy. At the same time, it is important to ensure fair working conditions as well as adequate and sustainable social and consumer protection. For this to happen, citizens and businesses need to know the rules and obligations that apply to them in the context of the collaborative economy model.

The guidelines in this paper aim to support consumers, businesses and public authorities to confidently engage in the collaborative economy, especially through innovative financial instruments specific to the collaborative economy model. Developments within the European and global collaborative economy confirm that the collaborative economy model in the digital era and the green era is an optimal model for the economic sectors of activity, creating a better environment for citizens and businesses within the collaborative economy.

Overall, it can be concluded that the growth of collaborative consumption has a positive impact on purchasing behavior and sustainable consumption. It could lead to improved welfare through a resource-efficient economy. Through the collaborative economy model, economic growth is decoupled from resources and focuses on the ideology of basic consumption and sustainable actions of consumer behavior. This approach emphasizes both economic value and social connection. Therefore, as I mentioned in the content of the paper, supporting innovations and startups, as well as entrepreneurial educational support programs, can contribute to increasing consumer awareness, promoting international cooperation for information and exchanges regarding the collaborative economy and strengthening consultations and dialogues between government authorities, businesses and civil society in issues related to the sustainable use of resources through the collaborative economy model. In future research we will focus our efforts to collect accurate data at the level of the national economy sectors and their limitations using the collaborative economy model.

The topic "collaborative economy in the horizon 2050" is much broader, and I will continue my research, but I will finish the present project with a remark of my own regarding it. The collaborative economy or the economy governed by the 5 Ps (Persons, Planet, Prosperity, Peace and Partnership) I appreciate that it will be the type of economy specific to Romania on the 2050 horizon, and which will include work models based on activities specific to the jobs of the future with advanced technologies moment and with the societal role of the individual very clearly defined, and the trading and income measurement mechanism will be governed by the time bank.

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