



Zipcar and the Sharing Economy: What Can Government Learn?

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The Old (Non) Sharing Economy

Resources and assets are “bounded” by strict organizational and jurisdictional lines.



The New Sharing Economy

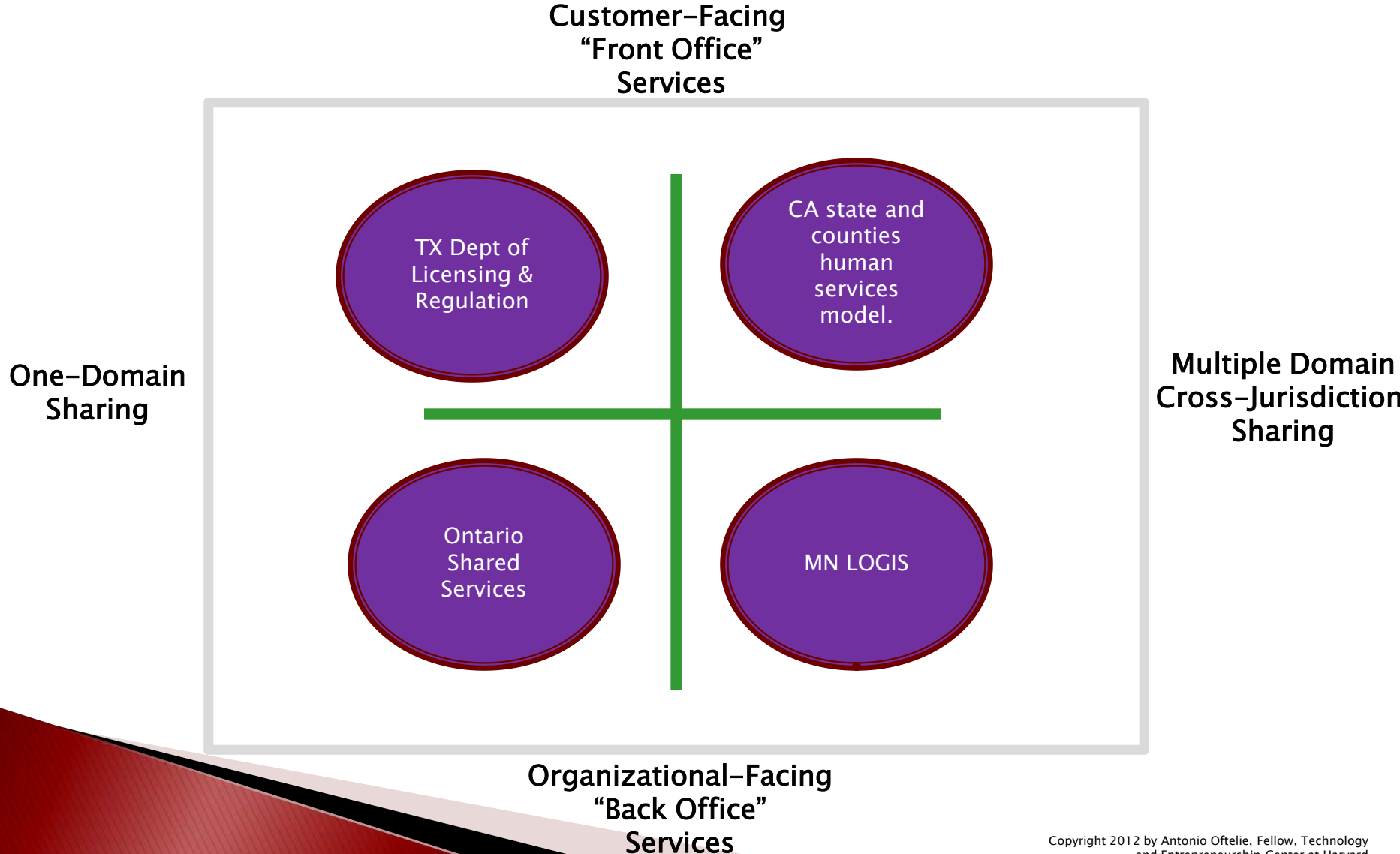


Resources and assets are shared across organizational and jurisdictional boundaries.

What's Different Now?

- ▶ The intersection of sensor technology, Global Positioning Systems (GPS) and data-mining/matching – wrapped within web-based platforms – create a “deeper and wider” range of sharing for government and education organizations:
 - **Deeper:** New capabilities to coordinate and share “strategic” or customer-facing services as well as “non-strategic” back-office services.
 - **Wider:** New capabilities to create, procure/produce and deliver services across organizational and jurisdictional boundaries.
 - **Smoother:** New alignment and synchronization of assets and services.

Sharing Economy = The + Factor



Why Should Leaders Care?



- ▶ Increase effectiveness of public services
- ▶ Increase capacity of organizations to deliver services
- ▶ Decrease costs of producing and delivering public services
- ▶ Increase transparency and accountability



The 2012 Public Sector Shared Services Summit: Pathways to Transformation, is the fifth annual Summit held at Harvard University. The Summit will provide an unprecedented opportunity to learn from and network with the world's foremost shared services practitioners, Harvard faculty and researchers and select industry executives.

<http://2012summit.inwprogram.org/>

Hosted by the Technology and Entrepreneurship Center at Harvard, a unit of the Harvard School of Engineering and Applied Sciences

Case in Point: Zipcar



- ▶ Consumers can “get wheels when they want them” and lower their average monthly cost – while enjoying the benefits that come from having a car.
- ▶ Zipcar can leverage economies of scale to spread the cost and usage of vehicles across a large user base – while earning revenues that sustain the enterprise.
- ▶ Society can make more efficient use of vital resources (with less congestion and less pollution to boot) – while fostering a more sustainable environment.

It's a win-win-win model. And it's a movement that's growing.

How Should We Respond to the Sharing Economy?

- ▶ As the “sharing economy” gains steam more broadly, and particularly in government and education, critical questions arise for leaders:
 - How can Zipcar’s customer–centric service culture be applied in government and education?
 - What areas of operations and resources can the public, non–profit and education sectors share? What’s the appropriate scope?
 - What types of “platforms” should government create to enable sharing?
 - How should we change our organizations, governance models and cultures to prepare them for the sharing economy?