

Modèles économiques de partage de ressources, enjeux et perspectives

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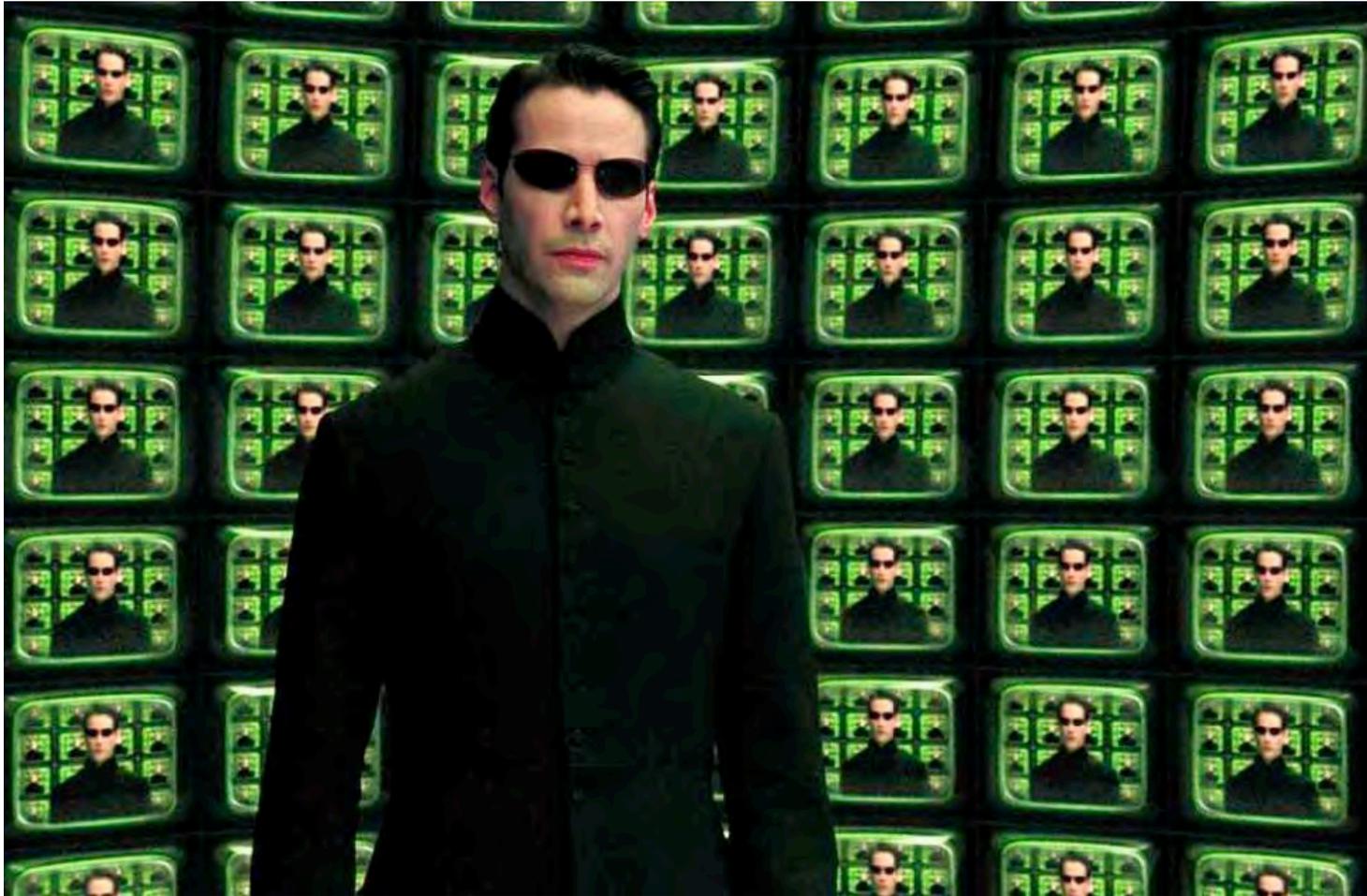
Introduction



La solidarité: une nécessité dans les sociétés traditionnelles



Sociologie de l'individualisation



La caricature de l'économie néo-libérale

To eat or to be eaten



Une vague de fonds: la mondialisation



Uniformisation, réglementation, standardisation: comment innover?

"J'ai presque cru à une blague. En décembre 2010, l'Afnor (agence française de normalisation) a publié une norme "management de l'innovation".

(source: <http://breese.blogs.com/pi/2011/04/normaliser-innovation.html>)

De nouveaux territoires d'expérimentation émergent



Les limites des systèmes dominants inspirent



Des financements alternatifs



Virtual/physical matching communities

Crowdsourcing Industry Landscape v2

OPEN INNOVATION

In a world of widely distributed knowledge, where the boundaries between a firm and its environment have become more permeable, companies are crowdsourcing to ensure they maintain a competitive advantage, seeking research and ideas from broader constituent groups.

CLOUD LABOR

Crowdsourcing is used to connect labor demand and supply. Virtual workers perform activities that range from simple to specialized tasks.

COLLECTIVE KNOWLEDGE

Crowdsourcing is used to develop, aggregate, and share knowledge and information through open Q&A, user-generated knowledge systems, news, citizen journalism, and forecasting.

COMMUNITY BUILDING

Crowdsourcing can be used to increase audience engagement and build loyalty through online dialogue with customers or a broader population. It can also be leveraged to provide a forum where views and opinions can be shared, ideas can be generated, and to receive feedback on products and services.



CROWDFUNDING

Crowdfunding has four financial model types: (1) as a donation with no expected financial return (2) in return for a share of revenues or royalties (3) to include capital and interest payments (4) in exchange for equity. Crowdfunding is an approach to raising capital for a new projects and businesses by soliciting contributions from a large number of stakeholders.

COLLECTIVE CREATIVITY

Crowdsourcing is used to tap into online communities of thousands of creatives to develop original products and concepts, including photography, advertising, film, video production, graphic design, apparel, consumer goods, and branding concepts.

CIVIC ENGAGEMENT

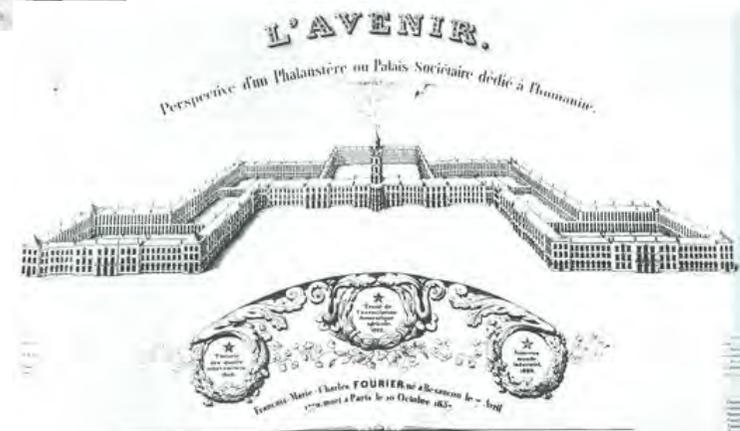
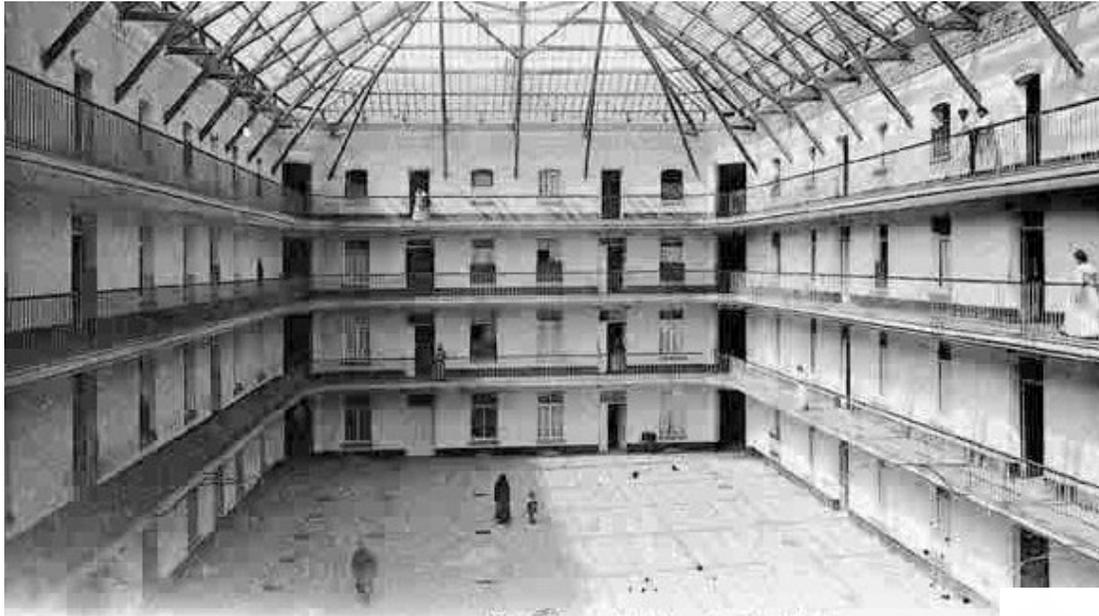
Crowdsourcing can be leveraged for social initiatives such as community programs, social production, group organizing, environmental issues, medicine, government and politics, and religion. These are non-commercial applications of crowdsourcing where individuals or groups are invested in bettering the lives of others and in sharing information on beliefs, passions and causes.



Un terreau fertile: l'économie
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Le phalanstère de Charles Fourier



Le laboratoire de demain



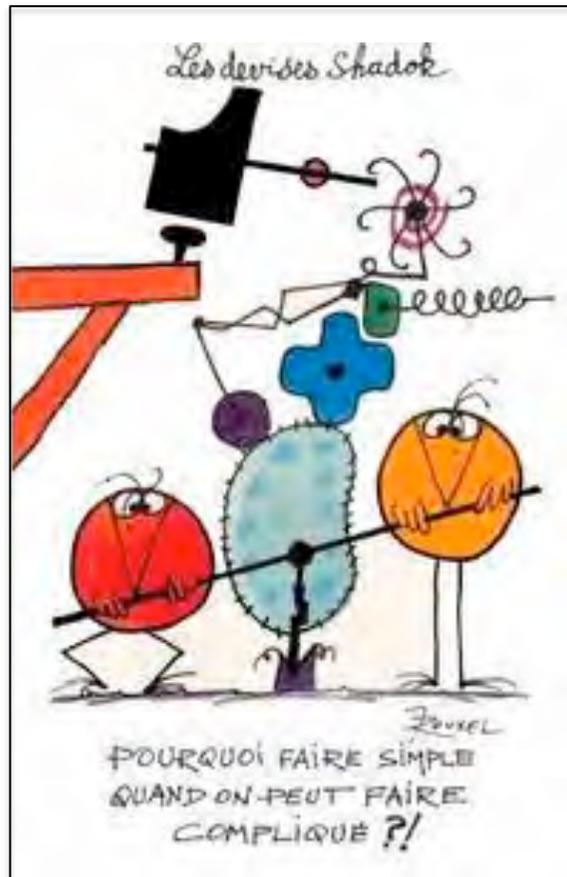
Enjeux

- Y a-t-il assez de sociologues, économistes et historiens chez les architectes?
- Les forces (les rapports de force?) du marché immobilier en Suisse permettent-elles l'innovation architecturale?
- L'habitant est-il prêt pour d'autres formes d'habitat?

Perspectives

- Expérimenter de nouvelles formes d'habitat
- Renforcer une législation favorable
- Inventer des modes de financement originaux (crowd funding, etc.)
- Capter les aspirations de la société
- Une orientation obligatoirement durable

Merci!



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