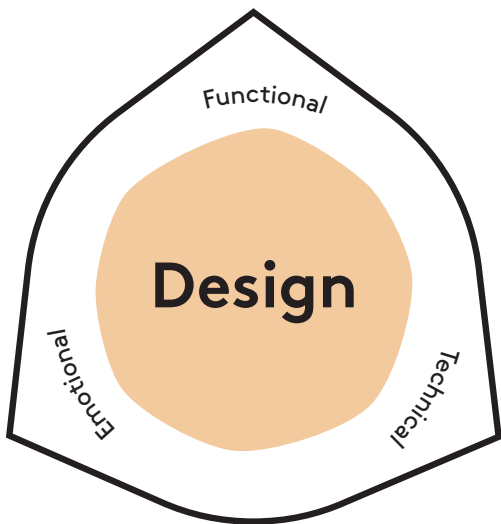


Formal Sharing and Heritage



Formal Sharing and Heritage

WHAT?

Service design systems driven by sharing of products between actors.

WHY?

It speaks into the current sharing paradigm that serves to optimise resource use. These kinds of systems focus on user economic and support user diversity.

CHALLENGES

- It can be difficult to identify 'how?', 'what?', 'who?' a service system is formalised.
- Formalised sharing can require larger data systems to process information on product flows or users.

EXAMPLES

- Systems may focus on optimising the **use-extent of a product**, as seen at textile rental and laundry service company **Berendsen**.
- Focus on prolonging product lifespan as i.e. the company **Re-second**, which runs on membership for **sharing and swapping products**.
- The company **Too Good To Go** has developed an App where you can find and purchase food from restaurants after closing hours to avoid food waste.

THIS CARD LINKS TO

/ Formal Alteration and Modification/ Informal Sharing and Heritage / Rental Service / User Understanding

FURTHER READING

Fletcher & Grose (2012). *Fashion & sustainability: Design for Change*. Laurence King Publishing / Sundararajan (2016). *The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism*. The MIT Press.