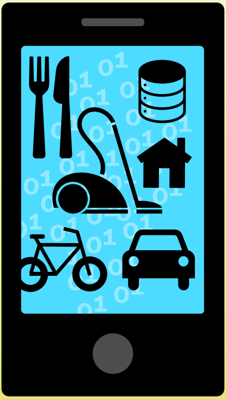
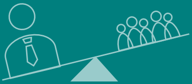
PLATFORM CO-OPs

We connect cooperatives with
the digital economy



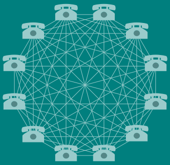
We need alternative economic models because the economy powering the Internet is not working

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.

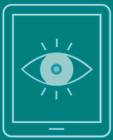


Workplace Democracy

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

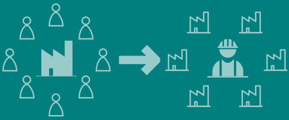
Terms like “sharing” and “community” are used to sell commercial services and lend out assets. Labor companies pass themselves off as tech companies.

Stalled Worker Rights

Independent contractors lose rights guaranteed under the Fair Labor

Standards Act. They are not covered by unemployment insurance.

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

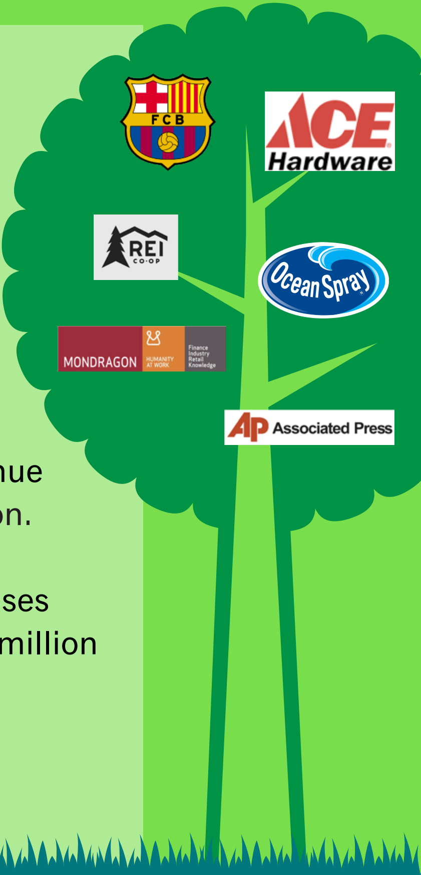
Over the past 40 years, wages for most American workers have not risen, when adjusted for inflation.

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.


FCB
ACE Hardware
REI CO-OP
Ocean Spray
MONDRAGON HUMANITY AT WORK Finance Industry Retail Knowledge
AP Associated Press

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

Platform co-ops respond to the

market failures of the online economy

BENEFITS OF THE PLATFORM CO-OP MODEL:

- ✓ 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

4 examples of platform co-ops

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

Positive News

taz.

La Jornada en linea

TRANSPORTATION

green Taxi cooperative

YELLOW

ridygo

PARTAGO

COTABO IL PRIMO TAXI DI BOLOGNA

CO-OP TAXI LINE

tapazz

modo.

SHORT-TERM RENTAL

H2H

fairbnb
community powered tourism

DATA CO-OPS

DarkPeak

GISC

MIDATA

ourdata coop

Data Commons Cooperative

FOOD

joinus2eat

OPEN FOOD NETWORK

High Plains Food Coop

HOME SERVICES

LOCONOMICS
AT YOUR SERVICE

UP&GO

MARKETPLACE

INCUBATORS & SUPPORTING INSTITUTIONS

bHive

FairCoop
the Earth cooperative for a fair economy

Enspiral

FreedomCoop

CooperativeNetworks

Seed.coop

CONSULTING

GILDEDSPLINTERS

SMart

FINANCE

FairShares

anyshare

ECONOMIC SPACE AGENCY

GOVERNANCE

LOOMIO

DivvyDAO

FRANCE BARTER
Réseau d'échanges BtoB

fairmondo

FairMarket

ORIGINCLUB

MUSIC

res( )nate

WEB SERVICES

digicoop

COVIVI

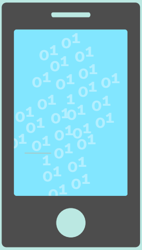
HCoop

DRUTOPIA

WebHosting coop

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

CO-OPs launch PCs



Co-ops can launch PCs with the help of **UNION**

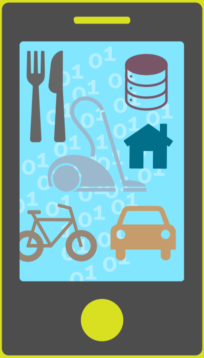
FAILING STARTUPS convert into PCs

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

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Platform
Cooperativism
Consortium

SOURCES:

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

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