



(New, rural) business models, their mechanisms and impacts

BM name	Commoning
Type	Territorial development
Sector	Cross-sectoral
Organisational scale	Territorial
Short description	Commoning may be expressed in a variety of ways. Building upon the definition of the commons (<i>collectively owned property with broadly shared rules about access, use, responsibility and care of natural resources</i>) many societal attempts can be witnessed to revitalise (parts of) its principle features in commercial activity. Commoning aspires to go beyond economic value creation by incorporating other sustainable resource use concerns, checks and balances. Examples are various expressions of community supported agriculture, regional land banks, green funds, crowdfunding, etc.
Mechanism	Commoning aligns commercial activity with multiple sharing mechanisms that allow to overcome the limitations of exclusively market-led relations and contributes as such to wider societal sharing of responsibility as well as care for sustainable natural resource use.
Innovativeness	The innovativeness of commoning resides particularly in novel ways to combine commercial activity with other values in settings dominated by capitalist relations.
Value creation	Primarily social and environmental values. Economic value creation above all is a means to support wider societal value creation and not an objective in itself.
Customers, product/service, revenue streams and main cost items	Critical consumers, concerned citizens and sustainable lifestyle seekers. Associated products and services comprising an integrated delivery of consumptive (material) and public (immaterial) goods Revenue streams are assessed in terms of societal impacts with the help of societal cost-benefit analysis and true pricing approaches Main cost items are related to necessary creation of institutional change and experimental space as well as overcoming other types of societal resistance and scepticism
Societal impact	Beneficial <ul style="list-style-type: none"> • More balanced value creation • More sustainable resource use • More socially embedded economic activity • More social inclusive economic development Negative <ul style="list-style-type: none"> • Somewhat elitist and exclusive movement of front runners
Rural-urban synergies	More direct engagement, participation and mobilisation of urban dwellers in their (potential) roles as co-owners, co-investors, risk-sharers, co-producers and committed consumers and, in this way, more blended and better balanced rural-urban value systems.
Connections with labour market and employment effects	Commoning is often interwoven with political ambitions to improve labour markets and employment prospects by making income generation more labour dependent and by relating remuneration with sustainability performances (for example through corresponding reforms in taxation).



Enabling factors	<ul style="list-style-type: none"> • Strength and value orientations of civil society organisations • Societal wealth • Institutional responsiveness • Favourable tax systems
Limiting factors	<ul style="list-style-type: none"> • Societal prioritisation of economic values and profits • Societal dominance of individualism • Prevailing institutional barriers • Prevailing financial system logics and dependencies
Key partners and actors directly involved	Civil society (NGOs, CSOs)
Role of (local) government	Facilitator Provider of financial support
Connections with the institutional / policy environment	Relations with prevailing institutional settings tend to be difficult as commoning entails, almost by definition, aspects that are against the prevailing institutional frameworks such as distributive logics, regulatory frameworks and specific interests. At the same time, the institutional environment might demonstrate a growing openness to collaborate with certain commoning initiatives.
Internal/network governance arrangements	Governance arrangements in commoning differ substantially. For instance, shared ownerships mostly will result in much more formalised relations than other ways for sharing responsibility and care for natural resource management (such as crowdfunding or participation by means of voluntary or unpaid contributions).
A typical example	"Common lands" is a so-called for societal profit organisation active in various continents across the world. Based on its concerns for ecosystem deterioration it co-operates closely with a range of relevant stakeholders to explore the opportunity to re-introducing and re-vitalising commoning principles as crucial leverage for more regenerative landscapes, ecosystems and food systems.
BM references	Common lands: www.commonlands.com Creative Commons: www.CreativeCommons.com Crowdfunding example: www.crowdfunding.bionext.nl
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