

LAUREN ANDERSON

Lauren has been researching the growth of the Collaborative Economy over the last four years, and building the online portal CollaborativeConsumption.com, a space where ideas on these innovative new business models founded upon sharing and collaboration are advanced, discussed and promoted.

In her presentation she will explore what is involved in the collaborative economy, and especially how the space of collaborative mobility is growing. She will also touch on the shifting attitudes of consumers, and what it means to be a 'member' in the digital age.