



Generation Share

How the Sharing Economy is Saving and Transforming Lives

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SUMMARY

Based on the data collected over three years 2016-2019 for Generation Share, it is evidenced that millions of lives are being saved due to the Sharing Economy. Our research shows that the Sharing Economy is saving and transforming lives in a number of ways:

- **FOOD SHARING:** 1.3 billion tonnes of food (a third) is wasted globally each year¹. We have enough surplus food to feed 10 billion people worldwide², demonstrating that food sharing could end world hunger³, saving more than 36 million deaths per year⁴. 650,000,000 meals of good quality food go to waste in the UK each year, more than enough to feed the 8.6 million people in the UK who suffer from food poverty⁵.
- **CAR SHARING:** Car sharing could save the 4.2 million premature deaths per year from the associated air pollution every year⁶.
- **VACANT HOME SHARING:** Vacant home sharing could end global homelessness through the sharing of empty living spaces. There are 150 million homeless people worldwide and up to 6 times the amount of empty homes to house the homeless.⁷
- **JOB SHARING:** 870 million global women who have not previously participated in the mainstream economy will gain

¹ [FAO, UN, 2018](#)

² Journal of Sustainable Agriculture, Eric Holt-Gimenez

³ FareShare, 2018 & The World Counts 2019

⁴ The World Counts, 2019

http://www.theworldcounts.com/counters/global_hunger_statistics/how_many_people_die_from_hunger_eac_h_year

⁵ FareShare, 2019

⁶ [WHO, 2019](#)

⁷ Habitat for Humanity, Amnesty International, Science Direct, Homeless Hub, United Nations, Shelter... Yale: <https://yaleglobal.yale.edu/content/cities-grow-worldwide-so-do-numbers-homeless>

employment or start their own business via the new work-freelance-gig-sharing-economy⁸.

- **MICRO-FINANCE:** 1.1 billion people have moved out of poverty since 1990 due to 'shared' or micro finance⁹.
- **PHILANTHROPY:** Philanthropy, the sharing of wealth has the potential to solve global poverty and save the lives of the 1.3 billion people living in extreme poverty. If the world's middle classes were to give just 0.5% of their spending, less than the average UK household gives and about the same as people in the Republic of Korea that could amount to \$319 billion in resources for communities in need annually in 2030¹⁰.
- **KNOWLEDGE SHARING:** Education and the sharing of knowledge is reducing poverty, inequality, gender disparity, sex trafficking, drug, alcohol addiction and violent crime. Knowledge and opportunity sharing programmes are reducing school drop-out rates amongst slum based children by 85% and increasing girls' participation in education by 70%¹¹.
- **SHARING ECONOMY VALUES:** Positivity and the adoption of Sharing Economy values mean that the chances of having a heart attack are a third less likely.¹².
- **EQUALITY:** Life Expectancy is longer in countries where resources are more equally shared.¹³
- Infant mortality is lower in countries where resources are more equally shared.¹⁴
- **PEER-TO-PEER:** Peer-to-Peer sharing apps are saving lives by providing emergency first aid to those with cardiac problems, doubling their chances of survival¹⁵.

⁸ Empowering the Third Billion, **Booz & Company**

⁹ Go Medici, <https://gomedici.com/impact-of-microfinance/>

¹⁰ CAF World Giving Index, 2017

¹¹ Oscar Foundation, Mumbai, India, 2019.

¹² Johns Hopkins Medicine <https://www.hopkinsmedicine.org/health/wellness-and-prevention/the-power-of-positive-thinking>

¹³ Equality Trust <https://www.equalitytrust.org.uk/resources/the-spirit-level>

¹⁴ Equality Trust <https://www.equalitytrust.org.uk/resources/the-spirit-level>

¹⁵ PulsePoint, GoodSam 2018

- **HUMAN MILK SHARING:** Human milk banks could prevent 2.1 million deaths a year¹⁶.
- **GOODS SHARING:** Goods sharing could provide the global population with the items they need to live their lives¹⁷.

¹⁶ Infant Mortality: situation and trends page. World Health Organization (WHO) website. Available from: http://www.who.int/gho/child_health/mortality/neonatal_infant_text/en/
UNICEF. Adopting optimal feeding practices for Child Survival. <http://data.unicef.org/nutrition/iycf.html#>. Accessed June 28, 2016.

¹⁷ Peerby, 2018

PART 1: HOW WE LIVE

Food Sharing

1.3 billion tonnes (a third) of food are wasted globally each year¹⁸, enough surplus food to feed 10 billion people worldwide¹⁹, if shared, this could end world hunger²⁰, saving more than 36 million deaths per year²¹. In the UK alone, more than 270,000 tonnes of good quality food is wasted each year, the equivalent of 650,000,000 meals and more than enough to feed the 8.6 million people in the UK who suffer from food poverty²². 40% of fit for consumption food in the US is wasted each year²³, enough to feed the 40 million Americans that live in food poverty²⁴. In addition:

- Food sharing could save the \$680 billion in annual food losses in developed countries and \$310 billion in the developing world²⁵.
- In 2018, FareShare redistributed 37.6 million meals of surplus food to people living in food poverty
- Over 1 million people have joined food sharing app Olio and have shared over 2 million portions of food. There are over 35,000 OLIO community ambassadors and over 5000 volunteers who collect and redistribute unsold food from local businesses.
- HISBE, is a supermarket based on sharing principles that has been open for 5 years. To date it has sold £6,000,000 worth of products, to 750,000 customers where 68p out of every pound goes to suppliers compared to 9p in other supermarkets.

¹⁸ [FAO, UN, 2018](#)

¹⁹ Journal of Sustainable Agriculture, Eric Holt-Gimenez

²⁰ FareShare, 2018 & The World Counts

http://www.theworldcounts.com/counters/global_hunger_statistics/how_many_people_die_from_hunger_eac_h_year

²⁰ The World Counts, 2019

http://www.theworldcounts.com/counters/global_hunger_statistics/how_many_people_die_from_hunger_eac_h_year

²¹ The World Counts, 2019

http://www.theworldcounts.com/counters/global_hunger_statistics/how_many_people_die_from_hunger_eac_h_year

²² FareShare, 2019

²³ NRDC, National Resources Defence Council, American Bar Association

https://www.americanbar.org/groups/crsj/publications/human_rights_magazine_home/human_rights_vol37_2_010/winter2010/criminal_negligence_why_is_the_world_starving_with_a_surplus_of_food/

²⁴ [FeedingAmerica.org](#);

²⁵ [FAO, UN, 2018](#)

- Malik Yakitini is the founder of the Detroit Black Food Security Network, who run a 7-acre community site called D-Town Farm and a campaigner for food justice. Food justice has the following benefits: provides quality food to people irrespective of their socio-economic status, quality and fair treatment of people working in the food system, benefits the community where the food is grown and sold, promotes good citizenship by growing food sustainably with respect for the planet.
- Peer-to-peer dining and social eating is creating flexible employment opportunities for those who are often excluded from the labour market. Italy has seen the rise of this type of food sharing with over 7 million Euros generated each year through 40,000 events by more than 7,000 social chefs, 56.6% of whom are women²⁶.

Car Sharing

Clean shared cars could save the 4.2 million premature deaths per year from the associated air pollution every year²⁷. Additionally:

- Car sharing saves 1 tonne of carbon dioxide per year per person²⁸.
- The global car fleet could be reduced by a third if sharing schemes were widely adopted²⁹.
- Over 1 million tonnes of Co2 saved by one car sharing app per year³⁰. Car sharing vehicles emit 20% less Co2 per km than average vehicles³¹. Car sharers drive 70% less than when they were car owners³².
- Through car sharing, traffic emissions are reduced by a third and 95% less space is required for public parking, whilst greenhouse gases are reduced by 62%³³.
- Blabla Car, a global carsharing platform, estimates that over the past 12 months, it saved 1.6 million tonnes of carbon dioxide and doubled the number of riders from 1.9 million people to 3.9 million people³⁴.

²⁶ Florence Center For the Study of Tourism, 2015

²⁷ [WHO, 2019](#)

²⁸ iTravelYork <https://www.itravelyork.info/car-sharing/why-car-share>

²⁹ [4 UC Davis, 2017](#)

³⁰ Zero Empty Seats Global Report, 2018, Blablacar and Le BIPE

³¹ Zipcar

³² Car2Go, 2017

³³ [International Transport Forum \(ITF\)](#), Transport and Environment Report, 2017.

³⁴ BlaBlaCar

Bike Sharing

- Bike sharing in Shanghai saved 8358 tones of petrol and decreased CO2 emissions by 25,240 tones³⁵.
- The time saving due to bike sharing could increase the GDP of China by 1.2 Billion Yuan³⁶.
- If 75% of personal transport switches to bike sharing, there would be a daily reduction of 225,000 tones of CO2³⁷.
- Bike Sharing could reduce healthcare costs by 2.4 billion yuan per year³⁸.

Goods Sharing

There are enough surplus / available goods worldwide for everyone who needs them. By sharing a household item once, we save:

- 55kg of Co2
- 700 litres of water
- 9kg of waste
- 300KwH of electricity
- 30 Euros of social capital³⁹.
- Peerby has created over 1 million social connections through its goods sharing platform.

Clothes Sharing and Fashion

There is enough clothing worldwide to adequately clothe the global population. By sharing, swapping, recycling and reusing clothing, we save:

- the more than 5000 gallons of water it takes to manufacture a single T-shirt and a pair of jeans⁴⁰.
- the over 2.5 billion tonnes of water wasted every year in China due to the fashion industry⁴¹.

³⁵ [Yiyun Sun, Radboud University, Nijmegen, 2018](#)

³⁶ MDPI, Sustainability Report, 2018

³⁷ MDPI, Sustainability Report, 2018

³⁸ MDPI, Sustainability Report, 2018

³⁹ Peerby, 2019

⁴⁰ <http://www.alternet.org/environment/its-second-dirtiest-thing-world-and-youre-wearing-it>; Forbes – Making Climate Change Fashionable – The Garment Industry Takes on Global Warming

⁴¹ <http://www.business2community.com/fashion-beauty/30-shocking-figures-facts-global-textile-apparel-industry-01222057#hBWEEKFemo8cCM9Q.97>

- the 15% of fabric for clothing that ends up getting wasted in the cutting room⁴².
- The 253 tonnes of textiles that are sent to landfill daily in Hong Kong⁴³.
- 20% of global waste water produced by the fashion industry⁴⁴.
- The 95% of textiles that are land filled each year could be recycled⁴⁵.
- The \$46.7 billion worth of unworn clothes in our wardrobes in the UK⁴⁶.
- The 37kg of textile waste the average American throws away each year.

Sharing Through the Supply Chain & Fair Trade

- 765,700 livelihoods have been benefitted and impacted by the use of products designed by fair-trade practices⁴⁷.
- About 74% of beneficiaries of fair-trade practices are women⁴⁸.

Regeneration

- Regeneration projects have resulted in a 31% fall in unemployment⁴⁹.
- Income deprivation has fallen by 35%

⁴² Timo Rissanen, "From 15% to 0: Investigating the creation of fashion without the creation of fabric waste," Presenter, Kreativ Institut for Design og Teknologi.

⁴³ Christina Dean , Redress

⁴⁴ UN Partnership on Sustainable Fashion and the SDGs

⁴⁵ <http://www.smartasn.org/> | Secondary Materials and Recycling Textiles [SMART]

⁴⁶ <http://www.business2community.com/fashion-beauty/30-shocking-figures-facts-global-textile-apparel-industry-01222057#hBWEEKFemo8cCM9Q.97>

⁴⁷ WFTO, 2019

⁴⁸ WFTO, 2019

⁴⁹ Gorbels Regeneration Project in Glasgow, Scotland <https://www.rtpi.org.uk/briefing-room/rtpi-blog/valuing-the-economic-benefits-of-regeneration/>

Housing: New Communities, Sharing Communities, Co-Housing, Co-Living

Sharing could end global homelessness through the sharing of empty living spaces (apartments, homes etc.). We estimate that based on the numbers below, there are more than enough homes worldwide to house the global homeless population.

- There are 150 million homeless people worldwide (2% of the population)⁵⁰
- In China alone there are over 50 million empty apartments⁵¹.
- In the US, there are over 18 million empty homes, for every 1 homeless person, there are 6 empty homes to live in⁵².
- There are 2.2 million empty apartments in Japan
- There are over 29.3 million empty homes in Europe⁵³ and 4.1 million homeless people⁵⁴, enough to house every homeless person 7 times over.
- There are 11 million empty homes in India⁵⁵
- Canada has 1.3 million empty homes⁵⁶
- Brazil has 6 million empty homes.⁵⁷
- Australia has 1 million empty homes⁵⁸

As life becomes more stressful and demanding, more and more people are looking for alternative ways to live, where they can be part of a connected community. These communities are known as 'intentional communities' and take different forms. Intentional communities are where a group of people choose to share their lives and live in a more communal and collaborative way.

Membership of the UK Co-housing Network has tripled in the UK in the last two years and The Fellowship for Intentional Community report a 300% increase in the numbers of new shared living communities in the last 10 years. Research for Generation Share shows that people site the following as the benefits and impacts of co-housing, co-living and communal living:

⁵⁰ Habitat for Humanity.

⁵¹ China Household Finance Study, 2018, Professor Gan Li, Chengdu's Southwestern University

⁵² US Census, Housing Vacancy Survey, 2019 <https://www.census.gov/housing/hvs/data/charts/fig01.pdf>
<https://www.census.gov/housing/hvs/files/currenthvspress.pdf>

⁵³ Assured Removalists Survey, 2017 <https://assuredremovalists.com.au/empty-houses-around-the-world/>

⁵⁴ The Guardian and Empty Homes

⁵⁵ Census of India

⁵⁶ Assured Removalists Survey, 2017 <https://assuredremovalists.com.au/empty-houses-around-the-world/>

⁵⁷ Homeless Workers Movement, NY Times, 2015

⁵⁸ Assured Removalists Survey, 2017 <https://assuredremovalists.com.au/empty-houses-around-the-world/>

- Communal cooking and eating saves on both energy use, food waste and household supplies such as groceries.
- Intentional communities are more likely to participate in pro-environmental activities such as car pooling, collective laundry facilities and, in some cases, are self sufficient.
- Communal living enhances wellbeing and reduces loneliness with older people being able to stay in their homes longer.
- Access to quality housing at cheaper, more affordable price points⁵⁹.
- Being part of a social community.

⁵⁹ GlobeSt.com, 2018

PART 2: HOW WE WORK, CREATE AND DO BUSINESS

New Business Models, Purpose and Social Enterprise

Social enterprises (sharing businesses), make the following contribution in the UK:

- Employ 2 million people equivalent to 5% employment in the UK
- 100,000 social enterprises in the UK
- Social Enterprises contribute 60 billion pounds to the UK economy. This is equivalent to 3% of the GDP of UK⁶⁰.

Overall Social Enterprise Impact

- The social enterprise sector is 3 times the size of agriculture.
- 89% of social enterprise leadership teams have a female director and 41% of leaders are women whereas it is 20% for SMEs and 7% for big businesses. Social enterprises drive more social inclusion especially of women and people with disabilities.
- More than 38% of social enterprises have a director with some form of disability.

Co-Working

- 74% of co-workers are more productive⁶¹.
- 86% have a larger business network.
- 93% have a bigger social network.
- Over two thirds feel more creative and collaborate more on projects.
- A third reported an increase in income⁶².

People thrive in co-working spaces because:

- People find their work more meaningful.
- People have more control of their job.
- People feel part of a broader community⁶³.

⁶⁰ SEUK, Social Enterprise UK <https://www.pioneerspost.com/news-views/20180920/uk-social-enterprises-contribute-3-of-gdp-claims-seuk-research>

⁶¹ DeskMag and Deskwanted 2017 <https://www.business.com/articles/coworking-74-of-coworkers-are-more-productive/>

⁶² DeskMag and Deskwanted 2017 <https://www.business.com/articles/coworking-74-of-coworkers-are-more-productive/>

⁶³ Harvard Business Review, 2015, Why People Thrive in Co-working spaces Gretchen Spietzer, Peter Bacevice and Lyndon Garrett.

Freelancing & Gig Economy

- 870 million global women who have not previously participated in the mainstream economy will gain employment or start their own business via the new work-freelance-gig-sharing-economy⁶⁴.
- Close to 1 billion women, many of whom never worked or worked at a subsistent level will be new economic contributors in the new economy. because of urban migration, increased access to education, mobile technologies, micro credit, and low market entry costs, women will create work and start businesses more readily than ever⁶⁵.

Crowdfunding, Alternative Currencies and Pay-it-Forward

Examples of crowdfunding for good:

- Beam, founded by Alex Stephany, crowdfunds money for employment training of homeless people and in six months from October 2018 to March 2019, over 70 funded campaigns for homeless people have been run, more than £10,000 worth of donations have been made. 80% of the homeless people who enrol complete the training.
- Jacob Berkson, Thousand 4 1000 crowdfunds rent for refugees and has provided housing for 17 migrant families.
- OSCAR Foundation crowdfunded over £20,000 for an educational trip to the UK for 15 slum based children in India.

Women and Crowdfunding

- Women are 5 times more successful at money via crowdfunding sites than traditional venture capital routes.⁶⁶
- Women raise more money on crowdfunding sites than men⁶⁷
- Women are more likely to attract 'activist' female backers who fund women in underrepresented industries.

⁶⁴ Empowering the Third Billion, **Booz & Company**

⁶⁵ Empowering the Third Billion **Booz & Company**

⁶⁶ Indiegogo, 2010

⁶⁷ Indiegogo, 2010

Alternative Currencies

- Local contribute at least 2.5 times more to the local economy than traditional currencies.⁶⁸

Micro-finance, micro-credit

- In Uzbekistan, 71% of people who participated in receiving loans through microfinance reported an increase in quantity of food after receiving a loan⁶⁹.
- 1.1 billion people have moved out of poverty since 1990 due to micro finance⁷⁰.
- Microfinance lending has improved healthcare access and capacity for people living in poverty and lesser developed countries.
- Healthcare choices through ease of financing⁷¹.

Philanthropy

Philanthropy, the sharing of wealth has the potential to solve global poverty. If the world's middle classes were to give just 0.5% of their spending, less than the average UK household gives and about the same as people in the Republic of Korea that could amount to \$319 billion in resources for communities in need annually in 2030⁷².

- In the US philanthropic giving contributes over \$410.02 billion to needy causes⁷³.
- In Europe philanthropic giving contributes over 78.4 billion Euros⁷⁴.
- Philanthropy is tackling the following: hunger, global poverty, housing, sex trafficking, inequality.

⁶⁸ Grown in Totnes, 2018

⁶⁹ Go Medici, <https://gomedici.com/impact-of-microfinance/>

⁷⁰ Go Medici, <https://gomedici.com/impact-of-microfinance/>

⁷¹ WHO <https://www.who.int/bulletin/volumes/88/6/09-071464/en/>

⁷² CAF World Giving Index, 2017

⁷³ Charity Navigator, 2017 <https://www.charitynavigator.org/index.cfm?bay=content.view&cpid=42>

⁷⁴ CerPhi, 2015

PART 3: HOW WE LEARN AND THINK

Education

The sharing of knowledge is reducing poverty, inequality, gender disparity, sex trafficking, drug and alcohol addiction and violent crime. Knowledge sharing educational programmes are saving and transforming lives around the globe. Generation Share features the following programmes:

OSCAR Foundation, a non-profit that shares opportunities with slum-based children and young people through an education and life skills programme that uses football to engage students has shown the following impacts:

- Reduction in school drop-out rates by 85%
- Increase in girls' participation in education by 70%
- 40% of OSCAR participants are girls.

Sakhi School for Girls, a slum-based school founded by slum-based Aarti Naik provides education for girls and their mothers in the Mulund slum in Mumbai.

- 600 girls have been educated so far
- Since the school was introduced in 2008, the dropout rate of slum girls in Mulund has been reduced to 0%.

Gender and Identity

- As consumers, women's participation in the Sharing Economy is increasing with a 65% take up.⁷⁵
- Iman Bibar created the first microcredit program for women in the Arab world. This has led to:
- 80% of women in the slum communities did not have an identification card implying that these women did not exist legally.
- 99% of women repay their debts whereas 80% of men repay their debts.

⁷⁵ Sharing Economy UK, Productivity Report, 2016

Positivity and Values of the New Economy

Positivity is a core value of the Sharing Economy and has been shown to have an impact on life expectancy and well being.

- People with a family history of heart disease who also had a positive outlook were one-third less likely to have a heart attack or other cardiovascular event within five to 25 years than those with a more negative outlook⁷⁶.
- A Harvard study found that women who were optimistic had a significantly reduced risk of dying from several major causes of death including cancer, heart disease, stroke, respiratory disease, and infection, over an eight-year period, compared with women who were less optimistic⁷⁷.

Positive thinking and programmes such as Resilience Wellbeing and Success, a school based initiative run by Paralympian Elizabeth Wright (Generation Share case study), have evidenced the following:

- Increased life span
- Lower rates of depression
- Lower levels of distress
- Greater resistance to illness
- Better psychological and physical well-being
- Better cardiovascular health and reduced risk of death from cardiovascular disease
- Better coping skills during hardships and times of stress⁷⁸

Empowerment, Equality, Diversity and Inclusion

In countries where wealth, opportunities and power is shared and there is greater equality, the following are the outcomes⁷⁹:

- Life Expectancy is longer in countries that are more equal⁸⁰
- Infant mortality is lower in equal countries
- Homicide rates (within the US) are lower in more equal states than unequal states
- Health is improved in more equal countries

⁷⁶ Johns Hopkins Medicine <https://www.hopkinsmedicine.org/health/wellness-and-prevention/the-power-of-positive-thinking>

⁷⁷ <https://news.harvard.edu/gazette/story/2016/12/optimistic-women-live-longer-are-healthier/>

⁷⁸ MayoClinic, 2018 <https://www.mayoclinic.org/healthy-lifestyle/stress-management/in-depth/positive-thinking/art-20043950>

⁷⁹ Equality Trust <https://www.equalitytrust.org.uk/resources/the-spirit-level>

⁸⁰ Equality Trust <https://www.equalitytrust.org.uk/resources/the-spirit-level>

- Social problems are fewer in more equal countries.
- The prevalence of mental illnesses is lower in more equal societies
- Obesity is lower in equal countries⁸¹.

Role Models and Mentoring

Role models and mentors are those who share their experience, time, skills, opportunities and connections. This type of sharing has been shown to have the following impacts:

- Positive role models build resilience in high risk youths⁸².
- In African American households, the presence of a positive role model for children with no fathers had a great influence on psychological wellbeing versus those that didn't have a role model⁸³.
- Role Models play an important part in cultivating healthy behaviour and positive outcomes⁸⁴.
- Anj Handa, founder of Inspiring Women Changemakers, mentors vulnerable women and men at risk of suicide. Through her mentoring, she is saving lives. Paul had suffered mental health issues since childhood. He was five minutes from taking his own life on New Years Eve 2014, feeling that he was in a dark place, alone and without hope. Through a series of 1-2-1 mentoring sessions, walks in nature and connecting him to a network of changemakers, Anj has helped Paul to overcome his mental health issues and move forward personally and professionally.

⁸¹ Equality Trust <https://www.equalitytrust.org.uk/resources/the-spirit-level>

⁸² Role Models in Adolescent Development, University of Virginia
https://www.researchgate.net/publication/304035431_Role_Models

⁸³ Role Models in Adolescent Development, University of Virginia
https://www.researchgate.net/publication/304035431_Role_Models

⁸⁴ Role Models in Adolescent Development, University of Virginia
https://www.researchgate.net/publication/304035431_Role_Models

PART 4: HOW WE CARE FOR OTHERS AND OURSELVES

Peer-to-Peer Life-saving Emergency Care

- Pulse point is a peer-to-peer sharing application that connect people who suffer from a cardiac arrest to life-saving volunteers trained in cardiopulmonary resuscitation (CPR) till the time an emergency care aid arrives.
- This instant care almost doubles the chances of survival for the patient.
- Pulse point has assisted 71,277 people to date measured by the number of activations till date.
- It connects 3,403 communities and has an active user base of 1.405 million people⁸⁵.
- Good SAM (Smartphone Activated Medics) is an advanced emergency alerting and dispatching peer-to-peer sharing platform with a community of over 40,000 highly governed, trained and trusted first aid responders. The GoodSAM Cardiac system integrates with ambulance service CAD (computer aided dispatch) systems to trigger bystander response while the ambulance service is on route.
- In 2018, Good SAM assisted 7,825 people around the world, with emergency first aid, helping to save their lives.
- Good SAM registered 42,984 people as responders on its application⁸⁶.

Hospital Medical Equipment Sharing

- Cohealo a medical device and technology sharing platform saved over \$8.6 million and enabled patients access to the operations and medical care they needed due to the sharing of medical health devices at Kaiser Permanente⁸⁷.

⁸⁵ <https://www.pulsepoint.org/stats/>

⁸⁶ <https://goodsamapp.wordpress.com>

⁸⁷ <https://cohealo.com/case-study-how-hospitals-are-reducing-capital-expenses-with-cohealo/>

Peer-to-Peer Social Care

Peer-to-peer social care is shown to provide vital help. One study showed that by involving patients, their families and communities in long term healthcare could save the NHS in the UK over £4 billion⁸⁸ as well as extending life expectancy and enhancing well being.

WeHelpen is a nationwide cooperative to stimulate and increase informal caregiving and neighbour help. Through partnerships with 135-member organizations: health insurances, pension fund, bank, municipalities, welfare, healthcare organizations and citizen initiatives, WeHelpen has achieved the following:

- More than 40,000 users on the wehelpen.nl platform
- Over 63,000 interactions between help seekers and volunteers
- 2,000 network groups for family care
- Over 50% of all matches between people lead to enduring relationships
- Positive user effects include: extended time being able to live at home, increased well being, higher participation in society, increased social network, less loneliness, positive effects on mental health, lower vulnerability and risk of being alone after a fall or cardiac arrest.

Saving the Lives of Premature Babies via a Human Milk Bank

- Human milk banks could prevent 2.1 million deaths a year. Despite global gains in child health, 4.6 million babies still die in their first year of life; nearly 3 million in the first 28 days.⁸⁹ Known approaches such as human milk banks could prevent a staggering 71 percent of these deaths⁹⁰.
- There are currently over 600 human milk banks operating in 60 countries, where women share their breast milk, so that their milk can provide life-saving support to premature, sick babies and to mothers who are unable to feed due to illness or other factors⁹¹.

⁸⁸ People Powered Health, Nesta, 2013.

⁸⁹ Infant Mortality: situation and trends page. World Health Organization (WHO) website. Available from: http://www.who.int/gho/child_health/mortality/neonatal_infant_text/en/

⁹⁰ UNICEF. Adopting optimal feeding practices for Child Survival. <http://data.unicef.org/nutrition/iycf.html#>. Accessed June 28, 2016.

⁹¹ <http://heartsmilkbank.org/about-us/>

- Of all the known approaches, human milk has the greatest potential impact on child survival⁹². Scaling up availability to breast milk to a near-universal level could prevent an estimated 823,000 deaths in children under the age of five worldwide every year⁹³. It is especially lifesaving in resource-limited settings, where a non-breastfed child's risk of death is six times that of a breastfed child⁹⁴.
- Dr Natalie Shenker and co-founder Gillian Weaver established Herts Milk Bank, the first human breast milk bank in the UK. Herts Milk Bank has supplied donor milk to over 1,000 babies in 27 neo-natal units in the UK.

Caring for Ourselves and Mental Health

Group (shared) therapies

- Helps overcome depression
- Tackles isolation, makes you realize you are not alone
- Promotes social skills, facilitates giving and receiving support
- Manage stress better
- Helps you find a safety net

Animal Welfare

Adopting pets, rehoming, rescuing pets (sharing the life of the pet) helps to save millions of animal lives per year, preventing euthanasia. Pet sitting and pet sharing sites such as TrustedHousesitters and Borrow My Doggy are helping to save and improve the lives of pets by providing care options to owners when they are working or need to travel. In combination, these pet sharing solutions of rescue, adopting / rehoming, pet sitting and pet-sharing are helping to combat the following:

⁹² UNICEF. Adopting optimal feeding practices for Child Survival. <http://data.unicef.org/nutrition/iycf.html#>. Accessed June 28, 2016.

⁹³ Victoria C, Bahl R, Barros Aluício JD et al. Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect. *The Lancet*. 2016; 387(10017):475-490. doi: 10.1016/S0140-6736(15)01024-7.

⁹⁴ UNICEF. Adopting optimal feeding practices for Child Survival. <http://data.unicef.org/nutrition/iycf.html#>. Accessed June 28, 2016.

- 6.5 million animals enter US animal shelters each year, 3.3 million dogs and 3.2 million cats⁹⁵.
- Each year approximately 3 million animals are euthanized in the US⁹⁶.
- Of these 3 million, 2.4 million (80%) are healthy and could have been adopted into new homes (shared and rescued) each year⁹⁷.
- Approximately 4 million animals in the US are adopted (shared) each year⁹⁸.
- 22% of dogs and 34% of pet cats in the UK are rescues (rehomed)⁹⁹
- 1.4 million dogs (16%) are walked less than once a day and 89,000 (1%) are never walked at all¹⁰⁰.
- 2.1 million dogs are left alone for five hours or more on a typical week day¹⁰¹
- According to the RSPCA, 60 cats are being rescued per day in the UK in 2019.

⁹⁵ ASPCA <https://www.asPCA.org/animal-homelessness/shelter-intake-and-surrender/pet-statistics>

⁹⁶ The Humane Society (US) <https://www.humanesociety.org/resources/pets-numbers>

⁹⁷ The Humane Society (US) <https://www.humanesociety.org/resources/pets-numbers>

⁹⁸ The Humane Society (US) <https://www.humanesociety.org/resources/pets-numbers>

⁹⁹ PDSA Report 2018 <https://www.pdsa.org.uk/media/4371/paw-2018-full-web-ready.pdf>

¹⁰⁰ PDSA Report 2018 <https://www.pdsa.org.uk/media/4371/paw-2018-full-web-ready.pdf>

¹⁰¹ PDSA Report 2018 <https://www.pdsa.org.uk/media/4371/paw-2018-full-web-ready.pdf>

PART 5: HOW WE SPEND OUR TIME

Time Banking

Time banking or the exchange of time / skills is increasing. The number of exchanges has increased by 91% between 2015 and 2018; the number of members of timebanks has increased by 90% between 2015 and 2018; the amount of time exchanged has increased by 112% between 2015 and 2018¹⁰².

Time banking or reciprocal exchange has been shown to demonstrate the following impacts¹⁰³:

- Improved social networks and improved intergenerational relations.
- Improved psychological well-being.
- Increased access to public services.
- Improved employability and increased social inclusion for typically marginalised groups.
- Improved confidence and self-esteem for individuals.
- Increased sense of belonging and greater community cohesion.
- Reduced stigma and discrimination.
- 48 per cent reported improvements in self-rated physical health.
- 72 per cent reported improvements in self-rated mental health.
- 67 per cent reported increased access to health and community services.
- 90 per cent reported the number of friends have increased since joining.
- 79 per cent reported that membership gives them support they need to be able to stay in their homes and community as they get older.
- 85 per cent reported increase in sense of belonging to their community.
- 82 per cent reported that the quality of their life increased since joining.
- For every £1 invested in the service by the local authority, over £5.75 in social value is generated.
- An increase of almost 100% in active citizenship, from 120 hours to 1020 hours per year¹⁰⁴. The number of young people actively involved in the community increased from 25 to 35¹⁰⁵.

¹⁰² Timeoverflow.org 2018

¹⁰³ Nesta, More Than Money Report,

¹⁰⁴ NEF, The New Wealth of Time <https://nwi.pdx.edu/webinars/Webinar13-materials1.pdf>

¹⁰⁵ NEF, The New Wealth of Time <https://nwi.pdx.edu/webinars/Webinar13-materials1.pdf>

Volunteering

Volunteering, the sharing of time is on the increase, saving and transforming lives across the world.

- Over 109 million people engaged in full time volunteering across the world¹⁰⁶.
- Volunteering has created impact in all sectors of life: war zones, healthcare, nutrition, gender development and other areas across the world¹⁰⁷.
- Volunteering improves physical and mental health, life satisfaction, self esteem, confidence, happiness¹⁰⁸.

Community Groups and Shared Activities

Group, community and shared activities have been shown to have a number of benefits. 2.8 million Britons are members of a choir; participation in a community choir has been shown to bring the following benefits

- Calms the heart and boosts endorphin levels¹⁰⁹ and improves lung function¹¹⁰.
- Increases pain thresholds and reduces the need for pain medication¹¹¹.
- Boosts mood and self-esteem, alleviating stress and depression¹¹².
- Forge social bonds with diverse sets of people¹¹³.
- Creates a strong sense of well-being¹¹⁴.
- Improves mental and physical health¹¹⁵.
- Helps to sustain a healthy immune system by reducing stress¹¹⁶ and creates a sense of happiness¹¹⁷.

¹⁰⁶ State of the World's Volunteerism Report: The Thread that Binds, 2018 http://unv-swvr2018.org/files/51692_UNV_SWVR_2018_WEB_OVERVIEW.pdf

¹⁰⁷ http://unv-swvr2018.org/files/51692_UNV_SWVR_2018_WEB_OVERVIEW.pdf

¹⁰⁸ BioMedCentral, Volunteering and Health Benefits in Adults, 2017

¹⁰⁹ Daniel H. Pink *When: The Scientific Secrets of Perfect Timing* 2018

¹¹⁰ Daniel H. Pink *When: The Scientific Secrets of Perfect Timing* 2018

¹¹¹ Daniel H. Pink *When: The Scientific Secrets of Perfect Timing* 2018

¹¹² Daniel H. Pink *When: The Scientific Secrets of Perfect Timing* 2018

¹¹³ Royal Society of Open Research, 2015 <https://royalsocietypublishing.org/doi/full/10.1098/rsos.150221>

¹¹⁴ Royal Society of Open Research, 2015 <https://royalsocietypublishing.org/doi/full/10.1098/rsos.150221>

¹¹⁵ Royal Society of Open Research, 2015 <https://royalsocietypublishing.org/doi/full/10.1098/rsos.150221>

¹¹⁶ Royal Society of Open Research, 2015 <https://royalsocietypublishing.org/doi/full/10.1098/rsos.150221>

¹¹⁷ Royal Society of Open Research, 2015 <https://royalsocietypublishing.org/doi/full/10.1098/rsos.150221>