
Ethnography of sharing initiatives in Brno

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COMMUNITY ECONOMIES

- Gibson-Graham (2006)
- diverse economies
- community economies

= local, rooted in place and society, ethical ...

= paid, unpaid, not monetized

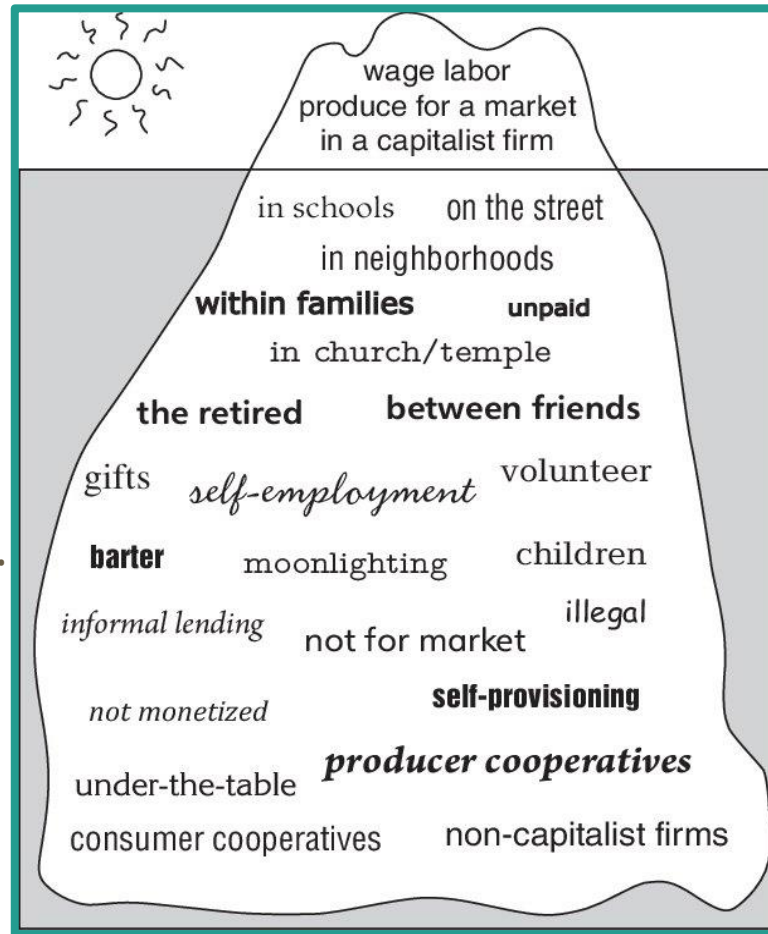


Fig. 1: The iceberg model (Gibson-Graham 2006)

SHARING

= "the act and process of distributing what is ours for use by others, as well as the act and process of receiving something from others for our use (Belk 2007)"

SHARING ECONOMY

- for-profit
- among strangers
- Airbnb, Uber ...



PSEUDOSHARING (Belk, 2014)

SHARING INITIATIVES

- non-profit
- among strangers
- more or less formalized



TRUE SHARING (Geiger et al., 2018)

INFORMAL SHARING

- non-profit
- within family, friends, neighbors ...

RESEARCH QUESTIONS

01

How initiatives of true sharing create networks?

- Networks are important for gaining control of resources and their distribution (Radil, Walther 2018).

02

What motivation people have for sharing?

- These sharing initiatives are unlikely to emerge and maintain their functionality without strong motivation.

METHODS

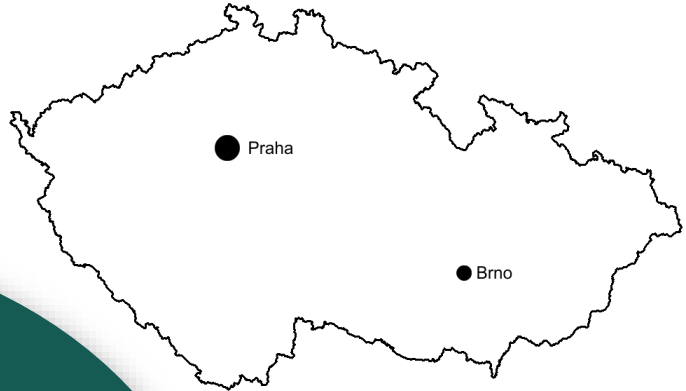
2018

semi-structured
interviews with
representatives
of 9 initiatives in
Brno

2019

ethnographic research
with Food Not Bombs,
participant observation

open coding,
sociograms



TRUE SHARING INITIATIVES

FOOD:

Veřejné lednice Brno (Public Refrigerator Brno)

Food Bank for South Moravian Region

Paběrkování po Brněnsku (Gleaning in Brno Region)

Food Not Bombs Brno

FoodBox by
Food Bank



Sharepoint and 2nd fridge by
Public Refrigerator



TRUE SHARING INITIATIVES

OTHER:

Freebox at Faculty of Social Sciences at Masaryk University

Freebox at Tři ocásci café

Květena (Flora)

Literary Benches by Jiří Mahen Library

Freeshop of Endowment Student Fund at Faculty of Arts at Masaryk University



Literary Benches



Freebox at MU



Freebox at Tři ocásci café

NETWORKS AND COMMUNITIES



"... the Brno activist scene is quite small, so many different collectives mingle there and I dare to say that every person who joins Food Not Bombs is involved in at least two or three other collectives (Radek, member of Food Not Bombs Brno)."

"... we, as part of the system, can't do some things. And it feels great that the semi-punk organizations here can cover the nooks that we can't get into (David, member of Food Bank for Brno and South Moravian Region)."

MOTIVATION

"I can't imagine not going to cook. I just find it perfectly normal (Martina, member of Food Not Bombs Brno)."

01

SOCIAL MOTIVATION

- helping others in need
- Christian values
- connect people, create a community
- building trust
- to revive public space

02

ENVIRONMENTAL MOTIVATION

- zero waste
- reducing wastage
- sustainability
- recycling

03

ECONOMIC MOTIVATION

- symbolic gesture
- different approach to economy and society
- to remove things from market

CONCLUSION

- True sharing initiatives create a distribution network that saves a certain amount of food, clothes and other things.
- They try to create spaces where things are removed from the market economy and provided free of charge for use.
- Although the motivations for sharing are diverse, they all agree on the meaningfulness of sharing.

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