

## Competition launched to boost sharing economy

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(AGI) Milan, April 15 - A 'Share in Action' competition aimed at boosting the sharing economy was launched on Wednesday. The initiative, conceived and promoted by Fondazione Eni Enrico Mattei (FEEM) and Fondazione Italiana Accenture, was launched on the 'ideaTRE60' digital platform for social innovation. All participants in the competition will be issued with 5 e-learning modules and the finalists will get 20 hours of training workshops with Italian and international experts. At the end, there will be two winners: Best Profit Project and Best Nonprofit Project. A total of 10,000 euros will be awarded to each, together with 4 months of training courses. The competition will be held from April 15 to May 22. The collaborative economy as a socio-economic model is growing sharply in Italy, as in the rest of the world. There are about 100 platforms active in Italy that connect individuals to exchange and share goods and services, as well as about 40 different crowdfunding schemes. The five e-learning modules featured in the competition are: The Sharing Economy; Mapping Collaborative Services; The Role of Technology in the Sharing Economy; Implementation of an Effective Business Plan; Tips for a Successful Elevator Pitch. Sabina Ratti, Director of FEEM, commented: "Fondazione Eni Enrico Mattei always tries to turn research into action, transforming the principles of sustainability and social innovation into continuous and shared practice. Being a co-creator and promoter of a contest that aims to develop collaborative practices for profit and nonprofit entities means helping to create value in our society and committing to making these practices a distinctive element in our way of working. With this opportunity, we hope to provide cultural, technological and social tools to citizens and organisations in Italy, allowing them to adopt innovative models that focus on collaboration." . .