

## **Abstract**

### **Is Sharing Sustainable?**

Sharing as a means to achieve more sustainable production and consumption is increasingly asserted across many sectors, from transport and accommodation to food and agriculture. Yet these optimistic assertions have a credibility problem. Agreement on what counts as sharing is not secured and data on what the impacts of sharing are and to whom those impacts accrue is often inaccessible, if it exists at all. In this keynote I will set out the key parameters of debates around sharing and its sustainability, the main challenges around evidencing transformations and a framework for action around supporting sustainable sharing.