Emancipate yourself from mental slavery: let’s make the commons sexy again

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MEDIA

EXTRACTIONAL SHARING ECONOMY

COMMONS COLLABORATIVE ECONOMY
Naming the commons we could learn to reclaim them.

David Bollier, *Think like a commoner*
Commons -creative or not- meaning?

✓ Pool of shared resources in a community, material or immaterial, analogical or digital.
✓ A kit of rules to use those resources and make them available to everyone.
✓ A scope to frame our world and lives.
✓ A resistance and resilience culture against privatisation and commodification.
✓ Values: ethics, fairness, equity, openness, p2p, reciprocity, focus on humans.
it's easier to imagine the end of the world, than the end of capitalism.
A lot of problems already have technical solutions -open source-, but those who need them not always can find them.
the communication trench
V Foro Mundial de la Bicicleta en Chile: energía humana, poder ciudadano

El activista Lucas G. Pyrgos

Cómo las cooperativas de plataforma pueden vencer a Estrellas de la Muerte como Uber

La visión de Neal Gorenflo para crear una verdadera economía colaborativa que se base en la fuerza de la comunidad.
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Comunes
What people do care about:
- things that are everyone’s everyday life (like food)
- usable stuff
- fun, emotions, entertainment
Post-truth: ‘relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal beliefs’. While facts obviously still matters, the larger issue is that persuasion and creative communication is important.

Garnet Hertz, Disobedient Electronics
in an attention economy...

how to interest and engage citizens in

the fight for the commons?
…turning the commons into a meme…
slowly but persistently
Silke Helfrich
People naturalizes that everything is private because capitalism hijacked the idea of commons. No one cares about the commons because no one's explaining its importance properly. Then you go and make it attractive!
EL AGUA VALE MÁS Q'EL ORO.
NO A LA MINA.
COMPARTIR NO ES DELITO

SHARING IS NOT A CRIME
NINGUN SER HUMANO ES ILEGAL
All together now!
yes we are talking about... BIG OPEN

TO INFINITY AND BEYOND
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Light up the commons!
¡Gracias! Thanks!

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