Be the change where you live, where you go.

fairbnb.coop
community powered tourism
Why Fairbnb.coop?

Why an alternative platform for the tourism rental industry that relies on local communities and returns 50% of its income to support local community projects?
Extractive Economies
Revenues for tourism in few hands

Loss of local identity
Negative impact on local communities

Gentrification and Touristification
Locals displacement
What is Fairbnb.coop?
ONE VISION. A MERGE OF PROJECTS

Amsterdam
Open Data and Legality

Barcelona
Hosts Cooperative

Venice
Benefits to Local Communities

Bologna
Cofunding Social Projects
What is?

A vacation rental platform that wants to diminish the negative effects of tourism but take advantage of its potential to promote circular economies:

Cooperativism

Sustainable Tourism

Impact on local communities
COOPERATIVISM

Independence
- A project co-funded by its members.
- Funding partners’ vote limited to 33%

Co-ownership
- A project co-owned by its workers members

Co-governance
- Participatory decision-making
**COOPERATIVISM**

Towards a multistakeholder cooperative

- Workers members
- Local partners
- Funding members
- Special members: community, advisory board, etc.
SUSTAINABLE TOURISM

1 host – 1 home policy
Ease the effect of overtourism on residential accommodation.

Transparency
Collaboration with Municipality to ensure legality.

Sustainability & reputation
A p2p reputation system based on SDG’s to evaluate and improve the way we travel
IMPACT ON LOCAL COMMUNITIES

Local Sovereignty

- Additional policies defined by the local community.
- Best practices for hosts and travelers.

Image source: https://dezwijger.nl/programmareeks/hetnieuwwestadmakken
IMPACT ON LOCAL COMMUNITIES

Development of local economies

- % of the local revenues fund the activity of our local partners.
- Funding of social projects in your city
IMPACT ON LOCAL COMMUNITIES

Local Economies Development

¿How it works?
Your Stay.............................................100€
Fairbnb.coop fee.................................7,5€
% to Fairbnb.coop
% to partner local
Donation to local project.......................7,5€

TOTAL 115€
IMPACT ON LOCAL COMMUNITIES

The “Onsite Link”
The human connection with the place:

- Human network immersion. Travel not just to a place, but to a community!
- Real & rooted local experiences
- Customer care onsite.
How is Fairbnb.coop structured?
Our structure

Cooperative
A multistakeholder cooperative as aggregator global structure

Local Nodes Network
Local partners that share our values and help us developing Fairbnb.coop at a local level.

Global partners
Global tech, media partners or other partners that support us at a global level.
How Local Nodes work?

A DOUBLE FUNCTION

Local Community Activation
To develop a local community that aggregates every kind of actor to build a local sustainable tourism ecosystem.

Business development
Commercial activities to develop Fairbnb.coop at a local level.
COMMUNITY. MISSIONS

- **Additional Policies**
  Involve local communities to tailor the platform to the needs of the local community.

- **Local projects**
  Support to find and deal with local projects to be funded.

- **Sustainable Tourism Ecosystem**
  Mapping and creating a network of local entities and businesses that can offer products, services and experiences around tourism using our platform.
COMERCIAL MISSIONS

- Update on local regulation and liaison with local government
- Hosts
  Finding new hosts and interact with them
- Marketing and promotion at a local level
- Main contact for travelers
  Onsite customer care if needed
Node Stakeholders

A COOPERATION STRUCTURE

**Ambassador**
Local Node main contact and responsible person. Represents Fairbnb.coop at a local level.

**Local Partner**
Local Partners that support the ambassador developing commercial and community missions.

**Local Projects**
Local funded projects that participate in the node activities.

**Contributors**
Hosts, travelers or citizenship in general who participates in the local activities or online channels.
We’re in Beta!

We’re still testing and improving our platform but you can already travel to our pilot cities, register your apartment or join us in opening new Local Nodes!
balance between personal profit and common sustainability.

Conditions to be a Fairbnb.coop Host in Venice:

1. One host = One house on the turistic market
2. Hosts must be verified Venetian residents only
3. Registration with local authorities

Tourist tax:
We are currently working on the possibility to become tourist tax collectors for
the local administration, in the meantime bear in mind that once in the
premise the Host will require you to pay for the due amount. For more info
you can refer to this official documentation (PDF file in Italian)

Local projects

Masegni & Nlziioleti
Local association whose goal is to organize
cleaning days and activities against
defacements of buildings and monuments.

Squeri San Isepo
A new life for the squero grando (large
shipyard): the aim is to bring it back to its
original shape and make it operational, thus af...

Sostegno Emergenza Corona...
Participate in the global fight against COVID-19
by helping Fairbnb.coop collect funds for the
Health System of the Veneto Region. By booki...
What happens now?

We’re living a historic moment that is challenging many of the activities of our industry. A good moment to reconsider what is tourism and how to bring out the best of it.
Is it the end of tourism?

- An opportunity to rethink the model and position our platform as the solution.

- A platform to promote circular economy and **glocal** cooperation.
  
  Fair Academy. Global practice networks to improve local economies.
  LOCAL NODES + THEMATIC NODES

- The trip is not just the place, but above all the people.
  Local nodes, projects and experiences managed by local communities.
Join us and bring Fairbnb.coop to your city!
¡Thanks!
Don’t hesitate to get in touch with us if you want to join our platform as a traveler, host, or as an ambassador!

https:// fairbnb.coop
@Fairbnb_coop
social.fairbnb.coop