But choosing principles over the possibility of riding the coattails of the major corporate players in the sharing space saved Shareable's credibility. Although they became detached from the corporate sharing economy, the online magazine became the voice of the "real sharing economy" and continued to grow their audience.

Shareable is a magazine, but the content they publish is a means to furthering their role as a leader and catalyst of a movement. Shareable became a leader in the movement in 2009. "At that time, there was a sharing movement bubbling beneath the surface, but no one was connecting the dots," Neal said. "We decided to step into that space and take on that role." The small team behind the nonprofit publication truly believed sharing could be central to solving some of the major problems human beings face—resource inequality, social isolation, and global warming.

They have worked hard to find ways to tell stories that show different metrics for success. "We wanted to change the notion of what constitutes the good life," Neal said. While they started out with a very broad focus on sharing generally, today they emphasize stories about the physical commons like "sharing cities" (i.e., urban areas managed in a sustainable, cooperative way), as well as digital platforms that are run democratically. They particularly focus on how-to content that help their readers make changes in their own lives and communities.

More than half of Shareable's stories are written by paid journalists that are contracted by the magazine. "Particularly in content areas that are a priority for us, we really want to go deep and control the quality," Neal said. The rest of the content is either contributed by guest writers, often for free, or written by other publications from their network of content publishers. Shareable is a member of the Post Growth Alliance, which facilitates the sharing of content and audiences among a large and growing group of mostly nonprofits. Each or-

ganization gets a chance to present stories to the group, and the organizations can use and promote each other's stories. Much of the content created by the network is licensed with Creative Commons.

All of Shareable's original content is published under the Attribution license (CC BY), meaning it can be used for any purpose as long as credit is given to Shareable. Creative Commons licensing is aligned with Shareable's vision, mission, and identity. That alone explains the organization's embrace of the licenses for their content, but Neal also believes CC licensing helps them increase their reach. "By using CC licensing," he said, "we realized we could reach far more people through a formal and informal network of republishers or affiliates. That has definitely been the case. It's hard for us to measure the reach of other media properties, but most of the outlets who republish our work have much bigger audiences than we do."

In addition to their regular news and commentary online, Shareable has also experimented with book publishing. In 2012, they worked with a traditional publisher to release *Share or Die: Voices of the Get Lost Generation in an Age of Crisis*. The CC-licensed book was available in print form for purchase or online for free. To this day, the book—along with their CC-licensed guide *Policies for Shareable Cities*— are two of the biggest generators of traffic on their website.

In 2016, Shareable self-published a book of curated Shareable stories called *How to: Share, Save Money and Have Fun*. The book was available for sale, but a PDF version of the book was available for free. Shareable plans to offer the book in upcoming fund-raising campaigns.

This recent book is one of many fund-raising experiments Shareable has conducted in recent years. Currently, Shareable is primarily funded by grants from foundations, but they are actively moving toward a more diversified model. They have organizational sponsors and are working to expand their base of individual donors. Ideally, they will eventually be a hundred percent funded by their audience. Neal