deterioration of our natural environment, and breakdowns of democracy.[24]

In light of these challenges there is a growing recognition that GDP growth should not be an end in itself, that development needs to be socially and economically inclusive, that environmental sustainability is a requirement not an option, and that we need to better balance the market, state and community.[25]

These realizations have led to a resurgence of interest in the commons as a means of enabling that balance. City governments like Bologna, Italy, are collaborating with their citizens to put in place regulations for the care and regeneration of urban commons.[26] Seoul and Amsterdam call themselves “sharing cities,” looking to make sustainable and more efficient use of scarce resources. They see sharing as a way to improve the use of public spaces, mobility, social cohesion, and safety.[27]

The market itself has taken an interest in the sharing economy, with businesses like Airbnb providing a peer-to-peer marketplace for short-term lodging and Uber providing a platform for ride sharing. However, Airbnb and Uber are still largely operating under the usual norms and rules of the market, making them less like a commons and more like a traditional business seeking financial gain. Much of the sharing economy is not about the commons or building an alternative to a corporate-driven market economy; it’s about extending the deregulated free market into new areas of our lives.[28] While none of the people we interviewed for our case studies would describe themselves as part of the sharing economy, there are in fact some significant parallels. Both the sharing economy and the commons make better use of asset capacity. The sharing economy sees personal residents and cars as having latent spare capacity with rental value. The equitable access of the commons broadens and diversifies the number of people who can use and derive value from an asset.

One way **Made with Creative Commons** case studies differ from those of the sharing economy is their focus on *digital* resources. Digital resources function under different economic rules than physical ones. In a world where prices always seem to go up, information technology is an anomaly. Computer-processing power, storage, and bandwidth are all rapidly increasing, but rather than costs going up, costs are coming down. Digital technologies are getting faster, better, and cheaper. The cost of anything built on these technologies will always go down until it is close to zero.[29]

Those that are **Made with Creative Commons** are looking to leverage the unique inherent characteristics of digital resources, including lowering costs. The use of digital-rights-management technologies in the form of locks, passwords, and controls to prevent digital goods from being accessed, changed, replicated, and distributed is minimal or nonexistent. Instead, Creative Commons licenses are used to put digital content out in the commons, taking advantage of the unique economics associated with being digital. The aim is to see digital resources used as widely and by as many people as possible. Maximizing access and participation is a common goal. They aim for abundance over scarcity.

The incremental cost of storing, copying, and distributing digital goods is next to zero, making abundance possible. But imagining a market based on abundance rather than scarcity is so alien to the way we conceive of economic theory and practice that we struggle to do so.[30] Those that are **Made with Creative Commons** are each pioneering in this new landscape, devising their own economic models and practice.

Some are looking to minimize their interactions with the market and operate as autonomously as possible. Others *are* operating largely as a business within the existing rules and norms of the market. And still others are looking to change the norms and rules by which the market operates.

For an ordinary corporation, making social benefit a part of its operations is difficult, as it’s legally required to make decisions that financially benefit stockholders. But new forms of business are emerging. There are benefit corporations and social enterprises, which