

**The good, the bad and the  
commoning**

# Helle Jensen

Experience Director @  
Valtech Denmark, awkward  
hunter and angry hippie



# Commoning...what is that even?



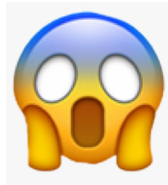
**\*MARXISM INTENSIFIES\***



# So...Classic commoning?

Might be (very non academically) defined as:

“Community-ish where you put in resources and get stuff out of it”



Is Wikipedia the original commoning?

# And then I googled too much

Shared resources

Pooling of resources

Is “free riding” ok?

And what about emancipation?

# Let's make it digital

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# The illusion of digital commoning



**Then...what about open source software?**



**umbraco**







Example 1



# The Blood Bank





# Example 2

THE KNOTTY ONES

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# Allow others to dream bigger

## **MATTRESS AS SEEN ON AN AT-HOME SHOPPING SHOW**

Aldona has her eyes on a mattress she saw on at-home shopping show. While it does cost a small fortune, Aldona believes that it's import to invest into your sleep. She assures that there's has been plenty of research on the impact your mattress can have on your health.

A good mattress is the least that Aldona deserves.

## **MOTHER-DAUGHTER VACATION TO TURKEY**

Our quality control specialist Ilona has always dreamt of going on a big exotic trip outside of Lithuania with her daughter (who also happens to be her best friend). They both watch a lot of Turkish soap operas and would love to experience the country.

"Is this dream too crazy?" she asks. We don't think so, Ilona!

## **NEW TEETH**

Our knitter Regina hates to smile. And she never does so without keeping her lips firmly pressed together or covering her mouth with her hand. So that her missing teeth would not be visible. She says it has been affecting her self-esteem and the way she feels about herself for years now. She's often scared to strive a conversation with people in fear of them noticing her teeth. Dental implants does cost a small fortune and Regina hasn't been able to save up for it herself.

## **FAMILY DAY AT A SPA**

Knitter Violeta would love to pamper herself for a day. But if she did so, she would feel guilty about not including her two teen daughters too. So her wildest dream is to have a family outing with the girls. Just like they do in the movies! Get mani-padis, facial masks and then relaxing aroma massages. That would be a day to remember for life!

# Example 3



Psychological commoning?





# Example 4



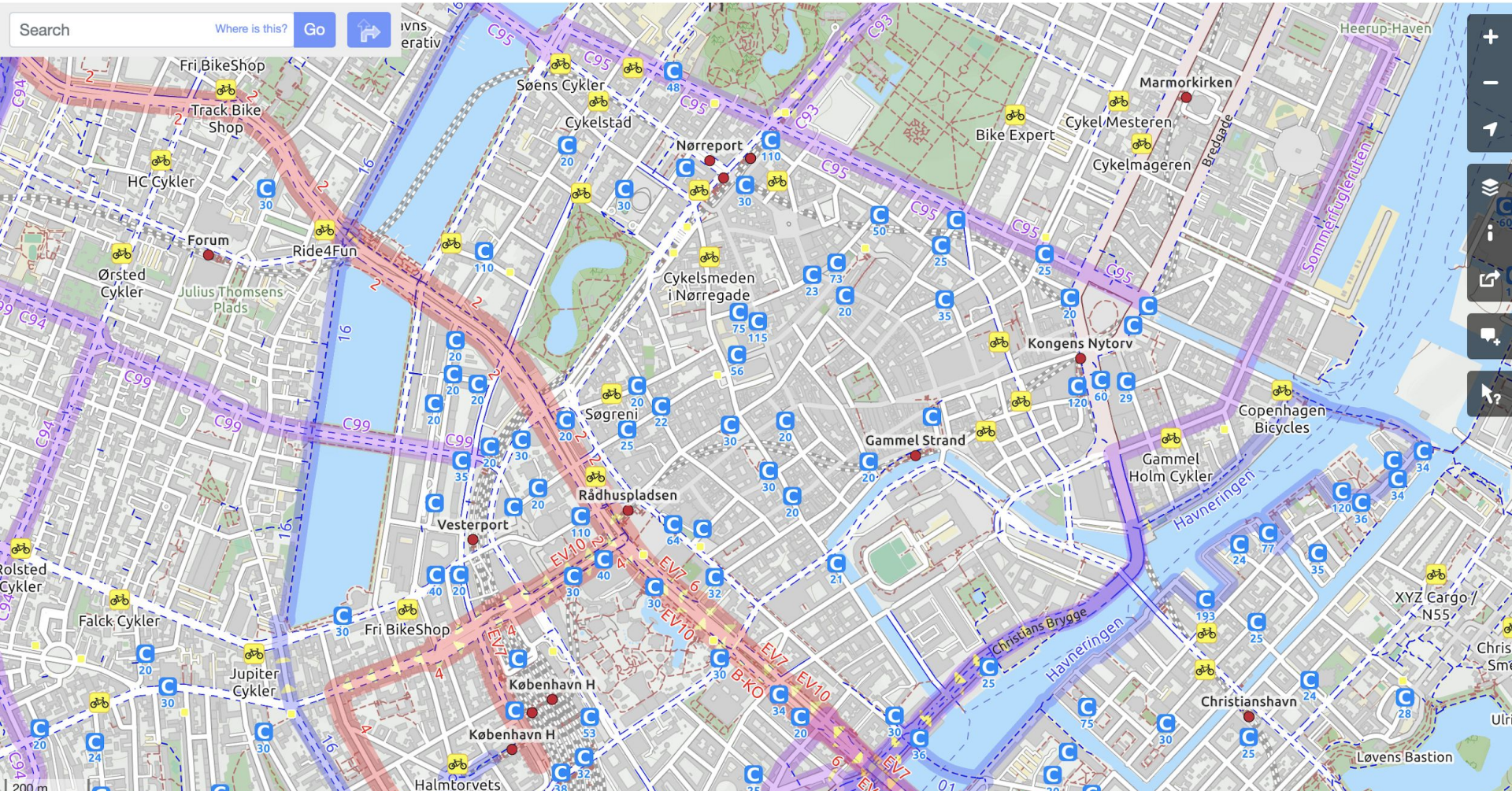
**OpenStreetMap**





Search

Where is this? Go





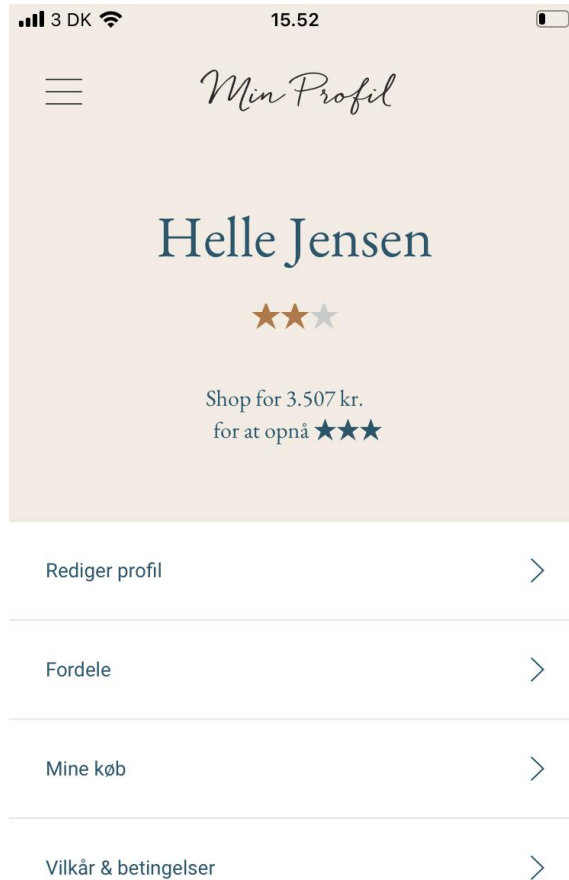
What if...



The background features a close-up of green grass blades with small, clear dew drops. The scene is bathed in a soft, golden light, creating a bokeh effect of out-of-focus circular light spots in shades of yellow and green. The overall mood is serene and natural.

**The new greenwashing?**

# What if...





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