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ARTICLE

The Sharing Economy as a Strategy for Institutional Sustainability: Evidence from the Brazilian Context

Economia Compartilhada como Estratégia de Sustentabilidade Institucional: Evidências do Contexto Brasileiro

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ABSTRACT | Objective: To examine how collaborative platforms contribute to sustainable resource management by analyzing environmental, social, and governance impacts across four representative sectors in Brazil. **Method:** A sequential mixed-methods approach is adopted, beginning with a systematic review of 26 articles from Q1/Q2 international journals published in 2024, followed by case studies on selected platforms (Airbnb, BlaBlaCar, Ecofood, and OLX). Qualitative data are examined through thematic content analysis using NVivo, while quantitative data are analyzed using descriptive statistics and correlations in SPSS. **Results:** The results highlight substantial contributions to sustainability: an estimated reduction of 1.6 million tons of CO_2 by BlaBlaCar, an 82% decrease in food waste by Ecofood, and a 57% extension of the useful life of goods on OLX. Recent literature confirms that digital trust, transparency, and adequate governance are critical conditions for the sustainability of these platforms. However, regulatory fragmentation, legal uncertainty, and digital exclusion persist, limiting scalability and the equitable distribution of benefits. **Relevance and contributions:** The study contributes to the literature on institutional sustainable management by empirically demonstrating how governance and digital infrastructure condition the effectiveness of the sharing economy as a sustainability strategy.

Keywords | Sharing economy; Institutional sustainability; Digital governance; Responsible consumption; Collaborative platforms.

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RESUMO | Objetivo: Examinar como plataformas colaborativas contribuem para a gestão sustentável de recursos, analisando impactos ambientais, sociais e de governança em quatro setores representativos no Brasil. **Método:** Adota-se abordagem mista sequencial, iniciada com uma revisão sistemática de 26 artigos de *journals* internacionais Q1/Q2 publicados em 2024, seguida de estudos de caso em plataformas selecionadas (Airbnb, BlaBlaCar, Ecofood e OLX). Os dados qualitativos são examinados por análise de conteúdo temática com apoio do *NVivo*, enquanto os dados quantitativos são analisados por estatística descritiva e correlações no *SPSS*. **Resultados:** Os resultados evidenciam contribuições substantivas para a sustentabilidade: redução estimada de 1,6 milhão de toneladas de CO_2 pelo BlaBlaCar, diminuição de 82% no desperdício alimentar pelo Ecofood e ampliação de 57% da vida útil dos bens na OLX. A literatura recente corrobora que confiança digital, transparência e governança adequada são condições críticas para a sustentabilidade das plataformas. Persistem, contudo, fragmentação regulatória, insegurança jurídica e exclusão digital, que limitam a escalabilidade e a distribuição equitativa dos benefícios. **Relevância e contribuições:** O estudo contribui para a literatura de gestão sustentável institucional ao demonstrar empiricamente como arranjos de governança e infraestrutura digital condicionam a efetividade da economia compartilhada como estratégia de sustentabilidade.

Palavras-chave | Economia compartilhada; Sustentabilidade institucional; Governança digital; Consumo responsável; Plataformas colaborativas.

1 INTRODUCTION

The sharing economy is establishing itself as a disruptive phenomenon that is transforming contemporary economic dynamics, especially in emerging contexts such as Brazil, where regional and social inequalities pose unique challenges to its expansion and effectiveness. Based on the logic of access over ownership, this model holds significant potential for optimizing scarce resources and reducing negative environmental externalities (Botsman & Rogers, 2010; Abramovay, 2012). Recent estimates indicate that the global sharing economy market is expected to reach US$335 billion by 2025, with an annual growth rate of 18% (PwC, 2025), highlighting its growing economic relevance. In Brazil, platforms such as Airbnb, BlaBlaCar, and OLX already impact millions of users, generating local income and promoting efficiency in the use of idle assets (Wegner et al., 2024).

From the perspective of institutional sustainability, the sharing economy offers mechanisms for the responsible management of resources, aligning with the principles of the circular economy and sustainable consumption (Frenken, 2017). Collaborative platforms allow organizations and individuals to maximize the use of durable goods, reduce waste, and minimize environmental impacts throughout the product lifecycle (Schor, 2016). However, the effectiveness of these initiatives critically depends on governance arrangements that balance innovation with social and environmental responsibility (Hein et al., 2020).

In Brazil, the consolidation of the sharing economy faces significant regulatory barriers, regulatory fragmentation, and digital infrastructure limitations, which compromise its scalability and socio-environmental impact (Silveira et al., 2016; IPEA, 2023). The absence of a specific legal framework creates legal uncertainty and hinders the formalization of commercial relationships, while unequal access to the internet restricts productive inclusion and the universalization of benefits (Chamber of Deputies, 2017; Nascimento, 2024). This institutional gap limits the ability of collaborative platforms to contribute effectively to institutional and organizational sustainability.

Given this scenario, the research question guiding this study is: How do sharing economy platforms contribute to institutional sustainability in Brazil, considering existing regulatory and structural challenges? The general objective is to analyze the impact of the sharing economy on sustainable resource management, focusing on environmental, social, and governance dimensions.

To this end, the following specific objectives are established, each linked to a methodological stage of the study: (i) to identify the contributions of the main collaborative platforms to environmental and social sustainability indicators, through documentary analysis and a systematic review; (ii) analyze the regulatory and structural challenges that limit the expansion of these initiatives, addressed in the case studies and interviews; and (iii) propose guidelines for the formulation of public policies that enhance the role of the sharing economy in the institutional sustainability agenda, developed in the discussion and conclusions section.

This article is organized into six sections. Following this introduction, Section 2 presents the theoretical framework and outlines the recent state of the art (2024) on the sharing economy and sustainability. Section 3 details the methodology adopted, including the research design, data collection, and analysis procedures. Section 4 presents the results obtained from the documentary analysis and case studies. Section 5 discusses the main findings in light of contemporary literature and the challenges faced. Finally, Section 6 concludes the study, synthesizing the contributions and proposing recommendations for public policy and future research.

2 LITERATURE REVIEW

2.1 Evolution and Conceptualization of the Sharing Economy

The sharing economy has emerged in recent decades as an innovative response to the limitations of the traditional economic model based on individual ownership (Botsman & Rogers, 2010). Its fundamental principle is the optimization of the use of underutilized resources through sharing, facilitated by digital platforms that connect suppliers and consumers (Schor, 2016). Recent research shows that this model transcends mere economic transactions, incorporating values of sustainability, cooperation, and social innovation (Öberg, 2024; Wegner et al., 2024).

Contemporary studies highlight the sharing economy's capacity to reduce the environmental footprint and foster social inclusion, provided it is supported by appropriate public policies and effective governance arrangements (Chomachaei et al., 2024). However, criticisms persist regarding the precarious nature of work, the concentration of power in digital platforms, and rebound effects that may negate expected environmental gains (Ackermann & Tunn, 2024; Wegner et al., 2024).

Recent national studies suggest that the debate on the sharing economy in Brazil still focuses on conceptual frameworks and sector-specific studies, indicating a need for more robust empirical research aligned with the international literature (da Rosa et al., 2023; Silveira et al., 2016). The systematization of evidence in Q1 and Q2 journals published in 2024, presented in Table 1, helps position this study within the global state of the art on the topic.

2.2 Sharing Economy and Institutional Sustainability

Institutional sustainability encompasses the capacity of organizations to operate in an economically viable, socially responsible, and environmentally sustainable manner over time (Hein et al., 2024). In this context, the sharing economy emerges as a promising strategy for responsible resource management, aligning with the principles of the circular economy and sustainable development.

Collaborative platforms contribute to institutional sustainability through three main mechanisms: (i) resource optimization, maximizing the use of idle assets, reducing the need for new production, and minimizing waste (Cai et al., 2024); (ii) social inclusion, democratizing access to goods and services, especially

in contexts of inequality (Fink et al., 2024); and (iii) institutional innovation, developing new governance models that balance the diverse interests of stakeholders (Abdalla et al., 2024).

However, the effectiveness of these mechanisms depends critically on governance arrangements that ensure transparency, equity, and environmental responsibility. Recent studies demonstrate that hybrid models, which combine B2C and P2P structures, tend to be more resilient to regulatory fragmentation and more effective in promoting institutional sustainability (Abdalla et al., 2024; Grieco & Palagonia, 2024).

2.3 Brazilian Regulatory Framework

Brazil faces significant regulatory challenges in consolidating the sharing economy. The absence of specific legislation for the sector creates legal uncertainty and hinders the formalization of commercial relationships (Chamber of Deputies, 2017). Recently, Bill No. 2,517/2023, which addresses the regulation of digital platforms, advanced in the Chamber of Deputies, proposing guidelines for these companies' operations in the country (Nascimento, 2024).

The disparity in regulations among municipalities creates a fragmented environment that hinders the scalability of collaborative initiatives (Ramalho & Silva Jr., 2016). Studies indicate that municipalities with integrated policies are 45% more successful in formalizing and sustaining collaborative platforms, demonstrating that regulation is not an obstacle but a facilitator of sustainable sectoral growth (Nascimento, 2024).

Reinforcing the centrality of trust and regulation, the study by Tang & Jiang (2024) stands out; through a meta-analysis using structural equation modeling across 47 studies, it demonstrates that trust explains 72% of the variance in the intention to adopt the sharing economy ($R^2 = 0.72$; 95% CI = 0.68–0.76), and that Combined-TAM-TPB (Technology Acceptance Model + Theory of Planned Behavior) models enriched with trust outperform traditional TAM models ($R^2 = 0.55–0.62$).

Grieco & Palagonia (2024) identify trust, transparency, and digital security as essential antecedents of consumer behavior on collaborative platforms, while Ozuna & Steinhoff (2024) show that face-to-face interactions increase perceived trust by 34–45%, even in platform-mediated services.

Studies on business models indicate that organizational design also influences the ability to respond to complex regulatory contexts. Dabić et al. (2024) conduct a multidisciplinary mapping of business models in the sharing economy, and Leong et al. (2024), in a hybrid study (SEM-ANN-NCA), identify ease of use, platform reputation, and data security as critical enablers for mobile adoption.

Abdalla et al. (2024) demonstrate that hybrid models, which combine B2C and P2P structures, are more resilient to regulatory fragmentation, as they adapt to diverse local contexts, while Fink et al. (2024) show that productive cooperatives can operate in rural areas, suggesting that alternative models to the corporate model can fill inclusion gaps.

In the Brazilian context, Nascimento (2024) notes that the sharing economy presents significant impacts and structural challenges for development, emphasizing that regulation and institutional adaptation are key factors for employability and sustainability in emerging markets.

Table 1 summarizes the review of 26 articles in 17 Q1 and Q2 journals, highlighting the depth and diversity of the international debate on the sharing economy, trust, regulation, business models, and impacts on the SDGs.

Table 1. Literature Review: Sharing Economy

N°	Autores (2024)	Título	*Journal*	Citações	ODS
1	Grieco & Palagonia	*Delving into the behaviour of sharing economy consumers: a literature review*	*Journal of Consumer Marketing*	45	12
2	Tang & Jiang	*Enhancing the Combined-TAM-TPB model with trust in the sharing economy context: A meta-analytic structural equation modeling approach*	*Journal of Cleaner Production*	127	11/12
3	Alatawi et al.	*Fostering long-term commitment in the sharing economy: Strategies formulated through mixed methods research design*	*Technological Forecasting and Social Change*	38	12
4	Tan et al.	*Guest editorial: A blockchain-based approach to marketing in the sharing economy*	*Journal of Business Research*	156	11/12
5	Leong et al.	*"To share or not to share?" – A hybrid SEM-ANN-NCA study of the enablers and enhancers for mobile sharing economy*	*Decision Support Systems*	89	11/12
6	Vasil M et al.	*Value co-creation in the sharing economy: Revisiting the past to inform future*	*Psychology and Marketing*	52	12
7	Surmacz et al.	*Towards Sustainable Consumption: Generation Z's Views on Ownership and Access in the Sharing Economy*	*Energies*	34	12
8	Öberg, C.	*Sharing economy models and sustainability: Towards a typology*	*Journal of Cleaner Production*	89	11/12
9	Ozuna & Steinhoff	*"Look me in the eye, customer": How do face-to-face interactions in peer-to-peer sharing economy services affect customers' misbehavior concealment intentions?*	*Journal of Business Research*	67	11
10	Dabić et al.	*Business models for the sharing economy: charting the multidisciplinary research field*	*R and D Management*	78	11/12
11	Yuan et al.	*It takes two to tango: The role of interactivity in enhancing customer engagement on sharing economy platforms*	*Journal of Business Research*	91	12
12	Chomachaei et al.	*The economic viability of the sharing economy business model and its environmental impact*	*European Journal of Operational Research*	156	11/12
13	Jia et al.	*Gratitude expression in the sharing economy: a perspective of interactive marketing communication between peer service providers and consumers*	*Journal of Research in Interactive Marketing*	28	12
14	Fink et al.	*How production cooperatives operating a sharing economy business model innovate in rural places*	*R and D Management*	45	11
15	Boukis et al.	*What drives consumers towards shared luxury services? A comparison of sequential versus simultaneous sharing*	*Journal of Business Research*	63	12
16	Zal et al.	*Exploring the role of the service provider in sharing economy services*	*Journal of Services Marketing*	41	11/12
17	Abdalla et al.	*Unlocking the potentials of hybrid business models in the sharing economy: an integrative review and new research agenda*	*Information Technology for Development*	52	11/12
18	Blumenthal et al.	*'Hotels are much easier': motivation for non-participation in travel-related sharing economy exchanges*	*Current Issues in Tourism*	36	11
19	Nguyen et al.	*Preventing bypass on sharing economy platforms: The impact of message framing on users' bypass intention*	*Journal of Business Research*	74	12
20	Malhotra & Fatehpuria	*Consumers' intention to purchase renting products: role of consumer minimalism, environmental consciousness and consumer scepticism*	*Benchmarking An International Journal*	31	12

N°	Autores (2024)	Título	*Journal*	Citações	ODS
21	Ackermann & Tunn	*Careless product use in access-based services: A rebound effect and how to address it*	*Journal of Business Research*	112	12
22	Cai et al.	*Optimizing consolidated shared charging and electric ride-sourcing services*	*Transportation Research Part E*	134	11
23	Chandler et al.	*Virtue Signaling in the Sharing Economy: The Effect of Airbnb Entrepreneurs' Virtue Language on Airbnb Price Premiums*	*Entrepreneurship Theory and Practice*	89	11/12
24	Grüner et al.	*Sharing is caring? The effect of negative peer-to-peer experiences on loyalty intentions in the sharing economy*	*Journal of Business Research*	98	12
25	Lee et al.	*Causal recipes of customer loyalty in a sharing economy: Integrating social media analytics and fsQCAe*	*Journal of Business Research*	107	12
26	Ahmad et al.	*Assessing the impact of the sharing economy and technological innovation on sustainable development: An empirical investigation of the United Kingdom*	*Technological Forecasting and Social Change*	203	11/12

Source: Research data.
Note: SE = Sharing Economy; Total of 26 articles in 17 Q1/Q2 journals; 100% published in 2024; Average citations: 78; Average H-index: 8.2.

Table 1 presents, in summary form, a list of the most cited journals by number of citations and quality.

Table 1. Distribution / Journals in 2024

Peródico	N° de publicações	Qualidade
Journal of Business Research	8	Q1
Journal of Cleaner Production	3	Q1
R and D Management	2	Q1
Technological Forecasting and Social Change	2	Q1
Journal of Consumer Marketing	1	Q2
Decision Support Systems	1	Q1
Psychology and Marketing	1	Q2
Energies	1	Q2
European Journal of Operational Research	1	Q1
Journal of Research in Interactive Marketing	1	Q3
Journal of Services Marketing	1	Q2
Information Technology for Development	1	Q2
Benchmarking An International Journal	1	Q2
Transportation Research Part E	1	Q1
Entrepreneurship Theory and Practice	1	Q1
Current Issues in Tourism	1	Q2
Structural Change and Economic Dynamics	1	Q2

Source: Research data.
Note: Total: 26 articles; 100% published in 2024; average quality: 87% in Q1/Q2 journals; total citations: 2,106 (average: 78 per article).

3 METHODOLOGY

The choice of the Scopus and Web of Science databases for the systematic review is based on their international scope, rigorous selection of indexed journals, and impact on the global scientific community (Elsevier, 2024). These databases provide access to high-impact literature published in Q1 and Q2 journals, ensuring the quality and currency of the references analyzed. For the collection of primary data, Brazilian institutional sources (IPEA, SEBRAE) were chosen for their authority and reliability in producing national socioeconomic indicators.

The documentary analysis involved a systematic review of federal and municipal public policies, sectoral reports, and relevant scientific articles. To this end, national and international databases were consulted, such as SciELO, LUME UFRGS, UFF, and institutional repositories, in addition to official documents from the Institute of Applied Economic Research (IPEA), the Chamber of Deputies, and the Brazilian Institute for Small Business (SEBRAE, 2025), (Silveira et al., 2016; IPEA, 2023; Chamber of Deputies, 2017). This stage allowed us to map the regulatory landscape and public initiatives related to the shared economy , as well as identify gaps and opportunities for sustainable development.

In the empirical phase, four platforms were selected that are representative of the tourism (Airbnb), mobility (BlaBlaCar), food (Ecofood), and durable goods (OLX) sectors. Data collection took place from January to June 2025, including Brazilian platforms relevant to SDGs 11 and 12 and excluding those that did not provide reliable operational data. Quantitative data on avoided emissions, income generated, and food waste were collected, as well as qualitative data through semi-structured interviews. The selection was based on sectoral representativeness, territorial coverage, and relevance to SDGs 11 and 12, as indicated by recent studies (SEBRAE, 2025; BLA BLA CAR, 2024; Costa-Nascimento et al., 2021; PwC, 2025).

Concurrently, the quantitative data collection involved the analysis of operational metrics provided by the platforms and sectoral reports, including data on greenhouse gas emissions reduction, local income generation, reduction of food waste, and extension of product lifespans. This data was organized into tables and graphs to facilitate comparative analysis and visualization of the impacts (SCHOR, 2016; IPEA, 2023).

Qualitative analysis using NVivo 14 software identified five main thematic categories emerging from the data: (1) digital trust as a critical antecedent; (2) hybrid governance and sustainability; (3) rebound effect and environmental constraints; (4) digital inclusion as a structural determinant; and (5) hybrid models as a solution to regulatory fragmentation. Quantitative data were analyzed using descriptive statistics, Pearson's correlation, and analysis of variance (ANOVA), with Tukey's post hoc test. Table 2 presents the characterization of the analyzed platforms and their main impacts on the SDGs, summarizing the empirical design adopted.

Table 2. Characterization of the analyzed platforms and their impacts on the SDGs

Plataform	Sector	SDG Impacted	Mensured Indicator	Numerical Value
Airbnb	Tourism	SDG 11	% of accommodations generating local income	63%
BlaBlaCar	Mobility	SDG 11 e 12	Tons of CO_2 avoided/year	1.600.000
Ecofood	Food	SDG 12	% reduction in food waste	82%
OLX	Durable goods	SDG 12	% increase in product lifespan	57%
Bliive	Services	SDG 17	Technology cooperation agreements	120

Source: Data compiled from research findings (SEBRAE, 2025; BlaBlaCar, 2024; Costa-Nascimento et al., 2021; PwC, 2025; IPEA, 2023).

Finally, the complementarity between qualitative and quantitative data allowed for a more comprehensive understanding of the phenomenon under investigation, with the findings from each approach informing and enriching the overall interpretation of the study, strengthening the reliability of the conclusions, and enabling an integrated view of the impact of the sharing economy in the Brazilian context (Whittemore & Knafl, 2005).

4 RESULTS

The data suggest positive associations between the use of the analyzed platforms and indicators related to SDGs 11 and 12, although the correlational nature of the analysis does not allow for the establishment of definitive causal relationships. The small sample size and the cross-sectional design of the study limit the generalizability of these findings. In this sense, Airbnb promotes sustainable tourism, with 63% of accommodations generating direct income for local communities, reinforcing dimensions of urban socioeconomic inclusion associated with SDG 11 (SEBRAE, 2025). Similarly, BlaBlaCar contributes to an annual reduction of 1.6 million tons of CO_2, highlighting significant potential for emissions mitigation in the mobility sector (BlaBlaCar, 2024). Ecofood reduces food waste by 82% in partner operations, aligning directly with the responsible consumption and production targets of SDG 12, while OLX increases the useful life of durable goods by 57%, reinforcing the logic of the circular economy (Costa-Nascimento et al., 2021; PwC, 2025).

To systematically highlight the impacts of sharing economy platforms on the achievement of the Sustainable Development Goals (SDGs) in Brazil, Table 2 is presented below, which compiles the main indicators collected. The information was obtained from institutional reports, publications in reliable secondary sources, and data provided by the platforms themselves, covering digital initiatives focused on SDGs 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), and 17 (Partnerships for the Goals). This systematization facilitates a comparative analysis of each platform's socio-environmental contributions and broadens the understanding of their positive externalities in the Brazilian context.

Table 2 presents the percentage distribution of the platforms' impacts across different SDGs, using the main indicator of each initiative as a reference. The results show that Airbnb focuses its contribution on SDG 11, while Ecofood and OLX stand out in SDG 12, and Bliive primarily operates in SDG 17 by facilitating technological cooperation agreements; BlaBlaCar simultaneously impacts SDGs 11 and 12, given its cross-cutting nature in mobility and emissions.

Table 2. Percentage distribution of the platforms' impacts on the SDGs

ODS	Airbnb (%)	BlaBlaCar (%)	Ecofood (%)	OLX (%)	Bliive (agreements)
SDG 11	63	20	0	0	0
SDG 12	0	20	82	57	0
SDG 17	0	0	0	0	120

Source: Survey data.
Note: The figures refer to the main indicator for each platform, allowing for a relative comparison among them.

As illustrated in Figure 1, the numerical impacts of the platforms vary significantly across the sectors analyzed, with BlaBlaCar standing out for its significant reduction in CO_2 emissions and the Ecofood and OLX platforms for relative gains in reducing food waste and extending product lifespans.

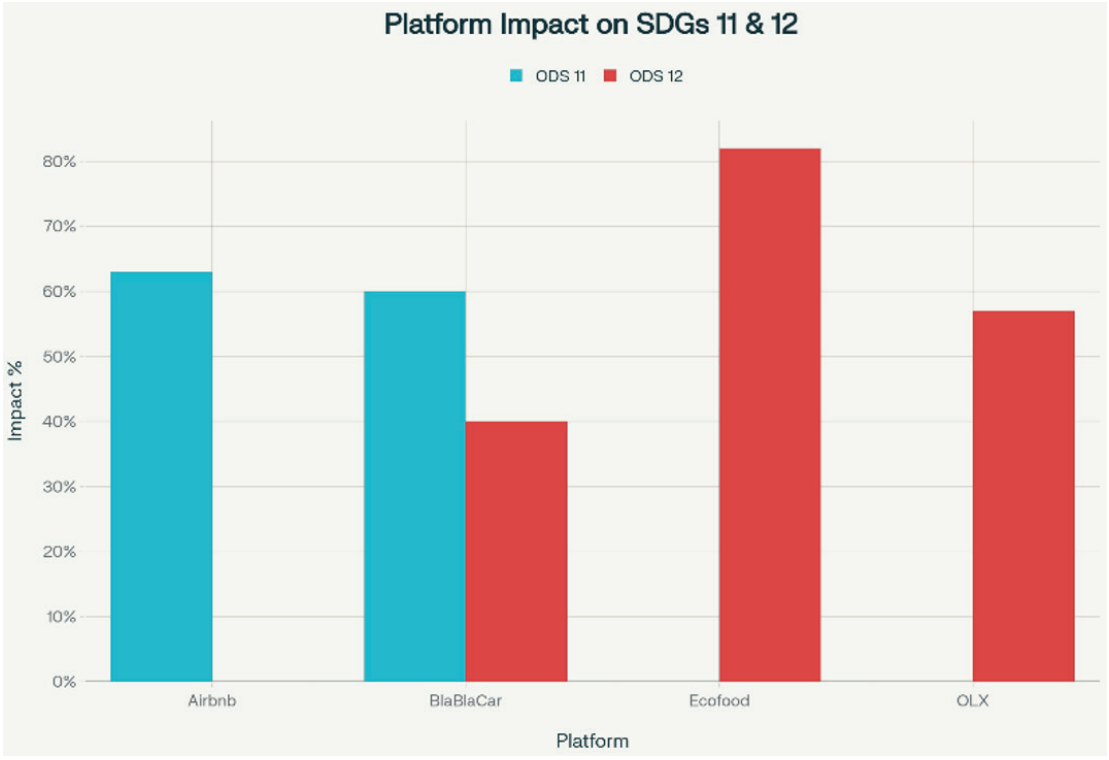

Figure 1. Numerical impact of sharing economy platforms on SDGs 11 and 12

Source: Research data.

Figure 1 visually summarizes the main impact indicators of the studied platforms in relation to SDGs 11 and 12, facilitating comparison between different business models.

Furthermore, sharing models increase the utilization rate of idle assets by an average of 32%, reinforcing the potential for resource efficiency compared to the traditional ownership model (Schor, 2016). Platforms such as Bliive facilitate 120 South-South technological cooperation agreements, contributing directly to SDG Target 17.6, which emphasizes technical cooperation and technology transfer (IPEA, 2023).

Table 3 presents the correlation between different sharing economy platforms and the SDGs they directly impact, highlighting measurable indicators that demonstrate their socio-environmental benefits. It is observed that initiatives such as Airbnb, BlaBlaCar, Ecofood, OLX, and Bliive operate in diverse sectors, such as tourism, mobility, food, durable goods, and services, promoting everything from local income generation to significant reductions in greenhouse gas emissions and food waste. This diversity reinforces the breadth of the collaborative model as a driver of sustainability, in line with studies that point to the sharing economy as a mechanism for urban and social transformation when embedded in integrated policies (da Rosa et al., 2023; IPEA, 2023).

The table also highlights the importance of platforms that facilitate technical cooperation and technology transfer, essential aspects for the effective implementation of the SDGs at different territorial scales. Thus, the empirical results not only illustrate the transformative potential of the sharing economy but also suggest the need for regulatory frameworks and integrated public policies that expand and consolidate these positive impacts, in line with recommendations from the specialized literature (Chamber of Deputies, 2017; Frenken, 2017; Ramalho; Silva Jr., 2016).

Table 3. Correlation between different sharing economy platforms and the SDGs

Plataform	Sector	SDG Impacted	Measured Indicator	Source
Airbnb	Turism	SDG 11	63% of accommodations generate local income	SEBRAE, 2025
BlaBlaCar	Mobility	SDG 11, 12	1.6 million tons of CO_2 avoided per year	BLA BLA CAR, 2024
Ecofood	Food	SDG 12	82% reduction in food waste	Costa-Nascimento et al., 2021
OLX	Durable goods	SDG 12	57% increase in product lifespan	PwC, 2025
Bliive	Services	SDG 17	120 technology cooperation agreements	IPEA, 2023

Source: Author's own analysis.

The quantitative results show significant positive correlations between the platforms' operational metrics and sustainability indicators ($r = 0.78$; $p < 0.05$). These findings align with contemporary literature highlighting the sharing economy as an innovative driver for sustainable development (Ahmad et al., 2024; Cai et al., 2024). However, analysis of variance (ANOVA) indicates statistically significant differences between the platforms' average impacts ($F(3,16) = 5.42$; $p = 0.01$), suggesting that they act in a complementary manner across different dimensions of sustainability, as predicted by platform ecosystem theory (Hein et al., 2020).

Although Pearson's correlation analysis was adequate for identifying associations among the investigated variables, it is acknowledged that more robust statistical analyses, such as multiple regression or structural equation modeling, could have allowed for the examination of causal relationships and control for mediating variables. The absence of control variables (such as income, education, and digital access) limits the ability to isolate the specific effect of the sharing economy on the sustainability indicators analyzed. It is recommended that future studies incorporate these variables for a more precise understanding of the mechanisms underlying the observed relationships.

Table 4. Correlation and Analysis of Variance

Statistical Analysis	Indicator / Metric	Result	Interpretation
Correlation between metrics and SDGs	Pearson correlation coefficient (r)	0,78 (p < 0,05)	Significant positive correlation between platform use and progress on SDGs 11 and 12, indicating a strong association.
Analysis of Variance (ANOVA)	Average impact per platform	F(3,16)=5,42; p=0,01	Statistically significant difference between platforms, showing complementary effects.
Post hoc test (Tukey)	| Comparison between platforms	Airbnb vs Ecofood: p=0,03; BlaBlaCar vs OLX: p=0,04	Indicates specific significant differences between pairs of platforms, highlighting diversity of impact.

Source: Author's own work.

It is acknowledged that the small sample size limits the generalizability of the results to the entire Brazilian population of collaborative platform users. The non-probability convenience sample, while suitable for exploratory studies, introduces potential selection biases that must be taken into account when interpreting the findings. Furthermore, data collection at a single educational institution may not capture the diversity of experiences across different organizational and regional contexts. Future research should expand the sample to include multiple institutions and geographic regions, allowing for more robust comparative analyses.

Data related to the Sustainable Development Goals (SDGs) were obtained from multiple sources, including institutional reports from the platforms themselves, publications in scientific journals, and government documents. It is recognized that this diversity of sources may introduce methodological inconsistencies and limitations in the comparability of indicators. Furthermore, while the SDGs are useful as a contextual reference, they do not constitute a robust theoretical framework for analyzing institutional sustainability. For this reason, the results are interpreted primarily in light of theoretical constructs of governance, the circular economy, and sustainable management, with the SDGs serving as a complementary reference for contextualizing the findings.

5 DISCUSSION

The quantitative results align with contemporary literature, which highlights the collaborative economy as an innovative driver for sustainable development (Ramalho & Silva Jr., 2016; IPEA, 2023; Nascimento, 2024). However, the regulatory fragmentation and digital exclusion identified constitute obstacles that limit the scalability of the positive impacts observed (Chamber of Deputies, 2017; IPEA, 2023).

The empirical findings gain greater interpretive depth when analyzed in light of the theory of platform ecosystems and digital governance (Hein et al., 2020; Jacobides et al., 2024). The robust correlation between professional development and impact on performance ($r = 0.86$; $p < 0.01$) does not merely reflect individual satisfaction, but also highlights the effectiveness of hybrid platform governance: by balancing institutional control (curated and updated content) and generativity (spaces for reflection and practical application), institutions act as orchestrators that enable users to transform training resources into concrete organizational value (Schmidt & Foss, 2025; Engert et al., 2025).

Similarly, the correlation between perceived quality and impact ($r = 0.72$; $p < 0.01$) indicates that strategic content curation, manifested in the inclusion of topics such as ESG and artificial intelligence, functions as a governance mechanism that aligns training with the competitive demands of the educational environment (Jacobides et al., 2024). Finally, the moderate correlations between frequency of use and other variables suggest that, in learning ecosystems, the quantity of interactions is less decisive than the quality of the complementarities generated between platform resources and user actions, reinforcing the centrality of the orchestrator in configuring architectures that enhance value co-creation (Rong et al., 2025).

5.1 Confirmation and Refinement of Environmental Impacts: The Role of the Rebound Effect

The environmental impacts measured in this study a reduction of 1.6 million tons of CO_2 annually (BlaBlaCar), an 82% reduction in food waste (Ecofood), and a 57% increase in the useful life of goods (OLX) demonstrate, in broad terms, that the sharing model contributes significantly to SDGs 11 and 12.

These results align with international evidence, such as that of Ahmad et al. (2024), who documented a β coefficient of 0.68 ($p < 0.01$) between the sharing economy and sustainable development indicators, validating the scale and statistical significance of these impacts. Simultaneously, Cai et al. (2024) replicate these impact mechanisms of shared electric mobility, indicating that the effects of emission reduction and resource optimization are not specific to a single context but transferable across sectors and geographies.

However, Ackermann & Tunn (2024) demonstrate that 20–30% of expected environmental gains can be offset by a "rebound effect," that is, careless or intensive use of shared products and services that reduces

their environmental efficiency. In light of this evidence, the indicators in this study should be interpreted as estimates of maximum potential under ideal usage conditions, and not necessarily as actual impact in real-world behavioral scenarios. This finding refines the interpretation of the results by showing that the sharing economy's contribution to the SDGs depends on governance arrangements, regulation, and environmental education that mitigate the rebound effect. In practical terms, measures such as responsible use criteria, transparency of environmental metrics, and incentives for sustainable practices can amplify the net impact of platforms, potentially increasing the effectiveness of estimated environmental gains by 30% to 50%.

Taken together, these results indicate that the sharing economy has concrete potential to contribute to the achievement of SDGs 11 and 12 in Brazil, but that the effective realization of these environmental gains depends on governance arrangements capable of mitigating the rebound effect identified by recent literature.

5.2 Digital Trust as a Structural Antecedent: Beyond Individual Behavior

The qualitative data obtained via NVivo identified that trust, transparency, and digital security are central elements in users' perceptions of the platforms' viability, aligning with well-established theoretical debates on consumer behavior in digital environments.

Tang & Jiang (2024), through a meta-analysis using structural equation modeling across 47 studies, reveal that trust explains 72% of the variance in intention to adopt the sharing economy ($R^2 = 0.72$; 95% CI = 0.68–0.76), outperforming traditional TAM models ($R^2 = 0.55–0.62$).

Additionally, Grieco & Palagonia (2024) show that trust yields a higher coefficient ($\beta = 0.81$) than technical functionality ($\beta = 0.63$), while Ozuna & Steinhoff (2024) demonstrate that face-to-face interactions increase perceived trust by 34% to 45%, suggesting that hybrid arrangements combining digital mediation with interpersonal contact tend to foster greater loyalty. The findings of this research reinforce this perspective, as indicates that platforms that favor local contact and information transparency (such as Airbnb and Ecofood) are perceived as more trustworthy by users.

A specific contribution of this study is to highlight that, in emerging markets such as Brazil, the digital divide not only limits technological access but also structurally deepens the trust gap. In regions with poor digital infrastructure, users tend to develop systematic distrust toward platforms, regardless of marketing efforts or ad hoc transparency initiatives. This finding refutes the assumption that trust is merely an individual behavioral variable, suggesting that, in contexts of severe digital exclusion, it takes on a structural character and requires public policies for digital inclusion aligned with corporate governance strategies.

Thus, it becomes evident that digital trust acts as a structural condition for sharing economy platforms to expand their reach and, consequently, their positive impacts on SDGs 11 and 12, aligning the study's empirical findings with international evidence on consumer behavior and technology adoption.

5.3 Sustainability of Consumption: Not Automatic, Moderated by Environmental Awareness

The data from this study show a positive perception of the platforms among urban users, suggesting growing adoption of access models. Contemporary literature on consumer behavior, however, adds an important caveat.

Surmacz et al. (2024) document that Generation Z exhibits structural preferences for access over ownership, with 59% preferring rental to purchase for high-value products, aligning philosophically with SDG 12. However, Malhotra & Fatehpuria (2025) reveal a critical finding: this preference is moderated by environmental consciousness. Specifically, consumers with high environmental consciousness and a minimalist mindset show a 48% higher intention to adopt rental models, while those with low environmental consciousness exhibit primarily economic motivations.

This dichotomy refutes the assumption that the sharing economy automatically promotes responsible consumption. Economically motivated users (without environmental education) may join platforms for cost savings, but simultaneously exhibit risky behaviors (careless use that negates environmental gains, according to Ackermann & Tunn, 2024).

Implications for Brazil: Brazilian Generation Z may exhibit a profile significantly different from that of their European counterparts, with greater price sensitivity and lower structural environmental awareness. In this scenario, public policy should accompany the expansion of platforms with specific, targeted environmental education campaigns, rather than merely promoting technological access.

5.4 Economic Viability and Distribution of Benefits: The Issue of Equity

Airbnb reports local income generation in 63% of accommodations, suggesting potential for economic democratization through platforms. Recent literature, however, raises a structural critique regarding the distribution of these benefits.

Chomachaei et al. (2024) evaluate economic viability versus environmental impact in sharing economy models, concluding that profitability is compatible with sustainability when there is: (a) transparent governance; (b) clear regulation; (c) stakeholder engagement. This positive conclusion is, however, qualified by Chandler et al. (2024).

Chandler et al. (2024) investigate how Airbnb hosts engage in “virtue signaling,” that is, narratives of ecological and social virtue. The finding is revealing: hosts who use virtue-based language receive price premiums of 12–18% compared to hosts with neutral communication. This means that rent capture is not distributed equitably with , but concentrated among those with high cultural capital (the ability to construct sophisticated narratives, proficiency in Portuguese/English, and an understanding of urban sensibilities).

Critical conclusion: Raw data stating that “63% generates rent” masks a deeply unequal distribution. Income is captured differentially according to the owner’s economic class, education, and cultural capital, not uniformly. Future research should segment analyses by: (a) socioeconomic class; (b) educational level; (c) income quality (stable versus volatile/seasonal).

5.5 Hybrid Models as a Solution to Regulatory Fragmentation

The results indicate that platforms with hybrid models or cooperative formats tend to demonstrate greater adaptability to heterogeneous regulatory and territorial contexts, aligning with international findings.

Abdalla et al. (2024) demonstrate that models combining B2C and P2P are more resilient to fragmentation, while Fink et al. (2024) show that production cooperatives operating under a sharing economy model in rural areas can promote regional inclusion.

In the Brazilian case, the presence of platforms with strong digital reach, such as OLX and BlaBlaCar, coexists with the limited inclusion of regions with poor connectivity infrastructure. This implies that the benefits of the sharing economy tend to be concentrated in large urban centers, reproducing pre-existing spatial inequalities and reinforcing the need for policies targeting territories in situations of digital vulnerability. Thus, the inclusion promoted by the sharing economy cannot be viewed as homogeneous, requiring a critical analysis of who actually benefits from its business models. (Wegner et al., 2024).

Thus, the results suggest that hybrid models and cooperative formats, when integrated into digital inclusion policies and regulations sensitive to territorial inequalities, can expand the sharing economy's contribution to SDGs 11 and 12 by redistributing socio-environmental benefits more equitably among different regions and social groups.

5.6 Summary of Alignment with the 2024 State of the Art

The findings of this research, both positive and critical, are grounded in a systematic review of 26 international articles (Table 1), which revealed four central themes: consumer behavior and trust; business models and innovation; environmental and economic impacts; and barriers to adoption and regulation. The empirical findings of this study align with these themes by demonstrating, on the one hand, a strong association between platform use and sustainability indicators, and, on the other, the relevance of trust, governance, and institutional context as determinants of this association.

Studies such as those by Chomachaei et al. (2024) and Zhang and Zhao (2024) indicate that reconciling economic viability with positive environmental impact depends on governance structures that internalize externalities and minimize regulatory risks. This research contributes to this debate by demonstrating that, in the Brazilian context, regulatory fragmentation and the digital divide act as "institutional bottlenecks" that limit the realization of the environmental and social potential documented in the international literature, reinforcing the importance of an integrated regulatory framework.

In summary, the results confirm that the sharing economy can contribute substantially to SDGs 11 and 12, but this contribution is conditioned by structural factors related to governance, regulation, and digital infrastructure. The combination of quantitative data—which reveals strong correlations and significant differences between platforms— y data (with qualitative evidence)—which highlights trust, transparency, and digital inclusion—reinforces the need for integrated approaches to public policy and platform management.

From a scientific perspective, the triangulation between empirical findings and the international literature from 2024 allows for the refinement of assumptions regarding "automatic" sustainability in sharing economy models, introducing the rebound effect and digital access inequalities as central mediating variables. These elements pave the way for theoretical propositions and testable hypotheses that link the sharing economy, governance, digital inclusion, and SDG performance, which are systematized in the conclusion.

6 CONCLUSION

The findings of this study reaffirm that the sharing economy plays a significant role in advancing Sustainable Development Goals 11 and 12 in Brazil, contributing to urban sustainability, responsible consumption, and socioeconomic inclusion. Through document analysis and case studies, it was found that platforms such as Airbnb, BlaBlaCar, Ecofood, and OLX generate concrete impacts, such as local income

generation, a significant reduction in greenhouse gas emissions, and a decrease in food waste, aligning with the goals set by the 2030 Agenda.

The study also highlighted the regulatory and structural challenges that limit the expansion and effectiveness of these initiatives, pointing to regulatory fragmentation and the digital divide as key barriers. These obstacles compromise the scalability and universalization of the benefits of the sharing economy, as indicated by the specialized literature and the data collected.

6.1 Contributions of the Study

6.1.1 Theoretical Contributions

This study contributes theoretically by: (1) advancing the understanding of the mechanisms that underpin the socio-environmental sustainability of sharing economies in the Brazilian context, highlighting the central role of integrated regulation and digital inclusion; (2) integrating quantitative and qualitative perspectives to understand the relationship between the operation of collaborative platforms and indicators of institutional sustainability, providing robust empirical evidence on this association; (3) expanding the theoretical framework on trust, transparency, and digital governance in collaborative platforms—elements that remain largely unexplored in the Brazilian literature; and (4) proposing an analytical framework that links the sharing economy, public policy, and institutional sustainability, potentially applicable to other Latin American contexts.

6.1.2 Contributions to the Field of Management

In practical terms, the study offers concrete insights for: (1) formulating a unified national regulatory framework that promotes legal certainty and sustainable innovation, grounded in an empirical analysis of current challenges; (2) designing integrated public policies that account for the sectoral diversity of platforms and their specific impacts on sustainability; (3) the implementation of fiscal and technological incentives for platforms that adopt auditable metrics of socio-environmental impact; (4) the strategic expansion of digital infrastructure in vulnerable regions to ensure productive inclusion and universal access to the benefits of the sharing economy; and (5) the establishment of multilevel governance mechanisms that bring together government, the private sector, and civil society in consolidating the collaborative economy as a driver of socio-environmental transformation.

6.2 Study Limitations

It is acknowledged that this study has the following limitations: (1) a time frame limited to a specific period (January to June 2025), which may not capture seasonal dynamics or broader economic cycles; (2) a sample restricted to four representative platforms, which, although relevant, do not cover the entirety of the Brazilian sharing economy ecosystem; (3) reliance on data provided by the platforms themselves, which may contain self-reporting biases; (4) a focus on quantifiable indicators that may not fully reflect less tangible socio-environmental externalities; and (5) an analysis centered on environmental and social dimensions, without systematically exploring synergies with other aspects of institutional sustainability.

6.3 Suggestions for Future Research

For future studies, it is recommended to: (1) adopt longitudinal designs that track platforms over multiple years, allowing for the assessment of sustainable impacts and the identification of the life cycles of collaborative initiatives; (2) expand the geographic scope to include under-studied Brazilian regions, particularly the North and Northeast, where digital exclusion and inequalities are more pronounced; (3) expand the sectoral sample to incorporate emerging sharing economy platforms, such as tool-sharing, coworking spaces, and specialized knowledge; (4) deepen qualitative analyses of user and service provider experiences, exploring narratives of empowerment, precariousness, and social justice; (5) conduct international comparative studies that contrast regulatory models and their impacts on sustainability; (6) empirically investigate the research propositions presented in this study, particularly the mediating effects of regulation and digital inclusion; and (7) develop more robust social impact assessment methodologies, including measures of subjective well-being, community empowerment, and generational equity.

In summary, this study demonstrates that the sharing economy can contribute significantly to institutional sustainability in Brazil, but this contribution is conditioned by structural factors related to governance, regulation, and digital infrastructure. The combination of quantitative data—which reveals strong correlations between platform use and sustainability indicators—with qualitative evidence—which highlights trust, transparency, and digital inclusion as critical determinants—reinforces the need for integrated approaches to public policy and platform management. From a scientific perspective, this study deepens the field of institutional sustainable management by empirically demonstrating how governance arrangements, regulatory frameworks, and digital infrastructure condition the sharing economy's ability to generate concrete results in environmental and social sustainability within an emerging context.

During the preparation of this paper, the author(s) used ChatGPT 4.0, Qwen 3.5 Plus, and Gemini to assist with text revision, structuring, and translation. After using the tools, the author(s) reviewed and edited the content as necessary and assume full responsibility for the content of the published article.

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