

Cradle to cradle

is a concept of sharing a good or service by a group. It differs from the traditional commercial consumption as a single person does not bear the cost of purchasing the good or service alone. The cost is divided between members of a larger group as the purchase price is recouped through sharing, swapping, bartering, trading or leasing products and other assets such as land or even time. This is often organised around consumer-to-consumer direct contacts based on online sharing market places.