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Sharing economy — General principles

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National foreword

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Sharing economy — General principles

Économie du partage — Principes généraux

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Contents

Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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This document was prepared by Technical Committee ISO/TC 324, *Sharing economy*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

A combination of widespread internet use, technological developments, economic model innovation and demographic shifts has led to the emergence of a new economic model often called the "sharing economy", which enables otherwise unconnected individuals and/or organizations to make transactions.

The sharing economy creates opportunities to connect individuals and/or organizations with unused assets and skills with those who want to use them. It enables services and products to reach a wider range of consumers, support entrepreneurship, and create new business opportunities with a flexible working style which contributes to economic growth. The shift from owning assets to sharing them through the new model enables better resource optimization and is expected to contribute to the resolution of environmental issues.

Meanwhile, issues of security, service quality and reliability can become an obstacle for users in using sharing economy services, such as:

— products or assets in the sharing economy platform do not meet the quality expected, or are not timely delivered as promised;

— non-compliance with rules and regulations that require consumer consent from providers;

— lack of user privacy safeguards or an unclear and/or unfair treatment of personal data, and breaches to data protection and unauthorized data sharing;

— exposure to physical harm /problems related with product safety, frauds and scams;

— difficulties associated with making complaints and getting proper redress.

This document is intended to assist in ensuring safe and trustworthy transactions between providers and users through sharing economy platforms by providing general principles associated with sharing economy transactions.

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INTERNATIONAL STANDARD   **ISO 42500:2021**

Sharing economy — General principles

1 Scope

This document provides general sharing economy principles.

It is intended to be used by all types and sizes of organization (e.g. commercial enterprises, government agencies, not-for-profit organizations).

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
sharing economy
economic model where *platforms* (3.2) enable *providers* (3.4) and *users* (3.5) to exchange *products* (3.6) and *assets* (3.7)

Note 1 to entry: In the sharing economy

a) platforms are neither providers nor users of the products and assets exchanged between providers and users,

b) exchanges between providers and users can take place both online and offline,

c) exchanges can be and are often intended to be "peer to peer" of underutilized resources, for free or for a fee,

d) platforms facilitate transactions between providers and users, such as payment processing, insurance procurement, reputational rating/review systems and complaints handling, and

e) providers can provide assets or access to assets.

Note 2 to entry: There are many different types of economic models. The sharing economy is one type of economic model.

Note 3 to entry: See Annex A for a depiction of the sharing economy.

3.2
platform
mechanisms that enable exchanges of *products* (3.6) and *assets* (3.7)

Note 1 to entry: A sharing economy platform can take a digital form.

Note 2 to entry: Platforms can be used for both sharing economy and conventional business to consumer e-commerce transactions (see ISO 10008).

Note 3 to entry: Platforms facilitate transactions between providers and users, such as payment processing, insurance procurement, reputational rating/review systems and complaints handling.

4.2   Integrity

Decisions and activities in the sharing economy are conducted in a manner that promotes the attraction of platform operators, providers and users who are able and willing to interact in accordance with the other guiding principles.

4.3   Transparency

Information and data in the sharing economy are findable, usable, relevant, timely, complete, clear, understandable, accurate and comprehensive to make informed decisions.

4.4   Accountability and authorization

Decisions and activities in the sharing economy are undertaken in accordance with all applicable requirements consistent with the protections for users, providers and platforms.

NOTE   Decisions and activities can be subject to scrutiny by governing, regulatory or other authorities.

4.5   Accessibility and inclusion

Products and assets in the sharing economy are widely available and provided fairly and without discrimination.

4.6   Respect for other affected interests

Decisions and activities in the sharing economy are undertaken in a manner that respects other affected interests, including the need for protection of fair competition, the environment and health and safety of the workforce and the public.

4.7   Competence

Those undertaking decisions and activities in the sharing economy have the capability to respond to the needs, interests and evolving expectations of others in the sharing economy and work on continual improvement.

Annex A
(informative)

Figure representing the sharing economy

Figure A.1 shows a figure representing the sharing economy model addressed by this document.
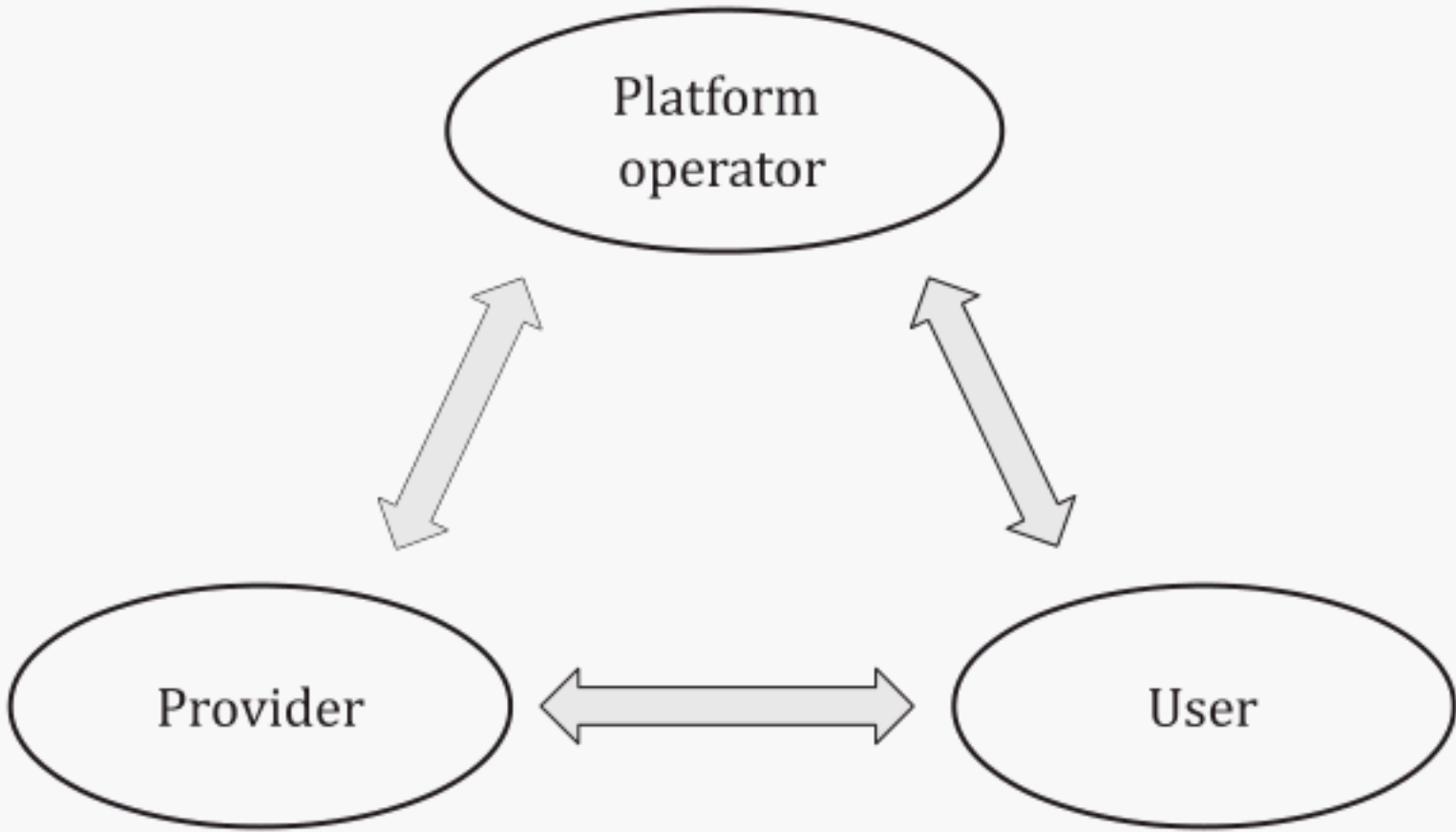
NOTE 1   Platform operators can engage in interactions with providers and users to support the exchange of products and assets between providers and users.

NOTE 2   The exchange of different assets can occur between platform, provider and user in this sharing economy system.

Figure A.1 — Figure representing sharing economy

Bibliography

[1]   ISO 9000, *Quality management systems — Fundamentals and vocabulary*

[2]   ISO 10008, *Quality management — Customer satisfaction — Guidelines for business-to-consumer electronic commerce transactions*

[3]   ISO 14024:2018, *Environmental labels and declarations — Type I environmental labelling — Principles and procedures*

[4]   ISO 55000:2014, *Asset management — Overview, principles and terminology*

[5]   ISO/IEC Guide 76, *Development of service standards — Recommendations for addressing consumer issues*

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