INTERNATIONAL WORKSHOP AGREEMENT

IWA 27

Guiding principles and framework for the sharing economy

Principes directeurs et cadre de travail pour l'économie du partage

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Contents

Page

Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

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).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: www.iso.org/iso/foreword.html.

International Workshop Agreement IWA 27 was approved at a workshop hosted by the Standards Council of Canada (SCC), in association with the CSA Group and the federal government's Innovation, Science and Economic Development Canada – Office of Consumer Affairs (OCA), held in Toronto, Canada, in March 2017.

Introduction

A combination of technological and other factors have enabled the sharing economy. The rise in global usage of mobile devices together with changing consumer behaviour are driving its growth. This document provides principles and a practical implementation framework with the intention of making participation in the sharing economy a positive experience for all interested and affected parties.

The activities associated with the sharing economy in some ways challenge traditional business models. The sharing economy includes transactions for a fee or free, matching often-underused assets and skills with customer needs, and can provide reserve capacity for managing impacts of planned and unforeseen events. Customers and providers are typically unknown to one another and trust is often initially absent. Sharing economy participants often use reviews, customized for specific products and services and usually involving mutual ratings of providers and customers in addition to other trust-building mechanisms, such as guarantees of compensation for non-conformance.

The sharing economy presents both opportunities and challenges:

— customers can find improved prices, options and social interaction, but question trustworthiness, quality, safety, reliability and validity of online reviews;

— providers can welcome flexible work arrangements and access to new income opportunities, but face challenges with respect to benefits, insurance, security and other economic and safety protections;

— platform providers can seek broader market access and economic opportunities, but can face challenges with respect to meeting legal requirements while assuring technological reliability, data integrity, securing customer privacy and safeguarding consumer rights;

— governments can welcome the broader contributions to economic growth, innovation and improved social trust networks associated with the sharing economy, but can also need to formulate public policy that is responsive to the changes associated with the sharing economy, develop new taxation mechanisms, and address collateral disruptions and transformations affecting traditional businesses; and

— other parties that are not directly involved in sharing economy activities can find the activities to be socially disruptive, but can also find new opportunities and positive environmental impacts as the sharing economy evolves.

This document is the result of an open and transparent multi-stakeholder process involving experts from different countries representing a variety of different perspectives. It is a voluntary guidance document intended for global use. This document, in its present or revised form, could also provide the basis for a future ISO standard or for future private sector, institutional or government guidelines.

Guiding principles and framework for the sharing economy

1 Scope

This document provides guiding principles and a framework for decision making and action to address key social, environmental, and economic impacts and opportunities of the sharing economy.

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 terminological databases for use in standardization at the following addresses:

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

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

3.1
sharing economy
form of economic activity where *platforms* (3.2) enable *providers* (3.4) and *customers* (3.5) to exchange, often underutilized, goods and services using information technology

Note 1 to entry: It is

a) often peer-to-peer;

b) for a fee or for free;

c) often sequential use; and

d) mutually beneficial.

3.2
platform
information technology mechanisms that facilitate the ability for transactions to take place between those who have assets and services and those who want to use those assets and services

3.3
platform operator
individual or entity that administers a *sharing economy* (3.1) *platform* (3.2)

3.4
provider
individual or entity that provides assets or services to *customers* (3.5) who want access to those assets or services, using a *sharing economy* (3.1) *platform* (3.2)

3.5
customer
person or organization that uses a *sharing economy* (3.1) *provider's* (3.4) assets or services

Note 1 to entry: For the purposes of this document, the term "customer" includes potential customers.

3.6
interested party
person or organization that can affect, be affected by, or perceive itself to be affected by a decision or
activity

4 Guiding principles — Platform operators and providers

4.1 General

In their activities associated with the sharing economy, platform operators and providers should adhere
to the following guiding principles:

a) integrity;

b) transparency;

c) accountability;

d) accessibility and inclusion;

e) responsiveness;

f) health, safety and environment;

g) confidentiality, privacy and security;

h) capacity;

i) competence; and

j) continual improvement.

NOTE 1   Guiding principles are also applicable to the relationship between platform operators and providers.

NOTE 2   See Annex A for guidance on operationalizing the principles.

4.2 Integrity

Decisions and activities are conducted in an honest, respectful and courteous manner, taking into
account the interests of customers, and are communicated accurately.

4.3 Transparency

Decisions and activities affecting customers and others are findable, usable, relevant, timely and
accurate to allow customers and others to make informed decisions.

4.4 Accountability

Decisions and activities and their impacts and opportunities with respect to customers and others are
open to scrutiny by governing bodies, legal authorities, and other interested parties.

4.5 Accessibility and inclusion

The products and services are available to the widest possible range of customers and others, fairly and
without discrimination contrary to human rights obligations.

4.6 Responsiveness

Decisions and activities are made in a culturally sensitive manner and reflect the evolving needs and expectations of customers and others.

4.7 Health, safety and environment

The health and safety of customers and others and their environmental expectations are given priority at the operational level.

4.8 Confidentiality, privacy and security

Personal information is treated in a confidential manner, respecting the privacy of the customer, disclosing information to others only where the consent of the customer is provided, and that information is stored in a secure manner.

4.9 Capacity

Resources provided are sufficient to carry out all their decisions and activities in an effective, efficient, consistent, courteous and responsible manner.

4.10 Competence

Knowledge, skills and attributes and education training and experience permit decisions and activities to be carried out in a responsible and effective manner reflecting the needs and interests of customers and others.

4.11 Continual improvement

Decisions and activities lead to continual improvement in meeting the needs and interests of customers and others.

5 Sharing economy decision-making and action framework

5.1 General

Platform operators and providers should structure and implement their activities in accordance with a decision-making and action framework. The framework should include

a)   commitments or codes of conduct to be communicated to customers and others affected by their activities,

b)   policies and processes for fair, effective and efficient operation and continuous evaluation of same,

c)   mechanisms for ensuring compliance with commitments, policies and processes and related laws and regulations,

d)   approaches for selection and deployment of appropriate people, and adequate training, resourcing for people and other activities,

e)   approaches for obtaining feedback, and

f)   complaints handling and dispute resolution.

NOTE 1   There could be a single decision-making and action framework that applies to both the platform operator and its providers.

NOTE 2   See Annex B for guidance on handling comments and complaints.

The framework and its implementation should operate in accordance with the guiding principles and address the following:

a) customers;

b) labour;

c) government;

d) environment;

e) broader economic, societal, and community impacts and opportunities.

5.2 Customers

Consideration should be given to the rights, protections, interests and expectations of customers, taking into account applicable laws and regulations and international standards including those pertaining to:

a) consumer protection;

b) false and misleading advertising;

c) guarantees;

d) provision of insurance;

e) information disclosure expectations and requirements;

f) identity-related authentication;

g) pricing, taxation, charges and fees;

h) customer responsibilities;

i) personal information protections and financial information security;

j) health, safety, and environmental expectations and requirements;

k) non-discriminatory access and other anti-discrimination protections;

l) reputational information provision processes; and

m) complaints handling and dispute resolution, refunds, recalls.

NOTE   With respect to these elements of the framework, a number of ISO standards can provide useful guidance, including those in the ISO 9000 quality management series pertaining to customer satisfaction codes of conduct (ISO 10001), complaints handling (ISO 10002), external dispute resolution (ISO 10003), business to consumer electronic commerce (ISO 10008), and other ISO standards such as pertaining to online consumer reviews (ISO 20488[1])), environmental management (ISO 14000), and ISO 26000 (social responsibility). See Annex G for information on the scope of some of the ISO standards.

5.3 Labour

Consideration should be given to the rights, protections, interests and expectations of those providing sharing economy activities (including employer-employee relationships, independent contractors, or other), taking into account applicable laws and regulations and international norms concerning:

a) remuneration;

b) collective bargaining;

c) occupational health and safety protections;

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1) To be published.

d)   benefits and other protections;

e)   anti-discrimination protections;

f)   recruitment and termination practices.

NOTE   With respect to these elements of the framework, a number of international labour standards referenced in ISO 26000 can provide useful guidance.

5.4   Government

Consideration should be given to the public policy objectives, obligations, and requirements of government, including those specifically pertaining to sharing economy activities and those of more general application:

a)   social security requirements;

b)   tax requirements;

c)   information disclosure requirements;

d)   other requirements as set out in law.

Opportunities for data exchange between platform operators, providers, and government should be considered as authorized by law or agreement.

5.5   Environment

Consideration should be given to the environmental aspects, impacts, and opportunities of sharing economy activities, taking into account applicable laws and regulations and international norms.

NOTE   With respect to these elements of the framework, the standards in the ISO 14000 environmental series can provide useful guidance.

5.6   Broader economic, societal and community impacts and opportunities

Consideration should be given to the broader economic, societal and community impacts and opportunities of sharing economy activities, which can have impacts and opportunities beyond those of customers, workers, government and the environment.

NOTE   With respect to these elements of the framework ISO 26000 can provide useful guidance.

6   Feedback, review and continual improvement

As part of platform operators' or providers' continual improvement, they should conduct regular reviews of their decision-making and action framework, including consideration of:

a)   feedback from interested parties;

b)   evolving laws and standards;

c)   needs and expectations of customers and others.

NOTE   The guidance to stakeholders in Annexes C, D and E can be used to gather some of the feedback from interested parties.