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Sharing economy — Terminology and principles

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Foreword

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For an explanation of 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 www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee [or Project Committee] ISO/TC 324, *Sharing economy*, Working Group WG 1, *Terminology and principles*.

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

This document provides definitions of generic terms, subject specific terms and guiding principles related to documents produced by ISO/TC 324 – Sharing economy.

It aims to encourage a mutual and consistent understanding and use of uniform terms and definitions, as well as guiding principles, in processes and frameworks developed by its Working Groups.

This document can be applied as a reference by competent authorities involved in standardization systems, to better and more accurately understand relevant text, guiding principles and correspondences and communications.

The sharing economy defined herein involves three parties: platform operator, provider and user.

There are other TC/PCs that address different types of transactions or certain aspects of a transaction that may be used in a sharing economy.

For reference, these TC/PCs include but are not limited to:

- ISO/TC 176 (Quality management and quality assurance) /SC 3 - Supporting technologies,
- ISO 10008:2013 - Quality management — Customer satisfaction — Guidelines for business-to-consumer electronic commerce transactions
- ISO/TC 292 - Security and resilience
- ISO/TC 307 - Blockchain and distributed ledger technologies
- ISO/PC 311 - Vulnerable consumers
- ISO/TC 312 - Excellence in service [ISO/DIS 42500](#)
- ISO/PC 317 - Consumer protection: privacy by design for consumer goods and services
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- ISO/TC 321 - Transaction assurance in E-commerce
- ISO/TC 323 - Circular economy
- [ISO/IEC JTC 1/SC 27](#) - Information security, cybersecurity and privacy protection,
- ISO/IEC 27701:2019 - Security techniques — Extension to ISO/IEC 27001 and ISO/IEC 27002 for privacy information management — Requirements and guidelines

Readers can consult the work of those TC/PCs as appropriate.

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Sharing economy — Terminology and principles

1 Scope

This document defines terminology and principles used in sharing economy standards.

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 database: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://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, <https://standards.iteh.ai/catalog/standards/sist/caac27bf-7c99-4163-ae1e-e07d173b43b3/iso-dis-42500>

- 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.
- 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 transaction (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.

**3.3
platform operator**

individual or entity that administers a *platform* (3.2)

Note 1 to entry: In the sharing economy, the platform operator:

- a) is neither a provider nor a user.
- b) can administer an online or an offline platform.
- c) can engage in interactions with providers and users to support the exchange of products and assets between providers and users.

**3.4
provider**

individual or organization that provides products and/or assets to *users* (3.5) using a *platform* (3.2)

Note 1 to entry: In the sharing economy, a provider is not a platform operator.

**3.5
user**

individual or organization that is a recipient of a provider's *products* (3.6) and *assets* (3.7)

Note 1 to entry: In the sharing economy,

- a) the term "recipient" includes a proxy of a recipient and a potential recipient. (e.g. individual or organization who browses on a platform.)
- b) a user could include a customer as defined in ISO 9000 and a consumer as defined in ISO Guide 76.

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**3.6
products**

goods or services

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[SOURCE: adapted from ISO 14024:1999, 3.2 and ISO 14025:2006, 3.11]

**3.7
assets**

items, things or entities that have potential or actual value

Note 1 to entry: Note to entry 1: There is a potential for overlap between the definitions of products and assets.

[SOURCE: adapted from ISO 55001:2014, 3.2.1 – Added Note.]

4 Guiding principles — Sharing economy

4.1 General

In carrying out any activities pursuant to the ISO 42500 series of standards, the following principles shall be followed by all sharing economy actors in a trustworthy manner.

- a) integrity;
- b) transparency;
- c) accountability and authorization;
- d) accessibility and inclusion;
- e) respect for other affected interests;
- f) competence.

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.

NOTE The platform's leadership bears a special responsibility for ensuring interactions are trustworthy.

4.3 Transparency

Information, data, decisions and activities in the sharing economy are findable, usable, relevant, timely, complete, adequate, clear, understandable, accurate and sufficient 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, and are open 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 any 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.

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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.