



Form 1: Proposal for a new field of technical activity

Circulation date: 2018-08-29 Closing date for voting: 2018-11-21	Reference number (to be given by Central Secretariat)
Proposer: JISC	ISO/TS/P 276 Sharing Economy

A proposal for a new field of technical activity shall be submitted to the Central Secretariat, which will assign it a reference number and process the proposal in accordance with the [ISO/IEC Directives \(part 1, subclause 1.5\)](#). The proposer may be a member body of ISO, a technical committee, subcommittee or project committee, the Technical Management Board or a General Assembly committee, the Secretary-General, a body responsible for managing a certification system operating under the auspices of ISO, or another international organization with national body membership. Guidelines for proposing and justifying a new field of technical activity are given in the [ISO/IEC Directives \(part 1, Annex C\)](#).

The proposal (to be completed by the proposer)

Title of the proposed new committee (The title shall indicate clearly yet concisely the new field of technical activity which the proposal is intended to cover.) Sharing Economy
Scope statement of the proposed new committee (The scope shall precisely define the limits of the field of activity. Scopes shall not repeat general aims and principles governing the work of the organization but shall indicate the specific area concerned.) Standardization in the field of sharing economy. Excluded: Technical aspects of information security or risk management guidelines already covered by ISO/IEC JTC 1/SC27 and ISO/TC 262, respectively.

Proposed initial programme of work (The proposed programme of work shall correspond to and clearly reflect the aims of the standardization activities and shall, therefore, show the relationship between the subject proposed. Each item on the programme of work shall be defined by both the subject aspect(s) to be standardized (for products, for example, the items would be the types of products, characteristics, other requirements, data to be supplied, test methods, etc.). Supplementary justification may be combined with particular items in the programme of work. The proposed programme of work shall also suggest priorities and target dates.

1. Standard for terminology

Terminology including a clear definition of Sharing Economy itself based on IWA 27: 2017 to help common understanding among relevant stakeholders. Various patterns and characteristics of sharing economy in addition to the general form would be considered to identify the appropriate requirements for sharing economy platformers (see 2. below).

2. Standard for operation and management of sharing economy platform

Requirements for entities which operate sharing economy platforms in terms of consumer safety, management activities, resourcing, risk control and evaluation and continual improvement of the services to ensure the platform operators to provide their services safely, reliably and satisfactory which will lead to improvement of customers' confidence and credibility of the services. While platform operators play a central role in the service to connect providers and customers, involvement and responsibilities of all interested and affected stakeholders should be well taken into account.*

**Note: sharing economy platform is defined as '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' in IWA 27:2017.*

3. Guidance for implementation

Use cases and best practices will be examined, and guidance on the implementation of the services in line with international standards could be developed.

The work should start with 1) terminology and 2) requirements for platform operators based on the market needs, and 3) guidance for the implementation will be developed once use cases and best practices are identified. Standards for 1) and 2) are expected to be developed within 2 years.

Indication(s) of the preferred type or types of deliverable(s) to be produced under the proposal (This may be combined with the "Proposed initial programme of work" if more convenient.)

For 1) terminology and 2) requirements for platform operators, International Standards should be preferred, and types of deliverables for other programme of work will be determined depending on consensus conditions of international communities in the field.

A listing of relevant existing documents at the international, regional and national levels. (Any known relevant document (such as standards and regulations) shall be listed, regardless of their source and should be accompanied by an indication of their significance.)

IWA 27:2017 Guiding principles and framework for the sharing economy

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.

ISO 10001 Quality management -- Customer satisfaction -- Guidelines for codes of conduct for organizations

ISO 10002 Quality management -- Customer satisfaction - Guidelines for complaints handling in organizations

ISO 10003, Quality management — Customer satisfaction — Guidelines for dispute resolution external to organizations

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

ISO14004 Environmental management systems -- General guidelines on implementation

ISO 20488, Online consumer reviews — Principles and requirements for their collection, moderation and publication

ISO/IEC 20000-1 Information technology -- Service management -- Part 1: Service management system requirements

ISO/IEC 27000 Information technology -- Security techniques -- Information security management systems - Overview and vocabulary

ISO/IEC 27001 Information technology -- Security techniques -- Information security management systems - Requirements

ISO 31000:2018 Risk management. Guidelines

ISO/IEC TS 29003:2018 – Security techniques- identity proofing

NIST SP 800-63-3: Digital Identity Guidelines

Japan: Model Guidelines for the Sharing Economy (2016)

A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing ISO and IEC deliverables. (The proposer should explain how the work differs from apparently similar work, or explain how duplication and conflict will be minimized. If seemingly similar or related work is already in the scope of other committees of the organization or in other organizations, the proposed scope shall distinguish between the proposed work and the other work. The proposer shall indicate whether his or her proposal could be dealt with by widening the scope of an existing committee or by establishing a new committee.)

As for standardization in the field of sharing economy which will be covered by the proposed Technical Committee, there has been one ISO deliverable, IWA 27: 2017 that directly addresses the issue.

When developing an international standard in the new Technical Committee, principles and framework which are specified in IWA27 will be used as a basis of the work, and relevant international standards which have been already developed in existing ISO and IEC committees should be respectfully referred to rather than originally developing a new international standard in the new Technical Committee which will not directly cover technical aspects of the existing standards

Since sharing economy is a form of “economic activity” where platforms enable providers and customers to exchange goods and services, often underutilized, by using information technology already covered by existing ISO/IEC standards, relevant items of commercial transaction and information technology such as customer satisfaction, information security, and online consumer reviews should be properly considered to develop international standards.

A listing of relevant countries where the subject of the proposal is important to their national commercial interests.

The following countries actively participated in the work of IWA27: 2017; Australia, Canada, France, Jamaica, Japan, Netherlands, South Africa, and United States. It is hoped they will be actively involved in the work of the new Technical Committee. Furthermore, any countries which are expecting expansion of sharing economy in their market should be involved in the committee.

A listing of relevant external international organizations or internal parties (other ISO and/or IEC committees) to be engaged as liaisons in the development of the deliverable(s). (In order to avoid conflict with, or duplication of efforts of, other bodies, it is important to indicate all points of possible conflict or overlap. The result of any communication with other interested bodies shall also be included.)

ISO/TC 154 Processes, data elements and documents in commerce industry and administration

ISO/TC 262 Risk management

ISO/IEC JTC 1/SC 40 IT Service Management and IT Governance

ISO/IEC JTC 1/SC 42 Artificial intelligence

ISO/TC 290 Online Reputation

A simple and concise statement identifying and describing relevant affected stakeholder categories (including small and medium sized enterprises) and how they will each benefit from or be impacted by the proposed deliverable(s).

- Platform operators

Standardization in this field will help an individual or entity to establish, implement and maintain platforms and their safe and reliable operation in sharing economy. Should an international standard to specify requirements of platform operators be developed, it will support platform operators to manage risks and improve their performance in sharing economy. Furthermore, raising awareness of sharing economy by international standardization is essential to expand its market and businesses as it is otherwise difficult given the fact that there are lots of SME (Small and Medium Enterprise) platformers,.

- Providers and Customers

Standardization in this field will enable individuals to do business with confidence. It will be able to ensure safety of customers and reliability of providers.

- Governments

Governments may refer the standards in their regulations where appropriate.

- Other parties

Insurance company will be able to evaluate service providers in sharing economy more accurately.

Reliable operation of platforms help to eliminate uncertainties of the services being provided, thus avoid possible negative impact in communities.

An expression of commitment from the proposer to provide the committee secretariat if the proposal succeeds.

JISC is committed to provide the TC secretariat if this proposal is approved.

Purpose and justification for the proposal. (The purpose and justification for the creation of a new technical committee shall be made clear and the need for standardization in this field shall be justified. Clause C.4.13.3 of Annex C of the ISO/IEC Directives, Part 1 contains a menu of suggestions or ideas for possible documentation to support and purpose and justification of proposals. Proposers should consider these suggestions, but they are not limited to them, nor are they required to comply strictly with them. What is most important is that proposers develop and provide purpose and justification information that is most relevant to their proposals and that makes a substantial business case for the market relevance and the need for their proposals. Thorough, well-developed and robust purpose and justification documentation will lead to more informed consideration of proposals and ultimately their possible success in the ISO IEC system.)

A combination of widespread internet use and technological developments have led to the emergence of a new trading model of goods and services often called the “sharing economy”, and the rise in the global usage of mobile devices together with changing behavior of consumers are driving its growth and are encouraging new ways of connecting providers and customers. According to a research conducted by PwC (The sharing economy - sizing the revenue opportunity), sharing economy in five sectors (P2P finance, online staffing, P2P accommodation, car sharing and music/video streaming) have the potential to increase the revenues from 15 billion dollars in 2013 to around 335 billion dollars by 2025 all over the world. The improvement could be threatened, however, if challenges such as ensuring honesty, transparency, safety, security, etc. which sharing economy presents are left being unmanaged because of a lack of international standards. These are key justifications that provide compelling reasons for the start of this new field of technical activity.

Justification 1: Establishing standards in the field of sharing economy will help common understanding on both its opportunities and challenges, and provide global solutions to the issues.

Justification 2: Development of standards to specify operational requirements for platform operators will help to increase customer confidence and enhance credibility of the new services being offered.

Justification 3: As sharing economy is a new fast-growing industry which is not expected or considered to be covered by existing business laws, standards could play roles as guidelines to be followed, and could be used as references for formulating public policies in the field.

Justification 4: Since discussions on sharing economy are going on in several country or regions, international cooperation is necessary given that the services have been already implemented beyond the borders, and best practices should be shared to overcome any troubles in common.

The healthy expansion of sharing economy through international standardization will commit to implementation of the United Nations Sustainable Development Goals (SDGs) by enabling a flexible work arrangement and new income resources (SDG 8: Decent work and economic growth), giving individuals more chances to materialize their ideas and apply their skills (SDG 9: Industry, innovation and infrastructure), and reactivating underutilized goods and services (SDG 11: Sustainable cities and communities).

Signature of the proposer

Naotake Fujishiro, Deputy Secretary General of Japanese Industrial Standards Committee

Further information to assist with understanding the requirements for the items above can be found in the [Directives, Part 1, Annex C](#).