



Ref. ISO/TMB IWA

2016-12-20

## Invitation to an international workshop on the Sharing Economy

Dear ISO Members,

Following approval by the Technical Management Board of a proposal from the Standards Council of Canada (SCC), we are pleased to enclose the draft program and registration form for a workshop to develop an International Workshop Agreement on the Sharing Economy.

**Meeting dates:** March 21<sup>st</sup> - 23<sup>rd</sup> 2017

**Location:** CSA Group, 5060 Spectrum Way, Mississauga, Ontario, Canada L4W 5N6

Ahead of the workshop, two information meetings via WebEx will be organized. The exact dates for the WebEx meetings will be confirmed in January 2017. We ask that you register for the event as soon as possible using attached registration form.

We would be grateful if you could publicize this event in your country.

Yours faithfully,

Sophie Clivio

Secretary to the Technical Management Board

Encl.: - Invitation and link to register

- Invitation and schedule to the workshop
- Participation Registration Form
- Background Information on the Proposal from SCC

## Invitation to Participate in an ISO International Workshop Agreement (IWA) on the *Sharing Economy*

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The International Organisation for Standardisation (ISO) has approved the Standards Council of Canada's (SCC) request to develop an International Workshop Agreement (IWA) on the *Sharing Economy*. SCC is now soliciting the participation of experts interested in participating in the development of this IWA.

Please find below information regarding the IWA, the registration details, and the event schedule.

The purpose of this IWA is to develop a document through an international discussion (within the ISO structure) that provides a viable standardization solution or solutions on the challenges associated with the sharing economy. Discussions will be focussed on for-profit sharing economy business models that both disrupt traditional sectors and challenge (or attempt to reform) regulations governing activities in those sectors.

The main objectives are to:

- foster the sharing of knowledge and best practices on meeting the challenges;
- support the development of innovative responses across multiple service sectors; and
- articulate high-level principles for the sharing economy.

On behalf of ISO, it is SCC's intention to advance the discussion on the subject and reach an international agreement that would serve to advance standardization solutions pertaining to sharing economy.

The deliberations to develop the IWA will be held in English.

**Dates:** March 21<sup>st</sup> - 23<sup>rd</sup> 2017

**Location:** CSA Group

5060 Spectrum Way

Mississauga, Ontario, Canada L4W 5N6

Phone: (416) 747-4000

**Process:** Two WebEx preparatory meetings will be held prior to the official workshop meeting.

- During the 1<sup>st</sup> WebEx meeting participants will be introduced to the ISO structure, international standardization and the IWA process. There will be a general discussion on main issues pertaining to the *Sharing Economy*. SCC will introduce the Chair and the Secretary and clarify the rules and regulations pertaining to the development of an IWA. Participants will have the chance to introduce themselves and share existing research and documentation on the subject.

- During the 2<sup>nd</sup> WebEx meeting participants will be invited to submit comments on existing documents and review a first draft of an IWA. The Chair will ensure that comments are integrated and consolidated. This document will be used to help focus the discussion at the workshop.
- The exact dates for the WebEx meetings will be confirmed in January 2017. We ask that you **register** for the event as soon as possible using the attached registration form.

**Registration:** This meeting is open to experts nominated by an ISO National Standard Body (NSB) or an international organization that could be considered as an international liaison. Each participant must send their request to attend the workshop by submitting their registration to the Secretariat email address **indicated in the registration form**. Please note that workshop space is limited and your registration will be confirmed by the Secretariat via email.

**Participation:** Participation is open to all experts and individuals from organizations involved with this subject from the following stakeholder groups:

- National government and agencies
- Innovation agencies
- Service providers
- Organizations involved in the sharing economy platforms and those using the products and services
- Academics
- Consumer organizations and consumer interest organizations
- National standards bodies
- Any experts nominated by ISO

**Contacts:** Please feel free to directly email Ms. Suzanna Ersoy at [Suzanna.ersoy@scc.ca](mailto:Suzanna.ersoy@scc.ca) if you have any additional questions and/or clarifications related to the IWA.

**IWA Workshop Schedule:**

<p><b><u>March 21<sup>st</sup> 2017 - Day 1</u></b></p>	<p>8:30– 10:00</p> <ul style="list-style-type: none"><li>• Breakfast and Registration</li><li>• Registration for <b><i>Optional Visits (on March 24<sup>th</sup>)</i></b></li></ul> <p>10:00 – 11:30</p> <ul style="list-style-type: none"><li>• Opening of the meeting: introduction of the Chair and Secretary</li><li>• General announcements and workshop program</li><li>• Orientation to the process to be used</li></ul> <p>11:30 – 12:30</p> <p>Sharing Economy IWA Launch:</p> <ul style="list-style-type: none"><li>• Presentation of initial discussions (during WebEx meetings)</li><li>• Review IWA first draft</li></ul> <p>12:30 – 1:30</p> <ul style="list-style-type: none"><li>• Lunch</li></ul> <p>13:30–17:30</p> <ul style="list-style-type: none"><li>• IWA Workshop</li></ul>	<p>CSA Group 5060 Spectrum Way Mississauga, ON L4W 5N6</p>
<p><b><u>March 22<sup>nd</sup> 2017 – Day 2</u></b></p>	<p>8:00 – 9:00</p> <ul style="list-style-type: none"><li>• Breakfast</li></ul> <p>9:00 – 9:30</p> <ul style="list-style-type: none"><li>• Chair Summary of Day 1</li></ul> <p>9:30 -12:30</p> <ul style="list-style-type: none"><li>• Workshop</li></ul> <p>12:30 – 13:30</p> <ul style="list-style-type: none"><li>• Lunch</li></ul> <p>13:30 –17:30</p> <ul style="list-style-type: none"><li>• Workshop</li></ul> <p>19:30 – 22:00</p> <ul style="list-style-type: none"><li>• Event and Dinner</li></ul>	<p>CSA Group 5060 Spectrum Way Mississauga, ON L4W 5N6</p>

<p><b><u>March 23<sup>rd</sup> 2017 – Day 3</u></b></p>	<p>8:00 – 9:00</p> <ul style="list-style-type: none"> <li>• Breakfast</li> </ul> <p>9:00 – 9:30</p> <ul style="list-style-type: none"> <li>• Chair Summary of Day 2</li> </ul> <p>9:30 -12:30</p> <ul style="list-style-type: none"> <li>• Workshop</li> </ul> <p>12:30 – 13:30</p> <ul style="list-style-type: none"> <li>• Lunch</li> </ul> <p>13:30 –17:30</p> <ul style="list-style-type: none"> <li>• Workshop</li> <li>• Next Steps</li> <li>• Chair Closing remarks</li> </ul>	<p>CSA Group 5060 Spectrum Way Mississauga, ON L4W 5N6</p>
<p><b><u>March 24<sup>th</sup> – 2017 – Day 4</u></b></p>	<p>Optional Visits</p> <p>Visit CSA Group</p> <ul style="list-style-type: none"> <li>• Introduction to CSA Group online portals and working laboratories</li> </ul> <p>Visit Ryerson University</p>	<p>TBD</p>

## Participation Registration Form:

ISO INTERNATIONAL WORKSHOP AGREEMENT on

“Sharing Economy”

March 21<sup>st</sup> – 23<sup>rd</sup>, 2017 Mississauga, Ontario, Canada

To be returned to ISO IWA Secretariat by e-mail ([isd-eni@scc.ca](mailto:isd-eni@scc.ca))

*Registering to participate in an ISO IWA is intended to be a straight forward process. The obligations and commitments on yourself and your organization are intended to be minimal in order to encourage participation and make registration easy for a diverse number of experts.*

By signing this participant registration, you accept the following conditions:

### Assignment of Exploitation Rights

In order to secure the legal protection of the documents elaborated by the participants to this ISO IWA for the protection of literary and artistic works you are asked to accept the following terms and conditions for the assignment of the exploitation rights of your contributions to International standardization:

- (a) Unless otherwise stated, you assign solely, exclusively and irrevocably to the ISO for the benefit of its national Members the exploitation rights of your intellectual contributions, as are reproduced in the Publications resulting from the technical work of this ISO IWA.
- (b) You accept that the exploitation of the publication related to this ISO IWA, containing all or part of your contributions, will take place without mention of your/your company name, unless your explicit statement to that effect
- (c) You accept however that you/your company/organisation name is included in the list of parties having agreed to ISO IWA.
- (d) You agree that this assignment does not preclude you from continuing to exploit your own copyrightable contribution for your own purposes, provided that such exploitation does not adversely affect the exploitation of the Publications specified in (a) above.
- (e) You agree that the assigned exploitation rights are granted free of charge worldwide and cover all languages and all forms of exploitation known at present, in particular and non-restrictively: publication, reproduction and adaptation by all means and all graphical support systems, by print, press, photocopy, microfilms, and via all magnetic, electronic and numerical support systems, memory cards, CD-ROMs, DVDs, Blu-Rays, films, photographs, slides, teledistribution, cable, satellite, web applications and on-line document servers and networks, distribution, sub-distribution, translation, derive revenue from duplication, communication to the public in total or in part, in summary or with comments, transfers of exploitation licences to third parties.

- (f) Should you offer intellectual contributions for which you do not personally hold the copyright, you undertake to declare this as early as possible and to name the holder of the copyright if known to you, with a view to securing the assignment of its exploitation rights to ISO.

### Participant information and contacts

#### 1. Company or organization

<b>Official company or organization name</b> <i>(to be recorded as a registered participant)</i>	
<b>Address</b> <i>(including country)</i>	
<b>Type of organization</b> <i>(if other, please specify)</i>	<input type="checkbox"/> Industry <input type="checkbox"/> Government <input type="checkbox"/> Consumer <input type="checkbox"/> Consultant <input type="checkbox"/> Academia <input type="checkbox"/> Standards Bodies <input type="checkbox"/> Other _____

#### 2. Participant

<b>Honorific</b>	<input type="checkbox"/> Mr. <input type="checkbox"/> Dr. <input type="checkbox"/> Ms. <input type="checkbox"/> Prof.
<b>First name</b>	
<b>Last name</b>	
<b>Function</b>	
<b>Email address</b>	
<b>Telephone number</b> <i>(Please include country code)</i>	
<b>Fax number</b> <i>(Please include country code)</i>	

#### 3. Signature

I have read and agree with the above conditions, and I wish to register myself and my company/organization as participant in this Workshop.

<b>Signature</b>	
<b>Date</b> <i>(YYYY-MM-DD)</i>	

## **Background Information on the Proposal from SCC:**

### **Proposers:**

The organizations below are proposing the development of an ISO International Workshop Agreement (IWA):

- The Standards Council of Canada  
600-55 Metcalfe Street  
Ottawa, ON K1P 6L5  
Canada  
Telephone: +1 613 238 3222  
Fax: +1 613 569 7808
- ISO/COPOLCO Global Market Place Working Group  
ISO Central Secretariat  
Chemin de Blandonnet 8  
CP 401  
1214 Vernier, Geneva  
Switzerland

### **Introduction:**

***Based on draft Mowat Centre research report developed on behalf of CSA Group “The Sharing Economy and Standards-Based Solutions”.***

The term “sharing economy” is being used today to describe situations where under-utilized resources of individuals and organizations are pooled, loaned or draw on, using networks. This type of behaviour is enabled by today’s social, digital, mobile and location-based technology which allows all users of the system to build trust and reputation by exchanging, where required, peer reviews and payment instantaneously through online mechanisms.

Sharing economy models have seen rapid growth and adoption by users in recent years. They offer innovative ways to match those with products and services to those in need of the products and services, usually in an environment that also facilitates greater trust among participants (users, service providers, and platform operators). The sharing economy can potentially save money for users, put underutilized property and other assets to work, increase employment and income for individuals and organizations, and have positive environmental impacts.

Some of these sharing economy models have received considerable attention from investors and consumers, and have challenged conventional ways of engaging in commercial transactions in sectors such as urban transportation and vacation accommodation. They have also challenged, or attempted to “reform” existing regulatory regimes that address worker protections, insurance requirements, skills and services, tourism, the environment, health and safety, taxation, accessibility, housing, consumer protection, competition, data protection and privacy, and others.



A number of negative externalities have been associated with models that both challenge conventional ways of doing business and the regulatory regimes that apply to them. Some may unintentionally alter the nature of residential communities, incite labour and civil rights disputes, redistribute risks to consumers and the public, negatively affect traffic circulation at airports and near hotels in urban cores, or diminish revenues of incumbent businesses. Sharing economy models also tend to place a heavy reliance on online rating and review systems to build participant trust, even though such peer reviews have limitations of their own in terms of accuracy and reliability, and therefore may not be considered an adequate substitute for regulatory oversight.

In spite of the limitations, there is emerging recognition that these new sharing economy models can have considerable impact on the economy. National and sub-national<sup>1</sup> governments are slowly adjusting to the new reality as they walk the fine line between ensuring measures are taken to minimize risks and unintended negative consequences for the participants and the public, and unnecessarily hindering the proliferation of innovative business models that can yield real benefits to the economy, the environment, and societal well-being.

### **Purpose and Justification: Potential for Cooperative Responsibility Using ISO Standards<sup>2</sup>**

There is evidence that all parties – participants, governments and the public - may be willing to engage in finding ways of structuring or “standardizing” some aspects of the environment in which these sharing economy models operate to address some of the more problematic features mentioned above. This apparent willingness on all parties to engage in solutions is a foundational “point of departure” for development of collaborative approaches that could facilitate a cohesive cross-border governance response while at the same time builds on the self-regulatory capabilities of private sector platforms.

For example, most **platform operators**<sup>3</sup> are already engaged in a self-regulatory/ traditional regulatory environment that sets terms and conditions of the relationship between themselves, providers, and consumers. There is also historical evidence that start-ups eventually agree to comply with existing or modified regulatory frameworks as relationships mature with regulatory communities.

**Consumers and providers** have assumed an active role and appear to have accepted the trade-offs in regulatory protection to get lower prices, more choice, convenience, and quality of service. Still, there is uncertainty as to whether consumers and providers fully understand the extent to what the trade-offs actually are in an unregulated sharing economy environment.

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<sup>1</sup> **Sub –national** refers to governance at provincial, territorial, municipal level, etc.,

<sup>2</sup> OECD “Protecting Consumers in Peer Platform Markets” (2016) <http://www.oecd-ilibrary.org/docserver/download/5jlwvz39m1zw.pdf?expires=1475676813&id=id&accname=guest&checksum=44956FF87FC4FB4D22446A1A437AF011>

<sup>3</sup> In keeping with the sort of precision in language associated with standardization, Webb (see footnote 5 below) proposed the phrase “online multi-actor marketplace interaction mechanisms” (or OMAMIMs) as a more accurate and less ambiguous term to be used instead of the word “platforms” that is found in popular literature.

**Governments** generally do not want to dampen enthusiasm for innovative business models and consumer demand for innovative products and services, yet they are bound to ensure a reasonable standard of care is applied under their respective regulatory mandates, and in their role of maintaining societal peace and order.

**Communities** are adjusting to unintended negative impacts on communities and commons but it is unclear the extent to which they are willing to accept the new, “lightly regulated” models over the predictability provided by status quo policies and regulations.

### **Background: ISO/COPOLCO Leads Discussion of Sharing Economy and ISO Standards Solutions**

During her presentation at the 2014 ISO/COPOLCO workshop and plenary meeting in Milan, Italy, Amanda Long, CEO of Consumers International<sup>4</sup>, was the first to suggest that ISO should be examining potential standards solutions to help promote and protect consumers who participate in the sharing economy.

The matter was raised again by Professor Kernaghan Webb, Ryerson University, Toronto, Canada, at the 2015 ISO/COPOLCO workshop and plenary in Geneva.<sup>5</sup> The ISO/COPOLCO Chairs’ Group subsequently requested that Canada’s National Standards Body, the Standards Council of Canada (SCC) prepares a new work activity item for discussion at the 2016 plenary meeting.

The new work activity was unanimously supported at the 2016 plenary meeting and a resolution was drafted that noted the need for rapid action to address consumers using sharing economy platforms, and instructed that a new work item proposal be developed. The SCC agreed to lead in responding to resolution by expanding on the work and leading the development of an IWA.

### **The IWA Approach**

The SCC’s ISO/COPOLCO Standards Mirror Committee, which consists of Canadian stakeholders from government, business, consumer groups and academics, recommended that Canada leads in responding to the resolution by hosting an International Workshop Agreement (IWA) on the Sharing and Collaborative Economy. The aim will be to explore if there is potential for ISO standards to help provide structure and address some of the common challenges.

#### **a) The purpose of the IWA**

The purpose of this IWA is to initiate an international discussion leading to development of a document (within the ISO structure) on the sharing and collaborative economy. International experts will be asked

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<sup>4</sup> <http://www.consumersinternational.org/>

<sup>5</sup> Webb, Kernaghan (2015). “What do Airbnb, Uber and Facebook tell us about the changing role of the connected consumer?” Presentation at “The connected consumer in 2020 – empowerment through standards” Workshop, ISO COPOLCO Geneva, Switzerland May 13, 2015, accessible at: [www.iso.org/iso/livelihoodgetfile?lNodeId=527361&lVolId=-2000](http://www.iso.org/iso/livelihoodgetfile?lNodeId=527361&lVolId=-2000)

to develop an IWA that will provide a reference at a national level for the feasibility of developing ISO standards on the issue. Hence, the IWA can be used as a precursor to an international ISO standard.

Discussions will be focussed on for-profit models that both disrupt traditional sectors and challenge (or attempt to reform) regulations governing activities in those sectors.

Ideally, participants will aim for blended or harmonized solutions that will avoid the establishment of “two track” regulatory regimes for old and new business models.<sup>6</sup>

## **b) Stakeholders**

SCC will encourage participation in the IWA from:

- National government and agencies
- Innovation agencies
- Service providers
- Organizations involved in the shared and collaborative platforms and those using the products and services
- Academics
- Consumer organizations and consumer interest organizations
- National standards bodies
- Any experts nominated by ISO

## **c) Expected Outcomes of the IWA**

The IWA will aim to encourage:

- Sharing of knowledge and best practices at a global level where participants in the sharing economy, governments and communities have acknowledged their unique responsibilities to address policy issues arising from sharing economy business models and have collaborated to seek solutions, including but not limited to, assessing existing standardization work in the area;
- Development of innovative solutions across multiple service sectors to maximize effective responses to disruption and regulatory challenges created by sharing economy business models;
- Minimizing repetition and duplication of efforts through the development of common approaches to the challenges associated with sharing economy business models; and
- An IWA that will provide a framework for addressing the issues and potential detriments arising from the sharing economy while embracing more cost effective, emerging products and services delivery models.

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<sup>6</sup> FTC [https://www.ftc.gov/system/files/documents/public\\_statements/810851/151002fordhamremarks.pdf](https://www.ftc.gov/system/files/documents/public_statements/810851/151002fordhamremarks.pdf)

#### **d) Development Process**

The project will consist of four phases

- The initiation phase

Once the ISO/TMB has accepted the proposal and ISO CS has circulated notification to ISO members the proposer will hold an informal pre-meeting with interested numbers of experts to develop a project plan and method of working, including proposing a Chairman and Secretariat. The suggestions, including the scope and delivery, must be approved during the formal workshop meeting.

- The drafting

SCC will facilitate the development of a pre-workshop report based on the Mowat Centre research report developed on behalf of CSA Group, “*The Sharing Economy & Standards-based Solutions*” and research projects findings. This will allow participants to draft an initial IWA and finalize the work at the actual workshop. Pre -workshop online meetings will be held as needed.

- The workshop

SCC proposes to hold a 3 day meeting, 21 – 23<sup>rd</sup> March 2017 in Mississauga, Ontario, Canada. There will be no participation fees for the IWA. The working language of this workshop will be in English. Follow up from the workshop will be conducted via email correspondence and/or on-line community.

- Publication

Once finalized, the IWA will be sent to ISO for publication. ISO will hold the copyright to this document. Expected day of publication will be late June or early July 2017.