

CSA Group Research on Sharing Economy

Priya Malik

Presentation at Ryerson University Institute for the Study of CSR session on
Standards and the Sharing Economy, December 9, 2019, Toronto, Canada



Session Outline

- Canadian Standards Association (operating as CSA Group)
- Background
- **Phase 1 – The Rise of the Sharing Economy**
- **Phase 2 – Maximizing the Gains from Sharing**
- Best Practices and Tools
- Pilot Projects
- Questions

From Research to Action

Implementing a Standards-Based Solution for the Sharing Economy



Journey into Standards based solutions



INTERNATIONAL WORKSHOP AGREEMENT

IWA
27

First edition
2017-09

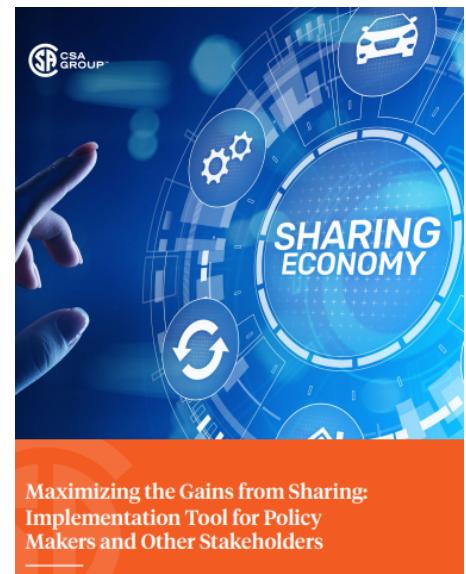
Guiding principles and framework for the sharing economy

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

PHASE 1



Maximizing the Gains from Sharing:
Best Practice Guide for Policy Makers
and Other Stakeholders



PHASE 2

CONFIDENTIAL

PHASE 1 – Exploring Standards Based Solutions in a Changing Workplace

- Focuses on ways in which standardization can help support new business models
- It highlights areas where standardization is most likely to be useful, including labor challenges, dispute resolution, online reviews, data sharing and protection, and ride-sharing services
- Conclusion: Standards developing organizations should ensure that all standards developed in this area are flexible and easily adaptable.
- A continued focus on service standards as an area of future need and growth
- CSA report published in **February 2017** and available for free download on CSA website

ISO International Workshop Agreement

- The IWA 27 published in **Fall 2017**.
- CSA Research Report informed the **seed document**.
- Document provides 10 guiding principles and practical implementation framework to address social, environmental, and economic impacts and opportunities.
- It's a result of an open and transparent multi-stakeholder process involving experts from different countries.
- First step towards the potential development of national or international standards to address consumer and public interest opportunities and challenges



An International Workshop on the Sharing Economy held in Toronto, Canada on March 21-24, 2017.

PHASE 2 – An Analysis of National and International Best Practises

- Objective: Review best practices and provide guidance to sharing economy stakeholders on how to embody the 10 IWA guiding principles.
- Phase 2 was carried out to ensure jurisdictions have practical tools to take a proactive approach.
- New insights and recommendations on successful governance measures that do not fit under the existing IWA principles.
- Goal to create a level playing field for traditional and new businesses.
- Two tools (1) Best Practice Guide and (2) Implementation Tools for policymakers and sharing economy providers.
- CSA research report was published in **February 2019**.

Guideline and Implementation tool

- **Best practice guideline**
 - Identifies best practices to address issues pertaining to sharing economy activities.
 - Reviews different approaches taken by jurisdictions from all over the world.
 - Can be used by platforms and businesses to improve current operations and services.
- **Implementation tool**
 - To advise consumers, providers, platform operators on how to incorporate 10 IWA guiding principles into their approach.
 - Includes a checklist to qualify the sharing economy providers and for providers to perform a self-assessment.
- **Conclusion:**
 - To build a robust sharing ecosystem, cities need to actively work to promote culture of innovation and showcase themselves as sharing cities
- A case study summarizing the research will be available for free download on CSA website

Guideline and Implementation tool (Cont'd)

- Adopting these best practices will assist sharing economy participants in maximising public goals such as economic development, inclusion, sustainability and social connectedness through sharing.
- Tools piloted with the City of Guelph, City of Toronto, Amsterdam, Japan, to validate it's practicality and adaptability.

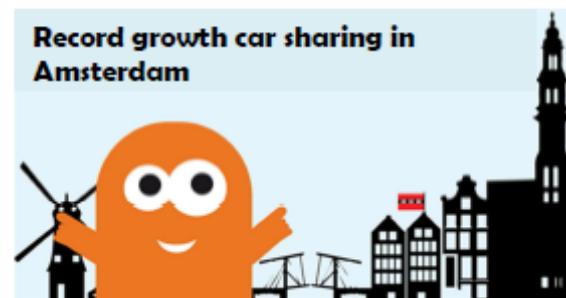
Navigating the sharing economy:
A 6-decision guide for municipalities



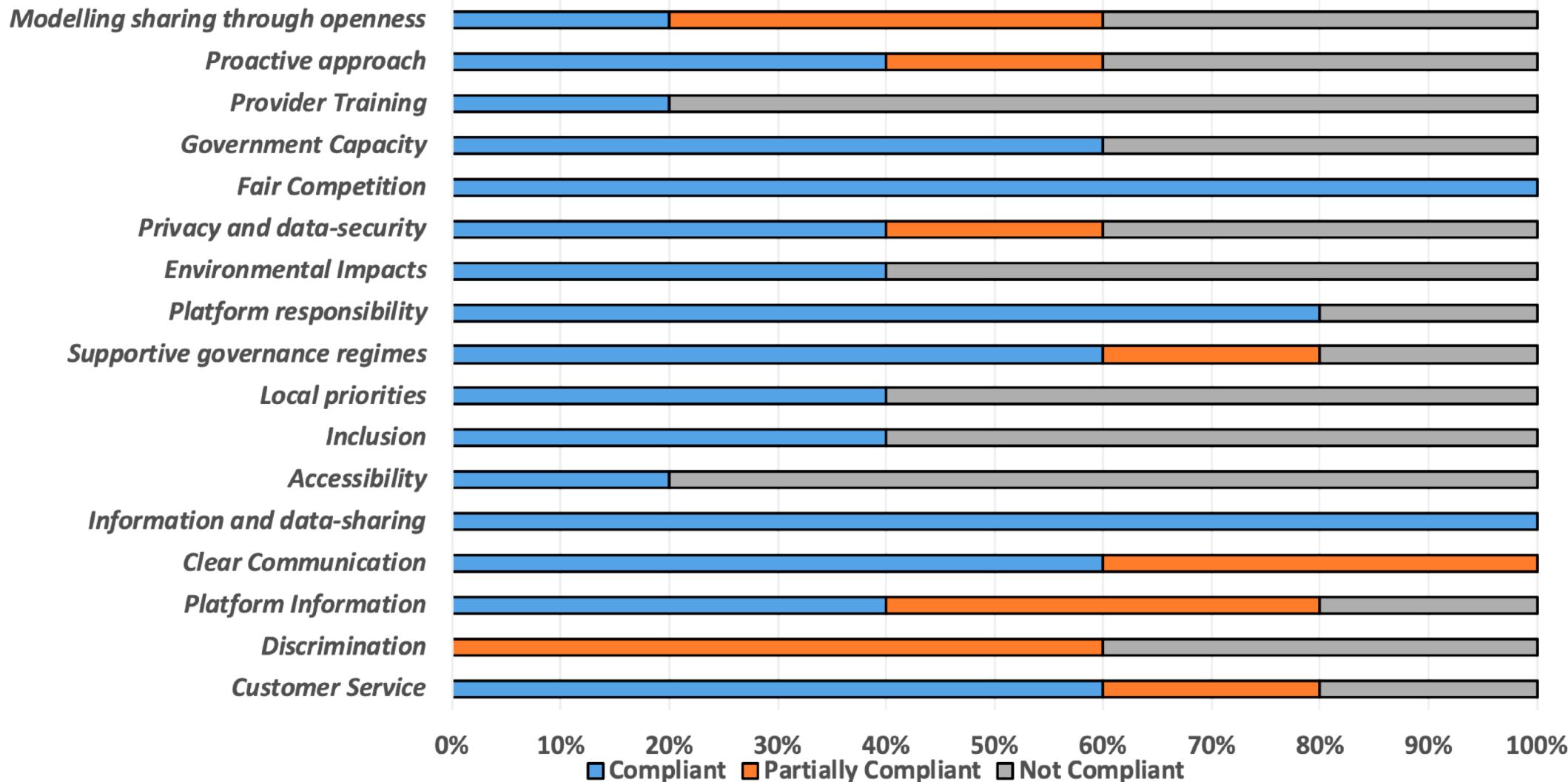
Amsterdam as Sharing City

On account of factors such as the startup-friendly business environment, the city's openness to the trend and the population's positive attitude towards sharing.

Record growth car sharing in Amsterdam



Pilot Project Findings



NEXT STEPS

- The best practice guideline and implementation tool are published on CSA Website:
<https://www.csagroup.org/standards/standards-research/>
- From the great feedback during the pilot, best practices and tools can be used to help cities and municipalities.
- CSA Group research documents can be used towards the development of ISO standards.



The BIG Picture



Questions

