



ISO/TC STRATEGIC BUSINESS PLAN TEMPLATE – INSTRUCTIONS

Important information

Every newly established technical committee (TC) is required to prepare a strategic business plan (SBP) within 18 months of its provisional establishment, in parallel with its standards development work. The SBP of a TC covers the activities of any subcommittees under the TC. For existing TCs, it is proposed that in the development of the SBP, the TC should identify the range of stakeholders that should be engaged based on the subject area being standardized. Each active TC is required to prepare, maintain and regularly review its own SBP. The SBP of a new TC must be formally agreed upon by the TC and then reviewed and approved by the Technical Management Board (TMB).

See [Annex SC.3 of the Consolidated ISO Supplement](#) for details on the procedures to be followed for the development, approval and review of SBPs.

NOTE: The SBP contains information on the scope, title, structure and work programme of the TC. Such information must *already have been approved/ratified* by the TC and/or the Technical Management Board before being included in the SBP, e.g. if a SC is added to the Committee structure, the creation of the SC should have already been ratified by the TMB before being included in the SBP. See the [ISO/IEC Directives Part 1](#), 1.5.10 (title and scope); 1.6.1 (subcommittees); 2.1.5.6 (work programme).

Main objective of the SBP

The main objective of the SBP is to provide a concise and up-to-date overview of the committee's work in a user-friendly format for interested stakeholders. The types of stakeholders to be addressed in the SBP include:

- The management layer of organizations and companies making a contribution to standardization;
- Standards developers and standards developing organizations;
- Regulators;
- Users of standards;
- The interested public.

The SBP should provide an analysis of important business, technological, environmental and social trends in the field addressed by the work of the ISO/TC. It should also explain the linkages between these trends and the priority areas in the standards development work of the committee.

Drafting instructions

Information must be entered into this SBP template as indicated (in the header/footer and in fields marked 'click here to enter text') for the **Executive summary** and **sections 2 to 6**. See the relevant drafting instructions in each section for guidance on the content.

Please consider including **graphical elements** to represent market structures, information on trade or the structure of the committee, where relevant.

Hyperlinks

In some cases, information – for example regarding the work programme, project target dates, the list of published standards, the committee structure etc. – can be included dynamically via hyperlinks from the SBP template to committee-specific information available from ISO's main website, ISO Online. Where this is required, the need to add hyperlinks will be clearly indicated with **red, underlined text**. In addition to the required hyperlinks given in this template, TCs may include hyperlinks pointing to other relevant sections on ISO Online, or to their own databases with more detailed project information.

*Once you have completed the draft SBP, please **delete all grey-shaded boxes** with 'Drafting instructions' throughout the document.*

STRATEGIC BUSINESS PLAN – ISO/TC 324

Executive summary

A combination of widespread internet use, technological developments, economic model innovation and demographic shifts has led to the emergence of a new economic model often called the “sharing economy”, which enables otherwise unconnected individuals and/or organizations to make transactions.

The sharing economy creates opportunities to match individuals and/or organizations with unused assets and skills with those who want to use them.

It enables services and products to reach a wider range of consumers, support entrepreneurship, and create new business opportunities with a flexible working style. Researches show that the sharing economy market will grow by USD 335 billion by 2025, and is expected to have a significant effect on the global economy.

The shift from owning assets to sharing them through the new model enables better resource optimization and is expected to contribute to the resolution of environmental issues.

Similarly, recourse to the sharing economy economic model is expected to create opportunities to provide products and assets, contributing to economic growth, while at the same time addressing environment issues like wastage and overconsumption. However, the background issues of security, service quality and reliability might become an obstacle for users in using sharing economy services.

In addition, while new business opportunities have emerged, the fact that providers of assets and skills are often individuals raises some issues related to working conditions and occupational health and safety for providers. Provider as well as user protection should be considered in the development of sharing economy.

When transactions are conducted across borders, culture and customs can also present certain challenges. Establishing globally common understanding and rules will lead to safer and effective transaction in this new field.

ISO/TC 324 has been established with the purpose of developing standards that ensure safety and security for stakeholders, encourage the use of sharing economy and can be used across geographies.

1 Introduction

1.1 ISO technical committees and business planning

The extension of formal business planning to ISO Technical Committees (ISO/TCs) is an important measure which forms part of a major review of business. The aim is to align the ISO work programme with the expressed needs and trends of the business environment and to allow ISO/TCs to prioritize among different projects, to identify the benefits expected from the availability of International Standards, and to ensure adequate resources for projects throughout their development.

1.2 International standardization and the role of ISO

The foremost aim of international standardization is to facilitate the exchange of goods and services through the elimination of technical barriers to trade.

Three bodies are responsible for the planning, development and adoption of International Standards: [ISO](#) (International Organization for Standardization) is responsible for all sectors excluding Electrotechnical, which is the responsibility of [IEC](#) (International Electrotechnical Committee), and most of the Telecommunications Technologies, which are largely the responsibility of [ITU](#) (International Telecommunication Union).

ISO is a legal association, the members of which are the National Standards Bodies (NSBs) of some 164 countries (organizations representing social and economic interests at the international level), supported by a Central Secretariat based in Geneva, Switzerland.

The principal deliverable of ISO is the [International Standard](#).

An International Standard embodies the essential principles of global openness and transparency, consensus and technical coherence. These are safeguarded through its development in an ISO Technical Committee (ISO/TC), representative of all interested parties, supported by a public comment phase (the ISO Technical Enquiry). ISO and its [Technical Committees](#) are also able to offer the ISO Technical Specification (ISO/TS), the ISO Public Available Specification (ISO/PAS) and the ISO Technical Report (ISO/TR) as solutions to market needs. These ISO products represent lower levels of consensus and have therefore not the same status as an International Standard.

ISO offers also the International Workshop Agreement (IWA) as a deliverable which aims to bridge the gap between the activities of consortia and the formal process of standardization represented by ISO and its national members. An important distinction is that the IWA is developed by ISO workshops and fora, comprising only participants with direct interest, and so it is not accorded the status of an International Standard.

2 Business Environment of the ISO/TC

2.1 Description of the Business Environment

The following political, economic, technical, regulatory, legal and social dynamics describe the business environment of the industry sector, products, materials, disciplines or practices related to the scope of this ISO/TC, and they may significantly influence how the relevant standards development processes are conducted and the content of the resulting standards.

2.1.1 Update status of sharing economy

The basic concept of sharing economy is not new. The concept of sharing as opposed to ownership in economic activity has historically existed before the information technology emerged. For example, some models involved bulletin boards connecting people with unused assets and unused skills with those who want them. However, the background leading to the popularity of the sharing economy today is advancements in IT technology, enabling the emergence of online platforms, the wide use of mobile devices such as smartphones, and their application development. The emergence of online platforms with IT technology has facilitated communication between individuals or organizations, enabling them to make transactions in real-time.

Currently, sharing economy services available in the world are diversifying. They include mobility such as ride-sharing service, consumer goods sharing services, peer-to-peer (P2P) residential space sharing service, skills sharing services (“gig economy”), and financial assets sharing (e.g. crowdfunding). The range of asset types that can be shared as services will extend in the future.

The basis of Sharing Economy's economic model rests on a triangle relationship among platform, between providers and users and that organizes trading among the latter two. Although ISO/TC 324 does not exclude non-online platforms in the scope, the sharing economy model generally includes all or some of the following features:

- Visualizing available status by utilization of online platform
- Matching system that connects providers with users in real-time
- May utilize unused asset and/or unused skill
- Verification of reliability
- Having a review system which may include ratings of platforms, providers and users

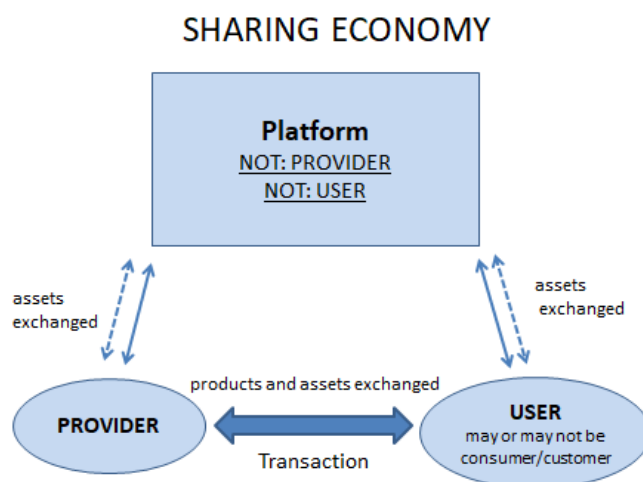


Figure 1 Economic model of sharing economy

2.1.2 Classification of stakeholders

Stakeholders for sharing economy can be classified as follows. The interrelation between stakeholders is shown in Figure 1.

NOTE The terminology for sharing economy including the following terms is under development as part of ISO 42500 in ISO/TC 324/WG 1.

Platform and Platform operator

Platform has a mechanism which enables matching providers and users for transaction between them. Platform operator is an administrator who operates a platform. Platforms often undertake the registration of users and providers, authentication of user/provider accounts, monitoring of transactions, payment processing, and mutual review in addition to matching system, redress and complaint handling, etc.

Provider

A provider is an individual or organization that provides products and assets to users via a platform. Provider can be an individual or an organization. In the sharing economy, a provider is not a platform operator but they also provides services that are essential to complete the transaction. Providers are sometimes required by platform operators to register its identification to provide their assets and skills.

User

User is an individual or organization that is a recipient of products and assets from providers dealing through a platform. Users are sometimes required to register their identification such as contact address to make a transaction on the platform. They often make a decision to buy products and assets based on the information posted on the platform (predominantly by providers).

Local municipality, communities

Active utilization of the sharing economy by local governments is expected to lead to enhancement of local services and contribute to solution of environmental issues. There are some cities, such as those called as “Sharing City”, which proactively adopt and promote the use of the sharing economy.

2.1.3 Benefit of sharing economy

The activities for the sharing economy are generally expected to provide the following benefits: This committee should consider maximizing the benefits of sharing economy activities, which are generally expected to provide the following advantages.

Creation of opportunities

The sharing economy can allow products and assets to reach a wider range of consumers. For example, accommodation sharing can lead more tourists to tourist spots since it provides more opportunity to stay.

Flexible work arrangements and a new revenue source

Traditional work arrangements might prevent people from finding jobs with conditions that meet their requirements. However skill sharing problems can allow individuals to search for jobs with working conditions that meet their needs from job listings posted on platforms, making it

relatively easy to find opportunities to earn revenue by putting skills to use in a context different from the providers professional experience.

Reduce the burden of ownership

As the sharing economy relies on the exchange of products and assets that are often underutilized or where users do not need to own those products, there is a benefit for sustainability and the circular economy as well as an incentive for waste reduction and the excess of consumption.

Co-creation of value

The sharing economy can not only create the opportunity for the people to offer unused products and assets as services, but also inspire so creation between otherwise unconnected people, offering them a special experience (especially where the trading is undertaken between individuals).

Enhance cross-border exchanges

Because of the nature of the sharing economy, it can be a great channel for cross-border transactions for both products and assets, and a very beneficial way to open new markets and widen choices for users, resulting in more convenient prices, more options to choose from and better quality.

Create more work opportunities

Sharing employment platforms have become an important source of job growth, especially new, flexible employment increasing, which enables employees and employers with flexible hours to match each other. The development of sharing economy in traditional industries, such as travel and accommodation industry, enables some unemployed people with idle resources to find jobs, and at the same time provides some positions for other people, such as food delivery workers. In addition, the spread of sharing economy from consumer services to industrial manufacturing, agriculture and other production areas has spawned a host of new platforms and a growing number of platform employees. It will help to achieve SDG #8.

Promote the development and application of science and technology.

Sharing economy has promoted the development of a large number of APPs, the development of intelligent computer algorithms in terms of distribution and personnel scheduling, the research and development of food delivery services, and solved the problem of GPS power with solar panels in terms of sharing bicycle. It will help to achieve SDG #12".

2.1.4 Concerns and perceptions of relevant stakeholders

The sharing economy is expected to provide significant benefits to society. However, significant challenges have also been identified. Since transactions in the sharing economy are usually taken place among users and providers unknown to one another including individuals unlike existing businesses, users and providers may face the following risks:

- The service provided does not meet the quality expected, or a service is not timely delivered as promised
- Non-compliance with rules and regulations that require consumer consent from providers
- Lack of user privacy safeguards or an unclear and/or unfair treatment of personal data, and breaches to data protection and unauthorized data sharing

- Exposure to physical harm /problems related with product safety, frauds and scams
- Difficulties to make complaints, handle them, solve them and get proper redress

Platforms often have a review system to help people decide whether such risks during possible transactions are low enough. Providers and users can decide whether to request services or a product from specific provider or whether to accept the request from the specific user based on the reputation of the provider or the user indicated by a rating system on the platform, In addition, some platforms have features to support rapid communication (e.g., text messages) between providers and users. On sharing economy platforms, peer review comments and ratings are commonly used than a review system where only users give feedback.

It is also sometimes pointed out that the relationship between existing laws and sharing economy services in some countries is unclear as the sharing economy services fall outside the legal definition of service in the country.

The standards to be developed by ISO/TC 324 respects the laws of each country, however, there is a potential that they can provide a direction in addressing challenges for the sharing economy.

2.1.5 Other relevant international, regional or national standards or voluntary initiatives

In Canada, Canadian Standards Association(CSA) conducted a survey on activities related to sharing economy in major cities across the world based on IWA 27:2017, and the results of the survey were published in two reports: “The Rise of the Sharing Economy” (2017) and “Maximizing the Gains from Sharing (2019). These reports provide the details on many challenges and best practices or sharing economy. In addition to the report, CSA published “Best practice guideline” and “Implementation tool” to support sharing economy.

In China, they are working on development of two national standards relevant to fundamental and platform operation.

In the UK, Sharing economy UK (SEUK) is working on certification programme regarding platform operation for consumer protection that is called “Trust seal”.

The British Standard Institute (BSI) published BS/PAS 202:2019 that specifies general requirements for operation of an online platform.

In Japan, the Sharing Economy Association Japan (SEAJ) provides a certification programme targeting enterprises to help them ensure safe and reliable operations in sharing economy. The Japanese Standards Association (JSA) published JSA-S 1202:2019 which is identical to BS/PAS 202.

NOTE 1 The information in this clause is based on the presentation during the plenary meeting of ISO/TC 324 held in Tokyo in June 2019.

NOTE2 The EU provides policy recommendations to help EU countries and their citizens and businesses benefit from sharing economy with the communication on the European agenda for collaborative economy in June 2016.

2.2 Quantitative Indicators of the Business Environment

The following list of quantitative indicators describes the business environment in order to provide adequate information to support actions of the ISO/TC:

In 2016, PwC conducted a survey on the global market size of the sharing economy. The survey shows that global sales of the five major sectors of sharing economy, notably P2P type lending, crowdfunding, online staffing, P2P type accommodation, car sharing, music/video streaming as of 2013 are estimated to be \$15 billion. By 2025, the survey forecasts sales in the five sharing economies to grow to \$335 billion¹.

In 2016, the European Commission reported the results of a survey which 14,050 respondents from 28 countries replied. This report analyzed the advantages and disadvantages of the sharing economy².

As for advantages, 41 % of respondents answered "accesses to services are organized in a more convenient way", 33 % of respondents mentioned "the fact that it is cheaper or free", and 25% of respondents identified "the ability to exchange products or services instead of paying with money".

As for disadvantages, 41% of respondents answered "not knowing who is responsible in the event of a problem" as one of the main drawbacks of this type of platforms", 28% of respondent mentioned "not trusting Internet transactions in general", 27% of respondents mentioned "not trusting the provider or seller" and "being disappointed because the services and goods do not meet expectations" and 17% of respondents mentioned "not having enough information on the service provided".

NOTE This survey deals with collaborative economy which is a similar concept with sharing economy.

¹ The Sharing Economy https://www.pwc.fr/fr/assets/files/pdf/2015/05/pwc_etude_sharing_economy.pdf

² Flash Eurobarometer 438 https://data.europa.eu/euodp/data/dataset/S2112_438_ENG

3 Benefits expected from the work of the ISO/TC

3.1 General

International standardization of the sharing economy by ISO/TC 324 is expected to reduce the risks of sharing economy transactions described in 2.1.4 and maximize the benefits of the sharing economy described in 2.1.3. The work of this committee is expected to create the following benefits:

- bring clarity and unify terminology related to the sharing economy;
- establish clear principles on which the sharing economy should sustain its development and work;
- create common understanding on both its opportunities and challenges, and provide global solutions to relevant issues;
- make participation in sharing economy an accessible and positive experience to all interested and affected parties;
- encourage responsible, transparent business practices that respect people, properties and the environment;
- support the development of the sharing economy as an important component of a modern, healthy market;
- help the special experience created by the value co-creation by the parties involved to achieve the desired results;
- establish systems to ensure the safety and security of all participants in the sharing economy, and the reliability of its infrastructure and associated processes.

3.2 The benefit of the deliverables of ISO/TC 324

ISO/TC 324 is expected to provide the following benefits through the development of standards to support the sharing economy.

By defining terms and principles that are agreed by all stakeholders involved in the sharing economy, it is expected to promote a broad understanding of standardization activities in the sharing economy.

By standardizing the operations of sharing economy platforms, it is expected to build a stable “environment” for making platforms a reliable tool that enables safe and secure transactions between users and providers on such platforms.

By describing the consideration of the safety by providers as in any ordinary business, it is expected that the security, safety, and reliability of transactions between users and providers, as services are often provided by individuals and non-professional organizations in the sharing economy. Consumers, therefore, may be less concerned of the provider's capabilities in fulfilling its obligations in the transaction.

With the values and benefits described above, international standardization of the filed by this community (ISO/TC 324) will strongly support the development of the sharing economy as well as the United Nations Sustainable Development Goals (SDGs), particularly SDG 8: Decent Work and Economic Growth and SDG 12, Responsible Consumption and Production.

4 Representation and participation in the ISO/TC

4.1 Membership

Current membership list: <https://www.iso.org/committee/7314327.html?view=participation>

4.2 Analysis of the participation

At the regional level, there is wide participation from Europe, Asia and North America, expensive business activities related to sharing economy. It is necessary to promote participation from other countries including those of African countries and other developing nations, where such activities are growing or expected to grow in the future. Coordination with ISO/DEVCO might be an effective approach to promote participation in the TC.

Table1 Participation of ISO/TC 324

Region	P-member	O-member
Africa	1	-
Americas	4	3
Asia-Pacific	5	3
Europe	9	8
Middle East	-	3

Furthermore, it is important to encourage P-members who have not actively attended the TC's past meetings to participate. In order to increase the opportunity for such P-members to participate in the activities of the TC, it is desirable to rotate plenary meetings among regions. It is suggested that the host country of a plenary meeting hold a workshop and invite national stakeholders to participate.

NOTE A workshop was held during the TC's 2nd plenary meeting in Toronto, in December 2019.

Liaison

Since the sharing economy is in practice in various sectors, actors such as the industry, small businesses, consumers, and trade unions may have an interest in the activities of ISO/TC 324. Therefore, the TC should take into account the knowledge and experience of those stakeholders from various sectors during standards development. As of the time of writing, the TC established liaisons with the following external organizations.

Table 2 External Liaison of ISO/TC 324

ANEC	European Association for the Co-ordination of Consumer Representation in Standardization
CI	Consumers International
EFCO&HPA	European Federation of Camping Site Organisations and Holiday Park Associations
ETUC	the European Trade Union Confederation
HOTREC	Hotels, Restaurants & Cafés in Europe
SBS	Small Business Standards

Participation of industry

In order to ensure that standards meet broad market needs, further participation of sharing economy platform operators is desirable. Also, ISO/TC 324 continues to work on expanding its participation base and networking with governments and regional stakeholders through international conferences and symposiums.

5 Objectives of the ISO/TC and strategies for their achievement

5.1 Defined objectives of the ISO/TC

5.1 Defined objectives of the ISO/TC

ISO/TC 324 aims to develop standards to support sharing economy, to drive improvement of operation of sharing economy and to ensure safety for those involved in this field across the world. The work of the TC will reflect the objectives of ISO's Strategic Plan:

- To determine, standardize and promote best practices in activities related to the sharing economy.
- To facilitate common understanding and a spirit of mutual assistance among those who participate in the sharing economy through formal standards and a range of other deliverables specifically tailored for different audiences.
- To set thresholds for the quality and confidence in platforms as marketplaces through the adoption and use of International Standards on the sharing economy.
- To facilitate international communication and cooperation.
- To provide materials to assist stakeholders in meeting the relevant UN SDGs.

Objective 1: Develop impactful standards that support and encourage organizations to adopt a sharing economy model.

Strategies for achieving this are:

- To ensure the practical applicability and added value of the deliverables, making sure they address real-life challenges;
- To adopt pragmatic and operational project management and efficient decision-making to be able to deliver the TC's first International Standard on terms used in the field and general principles within the first 3 years of the TC's;
- To have a clear communication between future WGs to ensure harmonized work.

Objective 2: Promote broad and effective participation from countries all around the world. Strategies for achieving this are:

- To take into account the interests of stakeholders in different regions of the world (developing and developed countries);
- To support and work with ISO DEVCO on their programmes for developing countries, and ISO COPOLCO for consumer policy;
- To rotate plenary meetings among continents;
- To promote use of virtual meetings to allow a wider participation.

Objective 3: Maximize the contribution to the UN Sustainable Development Goals. Strategies for achieving this are:

- To set ambitious principles in order to contribute to sustainable development;
- To consider the interrelation amongst environment, consumers, economic and labor all together in the standards developed by ISO/TC 324;
- To link work by the ISO/TC 324 with SDGs.

Objective 4: Develop high quality standard targeting for all types of stakeholders. Strategies for achieving this are:

- To develop various ISO deliverables (International Standards, Technical Specifications, Publicly Available Specifications, Technical Reports) to meet the needs of different stakeholders; To develop horizontal deliverables (terminology, principles) and deliverables on specific operations related to sharing economy (management standards, verification standard...);
- To develop standards to support all stakeholders regardless of sectors, type of organizations, size and;
- To avoid duplication of work between the TC, existing and future WGs and other ISO/TCs
- To promote liaisons with external organizations;
- To promote transparency and inclusiveness of the standards development process.

5.2 Identified strategies to achieve the ISO/TC's defined objectives

5.2.1 Prioritization of projects in ISO/TC 324

Firstly, ISO/TC 324 will start developing ISO 42500 to offer a framework for terminology and principles that enable common understanding among stakeholder and provision of guidance.

Secondly, the committee will develop ISO 42501, a standard on sharing economy operations. The standard aims to minimize risks associated with transactions and enhance the attractiveness and value of sharing economy. Also, the committee is planning to develop ISO 42502 on provider verification which defines sharing economy service provider requirement. Considering the characteristics of activities in sharing economy differ depending on the sector, it might be useful to consider developing sector-specific standards. Furthermore, it might be useful to develop a use case standard compiling best practices for implementing a sharing economy model in order to highlight potential positive impacts. This kind of standard would be helpful to economy business actors including start-ups, SMEs and local municipalities.

5.2.2 Reference of other standards

It is useful to refer to existing national/region/international standards to compliment the work of this committee. The committee has already identified the following documents relating to its activities;

- IWA 27:2017 *Guiding principles and framework for the sharing economy*
- BSI/PAS 202:2019 *Sharing economy. Operation of an online platform. Specification*

5.2.3 Liaison with other committees

Sharing economy uses a mechanism similar to the one used in E-commerce, online reputation and block chain and also relates to other areas such as circular economy, tourism and so on.

For example, the work of the committee is related to ISO/TC 323 in terms of contribution to environmental issues, ISO/TC 321 in terms of use of online platform and ISO/TC 290 in terms of review system.

Therefore, ISO/TC 324 should further identify committees whose work might be related to the TC's work and work closely with those committees to avoid duplications in work and maximize the value of the TC's work.

ISO/TC 324 has identified and established liaisons with the following committees. The external liaison list is shown in 4.2.

The following committees are acknowledged as necessary cooperation with ISO/TC 324;

- ISO/PC 317 *Consumer protection: privacy by design for consumer goods and services*

- ISO/TC 176/SC 3 *Supporting technologies*
- ISO/TC 228 *Tourism and related services*
- ISO/TC 260 *Human resource management*
- ISO/TC 286 *Collaborative business relationship management*
- ISO/TC 290 *Online reputation*
- ISO/TC 307 *Blockchain and distributed ledger technologies*
- ISO/TC 309 *Governance of organizations*
- ISO/TC 321 *Transaction assurance in E-commerce*
- ISO/TC 323 *Circular economy*

NOTE External liaisons are given in 4.2.

5.2.4 Type of deliverable

Given the evolving IT technology and rapid growth of the sharing economy market size, it is practical to consider developing deliverables with short development time such as TS or TR, as appropriate.

5.2.5 Meeting

ISO/TC 324 works on the standardization in this field through two virtual and/or physical meetings per year as needed to advance its projects effectively and deliver deliverables in a timely manner.

6 Factors affecting completion and implementation of the ISO/TC work programme

In general, the standards development in ISO/TC 324 should take into account the following features of the sharing economy;

- its market is growing rapidly,
- various stakeholders are involved;
- legal and regulatory requirements applicable to a sharing economy business model are often unclear.
- other ISO technical committees address related issues.

Technological advancements

Sharing economy models are continuously diversifying as technology further evolves. It is necessary that standardization activities in the field keep up with the emergence of new technologies used in service transactions in the evolving market. Therefore, the committee shall set appropriate safety requirements while taking into account not only existing market conditions but also future possible market conditions.

In order to address this challenge, it is expected that the committee works toward publishing its deliverables in a timely manner that reflect the current status of situations in the field. Developing international standard usually takes around three years, but supporting this fast moving economic model requires agile standards development agreed by members of the TC, it is desirable to consider not only IS but also other deliverables such as TS in order to meet stakeholders needs in a timely manner. While initially taking the time to take time to carefully develop standards for completeness is a viable path, so is that of developing them quickly and updating as needed. Developing a standard does not automatically ensure effectiveness, and it is through actual use of the standard that people appreciate the effectiveness. Furthermore, it would be an option to keep including the latest information by updating the standard on a regular basis.

Promoting participation of stakeholders

Since the sharing economy is a new area and very little has been done for international standardization in the area, the TC should focus on developing standards and other deliverables that reflect the reality of business and consumers when developing standards. For this purpose, it is desirable that members of the TC reach out to companies or industry associations operating in their countries that participate in sharing economy and encourage them to participate directly or indirectly in the standards development. Also, in order to allow for balanced representation and participation of all stakeholder groups as well as industries, it is important to involve parties identified in 4.2 in the TC's activities.

Legal requirements

It is recognized, in some cases, that it is unclear whether existing laws and regulations are applicable to sharing economy services. Standards to be developed by ISO / TC 324, based on the knowledge and discussions of experts from each member, might provide guidelines on navigating such gray zones of interpretation of relevant laws and regulations. At the same time, it is necessary that discussion in ISO/TC 324 consider the fact that rules and regulations may differ depending on the country and region and that they are subject to change.

7 Structure, current projects and publications of the ISO/TC

Information on ISO online

The link below is to the ISO/TC 324's page on ISO's website:

<https://www.iso.org/committee/7314327.html>

Click on the tabs and links on this page to find the following information:

- About (Secretariat, Committee Manager, Chair, Date of creation, Scope, etc.)
- Contact details
- Structure (Subcommittees and working groups)
- Liaisons
- Meetings
- Tools
- Work programme (published standards and standards under development)

Structure of ISO/TC 324

ISO/TC 324 has created the following structure in order to develop standards and promotes them;

WG1: Terminology and principles

This group develops ISO 42500, *Terminology and Principles* which all stakeholders should take into account. Standards developed in ISO/TC 324 must use the terminology defined by WG 1.

AHG 1: Operationalization of sharing economy platform [Disbanded]

This group was formed to study the standardization on operationalization of sharing economy. This group recommended two new work item proposals which are establishing the requirements for platform operations as well as a standard of qualification for providers, ISO/TC 324 agreed on the recommendation at its 3rd plenary in June 2020 and accordingly AHG 1 was disbanded.

WG 2 Operation of platform

This group develops ISO/TS 42501, *General trustworthiness and safety requirements for digital platform*.

WG 3 Provider verification

This group develops ISO/TS 42502, *Guidelines for provider verification on digital platform*.

TG 1: Strategic business plan

This group is responsible for drafting and maintaining the SBP. It is important to keep updating it to reflect the TC's latest activities and directions.

Note The ISO/IEC Directives recommend to review and update SBP preferably once a year, or at least once in three years.

TG 2: Communication plan

The success of the standardization of the field covered by ISO / TC 324 depends on board participation of various stakeholders from different countries and sharing of best practices. TG2 will develop a communication plan for standards developed by and activities of ISO/TC 324 to involve more national experts in the TC's activities and to disseminate the use of standards developed by ISO/TC 324.

Reference information

[Glossary of terms and abbreviations used in ISO/TC Business Plans](#)

[General information on the principles of ISO's technical work](#)