Sharing economy involves using digital technologies to connect people and organisations to make better use of goods, skills, services, capital and spaces.

- Aims to champion, ensure best practise and speak as one voice
- Launched in March 2015 following independent review
- Entered into collaboration with the CBI in March 2017
WHY NOW?

Fast-growing trend of access over ownership:

• Average car unused 23 hours a day

• Average power drill’s lifetime use is 13 minutes

• 75% of consumers see as significant feature of future business

• Not just about money – about improving experience too
TRUSTSEAL

• The world’s first sharing economy industry kitemark
  – Key good practice principles identified
  – Independent expert advisory panel including Rachel Botsman
  – Developed with Oxford University Saïd Business School
  – Piloted in 2016 then second wave of applicants in 2017
  – Nine sharing economy businesses have the TrustSeal
BUILDING TRUST AND PROTECTING CONSUMERS

ID verification
- Confirm ID
- Check credentials

Security
- Secure platform
- Secure payments
- Data protection

Transparency
- Rules of interaction
- Communications
- Processes

Peer Review
- Ratings
- Feedback
IDENTITY VERIFICATION

What’s required?
Confirm that platform participants are who they say they are

How to demonstrate?
Show that an appropriate process is in place – screenshots, mystery shopping
DETAILED CONSIDERATIONS

• Describe the thought process behind the checks that are carried out
• Clarity for users on what’s required and why
• Specific sources of validation
• Checks on the process
Thank you for listening

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