

- **The world's first sharing economy industry kitemark**
 - Eleven good practice principles identified
 - Independent expert advisory panel including Rachel Botsman
 - Developed with Oxford University Saïd Business School
 - Workshop series to be rolled out from November 2017
 - Eight 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



Interest from similar bodies in using the seal...

OCCASIONAL VS PROFESSIONAL ACTIVITY

participants	P2P	B2C	<ul style="list-style-type: none">• Is sharing activity an extension of existing business activity
pricing	price setters	price takers	<ul style="list-style-type: none">• Price setters have more control
usage	part-time, top-up	full-time	<ul style="list-style-type: none">• What proportion of income from sharing activity?• How important is flexibility?

ENCOURAGING INCLUSION AND ECONOMIC SUCCESS



- **Tax incentives**
 - Provide small breaks that encourage low level usage
- **Open systems**
 - Access to Government ID databases
- **Campaigns**
 - To help spread best practice and raise awareness
- **Research**
 - To understand how people are using platforms

- **Sharing Economy UK can help:**
 - Commission research, provide access to participants and disseminate information
 - Spread best practice through networking and focused workshops
 - Broad mix of members including charities and social enterprise
 - Members are at different stages of their life cycle
 - Provide a community and forum for all sharing economy businesses

We haven't witnessed a rise of B2B sharing economy businesses within our membership base