



SHARING ECONOMY

ASSOCIATION JAPAN



シェアで、日本を変える。



Sharing Economy Association, Japan

Name of the Group:

Sharing Economy Association, Japan (SEAJ)



our office

Address:

Nagatacho GRID,
2-5-3 Hirakawacho,
Chiyoda-ku, Tokyo 102-0093, Japan

HP: <http://sharing-economy.jp>

e-mail: info@sharing-economy.jp

Cell: +81 03-5759-0306

Launched at: Jan, 15, 2016



**SHARING
ECONOMY**
ASSOCIATION JAPAN



Sharing Economy Association, Japan

Representative Director:

Yuji Ueda (GaiaX Co., Ltd, CEO)

Daisuke Shigematsu (Space Market, Inc., CEO)

Executive Director:

Keiko Koda (AsMama, Inc., CEO)

Chika Tsunoda (AnyTimes Inc., CEO)

Akiyuki Minami (coconala Inc., CEO)

Yoshida Koichiro (CrowdWorks Inc, CEO)

Ryotaro Nakayama (Makuake, Inc., CEO)

Director:

Mika Yamamoto (Airbnb Japan K.K., Public Policy Manager)

Satoshi Amanuma (airCloset, Inc., CEO&Founder)

Sachiko Wada (TASKAJI Inc., CEO&Founder)

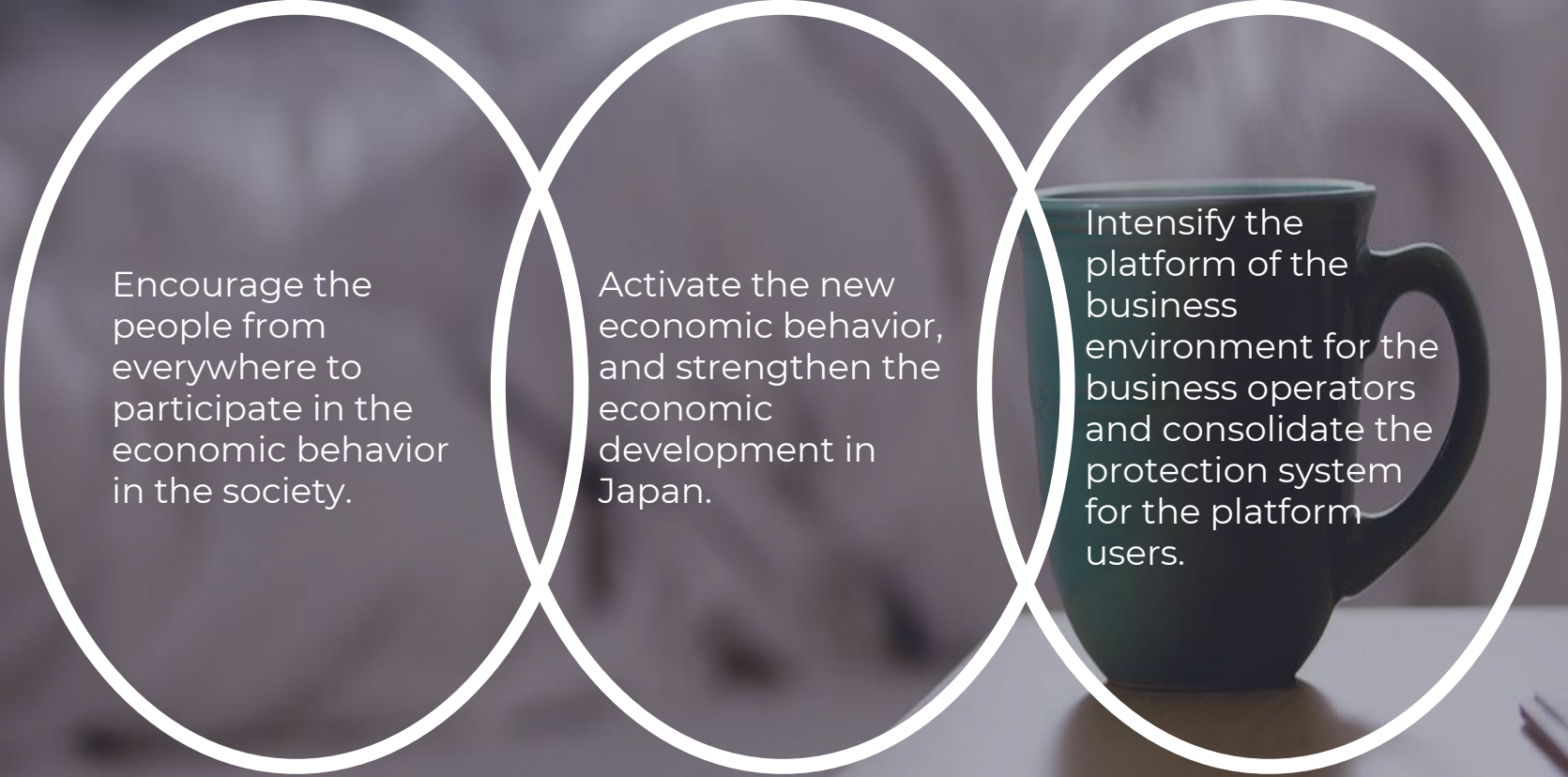
Advisor:

Atsuko Suzuki (NPO corporation ETIC. Director and executive director) Toshinao Sasaki (IT Journalist)

Neal Gorenflo (Co-Founder, Sharable)

Membership of SEAJ: Over 200 companies

Our Basic Idea




Encourage the people from everywhere to participate in the economic behavior in the society.

Activate the new economic behavior, and strengthen the economic development in Japan.




Intensify the platform of the business environment for the business operators and consolidate the protection system for the platform users.

What We Do



Promotional
event of sharing
economy

Networking and
Study Session



Develop the
membership
service

SEAJ Membership (1)

General Member

¥10,000 monthly membership fee

※If the company's capital is less than ¥100 million and is unlisted, you can participate at a ¥2,000 monthly fee.

Platform operators or companies which are related to C2C sharing service, such as space sharing, transportation sharing, goods sharing, skills sharing, and money sharing. / Agree to philosophy of the SEAJ.

Associate Member

¥10,000 monthly membership fee

※If the company's capital is less than ¥100 million and is unlisted, you can participate at a ¥2,000 yen monthly fee.

Platform operators or companies which are related to B2C sharing services, or rental business. Such as car sharing and conference room rental business. / Agree to philosophy of the SEAJ.

Sponsor Member

¥20,000 monthly membership fee

For the companies without running sharing service currently but with the intention to contribute to the development of domestic sharing economy. They need to agree with the development of sound business environment and user protection system, such as companies related to insurance, finance, real estate, and IT industry. / Agree to philosophy of the SEAJ.

Supporter Member

¥10,000 monthly membership fee

For universities, research institutes and medias which are doing research about sharing economy. Furthermore, the local governments which has agreement with companies of sharing service business. / Agree to philosophy of the SEAJ



SEAJ Membership (2)

Local Government Member

free

Local governments that have interests to cooperate with sharing economy platformers. / Agree to philosophy of the SEAJ.

Special Member

¥10,000 monthly
membership fee

Agree to philosophy of the SEAJ

Implement collaborative projects

Joint press release distribution

To introduce in MeetUp

To introduce in the official website as a special member

Matching business partners (introduction, questionnaire request, etc.)

Sharing Economy Market in Japan

The background of the slide is a dark, atmospheric landscape. It features a series of misty, rolling hills or mountains in shades of deep blue and purple. The sky above is a dark, gradient blue, transitioning from a lighter hue near the horizon to a darker tone at the top. The overall mood is serene and somewhat mysterious, providing a sophisticated backdrop for the title text.



Sharing Economy Market in Japan

35 billion yen in 2016 (estimated)





Sharing Economy Platformers in Japan

Share×Space

Homeshare • Farmland • Parking • Meeting room



"世界が広がる" 新しい居住スタイル。

SOCIAL APARTMENT



SHOPCOUNTER

Share×Goods

Flea market • Rental service



mechakari



子供服・お洋服・アクセサリー

Share×Mobility

Car sharing • Ride sharing • Cost sharing

UBER



BICYCLE SHARING SERVICE



相乗り相手マッチングサービス

COGICOGI

Anycar

Sharing economy service is
mainly classified into 5 types.

Share×Skill

Housekeeping, nursing care, child care,
knowledge, cooking, knowledge



アズママ

A's Mama Inc.

Huber.



TABICA

基盤の暮らしを支援する



nutte



TASKAJI housekeeping



TIME TICKET

Share×Money

Crowdfunding



Makuake



READY FOR?



STEERS



Crowd Realty





Sharing Economy Platformers in Japan





Sharing Economy Platformers in Japan

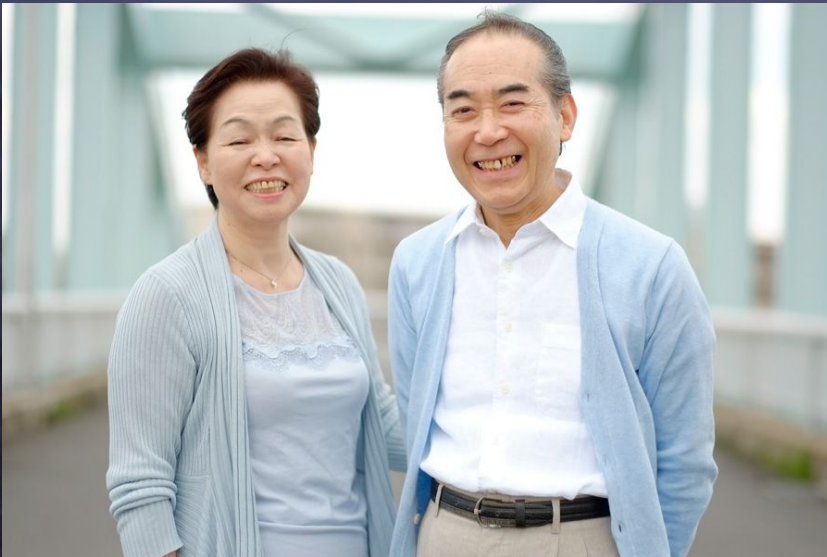




Social Impact of Sharing Economy

i. **Realization of the active society for all citizen in Japan**

- Social participation of senior and child caring mothers
- Creation of diverse working options / Promotion of side jobs and duties





Social Impact

ii . Realization of vitalize the Local government / economy

- SE platforms address the regional issues by such creation of Job opportunity and alternative way of public transportation in depopulated areas

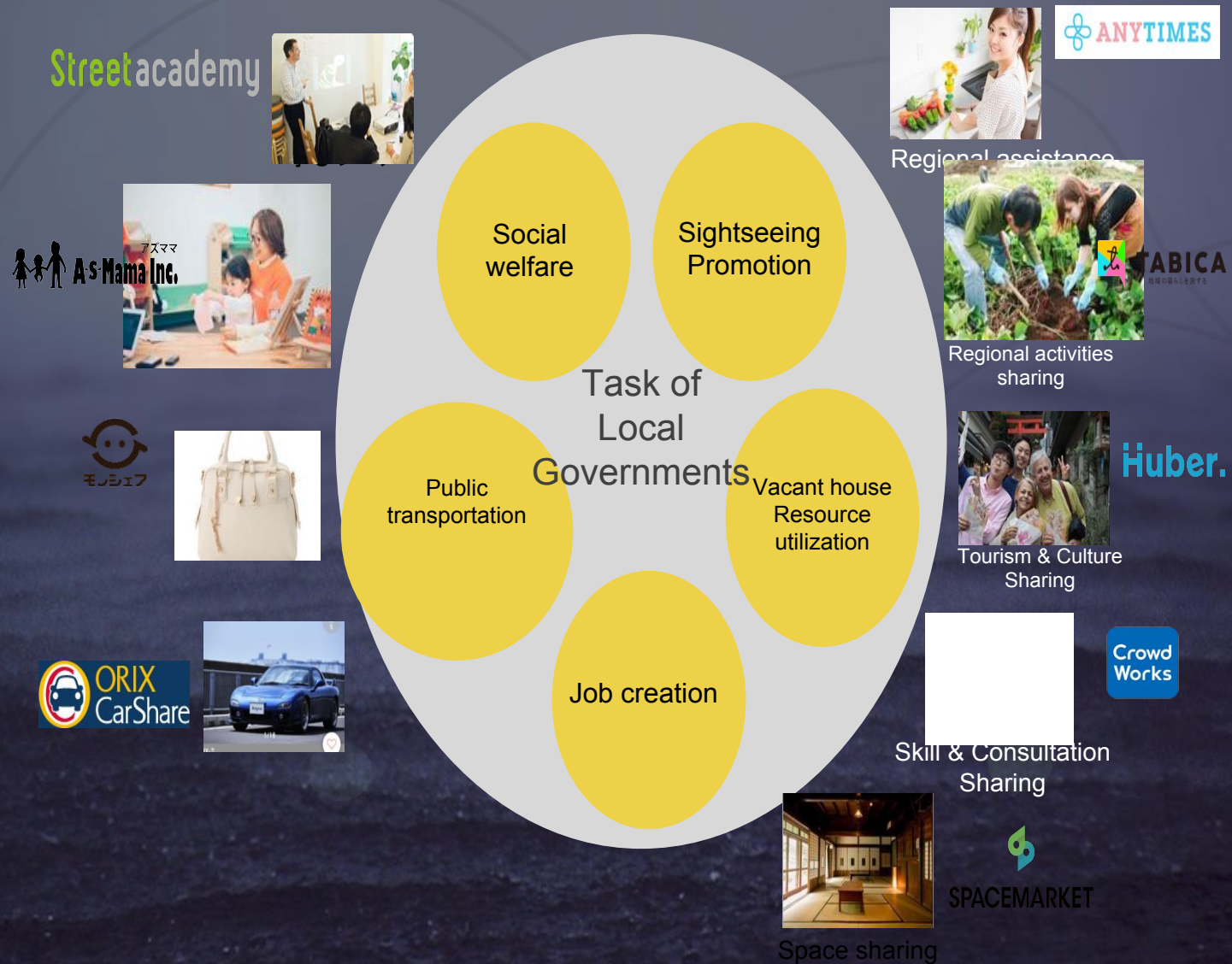


Sharing City in Japan

The background of the slide is a dark, atmospheric landscape. It features a series of rolling hills or mountains in the foreground, with a layer of mist or fog hanging between them. The sky above is a deep, dark blue or purple, suggesting a twilight or dawn setting. The overall mood is serene and somewhat mysterious.



Tasks of Local Gov & Corresponding platforms





The Corresponding Sharing Service for the Task of Local Governments

Sharing City refers to solve regional issues by utilizing sharing economy services. By doing so, we can make effective use of the resources that everyone didn't use and reducing financial burden from the local governments.

Category	Issues to be solved	Sharing Services
1.Job creation	Creating new job opportunities for younger generation and female	<ul style="list-style-type: none"> · CloudWorks (Crowdsourcing) · Lancers (Crowdsourcing) · Coconara (Buying and selling knowledge, skills, experience at 500 yen)
2.Gender equality participant	Creating an environment where women can work comfortably	<ul style="list-style-type: none"> · Anytimes (daily skill share) · Tasukaji (Housekeeping agent / Housekeeper matching)
3.Social welfare	Creating an environment that is easy for raising children	<ul style="list-style-type: none"> · AsMama (Pick-up-Child· Childcare) · Kidsline (Babysitter matching)
4.Public transportation	①Create alternative way of public transportation in depopulated areas ②Create new ways of transportation for tourists	<ul style="list-style-type: none"> · Uber (Dispatch application) · COGICOGI (Shared bicycle) · Notteco (Long distance ride sharing) · シェアのり (Personal car sharing)
5.Sightseeing Promotion	Vitalization of tourism industry by incorporating demand for accommodation	<ul style="list-style-type: none"> · Airbnb (Guest houses) · Space Market (Guest houses) · Homeaway (Guest houses)
	Sightseeing guide, tourism experience program to revitalize tourism industry	<ul style="list-style-type: none"> · Tabica (landing-type day trip sightseeing experience) · Huber (guide matching for foreign travelers visiting Japan) · Tadaki (home cooking classes taught by foreigners)
6.Utilization of public real estate	Convert the low-unused facilities which owned by local governments into public facilities to earn more profits	<ul style="list-style-type: none"> · Space Market (Sharing of holiday space) · Nokisaki (Temporary sharing of public space and parking lot) · Tomereta (Shared parking lot)
7.Utilization of private assets	Vitalization of private real estate by utilizing vacant homes, vacant stores, vacant buildings, etc.	
8.Education	Lifelong education	<ul style="list-style-type: none"> · Street Academy (Learning Marketplace)
9.Agriculture, Forestry and Fisheries	Development of green tourism utilizing agriculture, forestry and fisheries resources	<ul style="list-style-type: none"> · Tabica (landing-type day trip sightseeing experience)
10.Disaster Management	Development of emergency support of disaster	All sharing service companies

Joint declaration of “Sharing City”

Yuzawa, Chiba, Hamamatsu,
Shimabara, Taku declared to become
Sharing City on November 24, 2016.



Shibuya City has signed the
collaborative agreement with SEAJ
on June 26, 2017.

Sharing City Approval Mark



How to become a Sharing City in Japan:

- Introduce two or more sharing services from SEAJ member companies to their city
- Create PR channels by each local government to promote introduced sharing services

Current practice around the country



左：天塩町 齋藤啓輔副町長／右：notteco 代表取締役社長 東祐太郎





In Taku City, Saga prefecture, it focus on host training with the keyword "Create Employment Opportunities by Sharing"



多久市の取り組み (平成28年度)

地方創生加速化交付金を受け「ローカルシェアリング事業」を展開

1. クラウドソーシング・ワーカー育成 (研修)

2期募集 (24回の研修・託児付き)

37名受講 ⇒ 21名ワーカー契約



2. シェアリングエコノミー・セミナーの開催 (4回)



3. クラウドソーシング体験会 (3回実施)

企業向けにクラウドワークスを使ったチラシ作成体験



4. シェアリングシティ宣言 (平成28年11月24日)

Sharing City in Government policy

- I. KPI (key performance indicator) of Sharing Cities has set in growth strategy of Abenomics 2017 in Government policy
- Reach at least 30 Sharing Cities in cooperation with local governments

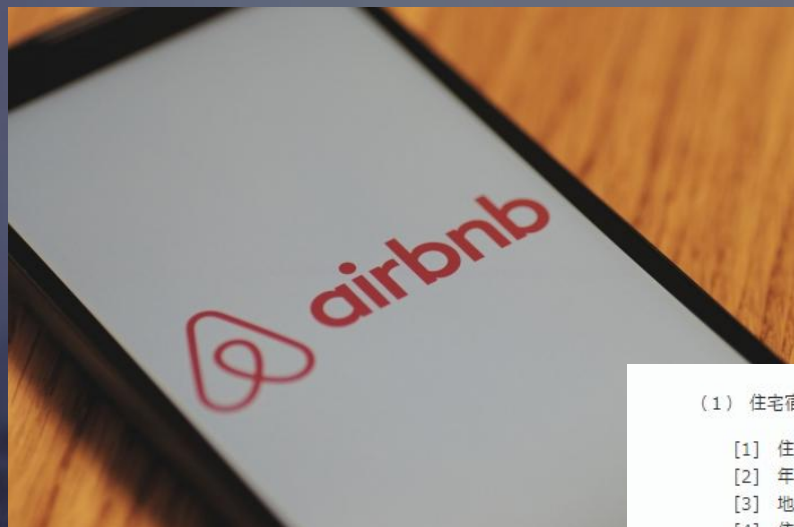




Government Policy



The congress established a new law regarding to guest houses on June 9, 2017- "Residential Accommodation Business Law"



(1) 住宅宿泊事業に係る届出制度の創設

- [1] 住宅宿泊事業^{※1}を営もうとする場合、**都道府県知事^{※2}への届出が必要**
- [2] 年間提供日数の上限は**180日**
- [3] 地域の実情を反映する仕組み（**条例による住宅宿泊事業の実施の制限**）を導入
- [4] 住宅宿泊事業の適正な遂行のための措置（宿泊者の衛生の確保の措置等）を義務付け
- [5] **家主不在型の住宅宿泊事業者**に対し、住宅宿泊管理者に住宅の**管理を委託**することを**義務付け**
- ※1 住宅に人を180日を超えない範囲で宿泊させる事業
- ※2 住宅宿泊事業の事務処理を希望する保健所設置市又は特別区においてはその長

(2) 住宅宿泊管理業に係る登録制度の創設

- [1] 住宅宿泊管理業^{※3}を営もうとする場合、**国土交通大臣の登録が必要**
- [2] 住宅宿泊管理業の適正な遂行のための措置（住宅宿泊事業者への契約内容の説明等）と（1）[4]の措置の代行を義務付け
- ※3 家主不在型の住宅宿泊事業に係る住宅の管理を受託する事業

(3) 住宅宿泊仲介業に係る登録制度の創設

- [1] 住宅宿泊仲介業^{※4}を営もうとする場合、**観光庁長官の登録が必要**
- [2] 住宅宿泊仲介業の適正な遂行のための措置（宿泊者への契約内容の説明等）を義務付け
- ※4 宿泊者と住宅宿泊事業者との間の宿泊契約の締結の仲介をする事業



The government published the "Future Investment Strategy 2017" on June 9, 2017

お知らせ

2017.06.16

新成長戦略『未来投資戦略2017』で30地域の"シェアシティ"を目標に

ツイート いいね! 110 BI 0

政府は6月9日、臨時閣議で成長戦略として「未来投資戦略2017」を決定しました。2016年の「日本再興戦略」に続き、シェアリングエコノミーを重点施策として位置付けています。



自治体課題に応じたモデル事例 横展開できる"ベストプラクティス"を

シェアリングエコノミーの取り組みに向けた重要業績指標（KPI）も、具体的に明示されました。2017年度中に少なくとも30地域で"シェアリングシティ"を推進し、自治体におけるシェアリングエコノミー活用の実現を目指します。

7. シェアリングエコノミー

(1) KPI の主な進捗状況

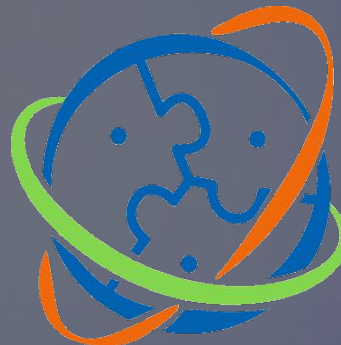
《KPI》シェアリングエコノミー活用地方公共団体の事例を平成 29 年度中に少なくとも 30 地域で創出する。

※今回、新たに設定する KPI

“Sharing Economy Promotion Center”

内閣官房

Cabinet Secretariat



July ~ October 2016: Implementation of Sharing Economy Review Conference

November 2016: Interim report-Announcement of sharing economy promotion program

January 2017: Established the Sharing Economy Promotion Center under the Cabinet secretariat

シェアリングエコノミー推進プログラム(シェアエコ検討会議中間報告書)の概要①

I. 基本方針

シェアリングエコノミーは、既存リソースの効率的な活用や、個人による多種多様なサービスの提供・享受を可能とし、社会課題の解決が期待。シェアリングエコノミーの健全な発展を通じて、一億総活躍社会の実現、経済成長、資源の有効活用、地方創生・地域共助、イノベーション創出、国際動向と調和した我が国の持続的発展に寄与することを目指す。

II. 具体的施策

1. 自主的ルールによる安全性・信頼性の確保

- 従来のような B to C とは異なり、不特定多数の個人間の取引 (C to C) を基本としているため、「事故・トラブル時の不安」の低減が普及を進める上で課題。このため、シェア事業者による自主的ルールの整備・活用を促進し、安全性・信頼性を確保。

シェアリングエコノミー・モデルガイドライン

<主な内容>

① サービス提供に関するリスク等の自己評価の実施

シェア事業者は、以下の自己評価を実施。

- ア 生命・身体に危害を与える可能性評価及び講ずる対策によるリスク低減効果の評価
- イ 弁護士等の活用による明らかな法令違反の調査及び法令違反とならない根拠の明確化

② シェア事業者が遵守すべき具体的事項

- ア <登録事項> 安全確保が求められるサービスについては公的身分証を登録させる等本人確認を行うこと 等
- イ <利用規約等> 違法・権利侵害となるサービス提供を禁止すること 等
- ウ <サービスの質の誤解を減じる事前措置> 提供者が個人の場合はその旨を表示すること 等
- エ <事後評価> 評価の仕組みを設けること 等
- オ <トラブル防止及び相談窓口> 相談窓口を設置すること、安全確保が求められるサービスは賠償責任保険等、万一の事故に備えること 等
- カ <情報セキュリティ> 従業員の教育、外部からの不正アクセス等の防止、最新情報の収集 等

2

シェアリングエコノミー推進プログラム(シェアエコ検討会議中間報告書)の概要②

II. 具体的施策

2. グレーゾーン解消に向けた取組等

(1) 弁護士等の活用による法令調査・法令違反でない根拠の明確化の推奨

- シェア事業者の社会的なアカウンタビリティを高める取組を推奨。

(2) グレーゾーン解消制度・企業実証特例制度の活用・支援

- 適法なサービスのマッチングであることを明確化したいシェア事業者に対して、活用を推奨、必要な支援を実施。

(3) 現行規制の検証

- 政府の規制改革推進会議等の場において、シェアリングエコノミーの推進に関し、国家戦略特区等の活用も含め、規制の在り方について、消費者の利便性向上、安全性の確保、外部不経済、国際競争力の強化等に留意しつつ、幅広く議論。

3. シェアリングシナジー構想の推進

(1) 自治体とシェア事業者の連携実証等

- 自治体とシェア事業者が連携して実証を行い、シェアリングエコノミーの地域への導入に当たって克服すべき課題を特定。またその解決に資するベストプラクティスモデルを構築し、他の地域へ横展開。
例：日南市（空き施設活用、シルバー人材センター・ファミリーサポートセンターとの連携）

(2) シェアリングエコノミー導入自治体の事例集（ベストプラクティス集）の作成・共有

(3) シェアリングエコノミー伝道師（仮称）の派遣

4. シェアリングエコノミーの普及・啓発

シェアリングエコノミー普及シンポジウムの開催その他の普及・啓発活動の実施

III. 推進体制

シェアリングエコノミー促進センター（仮称）の設置

- 情報提供・相談窓口機能のほか、自主的ルールの普及・促進、関係府省等との連絡調整、ベストプラクティスの紹介、その他のシェアリングエコノミーの促進に関する取組を推進するセンターを政府部内に設置。
- センターにおいて、毎年1回、進捗状況を公表。サービスの進展を踏まえて、モデルガイドラインを含め、適宜施策を見直し、着実に推進。

3



Who support us?



経済産業省

Ministry of Economy, Trade and Industry



環境省

Ministry of the Environment



総務省

Ministry of Internal Affairs and Communications



観光庁

Japan Tourism Agency

自民党

Lib Dems

Liberal Democratic Party of JAPAN



民進党

Our Challenge

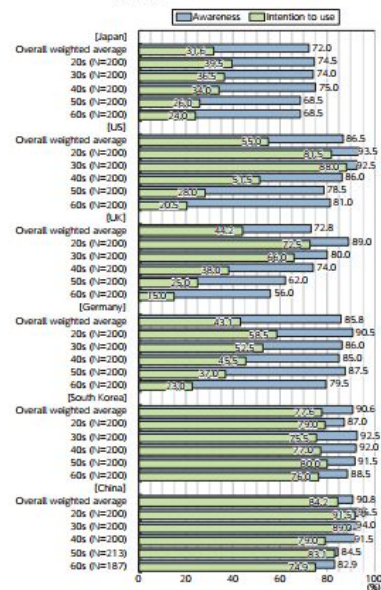
The background of the slide is a dark, atmospheric landscape. It features rolling hills or mountains in the foreground and middle ground, with a hazy, cloudy sky above. The overall color palette is dark, with shades of blue, grey, and black, creating a somber and contemplative mood.



Our challenge

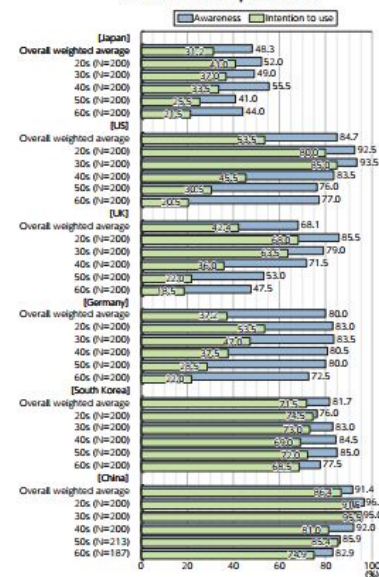
- Awareness and intention to use Our challenge sharing economy services is lowest in the world.
- the disadvantages or reasons for not using sharing economy services, the response “concern about support in the case of an accident or other problems” was particularly common among Japanese respondents

Figure 3-1-2-3 Awareness and intention to use vacation rentals



(Source) "Study Report on an International Analysis of User Perceptions of New Forms of ICT in the IoT Era," MIC (2016)

Figure 3-1-2-4 Awareness and intention to use services that provide transportation to a destination in the driver's personal car



(Source) "Study Report on an International Analysis of User Perceptions of New Forms of ICT in the IoT Era," MIC (2016)

Figure 3-1-2-5 Disadvantages or reasons for not using sharing economy services (vacation rentals)

		Services responsibly provided by companies are more trustworthy.	There would be limits to service evaluation through user reviews.	There are concerns about support in the case of an accident or other problems.	Service details and how to use the services seem to be difficult to understand.	Procedures such as registering personal information in advance are bothersome.	Others	n
		(Unit: %)						
Japan 2015	Do not have intention to use	23.2	9.2	61.1	20.2	30.7	—	1473
Japan 2016	Do not have intention to use	31.5	6.1	53.6	11.6	19.0	22.7	680
	Have intention to use	25.7	15.4	44.1	11.1	18.3	16.2	320
US 2016	Do not have intention to use	33.8	9.6	32.5	7.0	5.4	45.1	461
	Have intention to use	54.0	21.5	28.7	10.2	7.5	10.6	539
UK 2016	Do not have intention to use	31.2	12.3	33.6	5.7	8.2	40.3	567
	Have intention to use	38.7	31.1	28.6	8.4	5.1	10.7	433
Germany 2016	Do not have intention to use	21.0	5.8	31.7	4.7	9.0	40.7	567
	Have intention to use	21.3	19.2	30.0	7.2	7.0	26.2	433
South Korea 2016	Do not have intention to use	27.9	22.8	55.9	15.2	21.6	12.4	225
	Have intention to use	36.7	30.7	36.2	16.5	12.8	7.0	775
China 2016	Do not have intention to use	12.2	24.2	45.0	12.7	20.7	22.9	164
	Have intention to use	41.8	20.1	26.2	14.0	14.7	10.8	836

(Source) "Study Report on an International Analysis of User Perceptions of New Forms of ICT in the IoT Era," MIC (2016)



Sharing Economy Trust Mark



6 services including Uber are certified and over 20 services are on the waiting list until 25th July, 2017.





Law Regulation issues

- I. New Law in Home sharing has passed but ride-sharing is still not allowed.
- II. Other categories of SE also might violate business law enacted for each traditional service such as Meal sharing, Pet-sharing,etc



Towards Tokyo Olympic 2020



TOKYO 2020



TOKYO 2020

PARALYMPIC GAMES



More upcoming events in TOKYO

Share!Summit 2017 is coming soon!



Date:

November 8th-9th, 2017



Venue:

LAFORET MUSEUM

Join us!
Welcome to Tokyo!

Thank you!



**SHARING
ECONOMY**
ASSOCIATION JAPAN

Please contact us at: info@sharing-economy.jp