



# Sharing Economy Trust Mark

Sharing Economy Association, Japan



# 01 Overview

# Sharing Economy Association Japan



**Who we are: Industry group representing sharing economy business sector in Japan**

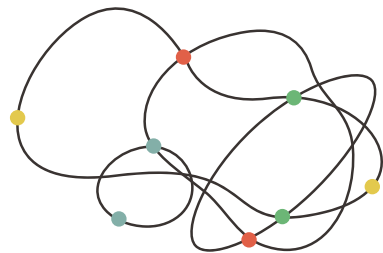
**Vision: Working towards human centred society**

Membership: 270+ companies

Founded: January 2016

## Main Activities

- Rule-Making/Government Relations
  - Lobbying
  - “Sharing Cities” (Alliance with local municipalities)
  - Sharing Economy Trust Mark
- Collective Promotion
  - “Sharing Neighbors” (Communities of individuals)
  - Events/Conferences
  - Media Relations



**SHARING  
ECONOMY**  
ASSOCIATION JAPAN

## Representative Directors

Yuji Ueda (GaiaX Co., Ltd, CEO)

Daisuke Shigematsu (Space Market, Inc., CEO)

## Executive Directors

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)

## Directors

Mika Yamamoto (Airbnb Japan K.K.)

Satoshi Amanuma (airCloset, Inc. CEO & Founder)

Sachiko Wada (TASKAJI Inc. CEO & Founder)

Takashi Sabetto (ADDRESS Inc., CEO)

## Advisors

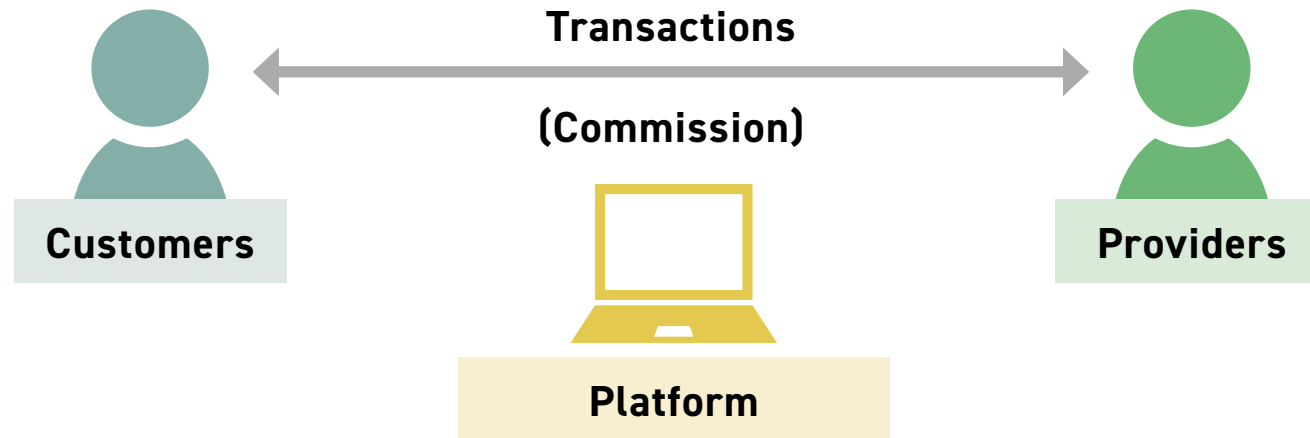
Shimpei Takagi (NEWPEACE Inc.)

Jungo Kanayama (Shibuya City Tourism Association)

Atsuko Suzuki (ETIC.)

Toshinao Sasaki (IT Journalist)

# What is Sharing Economy?



According to the Interim Report published by Japan's Cabinet Secretariat, sharing economy is defined as:

**“economic activity that activates underutilised assets owned by individuals or organisations (including intangible assets such as skills or time) to be accessible to other individuals or organisations”**

Reference: シェアリングエコノミー検討会議 中間報告書 : [https://www.kantei.go.jp/jp/singi/it2/senmon\\_bunka/shiearingu/chuukanhoukokusho.pdf](https://www.kantei.go.jp/jp/singi/it2/senmon_bunka/shiearingu/chuukanhoukokusho.pdf)

# Sharing Economy Industry Map in Japan



# What is Sharing Economy Trust Mark?



“Sharing Economy Trust Mark” is a certification system designed to encourage consumers for better decision-making, by evaluation and announcement on the security and reliability measures of sharing economy platforms.

Based upon self-regulatory rules that are created in accordance with the governmental guideline, the SEAJ operates the certification system as a third party organisation. Its goal is to promote safe and secure sharing service and thus accelerate the growth of sharing economy market.

URL: <https://sharing-economy.jp/ja/trust/>



Sharing Economy  
Trust Mark



# Standard Building Process



Discussion in the expert meetings hosted by Japan's Cabinet Secretariat



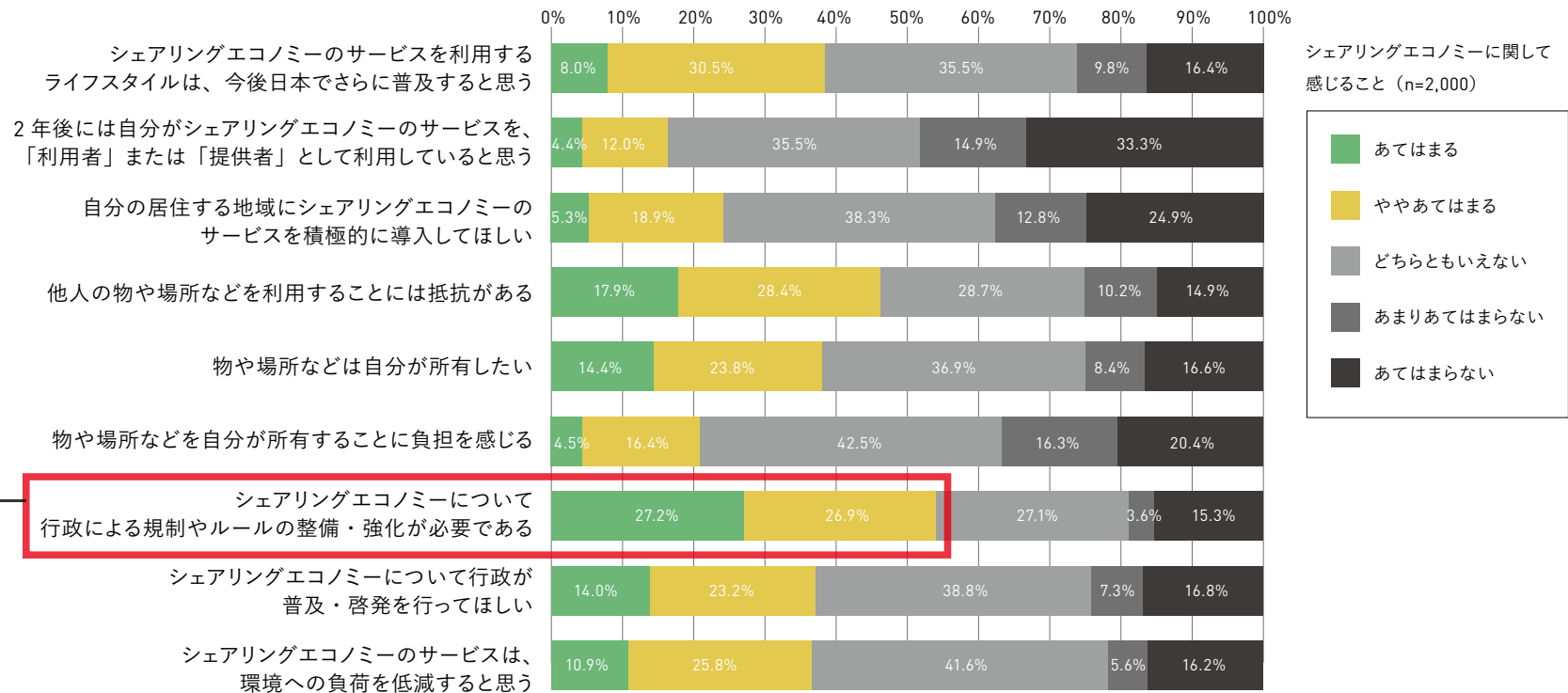
Reference: シェアリングエコノミー検討会議 中間報告書 [https://www.kantei.go.jp/jp/singi/it2/senmon\\_bunka/shiearingu/chuukanhoukokusho.pdf](https://www.kantei.go.jp/jp/singi/it2/senmon_bunka/shiearingu/chuukanhoukokusho.pdf)

# Reference: Consumer Awareness



Q 「シェアリングエコノミー」について、ご自身が感じるお気持ちをお知らせください。

Q. What impressions/feelings do you have on “Sharing Economy”?



The government should organise/strengthen regulations and rules.

More than half answered that better rules/regulations are necessary.

Reference: PwC 「シェアリングエコノミーに関する意識調査 2018」 <https://www.pwc.com/jp/ja/press-room/sharing-economy180907.html>



# Basic principles



Sharing Economy Trust Mark follows the four basic principles.

## 01 Safety

Build a mechanism that avoids crucial or fatal accidents.

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## 02 Visualisation of Trust and Credibility

Build a mechanism to enable users to select best services or counterpart users, through visualisation of reliability of service quality, as well as trustworthiness of providers and customers on platforms.

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## 03 Co-creation of Values via Clarification of Responsibilities

Build a mechanism to promote co-creation of values, by identifying respective responsibilities of providers, customers and platform operators, in preparation for non-fulfillment of services or occurrence of damages.







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## 04 Sustainability

Build a mechanism to improve sustainability.







# Certification Fields



	Category	Criteria Policy
a	 <b>Registration</b>	As providers on platforms could be mostly individuals, platforms should secure the accessibility to them and make transactions trackable.
b	 <b>Terms of Use</b>	As transactions on platforms could be mostly on the P2P basis, platforms should reassure that each user understand basic business rules and manners, especially via user guidelines.
c	 <b>Transparency</b>	As transactions on platforms could be mostly on the P2P basis, customers are encouraged to be careful enough for each transaction. Platforms should prepare a system to keep the market transparent.
d	 <b>Feedback</b>	User reviews facilitate both providers and customers to make better decisions. Platforms should keep the market credible and accountable by feedback system.
e	 <b>Complaints handling and dispute resolution</b>	While disputes amongst providers and customers are basically to be resolved amongst themselves, platforms should be prepared to support it.
f	 <b>Information Security</b>	Personal information need to be handled securely on platforms.

# Criteria



	Category	General	Additional Requirements “Safety”	Additional Requirements “Legality”
a	 <b>Registration</b>	- Secured communication measures	- Personal Identification	- Personal Identification - Confirmation of licencing
b	 <b>Terms of Use</b>	- Formulation of Terms of Use	- Summarisation of Terms of Use	- Compliance with related legislation with a high risk of infringement - Summarisation of Terms of Use
c	 <b>Transparency</b>	- Pre-inquiry - Differentiation of individual providers with enterprises - Prevention of misidentification of services - Exclusion of misinformation	- Pre-interview	-
d	 <b>Feedback</b>	- Evaluation system - Promotion of evaluation system - Maintenance of evaluation system	- Examination of service implementation	-
e	 <b>Complaints handling and dispute resolution</b>	- Consultation service	- Preparation for accidents - Identity verification of service provider - Emergency management - Confirmation of service implementation status	- Presentation of legal permission
f	 <b>Information Security</b>	- Internal rule-making - Organizational structuring - Information management - Risk management - Employee education	-	-

# Certified Platforms



As of November 2019, 23 services (by 22 companies) have obtained Sharing Economy Trust Mark.



Reference: 認証取得サービスの一覧 <https://sharing-economy.jp/ja/trust/case/>



# 02 How Trust Mark Works



# Mechanism



## 1 Eligibility

C2C matching platform services

\*So-called “rental” services (i.e. B2C platform services, in which assets are owned by a business operator) are not eligible.

## 2 Valid period

The Trust Mark is valid for 3 years.

## 3 Examination

### - Full examination

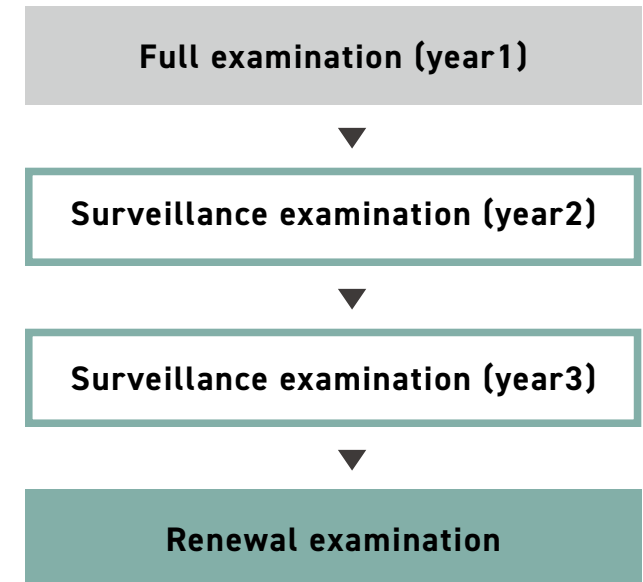
Applicants will go through the document screening and interviews operated by Task Force and the final examination by Certification Committee.

### - Surveillance examination (for 2nd and 3rd years)

Platforms will have an interview by Task Force.

### - Renewal examination

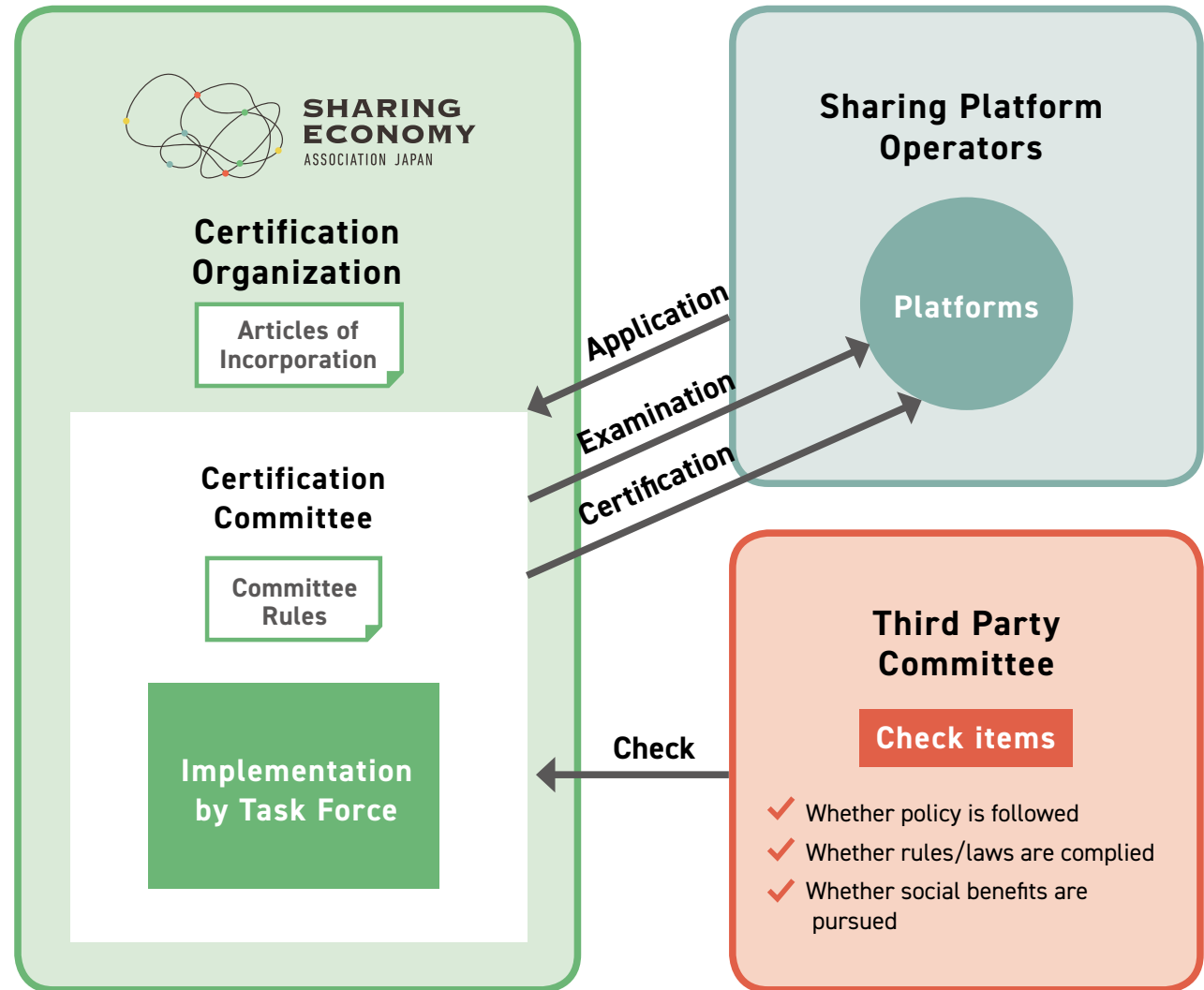
Applicants need to go through the full examination (as of the first year) again.



# Examination Process



- 1 Full examination and Renewal examination by Task Force for services of applicant companies
- 2 Examination by Certification Committee (of 8 experts)
- 3 Audit for Certification Committee by Third Party Committee (of 3 experts)
- 4 Surveillance examinations by Task Force (for 2nd and 3rd years)







SHAR  
スワク トーキョー

# 03 International Standardisation



# Towards International Standardisation



Based on the know-hows cultivated by Sharing Economy Trust Mark in Japan, we are trying to develop policies which can be adopted worldwide.

Specifically, in cooperation with the Japan Standards Association (JSA), we are participating in the development of global standards at the ISO Technical Committee for Sharing Economy (ISO/TC 324).

The establishment of a technical committee has been proposed by Japan and approved with other countries in January 2019.

Reference: <https://sharing-economy.jp/en/news/20190107/>



# Cooperation with other countries



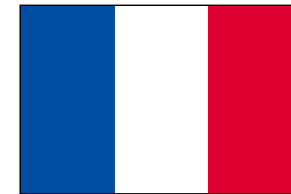
We are promoting international standardisation with open discussion with global community.



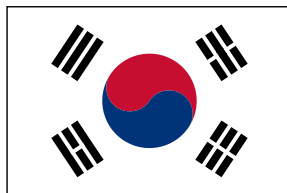
- Participated in an international workshop in Canada.
- Joint presentation at Pacific Regional Standards Conference (PASC).



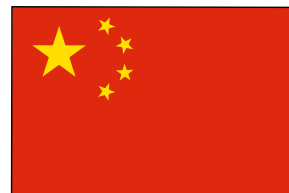
- Developed the Publicly Available Specification (PAS) in the UK.
- Discussed with Sharing Economy UK.



- Discussed with the French Standards Association (AFNOR).



- Discussed with the Korea Standard Association (KSA) and Sharing Economy Association of Korea.



- Discussed with the China Association of Standardization (CAS) and State Information Center (research institute).



- Conducted an explanatory session on the establishment of TC at the ISO regional office.
- Discussed with Sharing Economy Association Singapore.



# 04 Promotion & Alliance

# Supporter Companies



Safety and security business operators are working together to promote Trust Mark.

## ● Supporter companies

Caulis Inc. (Security enhancement)

Sompo Japan Nipponkoa Insurance Inc. (Insurance)

Aioi Nissay Dowa Insurance Co., Ltd. (Insurance)

Mitsui Sumitomo Insurance Company, Limited (Insurance)

TRUSTDOCK Inc. (Personal Identification)

GMO Payment Service Inc. (Payment and marketing)



# Thank you!

Please contact us via: [info@sharing-economy.jp](mailto:info@sharing-economy.jp)