

UPGRADING THE SINGLE MARKET – THE ROLE OF THE SHARING ECONOMY

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The Single Market

- The development is a continuous exercise
- Single Market Act I in 2011
- Single Market Act II in 2012
- The four drivers around which Commission focuses are:
 - Developing fully integrated networks in the Single Market
 - Fostering mobility of citizens and business across borders
 - Supporting digital economy across Europe
 - Strengthening social entrepreneurship, cohesion and consumer confidence

The Single Market

- On the 28 October 2015, the European Commission presented a new **Single Market Strategy** to deliver a deeper and fairer Single Market that will benefit both consumer and business
- The actions are focused on three main areas:
 - **Creating additional opportunities for consumers, professionals and businesses**
 - **Encouraging the modernisation and innovation that Europe needs**
 - **Ensuring practical benefits for people in their daily lives**

The Collaborative Economy

- rapidly developing
- widespread in certain sectors such as transport, accommodation and professional services, but is growing across the whole economy
- known also as *collaborative consumption*, *the sharing economy*, *peer to peer economy*, *the access economy*

The Sharing Economy

Pillars of the Sharing Economy:

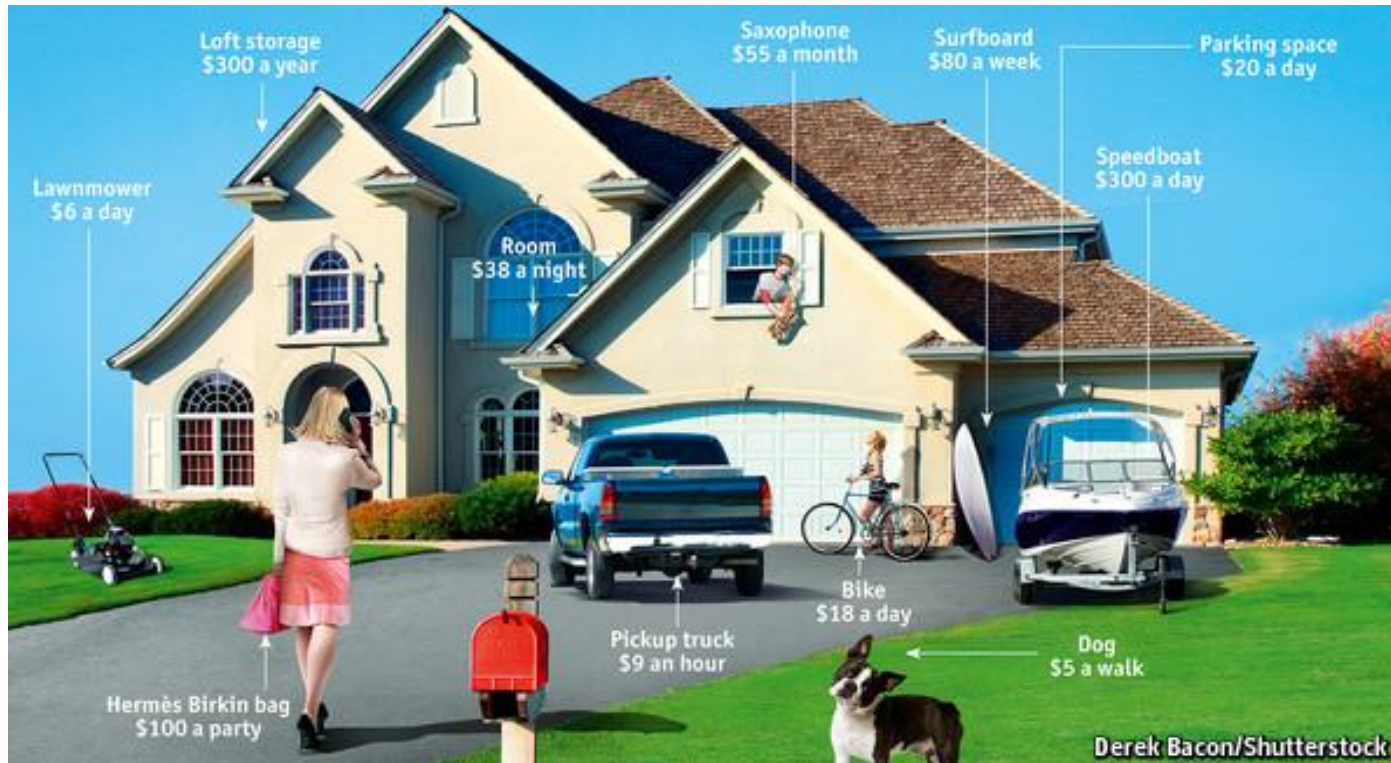
- **Digital platforms that connect spare capacity and demand**
- **Transactions that offer access over ownership**
- **More collaborative forms of consumption**
- **Branded experiences that drive emotional connection**

(Source: Consumer Intelligence Series: The Sharing Economy. PwC 2015.)

The rise of the sharing economy

On the internet, everything is for hire

Source: *The Economist*, March 9th 2013



**The
Economist**

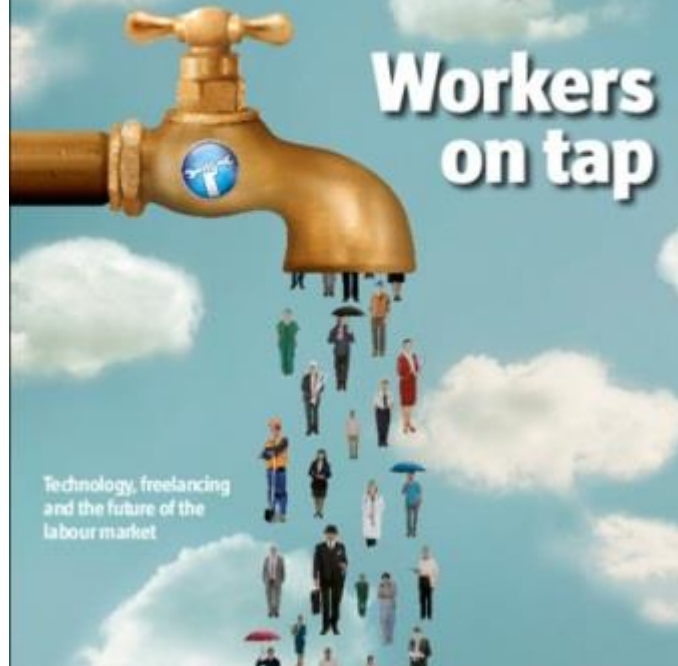
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The Sharing Economy

Approach: The Commission will provide guidance on how existing law, including the Services Directive the E-Commerce Directive and consumer law such as the Unfair Commercial Practices Directive, the Unfair Contract Terms Directive and the Consumer Rights Directive, applies to the collaborative economy. It will also assess whether there are regulatory gaps and how they need to be addressed without favouring one business model over another.

Next steps:

2016: European agenda for the collaborative economy, including guidance on how EU law applies to collaborative economy business models and an assessment of possible regulatory gaps

(Source: The Single Market Strategy)

Future Challenges I:

- Jurisdiction: local, federal, national and European
- Consumer Protection
- Tax questions
- Protection of traditional services providers and industry participants
- Non-compliance with current standards
- Quality of services
- Antitrust and Competition regulations
- Unfair competition

Future Challenges II:

- Privacy
- Liability
- Lack of Insurance
- Public and general safety concerns
- What is the driver? An employee or independent contractor?
- Can a driver be registered in one EU county and offer service in another?
- Compliance with state and local laws and regulations including Disability Access
- Environmental Regulations
- Intellectual Property

(Source: Meeting of Ministers for Competitiveness, February 2016)