



Measuring the Collaborative Economy Statistical challenges

Danmarks Statistik,
22 November 2016

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Collaborative Economy

Why is it interesting...



Internet version of Collaborative Economy:

Business models where activities are facilitated by collaborative platforms creating a marketplace for temporary usage of goods or services often provided by private individuals. It has three actors:

- I. service providers who share assets, resources, time and/or skills
- II. users of these; and
- III. intermediaries that facilitate transactions between providers and users ('platforms').

Collaborative economy transactions generally do not involve a change of ownership and can be carried out for profit or not-for-profit.



In 2015, the European Commission of President Jean-Claude Juncker focuses on:

1. The investment plan: a new boost for jobs, growth and investment
2. A connected digital single market
3. A resilient energy union with a forward-looking climate change policy
4. A deeper and fairer internal market with stronger industries
5. A deeper and fairer economic and monetary union
6. A reasonable and balanced free trade agreement with the United States
7. An area of justice and fundamental rights based on mutual trust
8. A new policy on migration
9. Europe as a stronger global actor
10. A European Union of democratic change





Collaborative Economy key policy issues

- Market access requirements
- Liability regimes
- Protection of users
- Self-employed and workers in the collaborative economy
- Taxation
- Monitoring



As a consumer you are protected by basic laws all over the EU, even when you travel or shop online

- Clear labelling
- Health and safety standards
- Unfair practice in contracts prohibited
- Passengers' rights, such as compensation for long delays
- Help to resolve problems



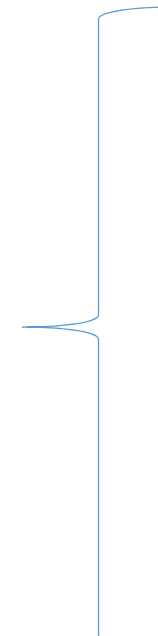


Key policy issues

- Market access requirements & Liability regimes & Protection of users
 - TV2, 18 nov. 2016: 'Især taxibranchen har været vrede over, at Uber stjæler deres kunder, da de kan køre med lavere priser, fordi Uber-chaufførerne ikke er underlagt krav om forsikring, registrering til erhvervskørsel osv. - som taxibranchen er.'
- Self-employed and workers in the collaborative economy
 - European Parliament Think Tank, April 2016: 'Service providers often have an unclear status of 'freelance worker' and cannot benefit from social security as traditional employees would'
- Taxation
- Monitoring



General Services	Acronym
Secretariat-General	SG
Eurostat	ESTAT
Joint Research Centre	JRC
Policies	Acronym
DG Climate Action	CLIMA
DG Competition	COMP
DG Economic and Financial Affairs	ECFIN
DG Employment, Social Affairs and Inclusion	EMPL
DG Mobility and Transport	MOVE
DG Energy	ENER
DG Internal Market, Industry, Entrepreneurship and SMEs	GROW
DG Environment	ENV
DG Financial Stability, Financial Services and Capital Markets Union	FISMA
DG Justice and Consumers	JUST
DG Regional and Urban Policy	REGIO
DG Research and Innovation	RTD
DG Taxation and Customs Union	TAXUD
External Relations	Acronym
DG Trade	TRADE



- Transport, climate, energy, growth
- Competition, fair market, consumer protection
- Economy, growth
- Employment, social protection
- Regional interests
- Taxation
- Trade, growth



What to measure?

Users' perspective...



Four freedoms of movement:

- goods
- services
- people
- capital

The single market has led to:

- significant reductions in the price of many products and services, including airfares and phone calls
- more choice for consumers
- 2.8 million new jobs



- What is the economic size of the (internet based) Collaborative Economy
- How many are employed in the Collaborative Economy
- Is it growing
 - In which branches
 - In which countries
 - Cross-border activities
- What is the impact
 - Does it bring about change
- **What can research bring?**
- **What can official statistics bring?**



What to measure?

Statisticians' perspective...



Tools for measuring the collaborative economy

- What is the economic size of the Collaborative Economy
 - Structural Business Statistics (SBS) , Tourism, Transport
 - What about SMEs, Micro-enterprises, and households?
- Employment in the Collaborative Economy
 - SBS, Labour cost; Labour Force Survey, Time use survey
- Other surveys
 - ICT, HBS, ???

But what is relevant (for policy purposes)? Information on platforms or information on intermediated services?



How to measure?

Statisticians' perspective...



- Role of official statistics
 - Provide impartial and objective information for monitoring public policies and programmes (Code of Practice)
 - Improve public and private decision-making
- Structure of Collaborative Economy
 - Relatively few platforms and many small actors (suppliers and consumers)
 - Platforms are IT intensive enterprises
- The economic size of the platforms themselves is recorded in official statistics, but...
 - Platforms may have a head office in one country and regional offices in several other countries, although not necessarily in all countries in which they operate.
 - [The size of the services intermediated by those platforms is of even greater importance to economists and policy-makers]



- Official statistics on the collaborative economy and other direct or indirect effects are currently not assessed
 - Existing surveys do not fully catch the suppliers and consumers in the collaborative economy
 - Collaborative economy platforms and other business models not recognized in classifications (NACE extension not useful) [Internet transforms local to global →raising new policy issues]
- The character of the collaborative economy
 - Cost and burden of traditional surveys on households, μ -enterprises, and SMEs is significant - prevents the collection of sufficiently reliable information
 - Platforms serving the collaborative economy are potentially an efficient source of basic information for official statistics.



- **Confidentiality**

- Platforms' business models
- Suppliers and consumers
- The principle of statistical confidentiality is laid down in Union law as well as in the European Statistics Code of Practice: *'The privacy of data providers (households, enterprises, administrations and other respondents), the confidentiality of the information they provide and its use only for statistical purposes are absolutely guaranteed'*.



- Practical aspects
 - Identification of platforms and setting up data exchange
 - Identification of relevant information
 - Macro-indicators such as turnover by sector, cross-border transactions, value added, total employment
 - Micro-indicators such as number of transactions, physical/virtual services, average amount purchased, typical income/work time distribution, gender, age, geographical location (country, urban vs rural)
 - NB: also environmental issues
 - Capacity of National Statistical Institutes to establish data collection



Way forward



Statistics on transactions (intermediated services) in the Collaborative Economy

- Indirect through traditional survey or directly via platforms?
- Platforms have information about (most) intermediated transactions, but....



Way forward

- Research projects
- Set up collaboration between Platforms and statisticians

Aim to

- Improve quality of existing statistics (notably tourism and transport, but also other domains including national accounts)
- Derive new policy relevant indicators (freelancers in a changing labour market, shared kilometers, geolocation, cross-border transactions)