Intergovernmental group of experts on consumer protection law and policy

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Roundtable on challenges and perspectives for the collaborative economy

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The collaborative economy

Context

- Great Recession & Financial crisis 2008
- Loss of purchasing power
- Development of New ICTs (smartphones & apps, social media)
- Growing concern over sustainability of consumption habits

Complexity

- Non-monetary exchanges between peers
- Monetary transactions (through platforms)
- Consumer empowerment
The collaborative economy in € billions

Biggest market share in 2016

23%
| High impact on:          | • labour law   |
|                         | • tax law      |
|                         | • competition law |
|                         | • consumer protection law |

**DGCCRF findings:**

- Blurred notions of consumer/business
- Multiple modes of remuneration
- Based on **confidence & security**

**Consumer protection law should always apply to the collaborative economy!**
Areas of improvement

**Transparency**

- Who does the consumer engage with?

**Responsibility / Liability**

- What is the platform responsible/liable for?
- What would ensure a level of protection ‘that is no less’ than traditional commerce?
Thank you for your attention