



# LAW FOR THE SHARING ECONOMY

#SharingEconomyLaw

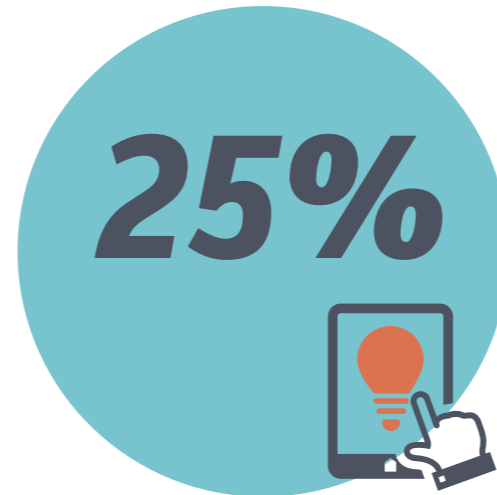
Bill No. 3564

"Regulation of ***digital platforms*** for the ***sharing*** of goods and services and provisions for the ***promotion*** of the ***sharing economy***"





Collaborative platforms in Italy in 2015, +34.7% compared to 2014\*

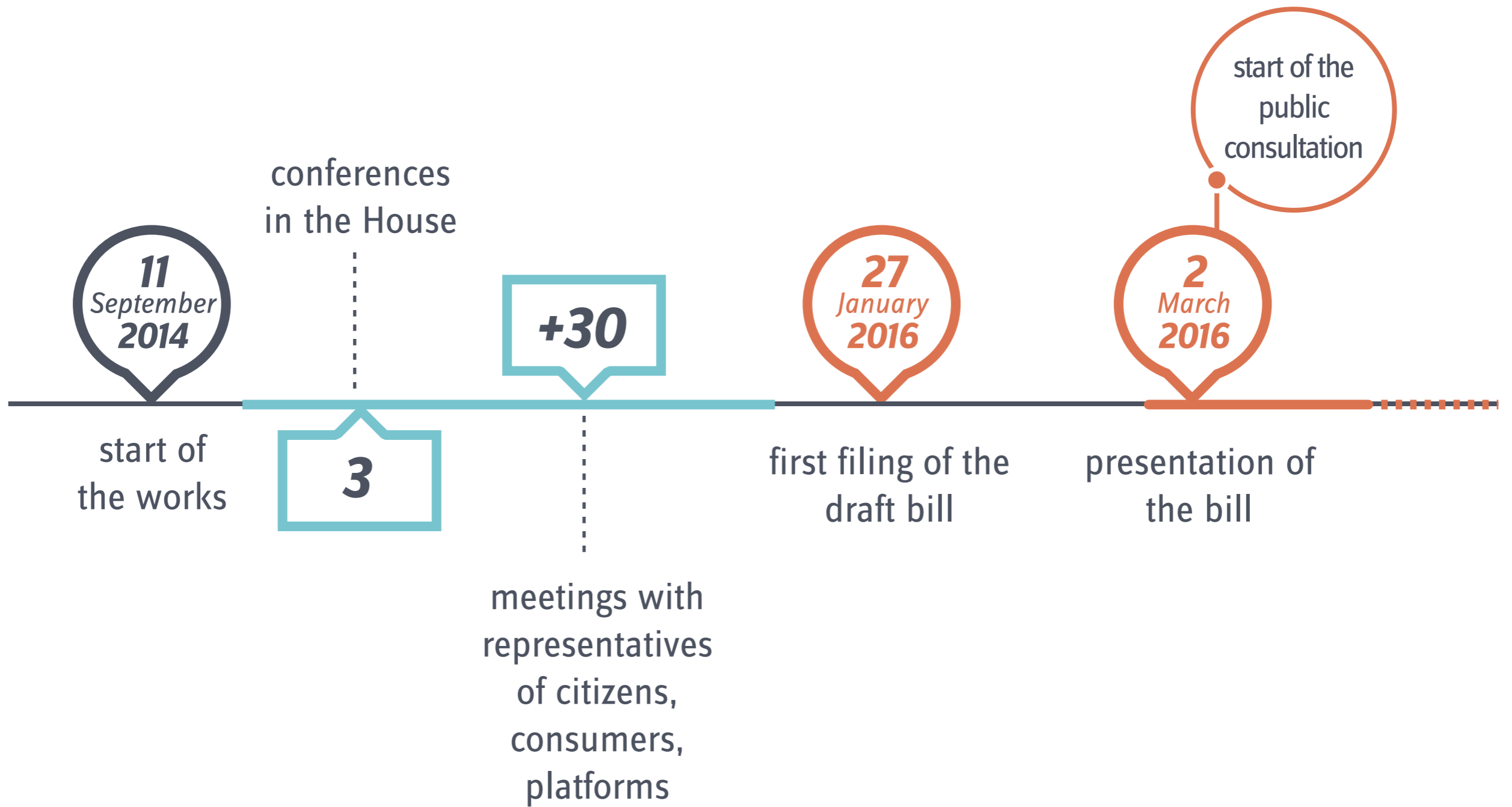


Italians who surf the internet using collaborative services\*\*



The overall revenues deriving from the sharing economy between now and 2025\*\*\*

# STEP BY STEP



## *to encourage*

- rationalisation of resources and greater efficiency in the availability of goods, services and infrastructures
- citizens' active participation
- new opportunities for growth, employment and entrepreneurship
- technological and digital innovation

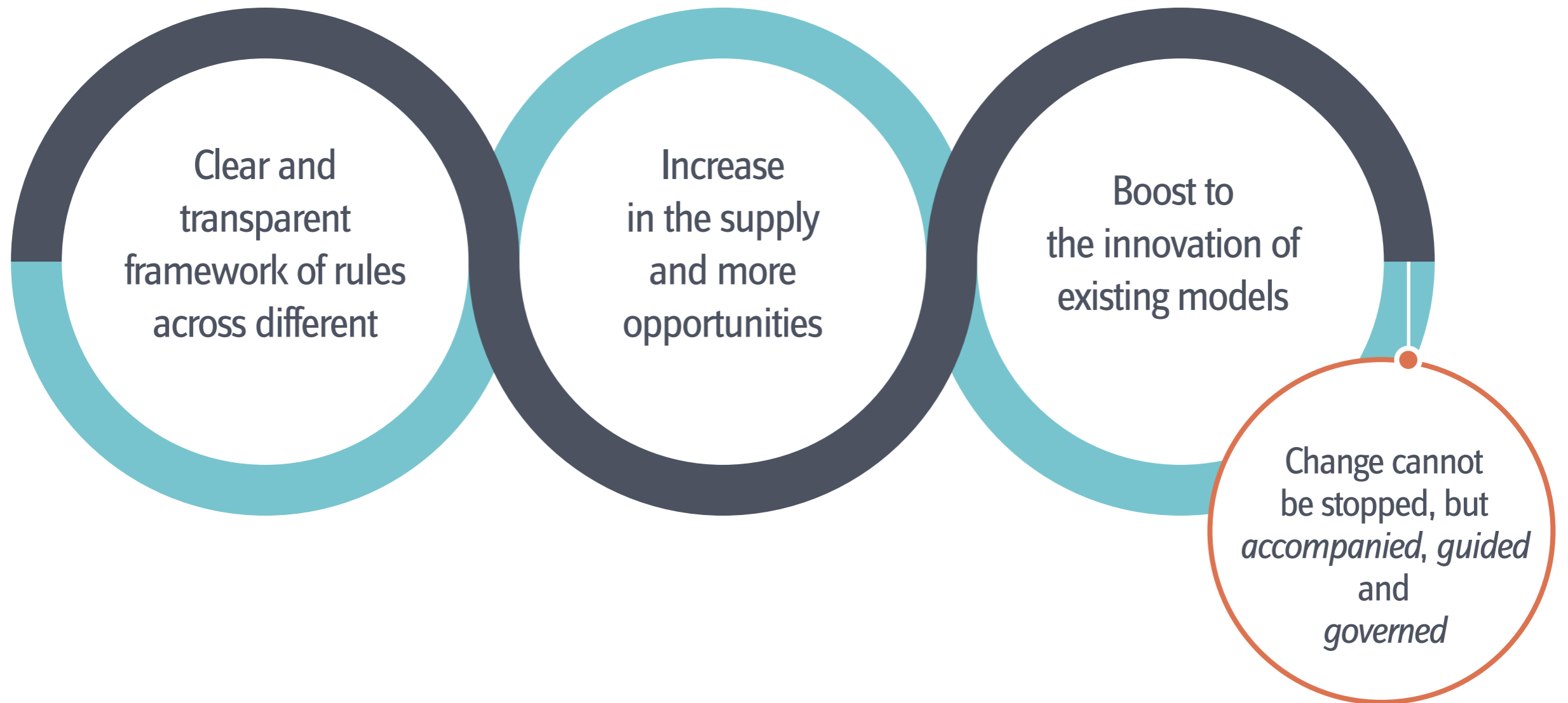


## *to guarantee*

- transparency
- tax fairness fair
- competition
- consumer protection



The new digital platforms must be managed in a logic of integration with the traditional market



Sharing economy: economy generated from the optimised and shared allocation of the resources of space, time, goods and services through digital platforms.



Platforms enable users to get in touch with one another and can offer value-added services.



The assets that generate value for the platform belong to the users.



There is no employment relationship between providers and users.



This excludes trading platforms in favour of professionals enrolled in the Companies' register.

The Italian Competition Authority (AGCM) protects consumers and competition. For this reason, we expect it to regulate and supervise the activity of the sharing economy platforms





same registration methods for all users, no fake profiles: personal data, residence, social security number

money transactions via electronic payment systems

transparency of the criteria of reputational classification systems

Contractual terms and conditions between the platform and users

information or check of the necessary insurance covers

As for the rest... it's all about creativity!



Flexible and diversified approach among those engaged in a non-professional micro-business as a supplement to their salary and those who work at a professional or entrepreneurial level for all intents and purposes.



A regulatory approach is required at the sector level, also in coordination with Community legislation, to ensure legal certainty and fair competition to the operators concerned, as well as consumer protection.

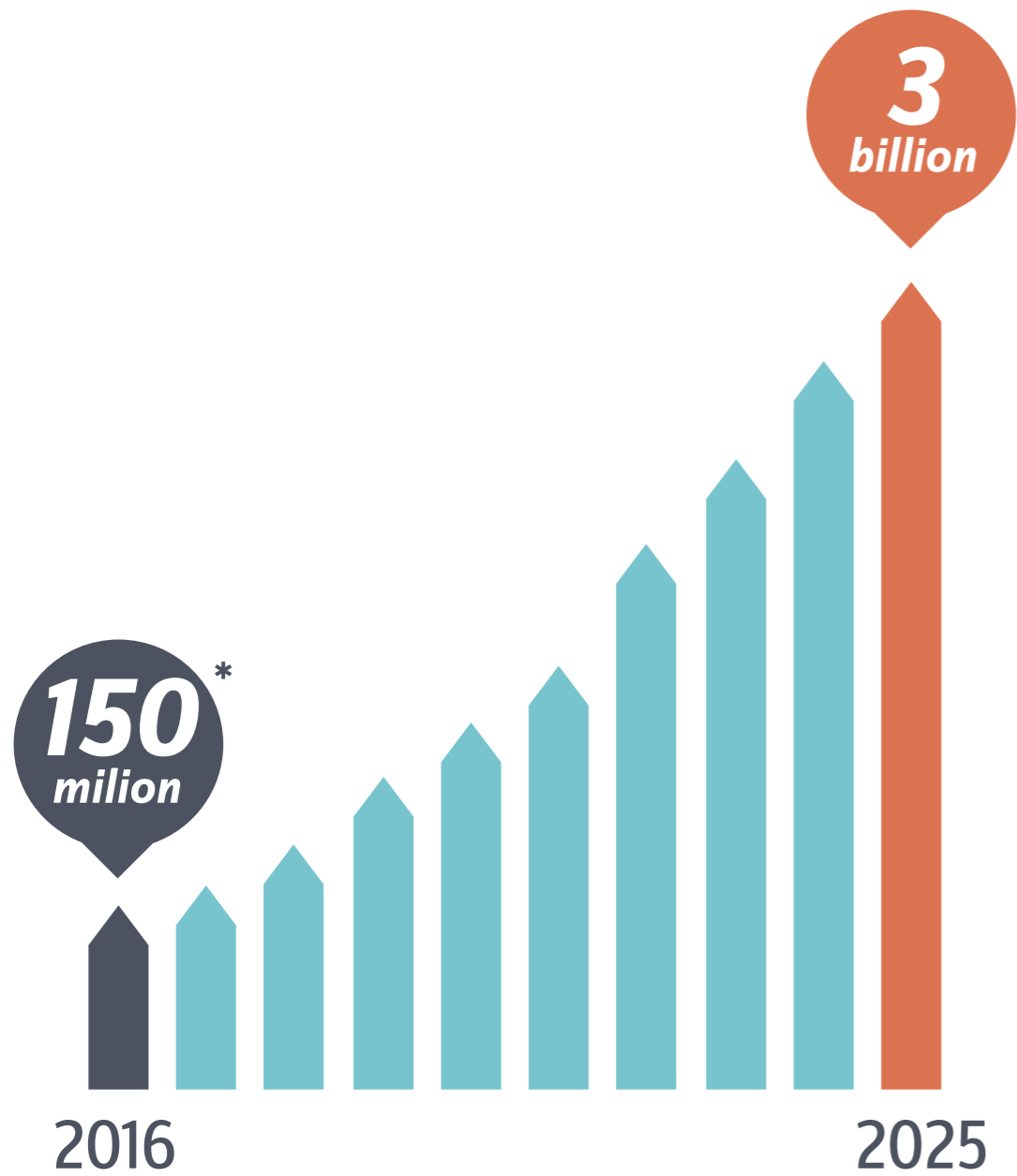
As part of the *annual competition bill, measures in favour of the sharing economy* are planned, taking into account the annual reports submitted by the Italian Competition Authority and any reports submitted by other independent administrative authorities.



Definition of "user data" as  
data produced and obtained  
from the digital integration of  
objects  
(Internet of Things)



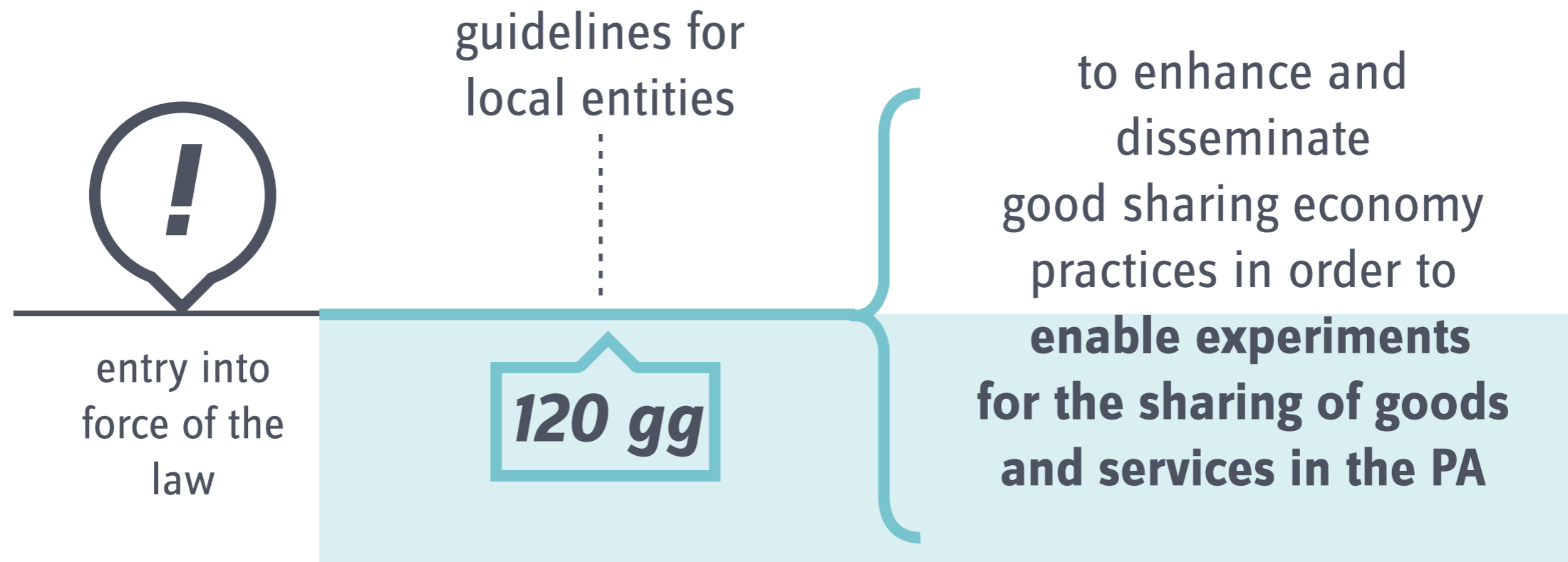
Requirements relating to the  
transfer and cancellation of  
data



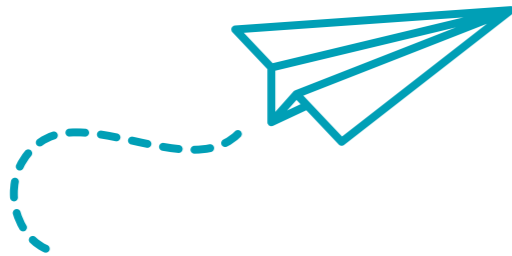
*Higher revenue allocated to*

full deductibility of the expenses incurred by the providers and by the users of the platforms in order to enhance digital skills

technological innovation and company digitalization policies



The platforms in the registry communicate the data to ISTAT



ISTAT

Learn about the development of the sharing economy, evaluate the efficacy of the regulatory measures



On-line consultation by the Associazione Stati Generali dell'Innovazione is available on the site

***[www.statigeneralinnovazione.it](http://www.statigeneralinnovazione.it)***



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graphic design by  
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