



**European Commission backs the Collaborative Economy in Europe
Wednesday 7 September 2016**

Vice President Katainen meets with European collaborative economy leaders in Brussels today to take action on barriers to the success of the sector across Europe.

Senior members of the European Commission and Parliament - including Vice President Jyrki Katainen (Jobs, Growth, Investment and Competitiveness) - will today meet with more than 20 of Europe's leading collaborative economy businesses to discuss how Europe can better reap the benefits of the collaborative economy.

Discussions will take place in a series of roundtables held by the European Collaborative Economy Forum (EUCoLab). Members include global companies as well as some of Europe's fastest developing, homegrown businesses. Combined, they support half a million European entrepreneurs who are providing goods and services to more than a million users every day.

The Forum signals industry's commitment to work with policymakers to ensure that Europe moves to the forefront of embracing new ways of meeting consumer demand and so that Europeans benefit from the improved competitiveness and social progress that the growing collaborative economy delivers.

The collaborative economy increasingly influences Europe's economic growth and job creation. Today, more than 5 percent of Europeans already provide products and services through collaborative economy platforms. Last year, gross revenues from collaborative economy platforms and providers in Europe were estimated to be €28 billion - almost doubling from 2014 to 2015.

Vice President Katainen will lead an exchange of views with industry leaders on how best to support emerging services. **Vice President Katainen comments:**

"The collaborative economy is becoming a driving force in our endeavour to create jobs and growth in Europe. To reap the benefits of this new global trend, the close cooperation with interested parties and EU platforms, including EUCoLab, are indispensable. In this respect, EUCoLab provides a very useful forum that helps both shaping and monitoring the policy and addressing key regulatory issues."

The EU Commission recently published a Communication on the 'European Agenda for a Collaborative Economy', which was broadly applauded by EUCoLab. Market access, liability, consumer protection, employment and taxation were identified as key regulatory areas in which

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Member States have not yet fully aligned with the existing EU legal framework. They continue to prevent European citizens and businesses from fully benefiting from the collaborative economy and hinders the development of the European Single Market. The Communication attempts to rectify this by providing guidance to Member States to review and, where appropriate, revise existing legislation to align it with the current EU legal framework. The Communication also points out that there is a need to effectively apply and enforce existing EU laws, notably the E-commerce and Services Directive, to remove national restrictions on the development of innovative business models.

EUCoLab has today released the results of an Industry Views Survey conducted to understand the key barriers to growth faced by collaborative economy businesses. The top barrier to European platform growth remains disparities in regulatory burdens between Members States, underlining the critical importance of the Commission taking action on this issue. Other industry concerns include the importance of directly challenging disproportionate and anti-competitive laws, burdensome regulatory requirements for service providers and the pressing need for the wider adoption of both TrustTech and insurance solutions to empower consumers.

EUCoLab Forum Chair, Luc Delany comments:

"EUCoLab is delighted to be playing a leading role in shaping discussions between industry and policymakers in order to secure a sound regulatory and policy landscape for the sector. Our Industry Views Survey provides a clear set of priorities for the Commission to deliver. We are monitoring events closely and will continue to build upon relationships with policymakers across the Institutions to ensure the right outcomes for the sector and the citizens which our members serve".

EUCoLab continues to work with members and policymakers to identify and track regulatory obstacles to growth, collect feedback and data from operators and monitor policy developments across Europe.

Attachments:

- 1. Image of EUCoLab member logos**
- 2. EUCoLab logo**
- 3. EUCoLab Industry Views Report**

For interviews or further comment

For additional comment or interviews with individual members, please contact EUCoLab Secretariat on email: contact@eucolab.org or tel: +44 770909 5126.



Notes to Editors:

1. What is EUCoLab?

The European Collaborative Economy Forum (EUCoLab) brings together collaborative economy businesses and European policymakers to discuss the public policy landscape of the collaborative economy. Through a continuous programme of exclusive roundtables, special projects, research and campaigns, EUCoLab creates a space for open dialogue to foster greater understanding of our platforms and their role in Europe's digital transformation. Further details can be found at: www.eucolab.org

2. Who are EUCoLab members?

EUCoLab members are collaborative economy service providers, working across different verticals and along the entire value chain of the collaborative economy. Current members include:

Andaman7, airbnb, deemly, Guardhog, Homestay, HooYu, Intuit, Lignum Capital, LocoSoco, meploy, nimer, parkfy, peerby, PlugR, seats2meet, SnappCar, Spotahome, TicketSwap, ThePeopleWhoShare, Uber, VentureLab, Veridu, YourParkingSpace.

3. About EUCoLab Roundtable September 2016 Roundtable Series

EUCoLab roundtables will be held in Brussels on 7th and 8th September 2016. The roundtables will cover issues such as how policymakers might harness the economic, societal and environmental benefits of the sector, how to support the growth of European platforms and ensure consumers are empowered and confident in engaging in these new services.

4. About EUCoLab Industry Views Survey

Following the European Commission's publication of 'An agenda for the development of the collaborative economy in Europe' in June 2016, EUCoLab conducted an industry survey to understand the key issues which the sector faces in Europe. The report draws together the views expressed, identifies the key barriers and challenges facing the sector and delivers a clear set of priorities for collaboration between policymakers and industry. The report can be accessed here: <http://eucolab.org/our-work/>

5. About the European Commission's Guidelines 'A European agenda for the collaborative economy'

In June 2016, the European Commission presented its guidance aimed at supporting consumers, businesses and public authorities to engage confidently in the collaborative economy. The Guidance can be accessed [here](#). The EUCoLab open letter to Commissioner Bienkowska in response to the Guidance can be accessed [here](#).