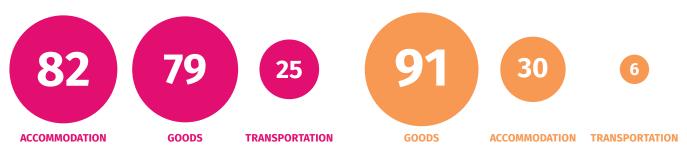
# **Consumption in the sharing economy**

#### WHAT SERVICES ARE **CONSUMED** AND **PROVIDED** ON PLATFORMS OF THE SHARING ECONOMY? (%) \*



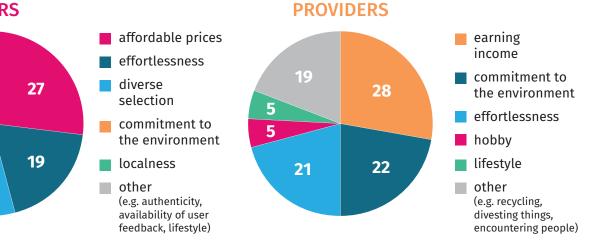
\* Food delivery platforms such as Wolt and Foodora have been excluded from this survey

#### WHY ARE PLATFORMS OF THE SHARING ECONOMY USED? (%)

#### USERS

22

11

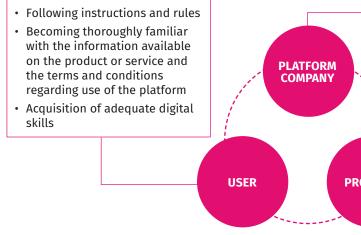


#### **OPPORTUNITIES AND CONCERNS OF THE SHARING ECONOMY**

#### THE KEY OPPORTUNITIES

Commitment to the environment
Effective use of resources
Employment and earning opportunities
More diverse selection
Local knowledge
Better availability of products and services

#### ALL PARTIES INVOLVED CAN, FOR THEIR PART, COMMIT TO THE RESPONSIBILITY OF THE SHARING ECONOMY



### Feedback given by other users is significant.



of the respondents 'agree to some extent' or 'fully agree' that the feedback given by other users influences the purchasing decision.

### Is the provider a company or a private individual?

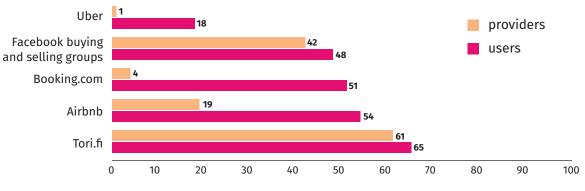
- Often it remains unclear to the user whether the product or service is provided by a company or a private individual.
- However, the issue is not insignificant to them.
- According to the respondents, consumer protection should apply to all, regardless of the provider's status.

## What is the relationship between the provider and the platform?



of the respondents 'agree to some extent' or 'fully agree' that the platform is the provider's employer. 21% cannot say, and 67% disagree.

#### THE MOST FREQUENTLY USED PLATFORMS (%)





APLAND **FIN** 

BUSINESS FINLAND



Based



#### THE KEY CONCERNS

Unreported employment and tax evasion
Lower degree of safety
Avoiding obligations and responsibilities
Avoiding employer obligations

	<ul> <li>Removing a user from a platform due to inappropriate behaviour</li> </ul>
	<ul> <li>User identity authentication</li> </ul>
	<ul> <li>Providing instructions to ensure safety of activities</li> </ul>
	<ul> <li>Providing a service or a product that is in line with the service or product description</li> </ul>
ROVIDER	<ul> <li>Providing a service in accordance with health safety regulations</li> </ul>
	<ul> <li>Taking the neighbourhood and the local environment into consideration</li> </ul>

Based on a survey conducted during the Jaava project