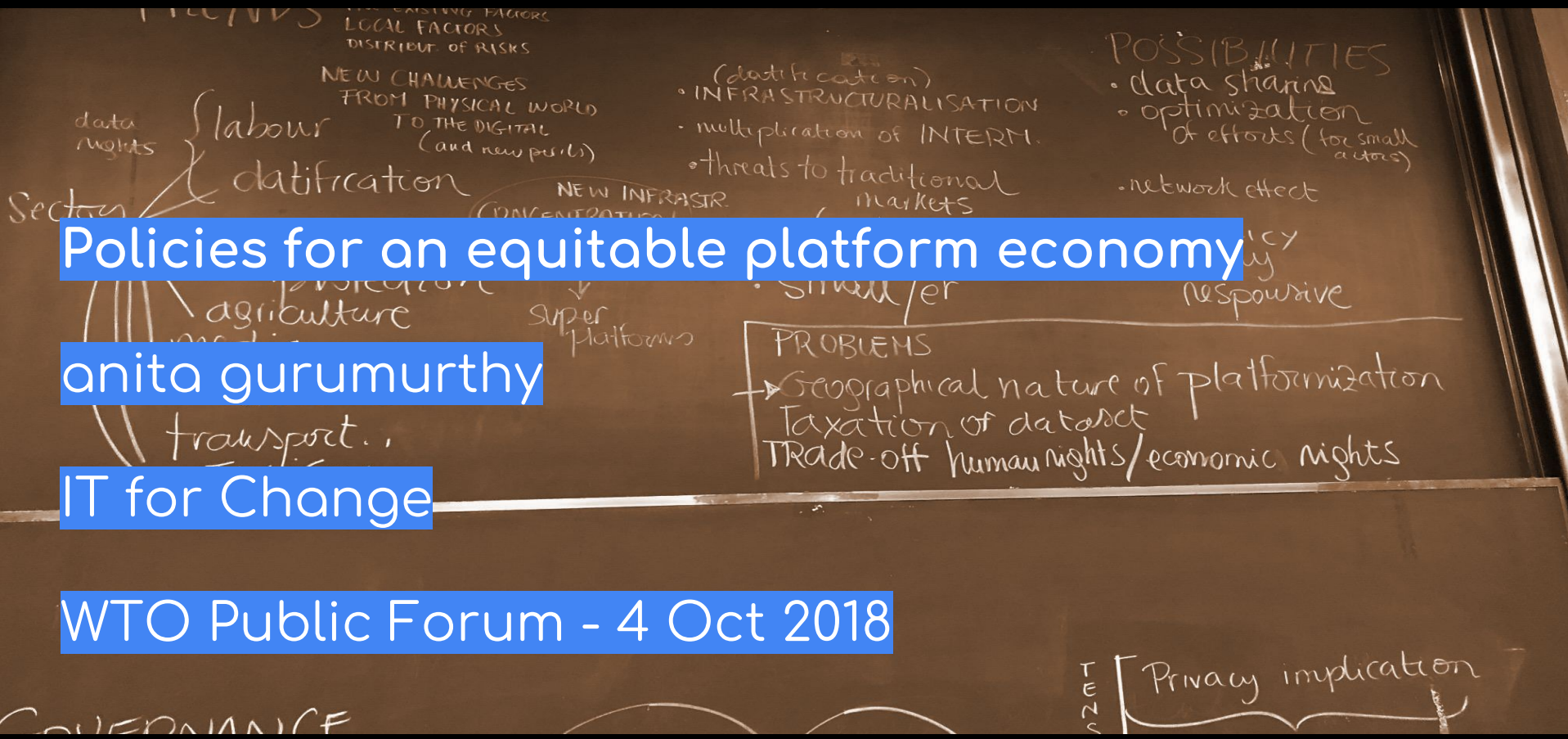


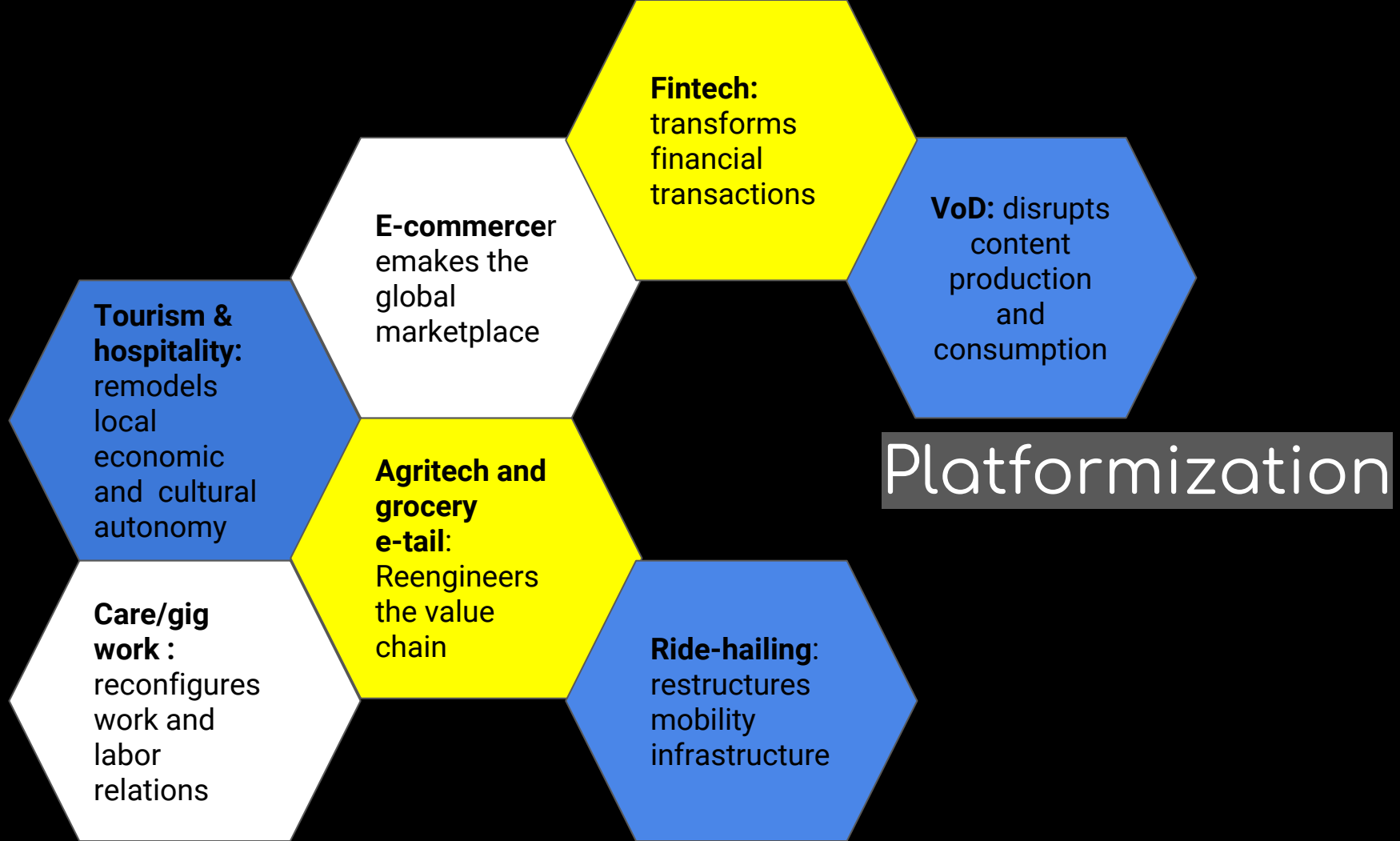
Policies for an equitable platform economy

anita gurumurthy

IT for Change

WTO Public Forum - 4 Oct 2018





Fintech:
transforms
financial
transactions

VoD: disrupts
content
production
and
consumption

Platformization

E-commercer
emakes the
global
marketplace

**Agritech and
grocery
e-tail:**
Reengineers
the value
chain

Ride-hailing:
restructures
mobility
infrastructure

**Care/gig
work :**
reconfigures
work and
labor
relations

**Tourism &
hospitality:**
remodels
local
economic
and cultural
autonomy

Governing the platform economy: a multi-level policy challenge for developing states

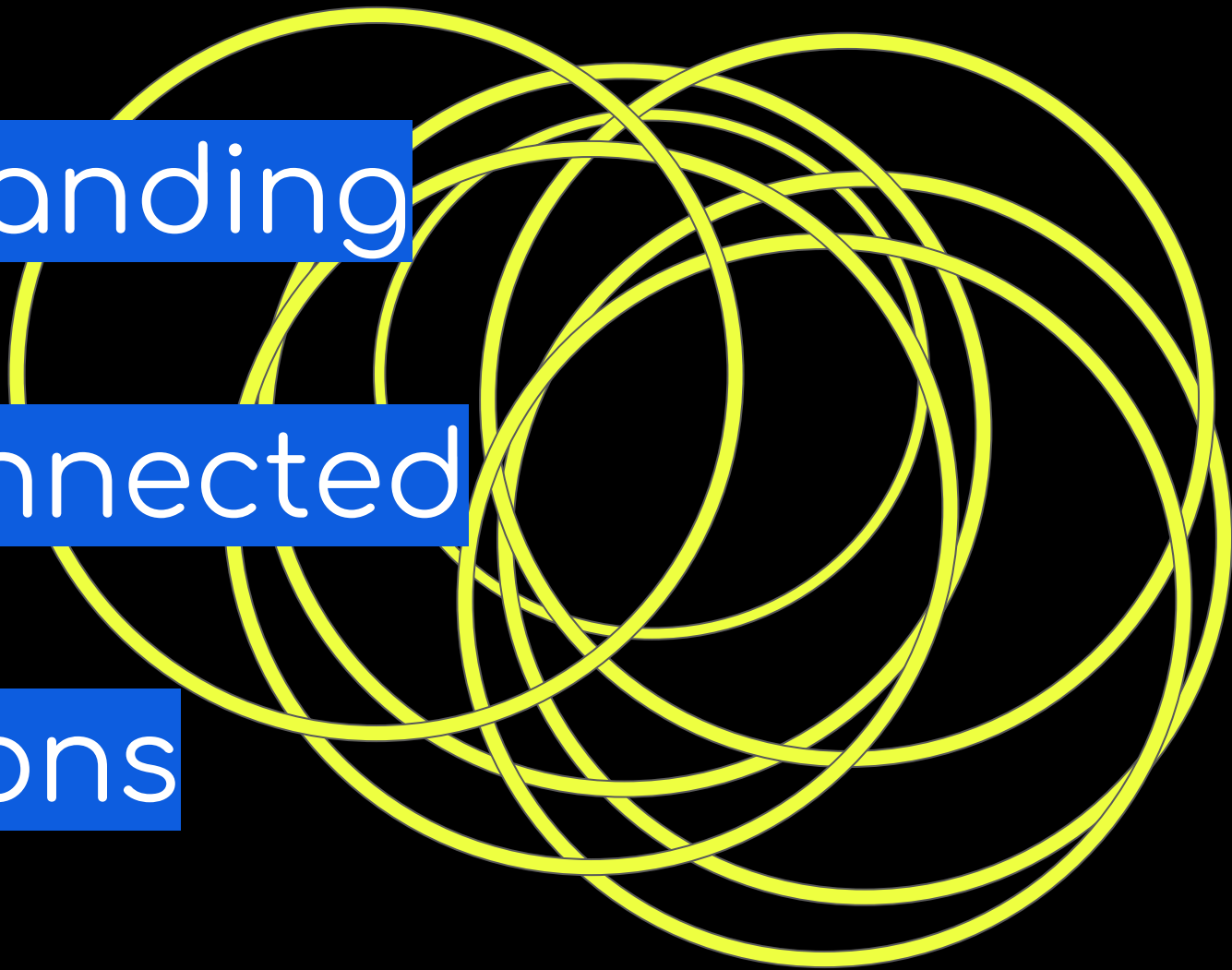
Sectoral transformations on account of platformization make old regulation approaches inefficient and obsolete.

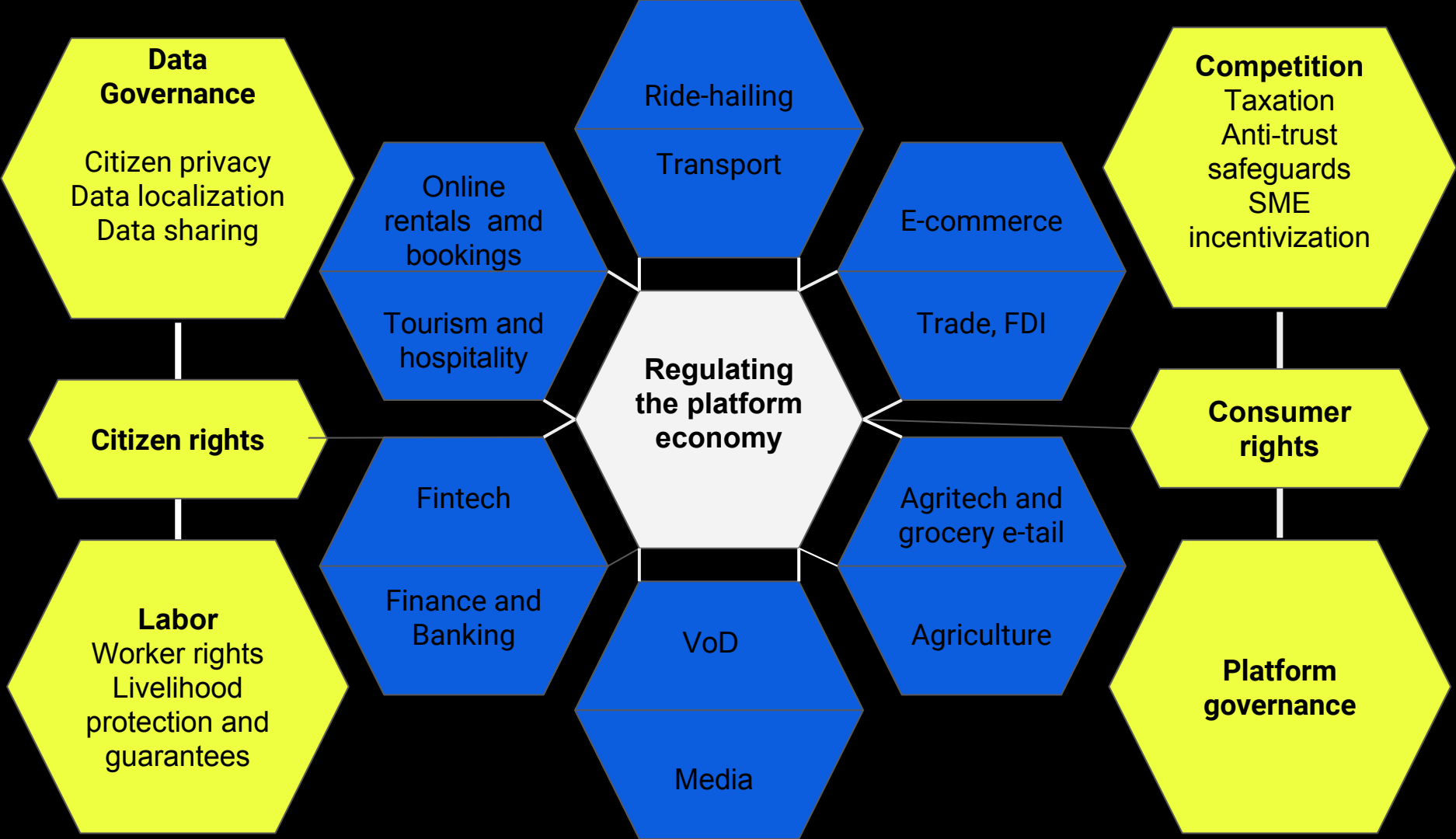
Current approaches to regulating the digital lead to economic and social injustice

Global trade paradigms continue to privilege global North interests and undermine economic justice

Data governance frameworks lack thinking around data's economic value

Understanding
the
inter-connected
policy
dimensions





Data Governance

Citizen privacy
Data localization
Data sharing

Citizen rights

Labor

Worker rights
Livelihood protection and guarantees

Regulating the platform economy

Ride-hailing

Transport

Online rentals and bookings

Tourism and hospitality

E-commerce

Trade, FDI

Fintech

Finance and Banking

Agritech and grocery e-tail

Agriculture

VoD

Media

Competition

Taxation
Anti-trust safeguards
SME incentivization

Consumer rights

Platform governance

Revamping
macro-economic
frameworks

Creating policy spaces
for alternatives

Data-governance for
economic sovereignty

Establishing a level
playing field

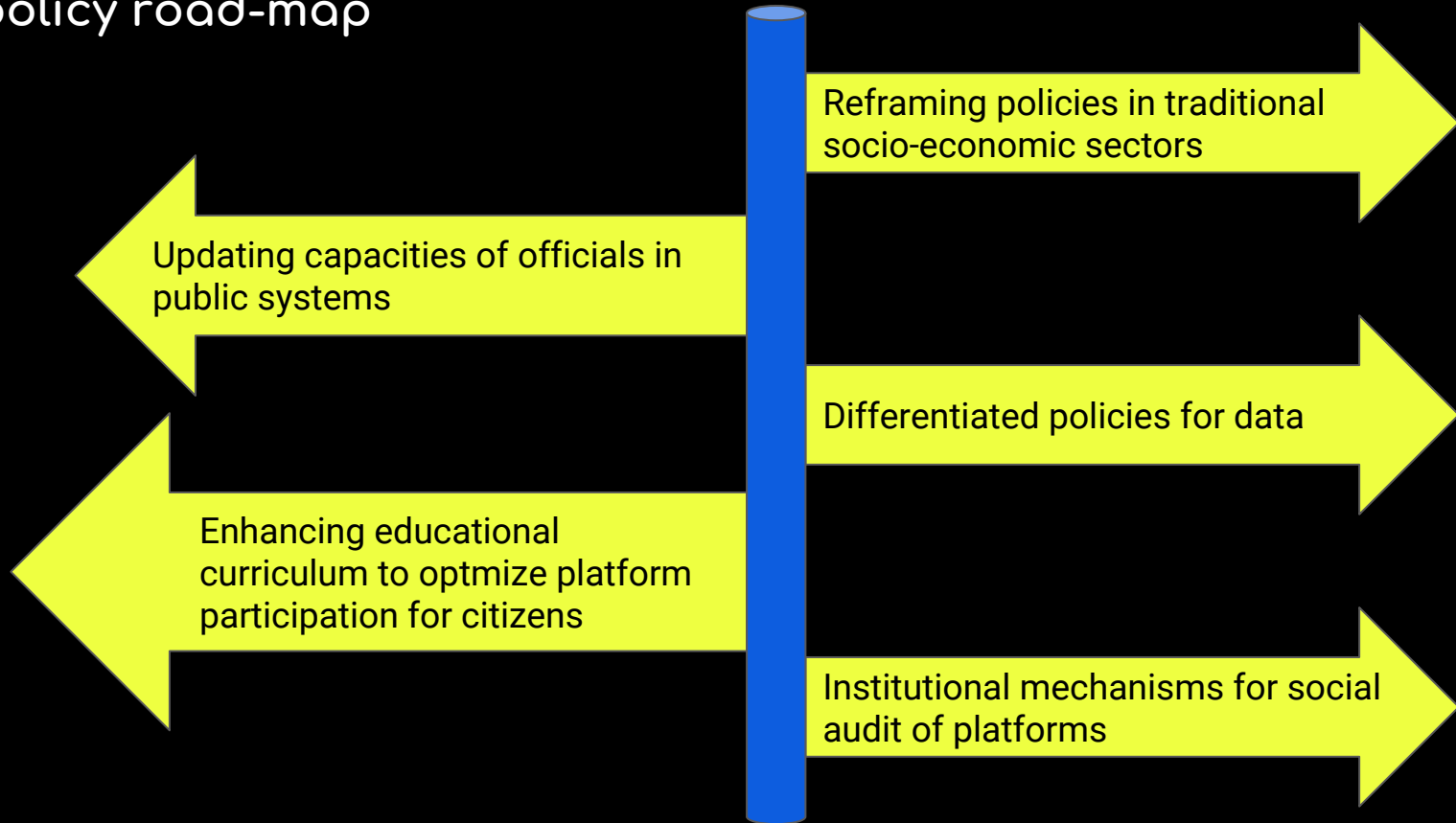
Reframing global justice

Ensuring livelihood
security

Protecting citizen rights

Directions
for
cross-cutting
policy

Revamping macro-economic frameworks - creating a strategic policy road-map



Data governance for economic sovereignty - towards data as a public good

Digitizing legacy data sets to build digital intelligence solutions with due attention to privacy, transparency and accountability safeguards



Mandating data sharing by private platforms in key sectors.



Building public digital infrastructure that can contribute to the aggregation of data and the creation of digital intelligence solutions.



Establishing a level playing field

Create domain agnostic competition laws that have clear and comprehensive enforceability

Foster domestic innovation through incentivizing startups and MSMEs

Create tax-compliance policies to ensure local economies benefit from the presence and operations of digital platforms.

Ensuring livelihood security

Social protection and traditional employment benefits for platform workers -- employment benefits and collective bargaining rights



Systems of liability for platforms to hold them accountable



Targeted approaches that promote equal participation of women and marginalized communities in the gig economy, with due attention to their rights



Guaranteeing citizen rights in a datafied society

Frameworks of data privacy must maximize real choice for citizens and take into account group/community right to data

Governments should enforce quotas for local, indigenous and independent content in the catalogues of VoD platforms.

Consumer rights frameworks should be updated to apply to digital platforms.

Reframing global economic justice- a way forward

Developing countries
should work through
regional blocs to better
protect their interests

Digital TNCs need to be
brought into the binding
treaty for TNCs being
negotiated now.

Developing countries
need to regulate their
capital markets by
drawing up strategic
Foreign Direct
Investment (FDI)
regulation.

Creating policy spaces for alternatives - towards a solidarity economy



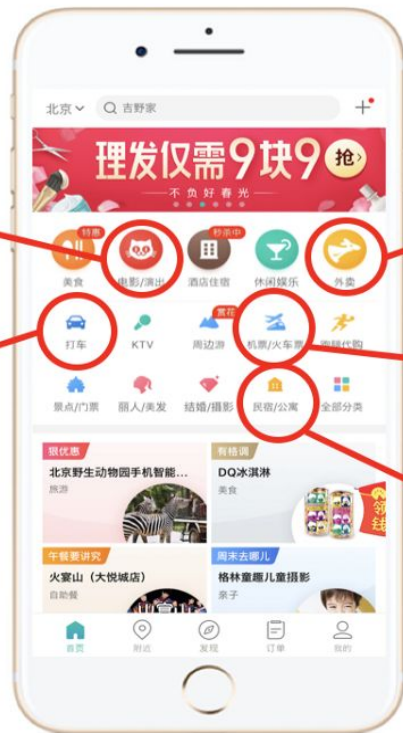
Meituan-Dianping - Chinese super platform

A RISING “SUPER APP” THAT WANTS TO BE THE “AMAZON FOR SERVICES”

Movie & show tickets



Ride Hailing



Food Delivery



Travel booking



Home rentals



Diverse market places - independent platforms



BigHaat.com
ONE STOP AGRO STORE



fuzhio



ékgaonTM
One Village One World Network

LOCAL FACTORS
DISTRIBUTION OF RISKS

NEW CHALLENGES
FROM PHYSICAL WORLD
TO THE DIGITAL
(and new pers.)

- (classification)
- INFRASTRUCTURALISATION
 - multiplication of INTERN.
 - threats to traditional markets (e.g. tourism)

POSSIBILITIES

- data sharing
- optimization of efforts (for small actors)
- network effect
- POLICY locally responsive



• small/er

- PROBLEMS
- Geographical nature of platformization
 - Taxation of datasets
 - Trade-off human rights/economic rights

Thank you

GOVERNANCE

TENZ

Privacy implication