

FACTORS

THE EXISTING FACTORS
LOCAL FACTORS
DISTRIBUTION OF RISKS

data
rights

labour

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

Sector

datification

NEW INFRASTR.
CONCENTRATION

- (datification)
- INFRASTRUCTURALISATION
- multiplication of INTERM.
- threats to traditional markets

Policies for an equitable platform economy

anita gurumurthy

agriculture

super platforms

transport..

IT for Change

smaller

responsive

PROBLEMS

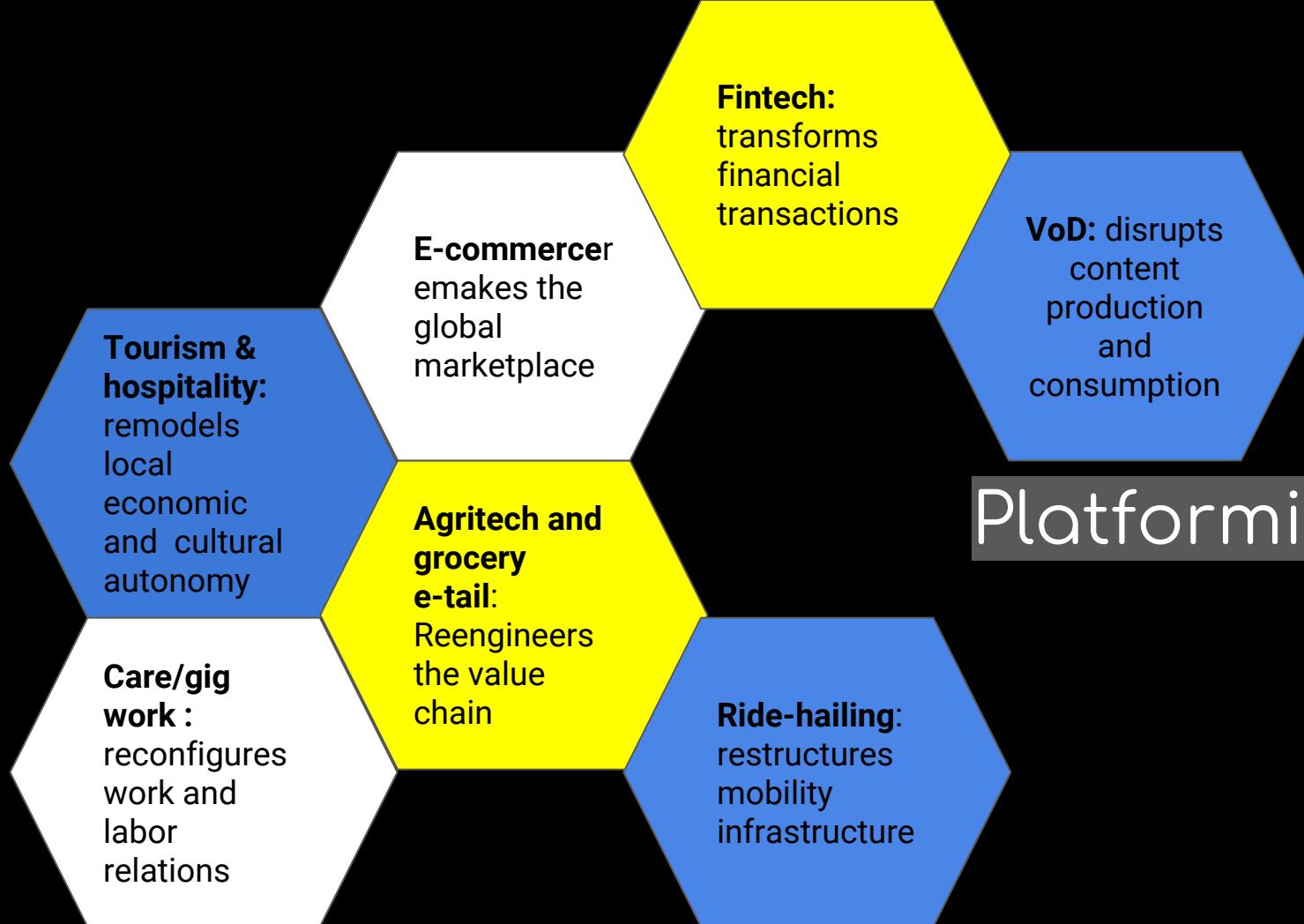
- Geographical nature of platformization
- Taxation of dataset
- Trade-off human rights/economic rights

WTO Public Forum - 4 Oct 2018

GOVERNANCE

TECH
Privacy implication

Platformization



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.

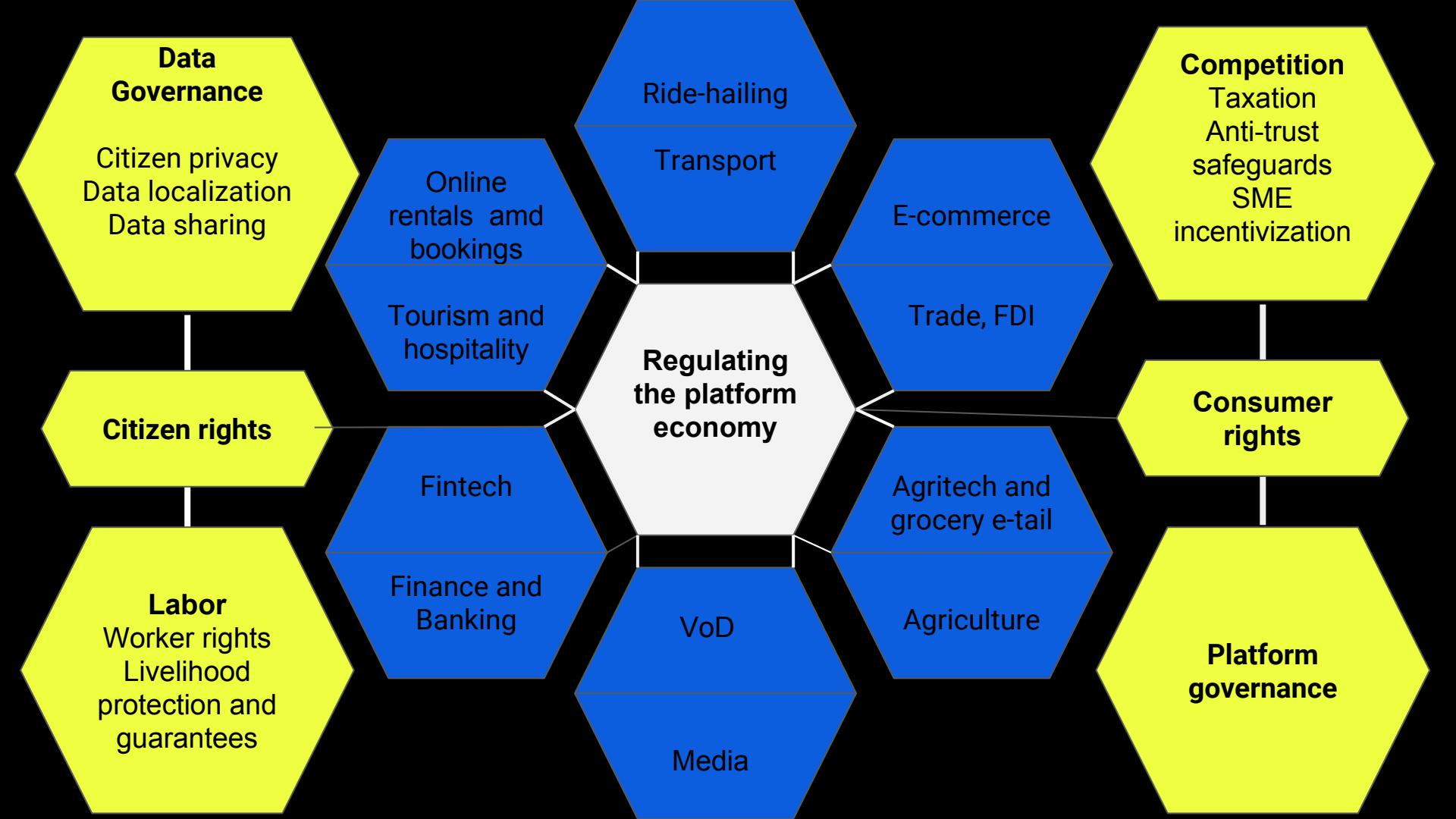
Current approaches to regulating the digital lead to economic and social injustice

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





Directions for cross-cutting policy

Revamping
macro-economic
frameworks

Creating policy spaces
for alternatives

Data-governance for
economic sovereignty

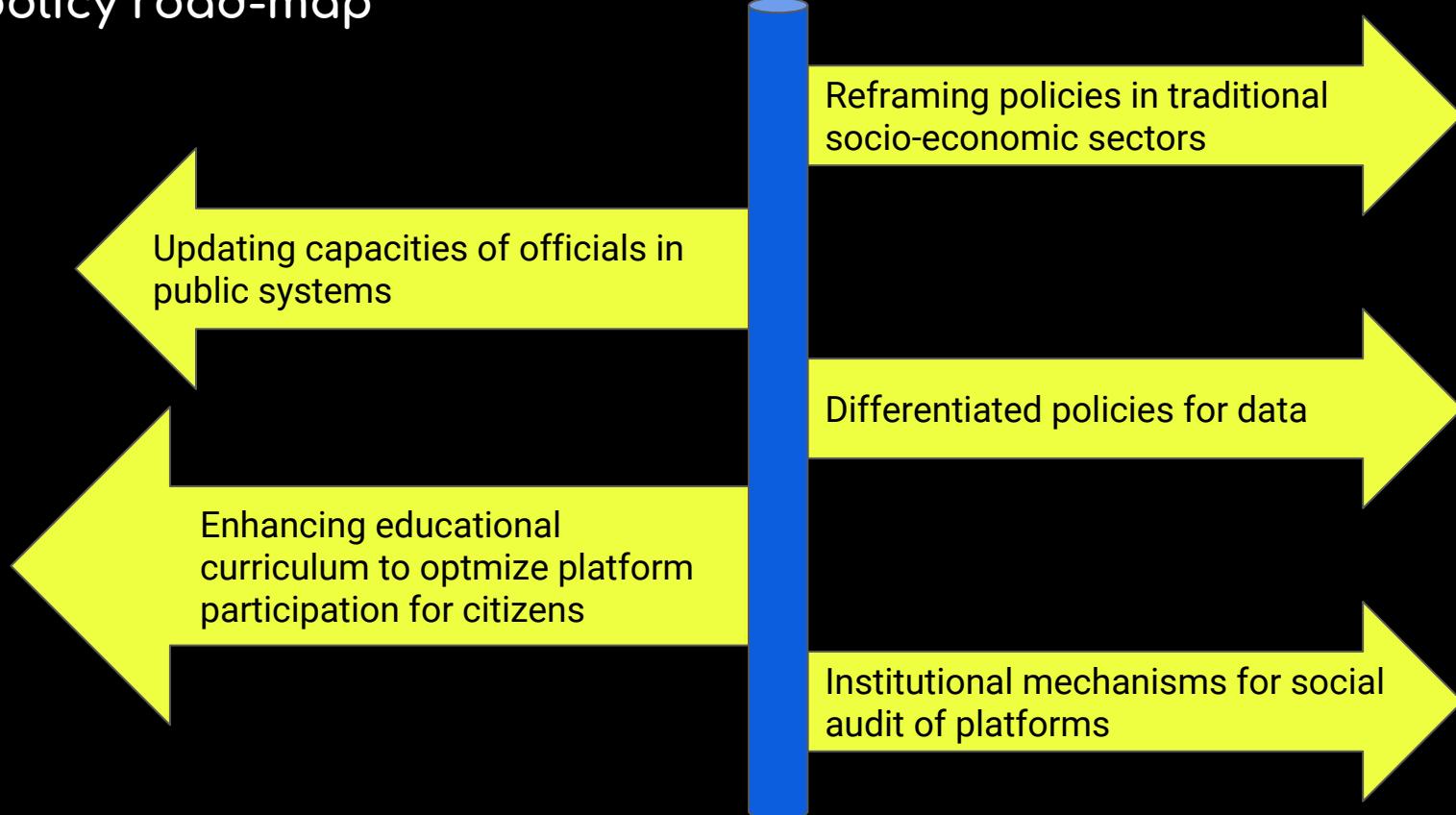
Establishing a level
playing field

Reframing global justice

Ensuring livelihood
security

Protecting citizen rights

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

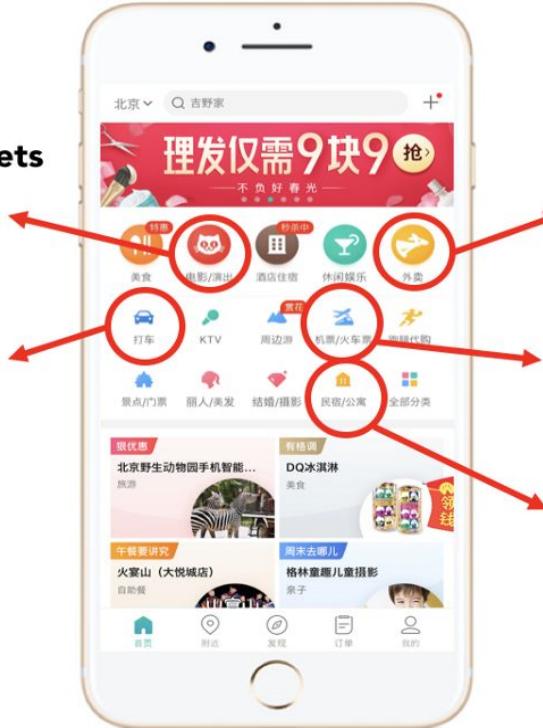
A RISING “SUPER APP” THAT WANTS TO BE THE “AMAZON FOR SERVICES”

Movie & show tickets



淘票票
淘出好时光

Ride Hailing



Food Delivery



Travel booking

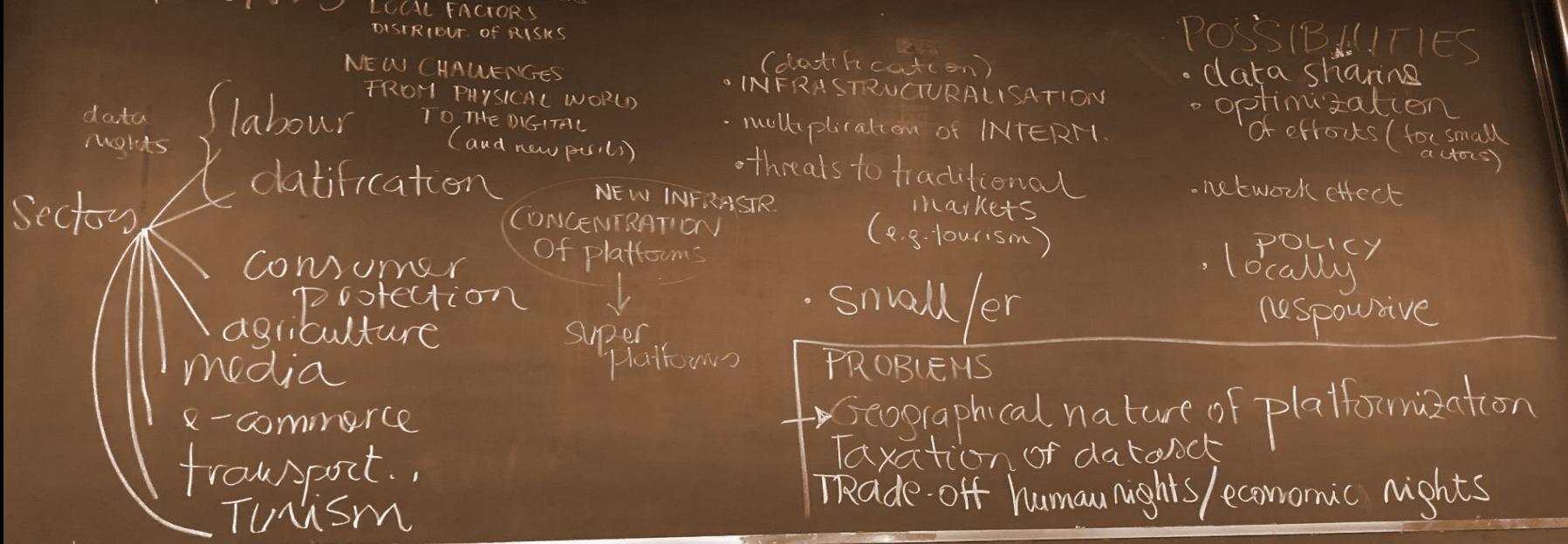


Home rentals



Diverse market places - independent platforms





Thank you

Governance

TE
N
Privacy implication