Towards a green and inclusive recovery

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Towards a more inclusive world: what trade can do?

Digital Consumer Experience
New Forms of economy/ platform economy / new digital ‘marketplaces’
New technologies/ accelerating digital multiscreen - 24h access/ omni marketing

Globalization Experience
Democratization of international digital consumption / overconfidence v. divide
Delocalization/ standardization of global chains/ Omni Trademarks / Global Big Techs

Complexity Experience
New Symbiotic Products and Services/ Intelligent Products/ Digital Contents
AI/ Big Data / Internet of Things/ New forms of digital payment/ Data as payment
New ‘intermediaries’ – ‘Gatekeepers’ or Controllers / Data and Algorithms control

New consumer vulnerabilities!
New ‘vulnerabilities’

- Freedom, Information, Access Weakness
  More Choice – More ‘tailored’ Information - **No control, less freedom**
  Omni Marketing – profiling – addressable TV- influencers - targeting - children
  ‘Framed’ Access - geo-blocking/geo-pricing – big data **new discrimination tools**

- Quality and Data Weakness
  New Quality –conformity of **digital contents** - fair ‘policies’ - fair ‘by design’
  Information as quality – information about uses, space, speed, energy and environmental qualities / **programmed obsolescence**, lack of warranties etc.
  Collection of Consumer’s Data - Consent- Purposes – Timeframe / Frauds

- Redress and Access to Justice Weakness
  **New redress barriers** - National authorities and enforcement agencies difficulties
  Cross-border disputes – less options – **private mechanisms only**

**New global standard: ‘UN Consumer Global Compact’**
Recovery: what can trade do?

‘UN Consumer Global compact’
- Suggestion: 10 Principles to responsible business

- Consumer rights
  - Support consumer rights worldwide, UNGCP
  - Freedom of choice, information, time
  - Elimination of discrimination, double standards
  - Frauds or violations in the marketplace

- Data protection and new marketing
  - Control of intermediaries, influencers, marketing personal,
  - Ensure Data/Algorithms/AI fairness
  - Initiatives to promote data protection and consumer privacy
  - Consider children vulnerabilities, not impose burden/contracts

- Redress and Enforcement Rights
  - Seek consensual and amicable resolution/redress, accessible ODR
  - Encourage new channels for cross-borders disputes

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