



Towards a green and inclusive recovery

14–15 June 2021

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UNITED NATIONS
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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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