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Session II -Towards a more inclusive world: What can trade do?

Statement: The need of a 'UN Consumer global compact'

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Considering the expansion of digital economy and the new global organization of digital big techs and digital global corporations, sharing platforms and chains of providers, organizing marketplaces to reach consumers, reproducing technologies and practices worldwide, is possible to ask these responsible businesses to voluntarily join a principles-based approach to doing business globally. The 'UN Consumer global compact' aims to enhance the culture of fairness and cooperation toward digital and global consumers. This means operating and designing business solutions which, at least, meet fundamental responsibilities towards consumers and their personal data, providing models to all small and medium business that work at the marketplace. The original ten principles of the UN Global Compact covers human rights, labor, environment, and anti-corruption; helps to establish a culture of integrity worldwide. Now, following the Covid-19 pandemic, the recovery calls for the need to rethink strategies and policies to engage the global business players to enhance consumer confidence and a new level of doing digital business globally. Therefore, I believe it is time to suggest a 'UN Consumer Global Compact'. Here is the first Draft aiming to make up for the 'new vulnerabilities' that global consumers are experiencing in the digital economy:

The Ten Principles of the UN Consumer Global Compact:

Consumer Rights

1. Business should support and respect consumer rights, especially in compliance with the UNGCP.
2. Uphold freedom of choice and provide useful and effective information to consumers.
3. Elimination of discrimination and double standards worldwide.
4. Make sure that they are not complicit of frauds or violations of human rights and environmental rights in the marketplace or supply chains.

Data Protection and New Marketing

5. Business should control the behavior of intermediaries, employees, influencers, and the addressable marketing personnel.
6. Ensure by design, data protection and AI fairness.
7. Undertake initiatives to promote greater data protection and consumer privacy.
8. Consider children and adolescents' weaknesses, and not impose burdens or constraints.

Redress and Enforcement Rights

9. Business should work together with national enforcement agencies and seek for consensual and amicable consumer dispute resolution.
10. Encourage accessible consumer ODR platforms and channels for consumer redress including cross-borders disputes.