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# Grounded Alternatives to Platform Capitalism

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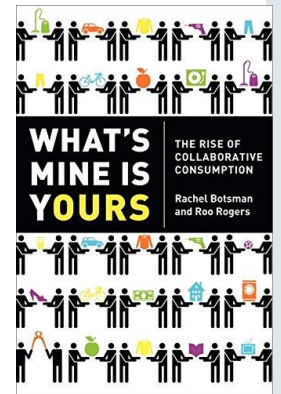
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- From a sustainable, collaborative **sharing economy**...

*"people are sharing again with their community - be it an office, a neighborhood, an apartment building, a school, or a Facebook network. But the sharing and collaboration are happening in ways and at a scale never before possible, creating a culture and economy of what's mine is yours."*  
(Botsman / Rogers 2011)

- ...to (monopoly) **platform capitalism**

*The original understanding of the word "sharing" has nothing to do with money. No one talks about the painter "sharing" his service with customers when he sells them. Nor does it have anything to do with "sharing" when (seemingly) independent drivers sell their transport services via the Uber app. What is called sharing economy is just one aspect of much larger development, a new form of digital capitalism: platform capitalism. (Lobo 2014)*

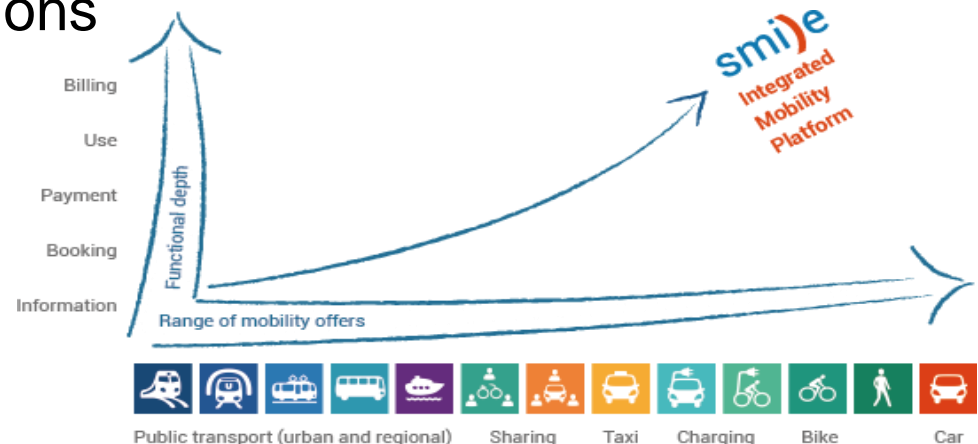


## Grounded Alternatives aligned with Foundational Economy principles

- Start from existing base vs. *grande* plans of an imagined „Utopia“
- Acknowledge pluralitiy of economic practices and organisational models with a focus on the local
- Citizens as active economic and political actors vs. traditional technocratic model with limited agency
- Business modell vs. technology/ownership focus

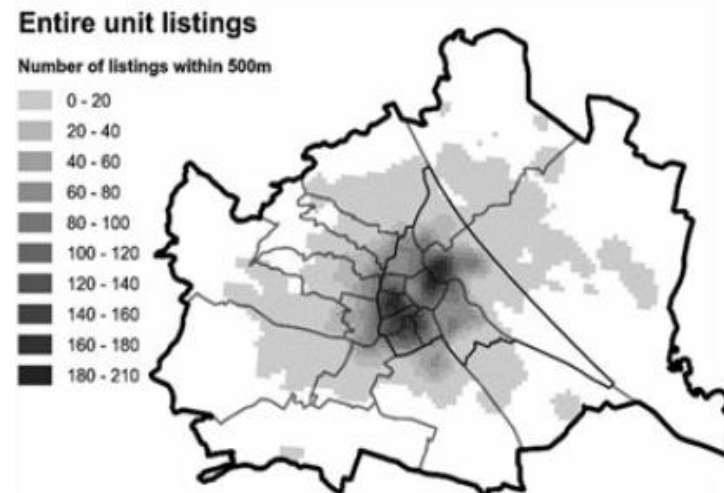
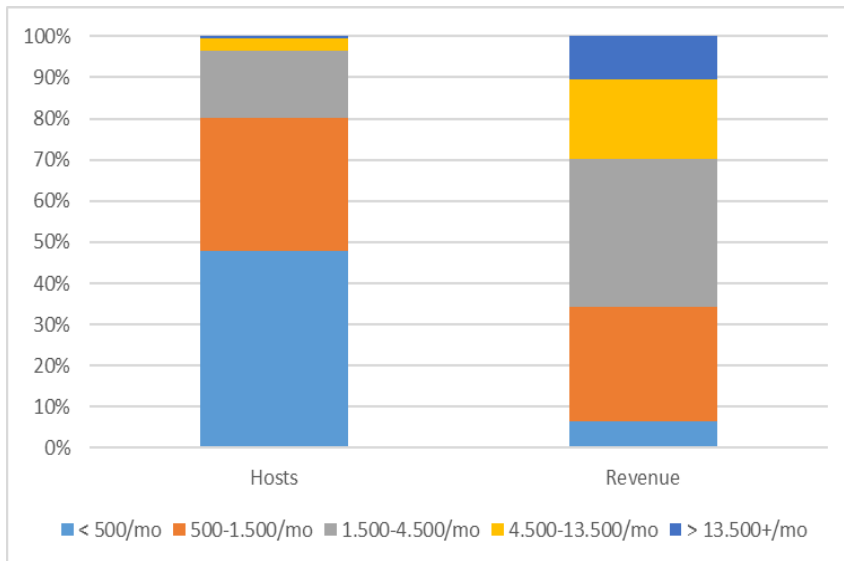
## WienMobil: Vienna's mobility platform

- Digital integration of different transport modes and related services is a huge market (e.g. ~60% of ground transport sold offline in Europe) → Google, Omio & Co
- Average citizen doesn't need „global“ solutions but typically moves within defined local/regional paths
- National transport systems have a shared history of integration and operations (e.g. ÖBB and Wiener Linien)
- Complex globally integrated systems vs autonomous, locally adapted solutions



# Platform cooperativism: Co-ops in the digital era (I)

- An employee-owned and operated business, typically run through a website and/or mobile app
- An alternative to the standard model based on monopoly and value extraction
  - Airbnb in Vienna – inclusive (tourism) development?
  - Two third of revenues got to top 20% hosts
  - Spatially concentrated in traditional tourist areas



- **Fairbnb.coop** as example of the new digital co-op slogan „owning is the new sharing“
- Launch of pilots in several European cities in Sept 19
  - Amsterdam, Bologna, Genoa, Venice, Barcelona, Valencia
- Key difference to Corporate „Sharing“ Platforms
  - Collective ownership („disintermediation“) and democratic governance structures
  - transparency & accountability: complying with regulations and data sharing with local authorities
  - Fostering local economies and value circulation: 50% of commission goes back to communities
  - Rules that are aligned with „occasional“ sharing of one´s home (e.g. single host – single home policy)

- Platform capitalism is challenging existing labour and social arrangements in locally grounded sectors
  - E.g. taxi, food delivery, care, cleaning
- Fair Work Foundation
  - International transdisciplinary research project, currently piloted in cities in India, South Africa, Germany and UK
  - Understand and highlight (best and worst) work practices on platforms and develop a rating of platforms (0 to 10 points)

	Pay	Conditions	Contracts	Governance	Representation
Initial Threshold	1.1 Earnings are above the local minimum wage	2.1 Task-specific risk mitigation	3.1 Clear terms and conditions are available	4.1 Provides due process for decisions affecting workers	5.1 Includes freedom of association and worker voice mechanism
Secondary Threshold	1.2 Earnings are above the local minimum wage after costs.	2.2 Actively improves working conditions	3.2 Terms and Conditions genuinely reflect the nature of the relationship	4.2 Pro-equity policies and informed consent for data collection	5.2 Recognises collective body for representation and bargaining

- Analogy to “Fairtrade” with focus on consumer power to support and strengthen labour organizing
- Going beyond the individual consumer → the role of collective entities in increasing the leverage

# Making **Policy Space** for grounded platforms in the Foundational Economy (I)

- A number of grounded approaches to realise a „smart city for all“ in experimental phases/infant stages
- Need for supportive regulatory environment that limits global platform power and breaks the „Medici Vicious Circle“ (Zingales 2017)
- In EUrope this entails
  - reversing the „over-constitutionalisation“ (Seikel 2019) of the *internal* market (an inherent bias towards market creation and against pro-social regulation)
  - exposing *external* economy policy (e.g. trade and investment rules) as protectionist/special interest policy of foreign capital (Slobodian 2019)



# Making **Policy Space** for grounded platforms in the Foundational Economy (II)

- Dominant platforms use two levers in the EU's internal market
  - Services Directive (2006/123/EC) hampers „quantitative restrictions“ (e.g. rules limiting short term rentals)
  - E-Commerce Directive (2000/31/EC) provides a safe haven from attempts to regulate (locally/nationally) due to „country-of-origin“ principle
- The usual lobbying tactics are being deployed, including revolving doors, funding think-tanks and „policy-based evidence making“ (CEO 2018, AK Europa/CEO 2019)



Thank you !

## **Kultur-Token: A different social score card in Vienna**

- Pilot project using blockchain-technology to induce environmental friendly behaviour
- Participating citizens can collect tokens that can be used as currency in cultural facilities in Vienna
- Real-time mobility data for local transport system generated by participating individuals via their mobile phones
- How to manage data: Look towards Barcelona ?