

TOWARDS A FAIR SHARING ECONOMY

THE ROLE AND PLACE OF COOPERATIVE PLATFORMS



GUIDO SMORTO
Università degli Studi di Palermo

European Economic and Social Committee, Brussels, Dec. 5th, 2016

QUESTIONS ...

- How can «open cooperativism platforms» be a part of a new European political project?
- How can we encourage the EU to come up with proposals for platform cooperativism?
- What types of alternatives can they propose?
- What are the legal frameworks and public policies which could favor these practices?



LAW AS PART OF COMPETITIVE BUSINESS STRATEGY

“you must make the legal rules that govern your products and services or one of your competitors will”.

G.R. Shell

1. LAW AS REGULATION

- **A HIGHLY COMPETITIVE SOCIAL MARKET ECONOMY (art. 3 TEU)**
- **PROMOTING SOCIAL INNOVATION, AND SMARTER, SUSTAINABLE AND INCLUSIVE DEVELOPMENT (Europe 2020 Strategy)**



EFFICIENCY

- Market failures and externalisation of risk
- Questioning collaborative platforms: “digital marketplaces”, firms or “hybrids”?
- Who’s “peer”? Who’s service provider?
- Empowering consumers, protecting workers

JUSTICE

- Distributive impact (poor communities, house affordability, diversity)
- Conflicting values (commodification, surge pricing mechanism)
- Big data (privacy, political power, etc.)
- Balancing efficiency and values (sharing cities)

2. LAW AS SELF-REGULATION

- PLATFORMS CAN REGULATE THEMSELVES
- PLATFORMS HAVE AN INTEREST TO REGULATE THEMSELVES



SELF REGULATING PLATFORM COOPERATIVISM

- design a truly efficient system: mitigate market failures, empowering consumers, protecting workers
- democratic governance
- value redistribution
- decentralisation
- other normative questions

“level playing field in which social economy enterprises can compete effectively and fairly, without regulatory discrimination”

Commission Strategy on social innovation

Thank you!

guido.smorto@unipa.it

<https://unipa.academia.edu/GuidoSmorto>