Harnessing digital(ized) economy to Social innovation : Alternative Platforms

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TAPAS
There Are Platforms as AlternativeS

CEPN
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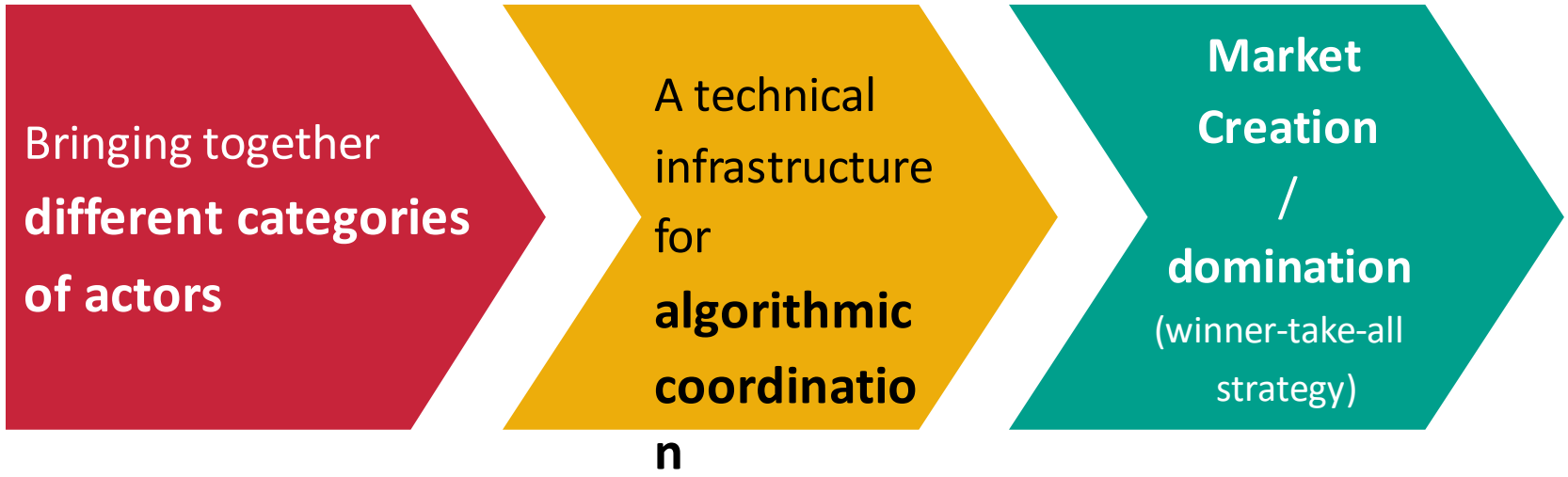
SSE, Local Economic Development & social innovation

Elective 6, Session 1 - 23 of Nov.

3 key features of digital platforms



Digital(ized) economy : commodification *vs* concrete utopias

= *Uberization* of the economy : reinforce the commodification of the world

=> This actually fosters a **counter movement to protect society** (1):

- social and technical innovations spring out to organize "*concrete utopias aiming at expanding cooperation through new digital tools*" (Durand Folco, 2016).
- concrete experimentation, sort of prototypes of alternative platforms harnessing the digital economy to social innovation in order to meet the challenges of ecological and social transition.

The "double movement" is analyzed by Karl Polanyi in "The Great Transformation": "*in the same movement in which markets expanded, counter-movements emerged to control their expansion and influence*" (Polanyi, 1944 :24) .

Alternative platforms contributing to social justice & the common good

Alternative platforms as tools serving the workers' interests:

- Rules and processes deliberated by the workers themselves (self-regulation)
- Abiding by the rules of Law (social & labour protection and regulation)

Alternative platforms as an attempt to provide a regime of "genuinly human work in humane conditions*" : "what are the rights of the workers to contribute to the meaning of the what they do?"

- Workers recover control over **the means & the meaning of production**
- Digital commons / cooperative platforms take up the mission of responding to general interest issues or helping specific categories of beneficiaries.

=> articulating protection and emancipation

*cf. Alain Supiot

Capitalist *vs* Alternative Platforms

Capitalist platforms

Winner-take-all aggressive strategy
Escaping social, environmental and fiscal responsability

Uber

airbnb

BlaBlaCar

Alternative platforms

Common principles of openness, ethical guiding, sharing and reciprocity

les oiseaux de passage
le droit au voyage

Solidarity hospitality
(vs Tourism)

CoopCycle

Ethical bike delivery
(vs Foodtech)

Framasoft

Popular education and advocacy for digital rights and users protection (vs GAFAM)

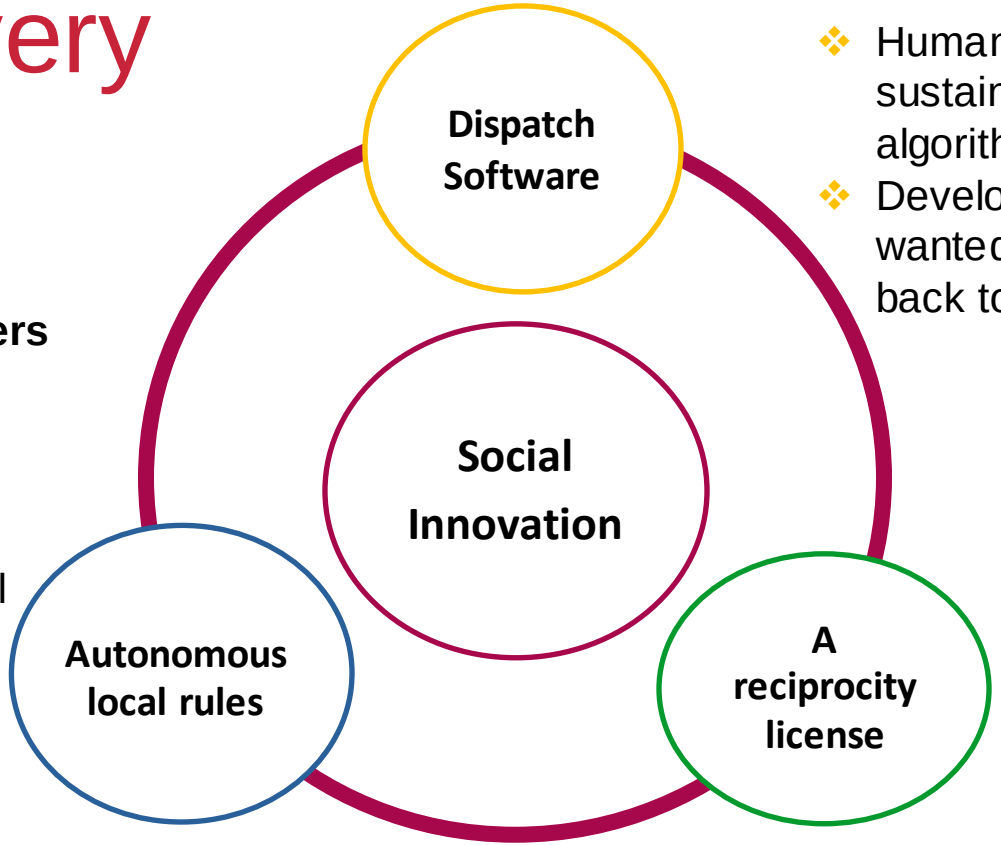
mobicoop
Le covoiturage libre

Free carpooling & local transportation solidarity
(vs Blablacar)

OPEN FOOD FRANCE

Digital market for local food circuit

CoopCycle: an alternative platform for bike delivery



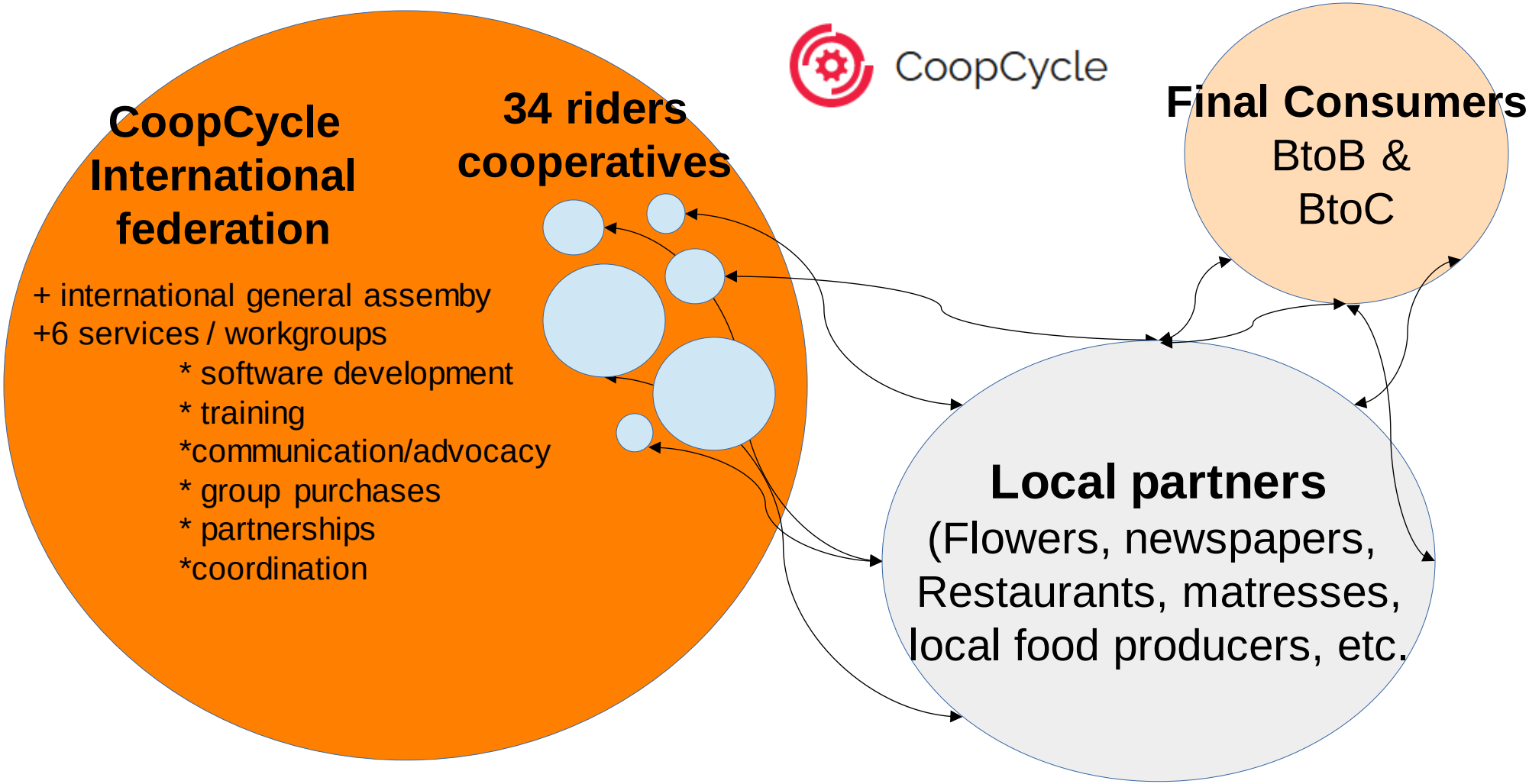
- Human decision to organize sustainable tours of delivery (no algorithm)
- Developed by an engineer who wanted to give the power (control) back to the workers

Local collective of riders

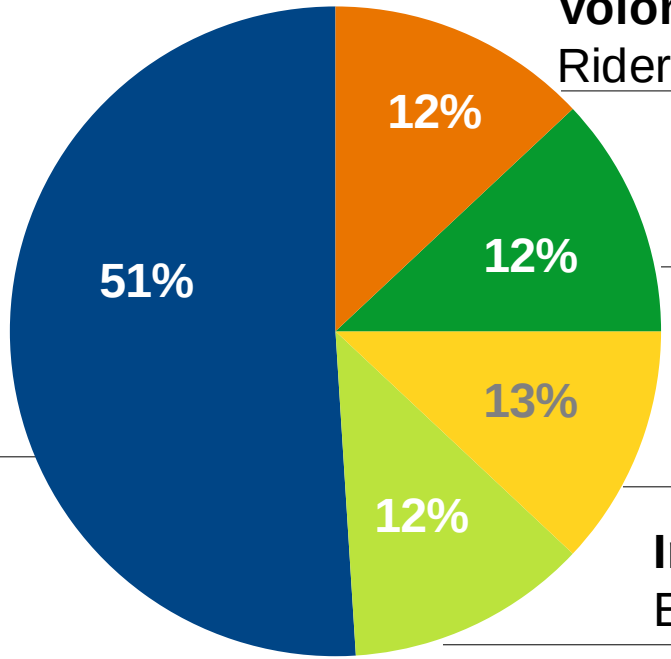
- Local partnerships
- Self-organizing sustainable tours of delivery
- Advocating for social protection

Legal frame constraining the use of the software

- Riders are employees (social protection)
- Governance including the riders
- cooperative management and principles


CoopCycle International federation
+ international general assemby
+6 services / workgroups
* software development
* training
*communication/advocacy
* group purchases
* partnerships
*coordination
34 riders cooperatives
CoopCycle
Final Consumers
BtoB &
BtoC
Local partners
(Flowers, newspapers,
Restaurants, matresses,
local food producers, etc.

Economic model



Volonteering
Riders cooperatives

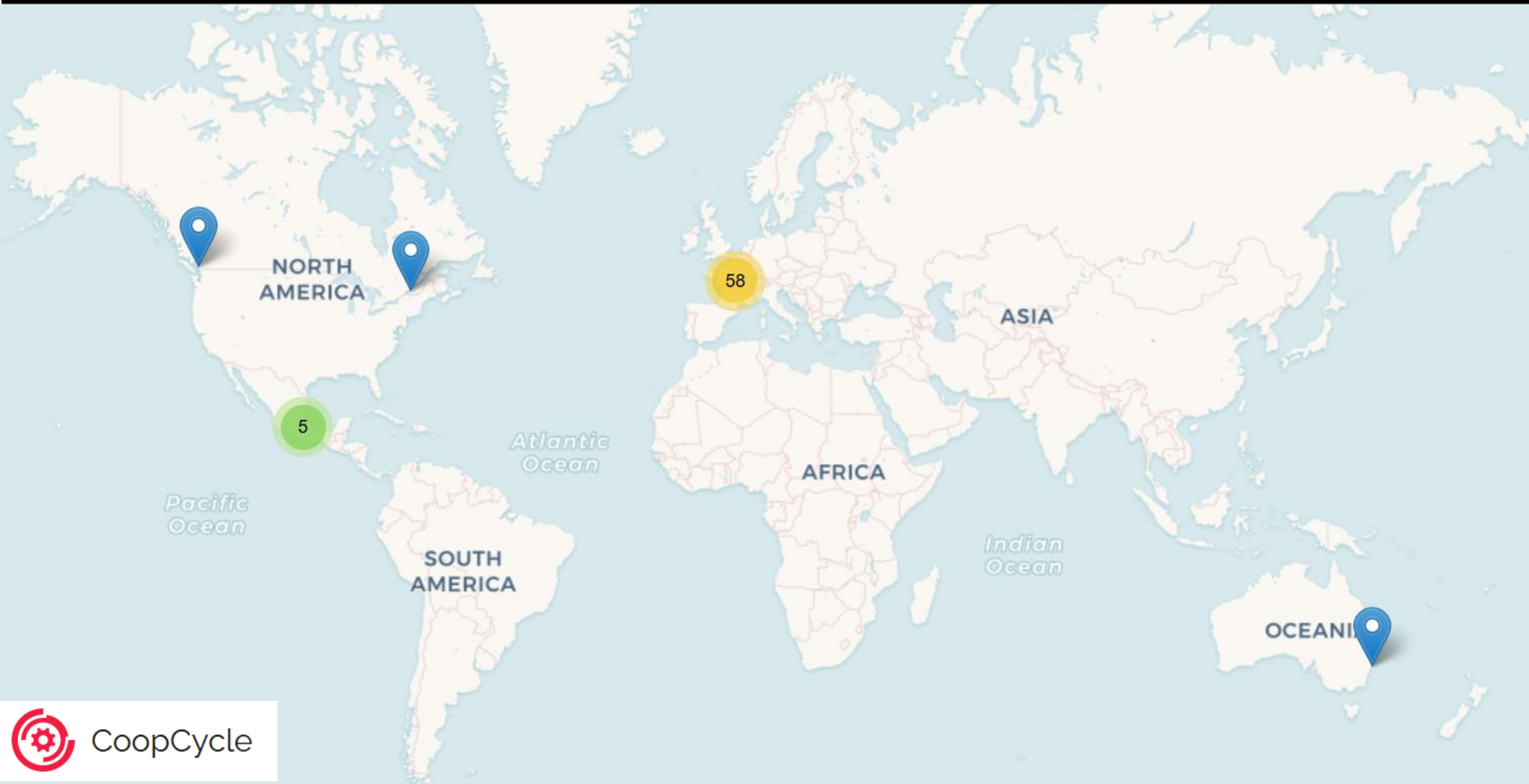
Public grant
Public partners

Subscriptions
Restaurants & sellers

In-kind contributions
Economic partners

Subscription
Riders Cooperatives

CoopCycle


NORTH AMERICA
58
ASIA
5
Atlantic Ocean
AFRICA
Pacific Ocean
SOUTH AMERICA
Indian Ocean
OCEANI

CoopCycle

Social innovation for social & environmental justice fostered by a grass-root initiative

- Re-definition of the “metier”
  - Riders turning into Experts in last miles urban logistics
  - Guaranteeing the workers dignity and protection
  - Offering a decarbonized service
- Addressing social & environmental justice issues
- Offering local level solutions / designed and supported by grass-root level initiatives

Thank you very much for your attention!

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