

GOVTECH 2023

The legal implications of governments leveraging the platform economy

14 September 2023

Priyanka Naidoo

The purpose of this communication is to provide general information of a legal nature. It does not contain a full analysis of the law nor does it constitute an opinion of any ENSafrica entity on the points of law discussed. You must take specific legal advice on any particular matter which concerns you. If you require any advice or further information, please speak to your usual contact at ENSafrica.



speaker



PRIYANKA NAIDOO

Senior Associate | Technology, Media and Telecommunications

LL.M (Harvard University)

pnaidoo@ensafrika.com

 Priyanka Naidoo



agenda

- what is the platform economy?
- how can government departments leverage and benefit from the platform economy?
- how do citizens stand to benefit when their government embraces the platform economy?
- legal implications of leveraging the platform economy



what is the platform economy?



the platform economy

“In a product business model, firms create value by developing differentiated products for specific customer needs, and they capture value by charging money for those items. In a platform business model, firms create value primarily by *connecting users and third parties*, and they capture value by *charging fees for access to the platform*. Platform models bring a shift in emphasis—from meeting specific customer needs to *encouraging mass-market adoption* in order to maximize the number of interactions, or from product-related sources of competitive advantage (such as product differentiation) to network-related sources of competitive advantage (the network effects of connecting many users and third parties).”

- *Harvard Business Review*



early adopters of the platform economy

banks



other companies who embrace the platform economy

Alphabet



amazon

fiverr.



upwork



DOORDASH



Booking.com

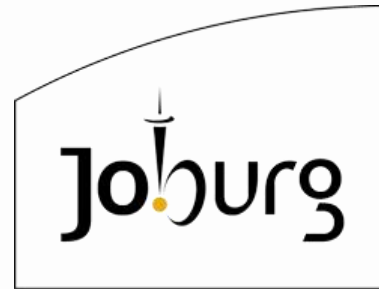
Uber

dr+

Alibaba



cities and countries who embrace the platform economy



a world class African city



ENSafrica platform economy article series

- The platform economy series: what are the legal implications?
(<https://www.ensafrica.com/news/detail/4888/the-platform-economy-series>)
- The platform economy series: customer-facing terms and conditions (<https://www.ensafrica.com/news/detail/4887>)
- The platform economy series: platform access terms and conditions (<https://www.ensafrica.com/news/detail/4937>)
- The platform economy series: IP protections
(<https://www.ensafrica.com/news/detail/5201/platform-economy-series-ip-protections>)
- The platform economy series: Regulatory requirements
(<https://www.ensafrica.com/news/detail/7237/the-platform-economy-series-regulatory-requir>)
- More articles coming soon...



how can government departments leverage and benefit from the platform economy?



EXCELLENCE
NOVEL SOLUTIONS
SYNERGY



benefits for government departments



improved efficiency and productivity

enhanced engagement with citizens

data collection and analysis

cost savings

open data platforms

new revenue streams

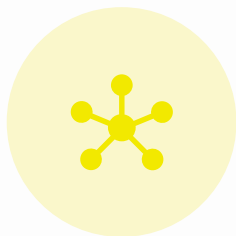
skills development and employment

collaboration across departments

PPPs



essential factors for governments



INVESTING IN
DIGITAL
INFRASTRUCTURE



UPHOLDING STRONG
GOVERNANCE AND
ETHICS



EMBRACING
INNOVATION



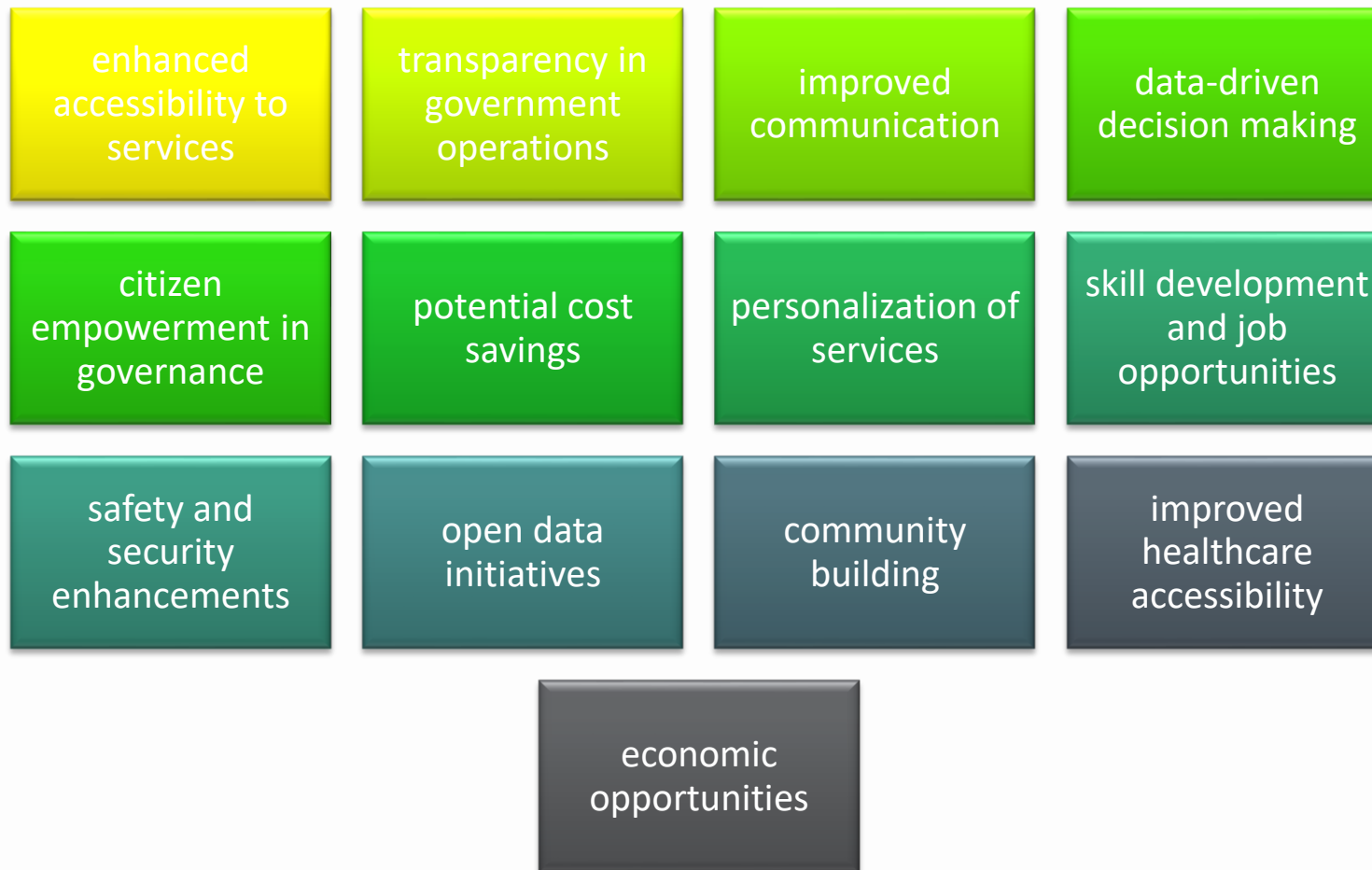
ENGAGING
STAKEHOLDERS



how do citizens stand to benefit when their government embraces the platform economy?

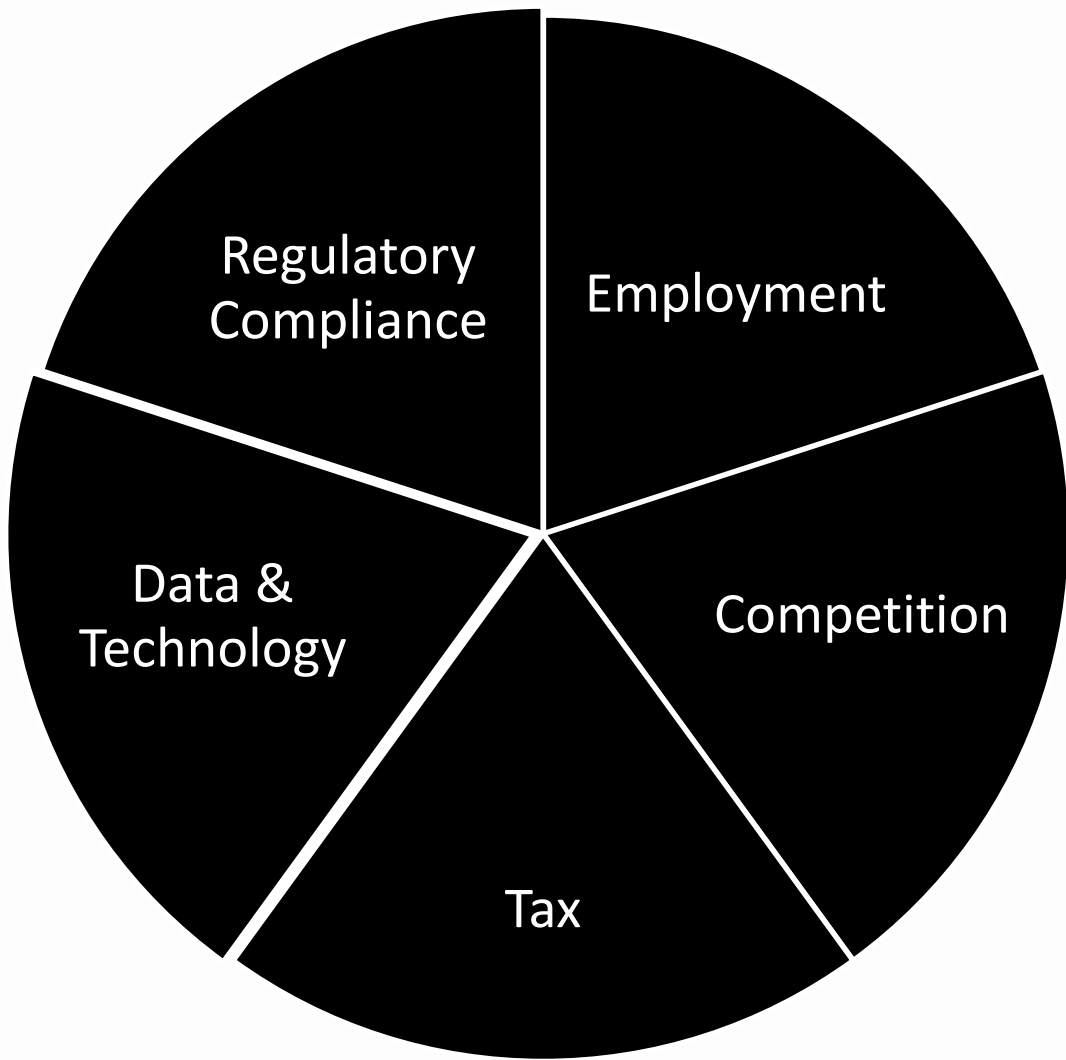


advantages for citizens



legal implications of leveraging the platform economy





The purpose of this communication is to provide general information of a legal nature. It does not contain a full analysis of the law nor does it constitute an opinion of any ENSafrica entity on the points of law discussed. You must take specific legal advice on any particular matter which concerns you. If you require any advice or further information, please speak to your usual contact at ENSafrica.

thank you



Africa's largest law firm

ENSafrica.com