

Draft Statement of Principles of EU technology platforms

We, representatives of technology companies operating in the EU,

- Drawing inspiration from Europe's historical ability to innovate, **make innovation work for all**, and compete globally while staying true to its values,
- Reaffirming the EU's values, principles and traditions of social dialogue that built the **European social model** and **social market economy**,
- Believing that a **European purpose-driven business model** for platforms can constitute a global comparative advantage (in VicePresident M. Vestager's words "*Some say China has all the data and the US has all the money. But in Europe we have purpose*"),
- Being confident of the **power of data** to simultaneously (1) generate **new business models** and economic sectors while also (2) bringing **unprecedented potential for accountability** (social, environmental, economic),

Believe that the **(I) EU-based firms have a responsibility to act** in ways that promote the principles below and that **(II) regulators have an opportunity to facilitate, accelerate and make these aspirations a reality by ensuring a level playing field** for companies that seek to:

- 1) **Account for all negative externalities**, commit to eliminating them and design strategies to reach those goals:
 - a) **Socially**: seek inclusive and fair platform work with a demonstrably positive impact by ensuring access to benefits *irrespective of work/employment status*.
 - b) **Environmentally**: seek carbon neutrality and full environmental sustainability of material impacts (i.e. waste).
 - c) **Economically**: favor the role of catalyst rather than a disruptor in the ecosystem (by, for instance, aiming to ensure at least 90% of our partners are SMEs, helping reduce precarious working conditions and the grey economy, etc).
- 2) **Be present, engaged, and part of the fabric** of the cities and countries they operate in by:
 - a) Being available for, joining and promoting all relevant and feasible formats of social and **policy dialogue and public-private partnerships**.
 - b) **Promoting "data for good" usage** by supporting public institutions that advance mobility, the promotion and digitalisation of SMEs, better health/consumption patterns, the digital single market, and more.
 - c) **Staying and contributing**: helping make local taxation frameworks work and contributing (optimise taxation before tax optimisation).
- 3) **Be a responsible user of technology** and data by proactively promoting:
 - a) Transparency and accountability of how **algorithms** work,
 - b) Ability of users to have control of **personal data** and making processing transparent,
 - c) Responsive communication and implementation of **best practices**.

