

# Empowering digital citizens

Making humane markets drive innovation in the digital economy

13 February 2025



# Agenda

1. Introduction to GIDE
2. History of the development of the IDEA initiative
3. The IDEA analysis and proposals
4. Beneficiaries of the IDEA proposals

# 1. Who is GIDE?

The Global Initiative for Digital Empowerment (GIDE) is a non-partisan, international non-profit organization founded to give people a voice and control over how the data about them is collected, stored, and used. We advocate raising the values that prioritize the well-being and rights of people, both individuals and as representatives of communities and democracies, as the main drivers of the decision-making processes in the digital economy.

GIDE has over 100 international specialists including policy experts, researchers, Internet technical experts, business people, online and security specialists and others. Forty percent of the members are from Europe.

GIDE has been supported by the NEW INSTITUTE in Hamburg and the Global Solutions Initiative in Berlin.

# **GIDE's object is to pursue the following non-profit purposes by supporting research, developing policy suggestions and promoting advocacy internationally**

- Progress a model of internet governance devoted to human welfare through practically deliverable policy suggestions for pivotal policy makers
- Bring new solutions to an increasingly complex digital governance agenda.
- Undertake practical policy work on critical aspects to ensure that the rules of the digital economy are more directed to the broad interests of all humans (including non-users), not just businesses and governments.
- Develop human-centred suggestions for digital economy policy which seeks to improve their well-being not just through material gain but also in optimising their social solidarity, agency, and environmental sustainability.
- Bring diverse partners across the research, policy, business and technical communities into the leading international arenas for digital policy debate and bring shared practical solutions to key policy institutions with an aim of achieving regional and global change.

# Our Chairs



## **PAUL TWOMEY**

Dr. Paul Twomey is Co-Chair of the Global Initiative for Digital Empowerment. He is an entrepreneur in the legal, cybersecurity, and robotics sectors. Paul is a Fellow and Initiative Director for Digital Governance at The New Institute and a Fellow and Core Theme Leader for “managing information and technology in the public interest” at the Global Solutions Initiative. He is also a Distinguished Fellow at the Centre for International Governance Innovation and a Commissioner of the Global Commission for Internet Governance. Paul is the former CEO of ICANN, the global coordination body of the Internet. Paul was CEO of the Australian Government’s National Office for the Information Economy and Deputy at the Australian Trade Commission. He was previously at McKinsey & Co. He is a member of the SAP Artificial Intelligence Ethics Advisory Panel. He holds a Ph D from the University of Cambridge.



## **DENNIS SNOWER**

Professor Dennis J. Snower is Co-Chair of the Global Initiative for Digital Empowerment. He is founder and President of the Global Solutions Initiative; Professor of Macroeconomics and Sustainability at the Hertie School, Berlin; Senior Research Fellow at the Blavatnik School of Government, Oxford; and Non-resident Fellow of Brookings Institution. He is co-lead of this project. He was formerly President of the Kiel Institute for the World Economy and is Research Fellow at the Centre for Economic Policy Research (London), at IZA (Institute for the Future of Work, Bonn), and CESifo (Munich). He holds a BA and MA from New College, Oxford, and an MA and PhD from Princeton University. He has published extensively on employment policy, the design of welfare systems, caring economics and monetary and fiscal policy.

# Our Regional Leads

## AFRICA



### ANNE-RACHEL INNÉ

Anne-Rachel Inné is a 25 years veteran of international telecommunications - Internet/ICTs development and policy. She was until early 2024, the International Telecommunications Union (ITU) Regional Director for Africa. She also served as liaison to the African Union and UNECA. Anne-Rachel Inné was the Executive Director Government Affairs and Public Policy at the American Registry for Internet Numbers (ARIN). Anne-Rachel was part of the team that wrote the Continental Education Strategy for Africa, integrating distance education at all levels (2016) and a founding member of most Internet related organisations in Africa. She worked 12 years at the Internet Corporation for Assigned Names and Numbers (ICANN), helping build outreach to underserved areas and fostering the dissemination of Internationalised domain names (IDNs).

## LATIN AMERICA AND CARRIBEAN



### JULIA POMARES

Julia Pomares is a Guest Professor, Torcuato Di Tella University. Julia was until recently the Chief Advisor to the Governor, Government of the City of Buenos Aires. She is the former Executive Director of CIPPEC, the largest think tank in Argentina, and Co-Chair of the Argentine 2018 T20. She has a Ph.D. in Political Science and a Master's in Comparative Politics and Research Methods from the London School of Economics and Political Science. As a specialist in governance reforms, she collaborated with international organizations and think tanks, among them the Overseas Development Institute (ODI), the Woodrow Wilson International Center for Scholars, UNICEF and the Organization of American States (OAS). Pomares has also served as a policy adviser in the United Kingdom and oversaw the monitoring and evaluation of the electoral decentralization in Guatemala. In the City of Buenos Aires, she supervised and evaluated the implementation of the first electronic voting pilot. Her work has been published in journals like Electoral Studies, Political Science Research and Journal of Information Technology & Politics.

# **The GIDE Community is addressing three key areas:**

**Promoting humane markets to empowering users as real consumers and citizens and countering the negative impacts of surveillance capitalism.** The misalignment between digital consumers and those who collect and monetize their data has led to a wide variety of serious problems. Over three years, GIDE members have developed an economic analysis and concrete proposals that aim to shift digital economy policies away from massive surveillance and data aggregation, towards a regime that empowers all users as citizens and market participants with the power and the access to skills to approve who access their data and on what terms.

**Developing a new narrative for Internet Governance.** Recently, some actors have promoted a critique of the original narrative of the multistakeholder model of Internet governance as being one which just serves the interests of Silicon Valley. Members of GIDE are working on a new bottom-up narrative which reinforces how the Internet technical coordination benefits average people in developing economies.

**Exploring the impact of AI on democracy in the Global South and the future of citizens' digital rights.** Led by its Latin American and African members, GIDE is commencing a process to consider how Artificial Intelligence impacts democracy and governance in the Global South. It is also exploring how the needs of citizens should be best expressed in countries which have rights-based constitutions, particularly in Latin America

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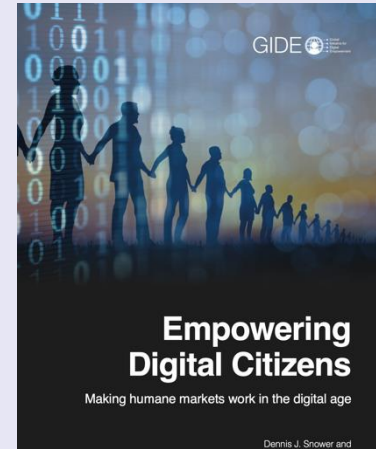
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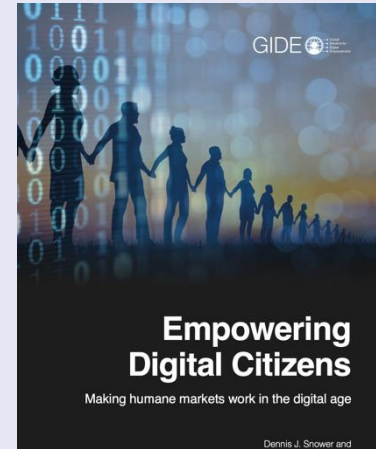
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- July 2024: Advocacy to EU stakeholders, Request to collaborate from DG CNECT and DG Justice



# Consumers need power under the rule of law

“If TikTok is banned, here’s what I propose each and every one of you do: Say to your LLM the following: “Make me a copy of TikTok, steal all the users, steal all the music, put my preferences in it, produce this program in the next 30 seconds, release it, and in one hour, if it’s not viral, do something different along the same lines.” ...

“So, in the example that I gave of the TikTok competitor — and by the way, I was not arguing that you should illegally steal everybody’s music — what you would do if you’re a Silicon Valley entrepreneur, which hopefully all of you will be, is if it took off, then you’d hire a whole bunch of lawyers to go clean the mess up, right? But if nobody uses your product, it doesn’t matter that you stole all the content. And do not quote me.”

”But you see my point. In other words, Silicon Valley will run these tests and clean up the mess. And that’s typically how those things are done.”

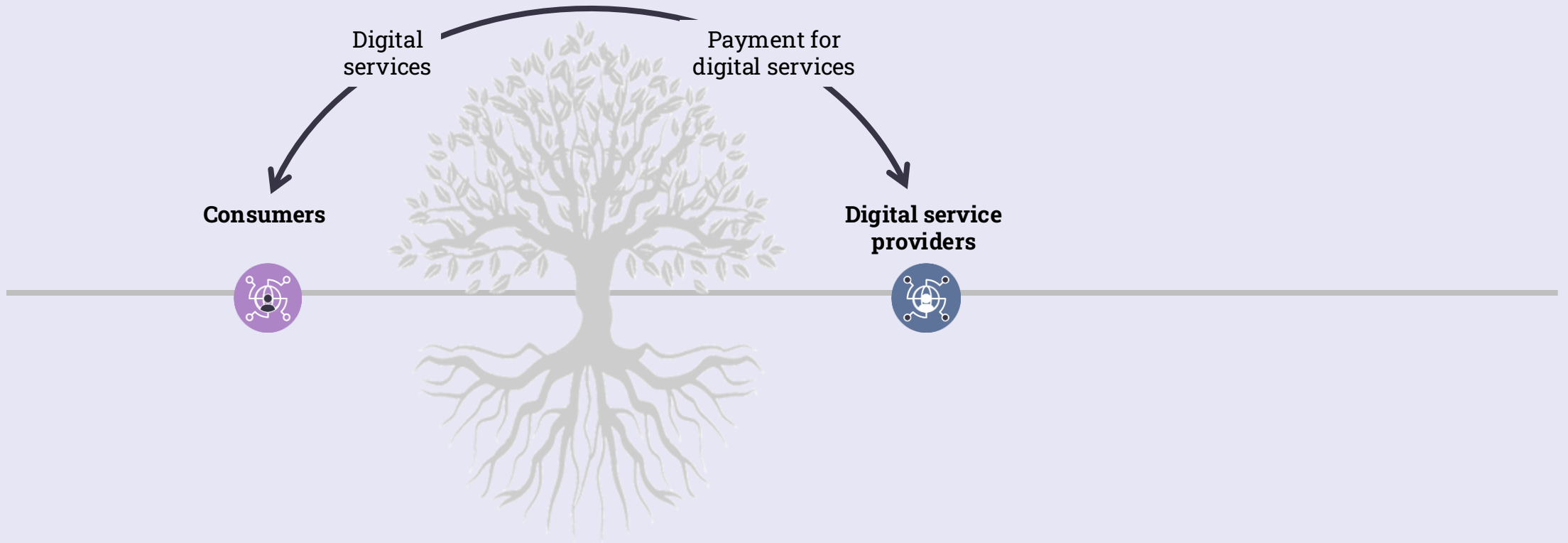


Eric Schmidt. Photo By Lukas Schulze/Sportsfile for Collision via Getty Images

***Eric Schmidt to the Stanford Engineering Class August 2024***

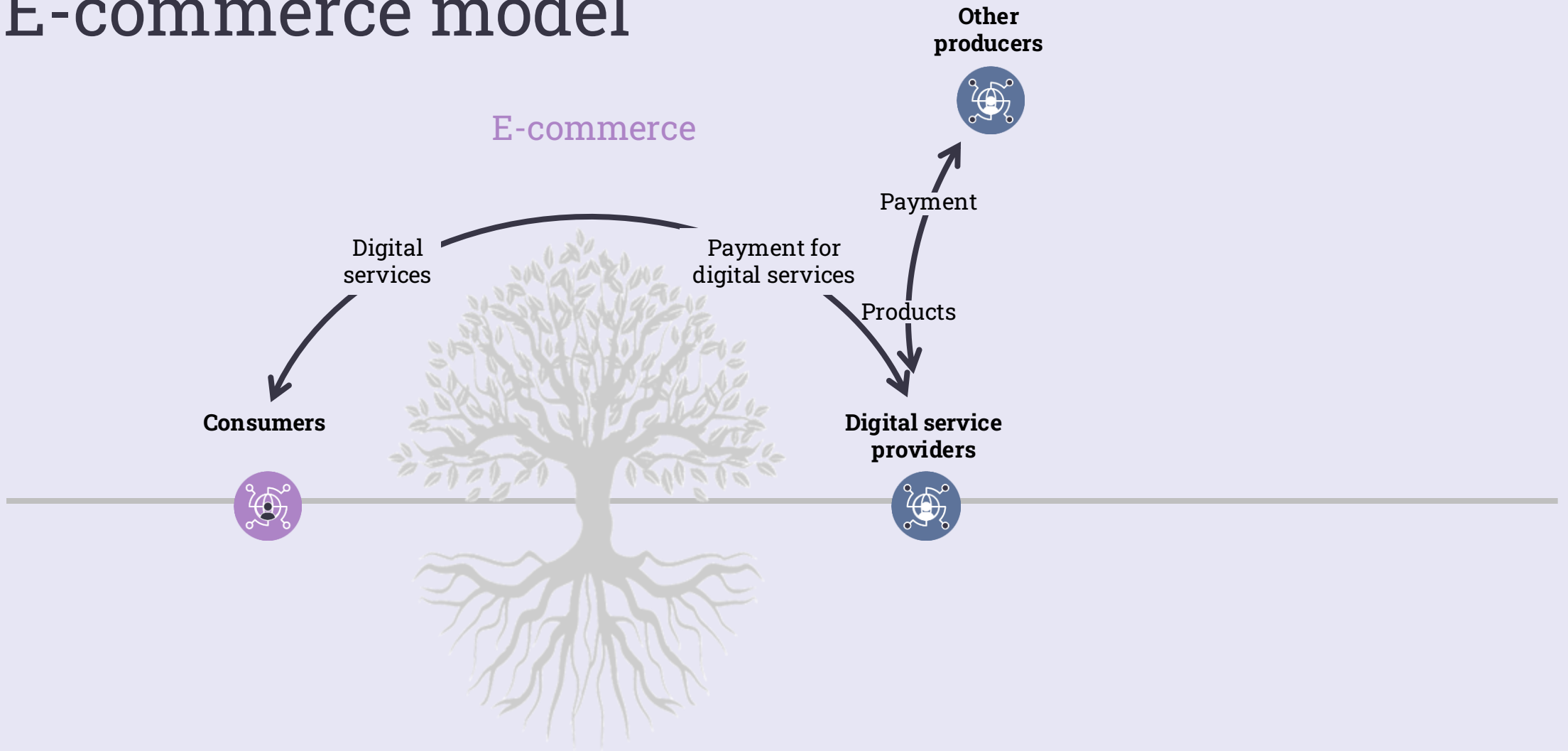
# 3. Step by step review of IDEA analysis and proposals

# Digital trade model

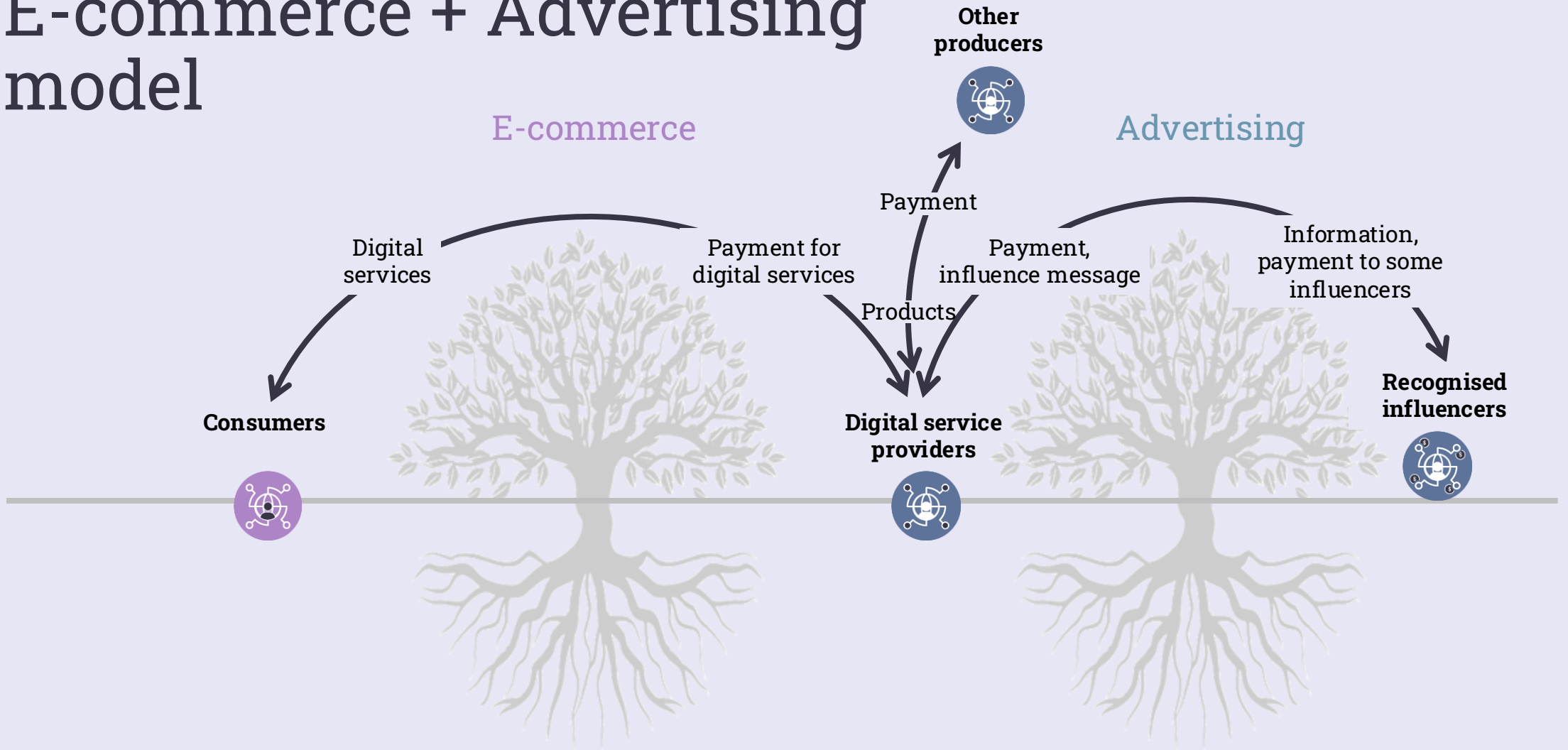




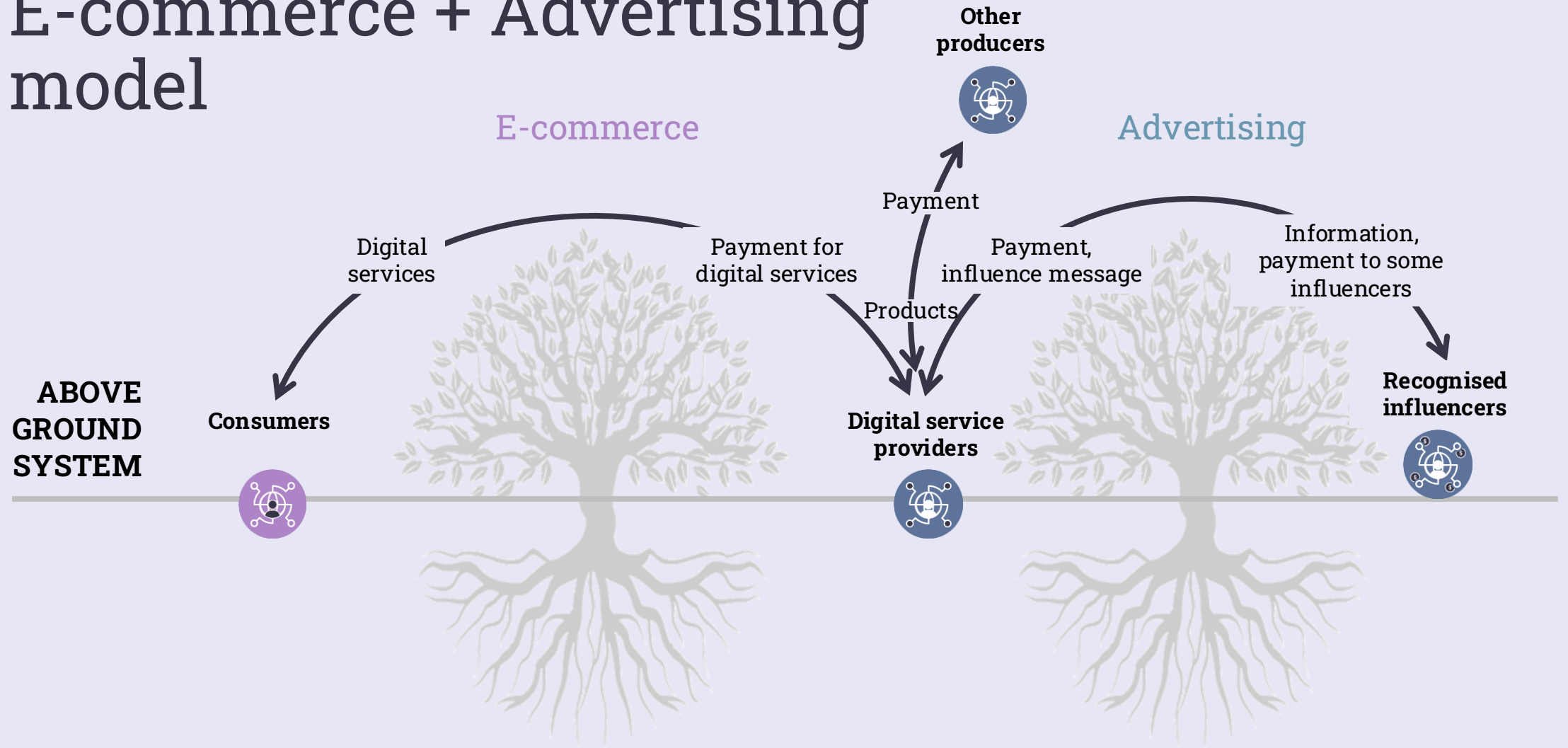
# E-commerce model



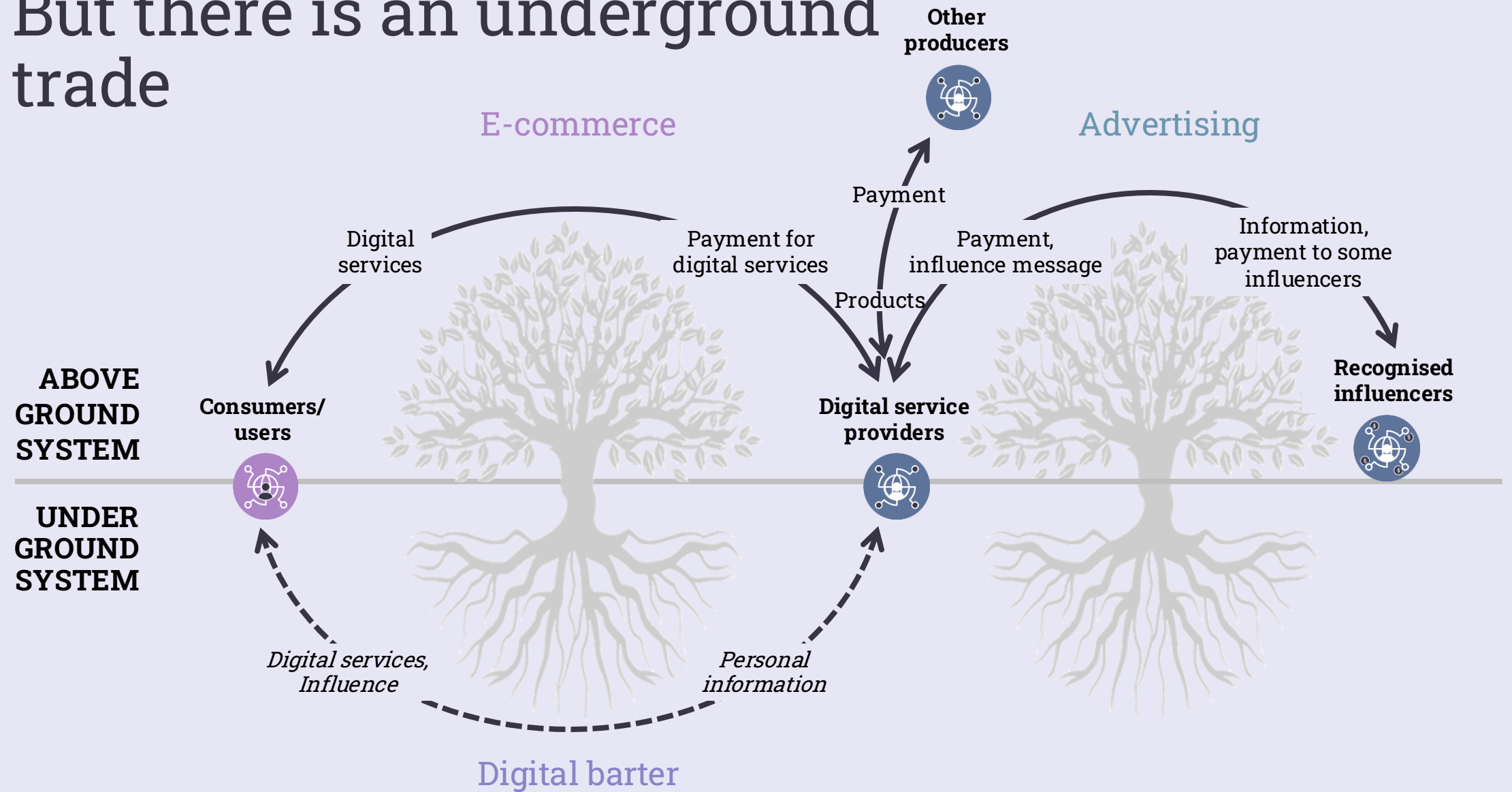
# E-commerce + Advertising model



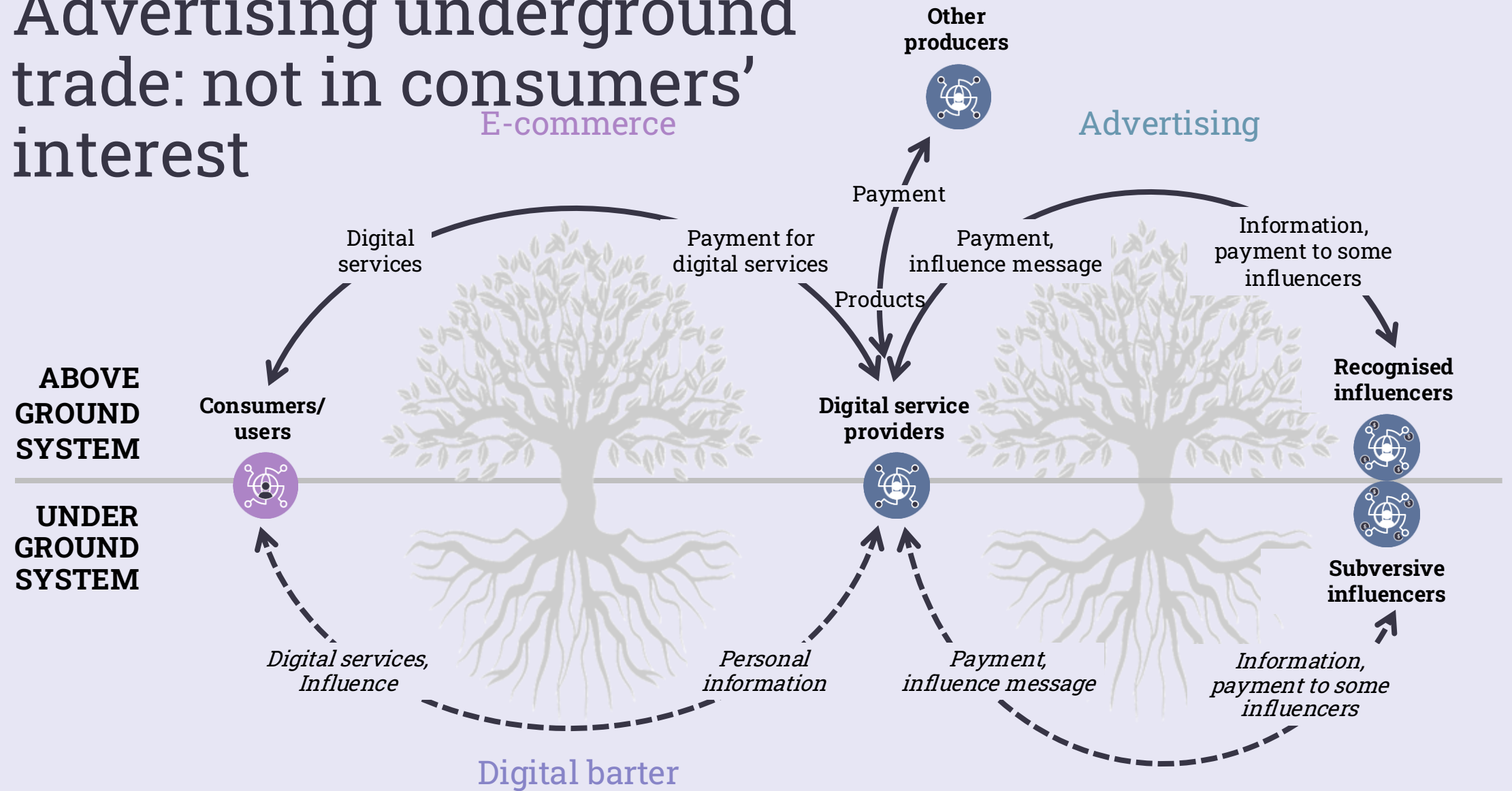
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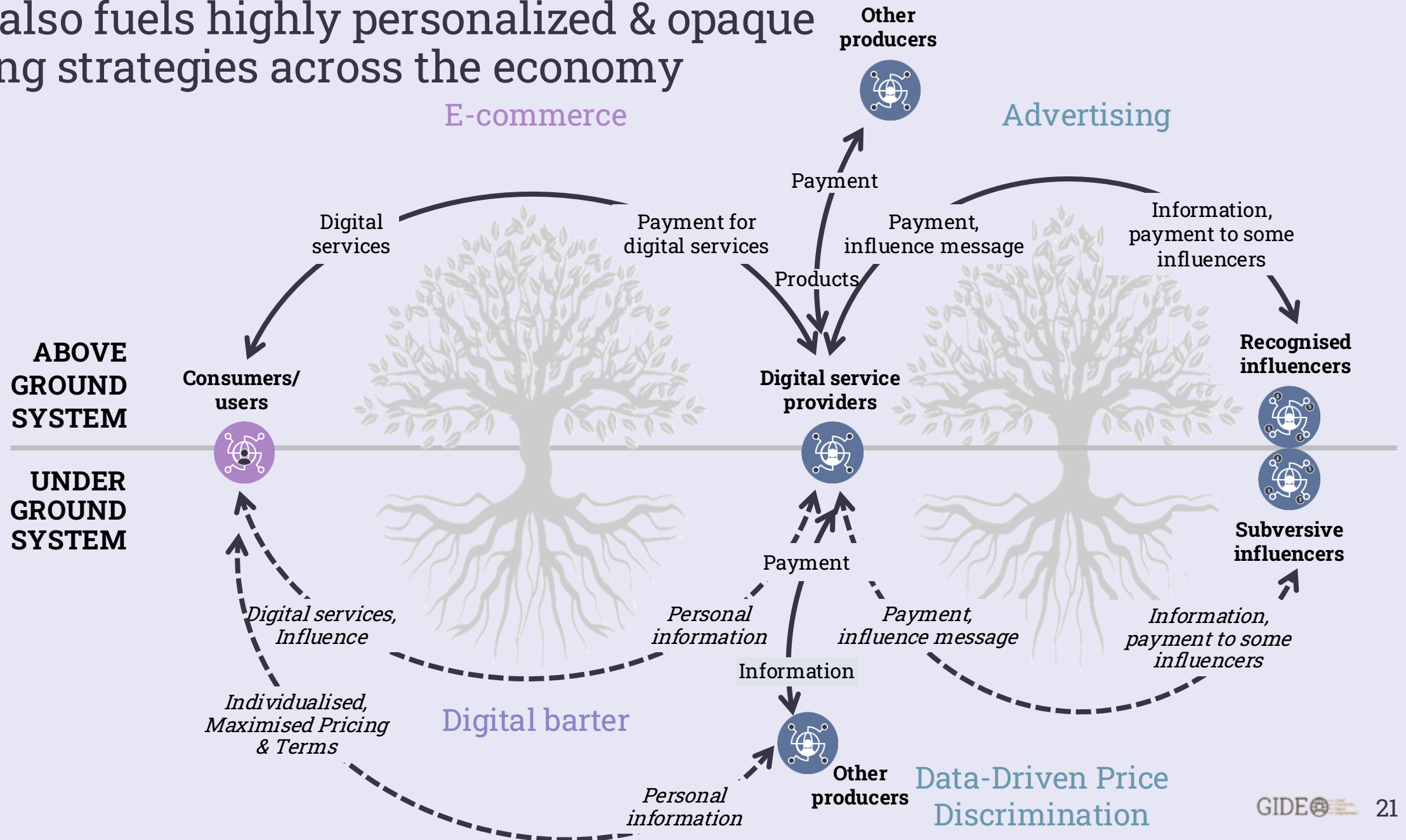
# But there is an underground trade



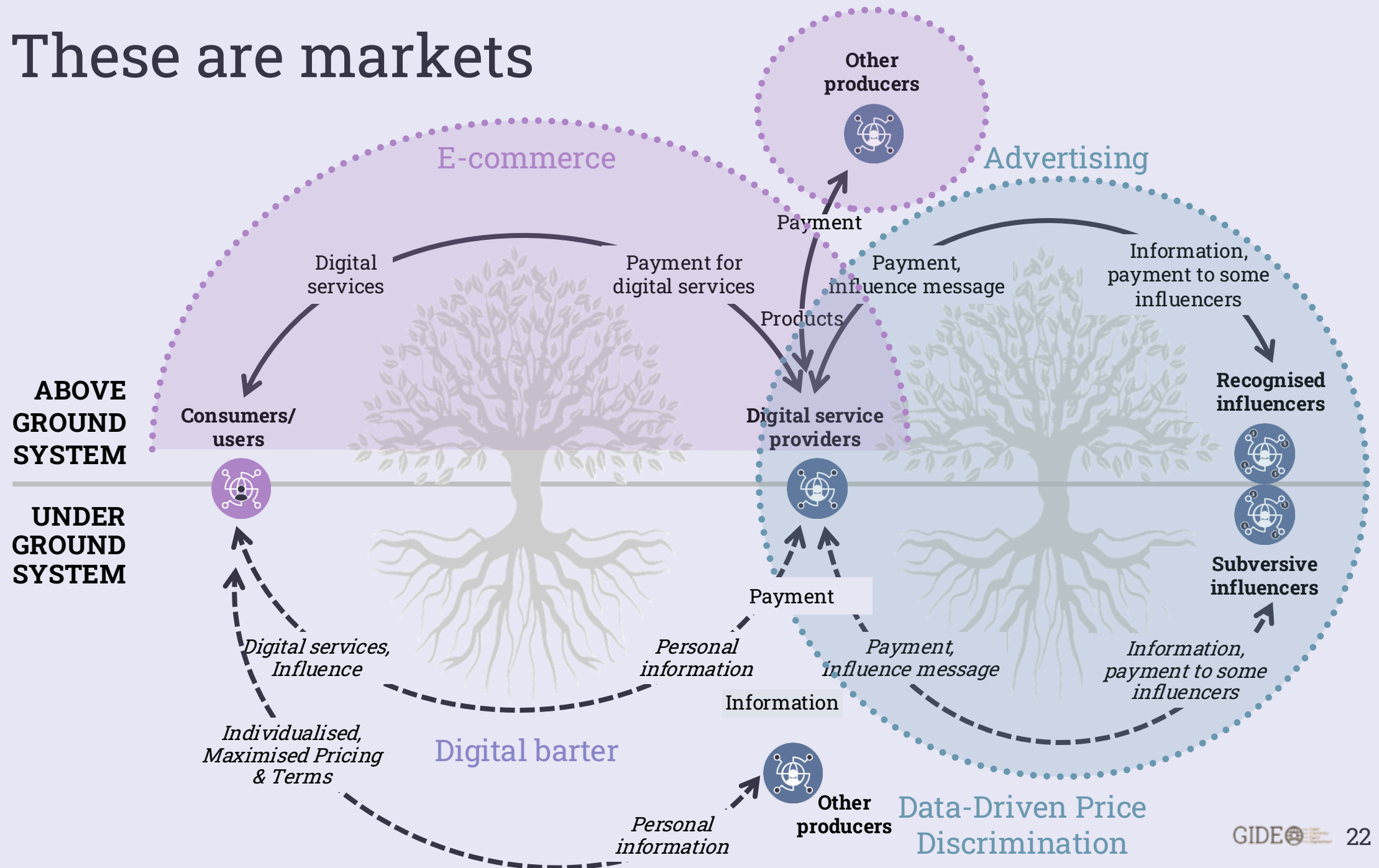
# Advertising underground trade: not in consumers' interest



# The non-transparent harvesting of personal data also fuels highly personalized & opaque pricing strategies across the economy



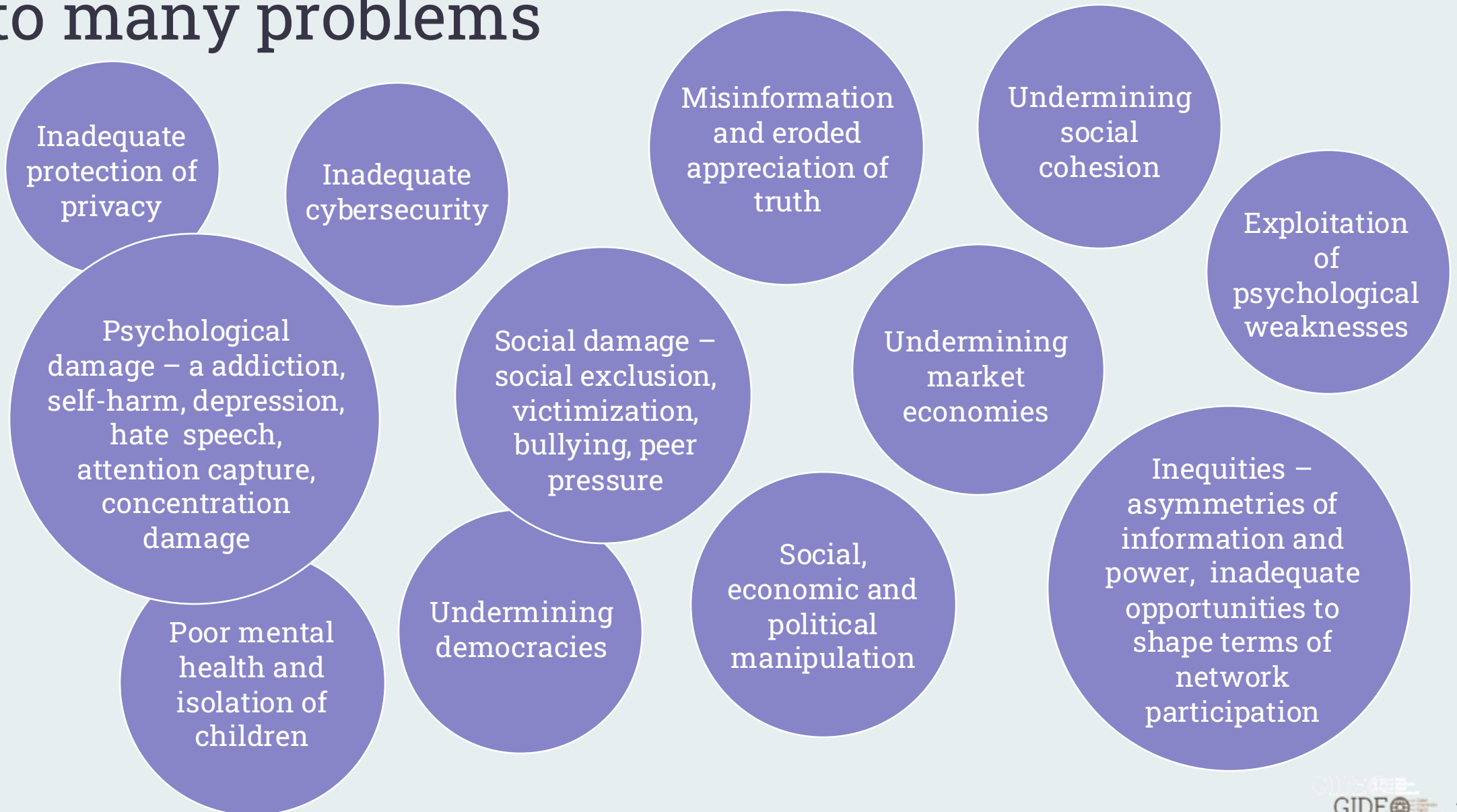
# These are markets





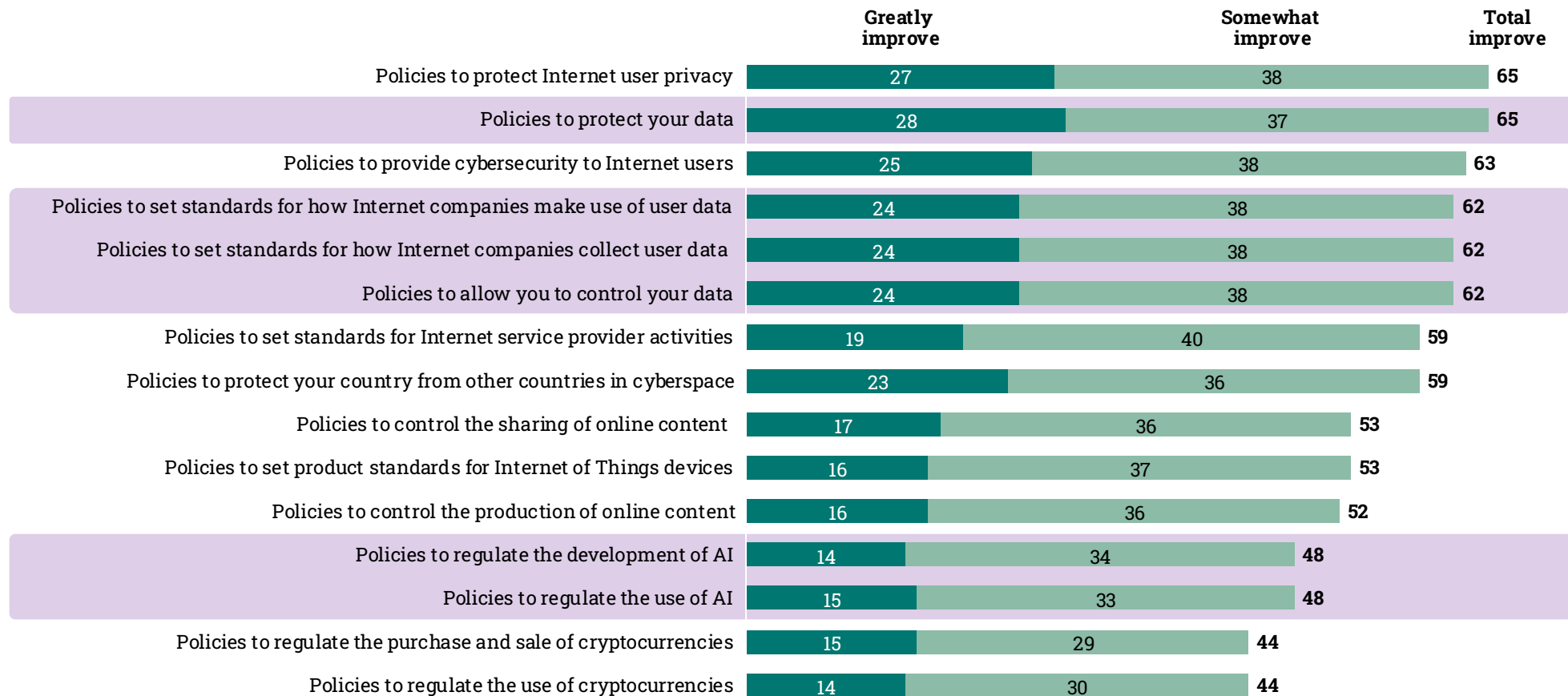


# Misalignment of market incentives contributes to many problems



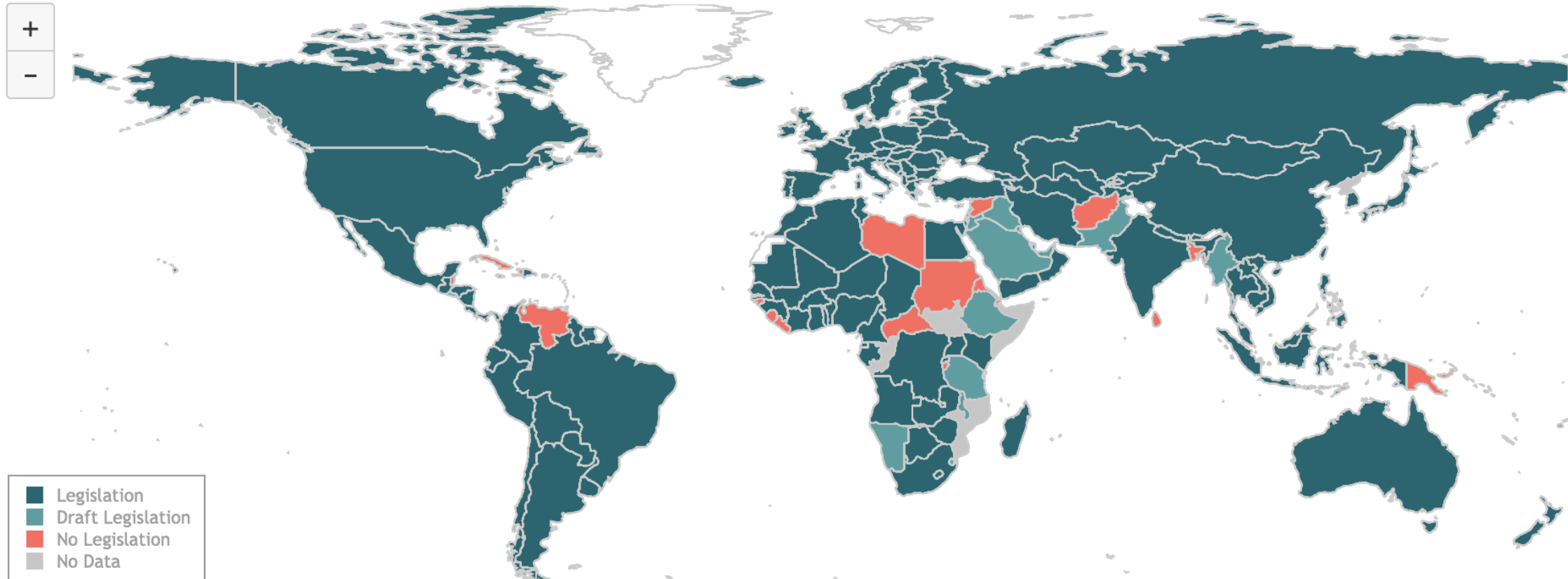
# Without a market voice, a majority of consumers in a longitudinal survey of 20 countries agree new government policies are required to improve internet trust.

How much do you agree or disagree with the following statements



But such demands drive sovereign risk: e.g. 137 countries have put in place 242 laws for the protection of data and privacy.

Data Protection and Privacy Legislation Worldwide



# The way forward

Ensure consumers' control over their verified personal data and who has access to it

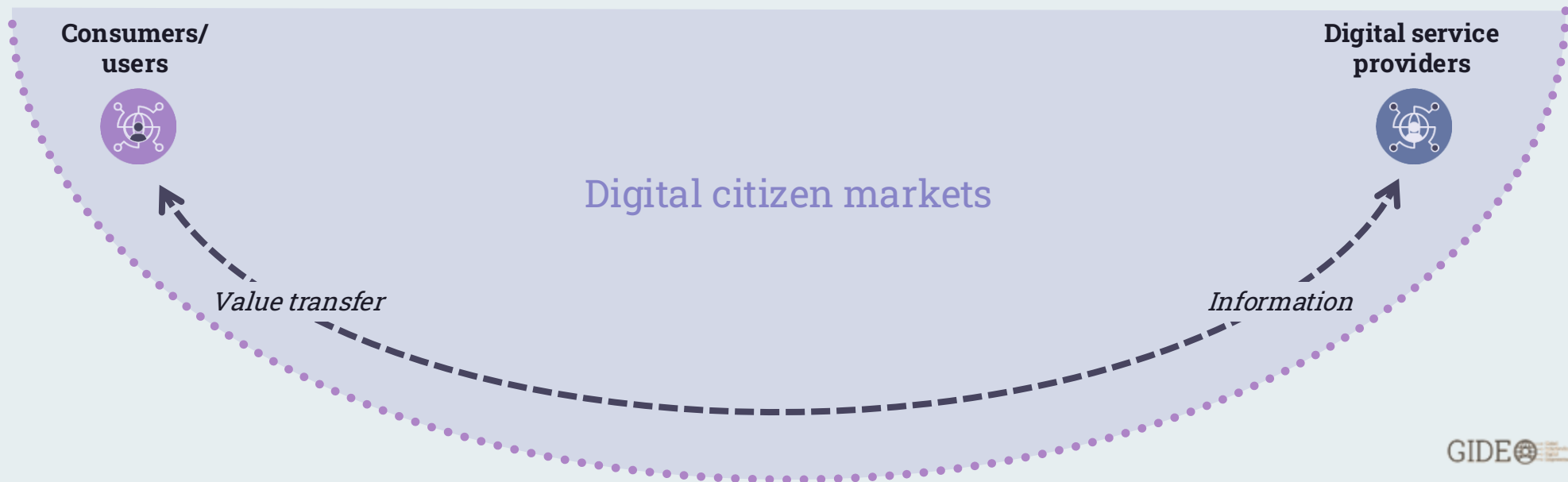
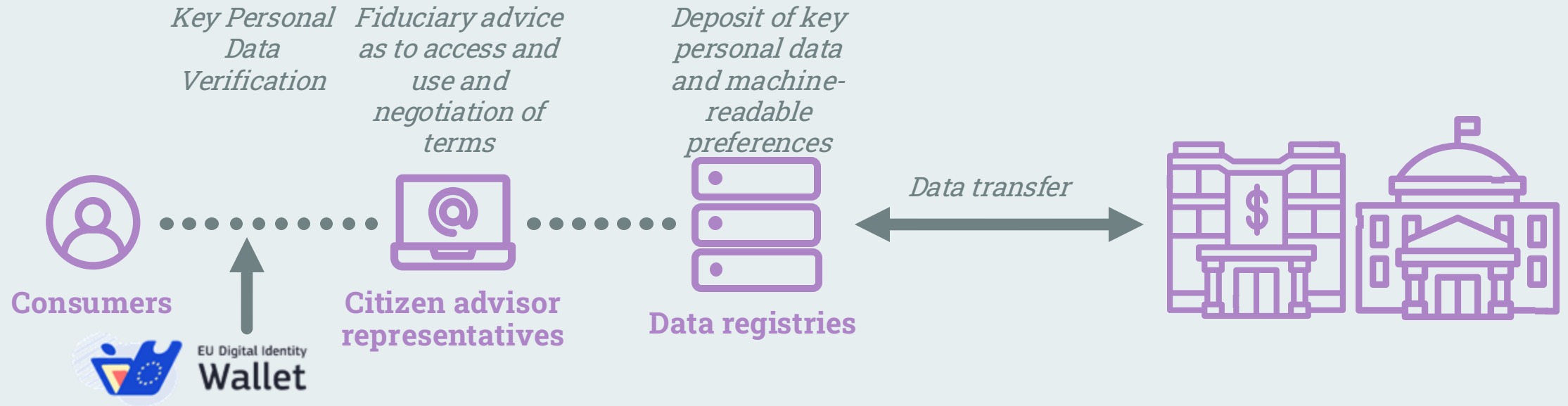
Enable citizens to negotiate the terms under which their personal data is processed

Provide effective rights of association and representation for citizens to ensure that skilled professionals can advise groups of citizens, and negotiate on their behalf

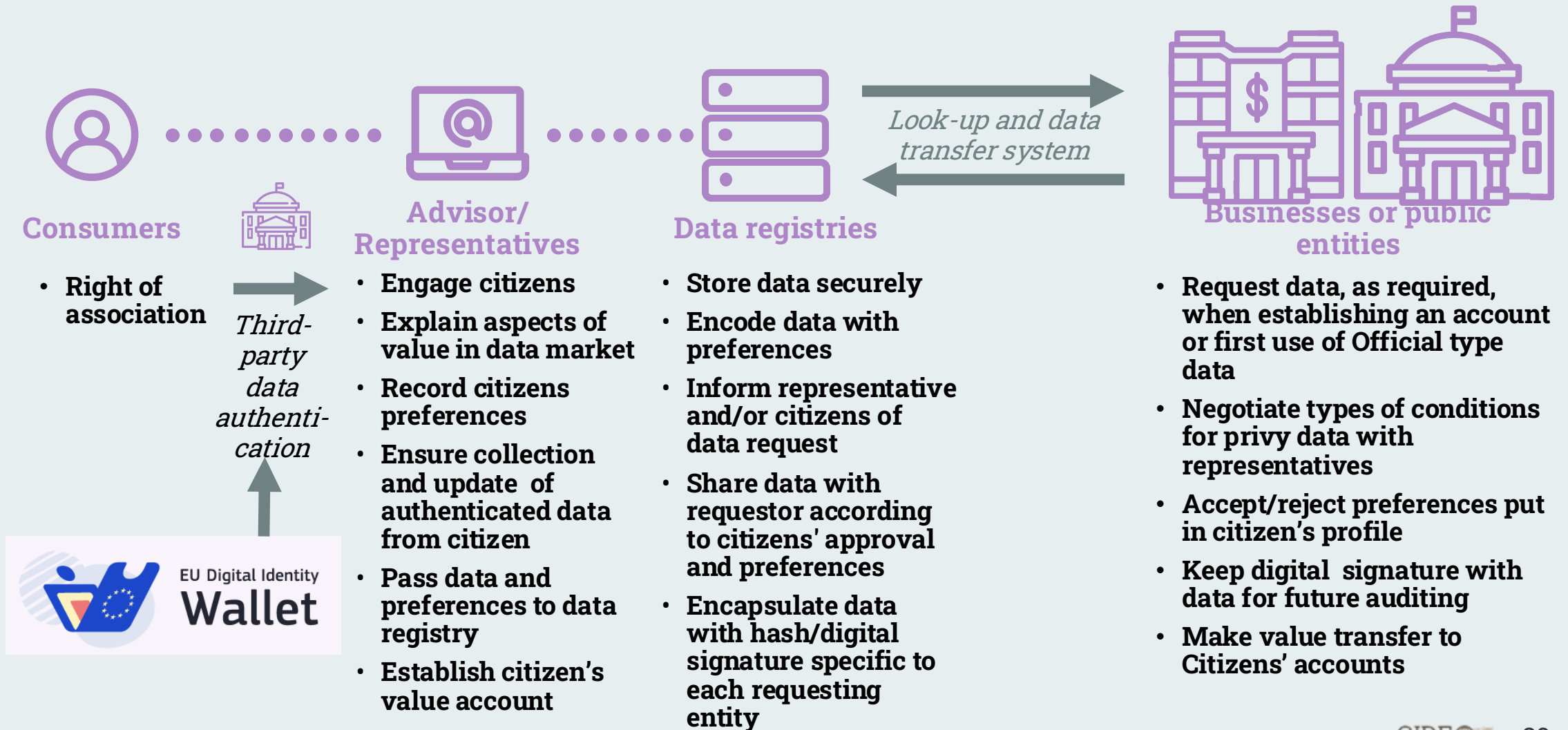
Protect vulnerable citizens by imposing fiduciary obligations on the use of inferred data

Establish market structure and incentives to achieve effective and accountable Data Commons

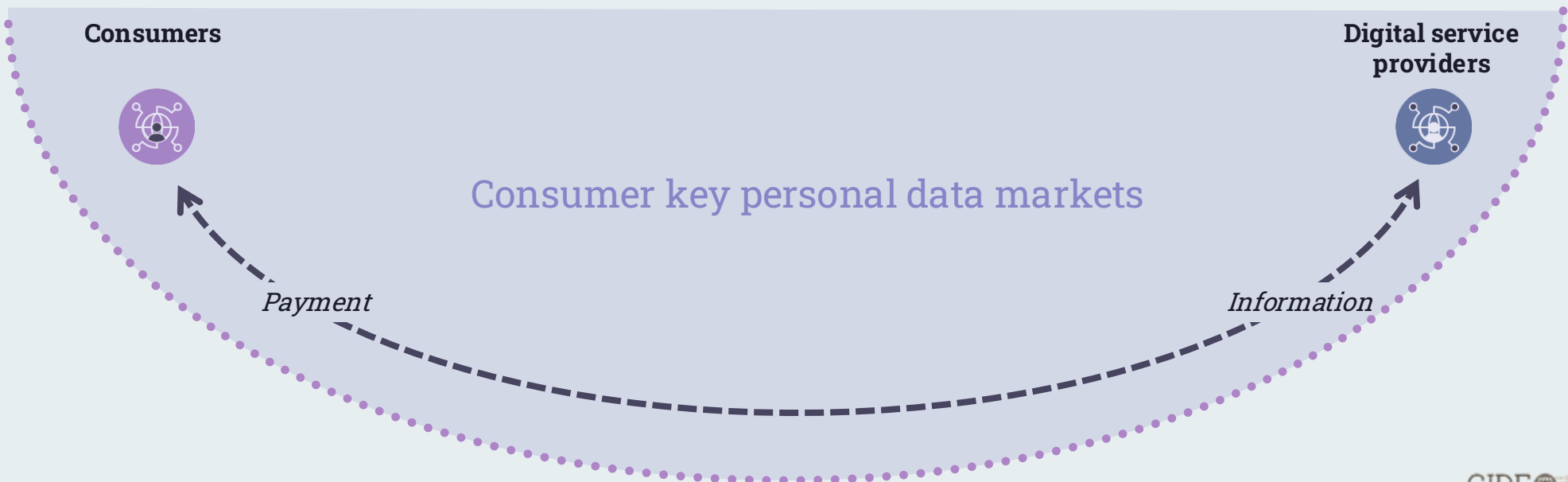
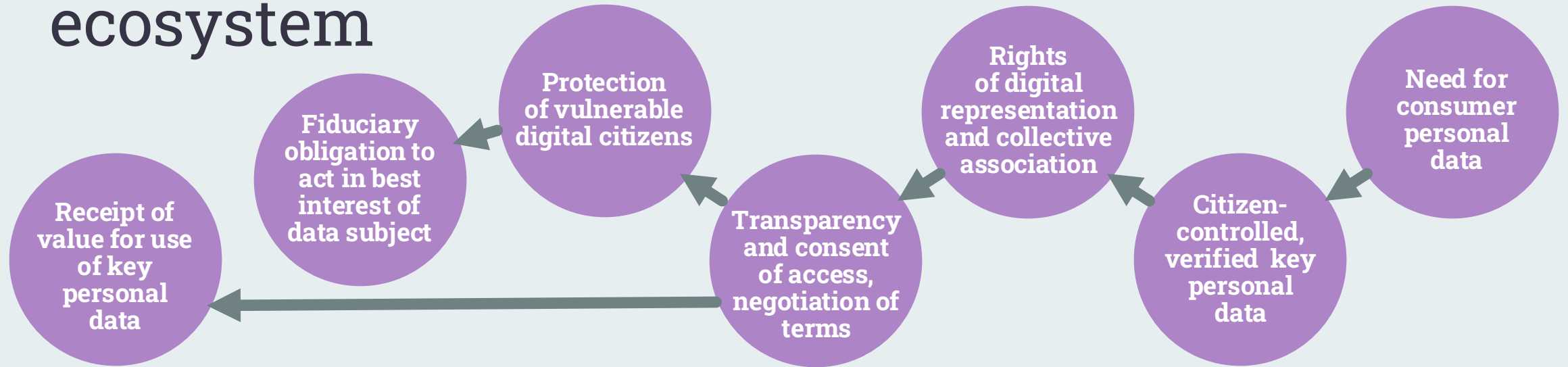
# IDEA digital eco-system



# Proposed eco-system



# Features of the personal digital information ecosystem



# Multiple technologies exist to support proposed data flow

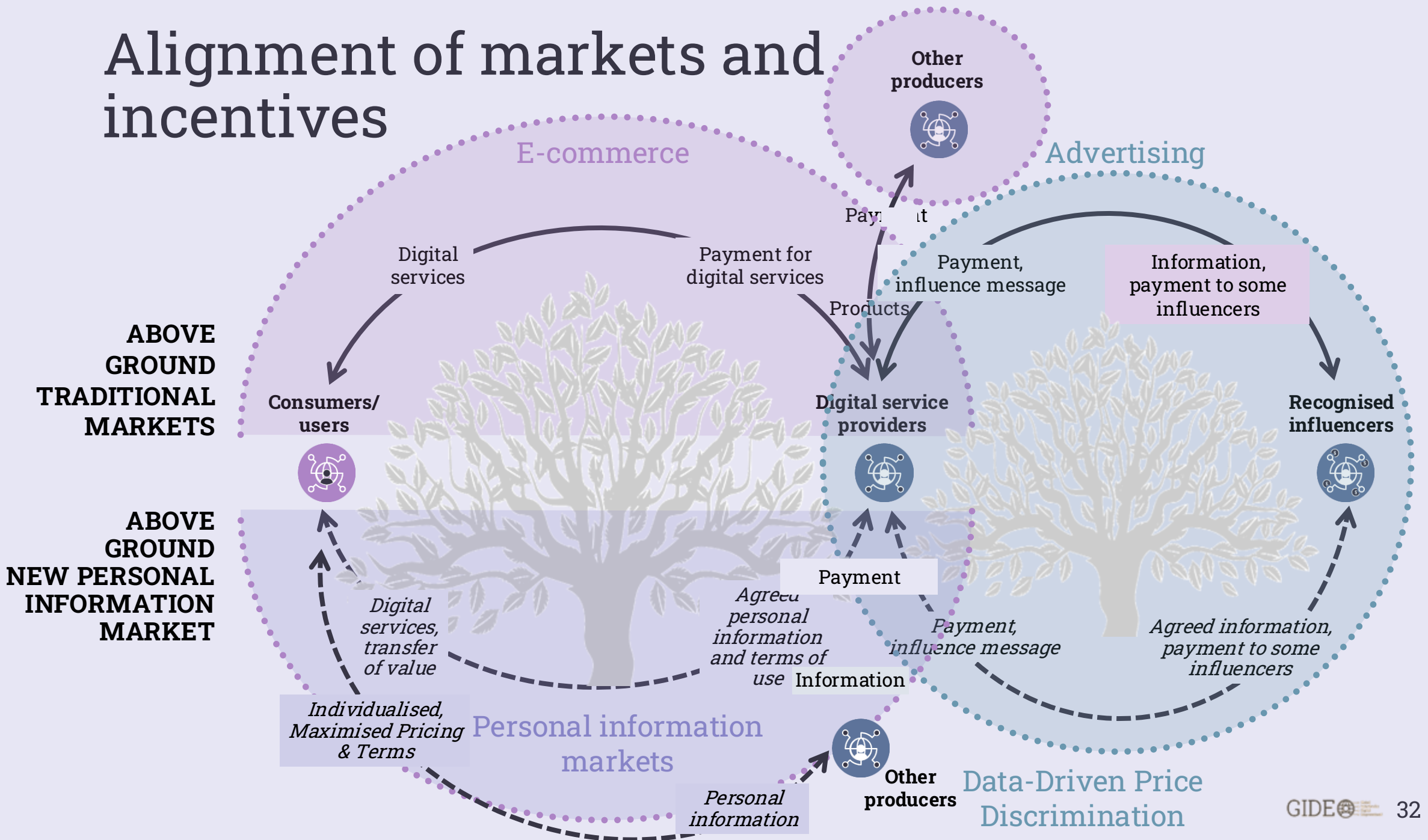
Initiatives	Examples	Jurisdictions
High Speed database/resolution	DNS, PCCI	Global
Hybrid block chain data storage	Seal, IPFS	Global
Personal ID wallets interacting with Data Exchanges	European eIDAS, EUDI, ITSME, Open Wallet Foundation	EU & growing global alignment including Japan/Australia
Personal Info Vaults interacting with Data Exchanges, PIMS, PDS	Flemish Data Pods using SOLID, KBC Digital Vault, IZIMI	EU & Global
Self Sovereign Identity movement,	Now maturing with global standards and interoperable ecosystems from; W3C, OpenID Foundation, IDunion consortium, Department of Homeland Security	Global including EU & USA
Trust Platforms & Directories aligned to Open Banking	GAIN, Radium, ConnectID, SelectID	Global including UK, Brazil, Australia, Japan.

## Result

**Policy makers do not need to pick a technology to implement these policies. They can either encourage an industry standard development or promote technological competition (providing there is full interoperability)**



# Alignment of markets and incentives



# 4. Beneficiaries of the IDEA proposals

- Economy as whole,
- Consumers,
- Enterprises,
- Start-ups and small and medium-sized businesses,
- Data commons/public benefit data analysts,
- New participants in the expert advice/representation function, which could include:
  - Telcos
  - Regional banks
  - Co-operatives
  - Professional associations
  - Accounting and legal firms
  - Industry associations
  - Banking, Insurance and financial service fiduciaries
  - Unions
  - Civil society organisations
  - Collection agencies
  - Domain name registrar
  - Regulated agents with existing fiduciary duty (e.g. health entities).
  - Industry-based independent advisory agents (e.g. auto and mobility)
  - Existing or start-up companies focused on data management and protection.
- Data centres and registries, and even
- Digital service providers.

Thank you.

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