



The OECD Guidelines for Multinational Enterprises in the Age of Digitalisation

NL NCP Webinar Business Responsibilities in the Virtual Economy
14 December 2020

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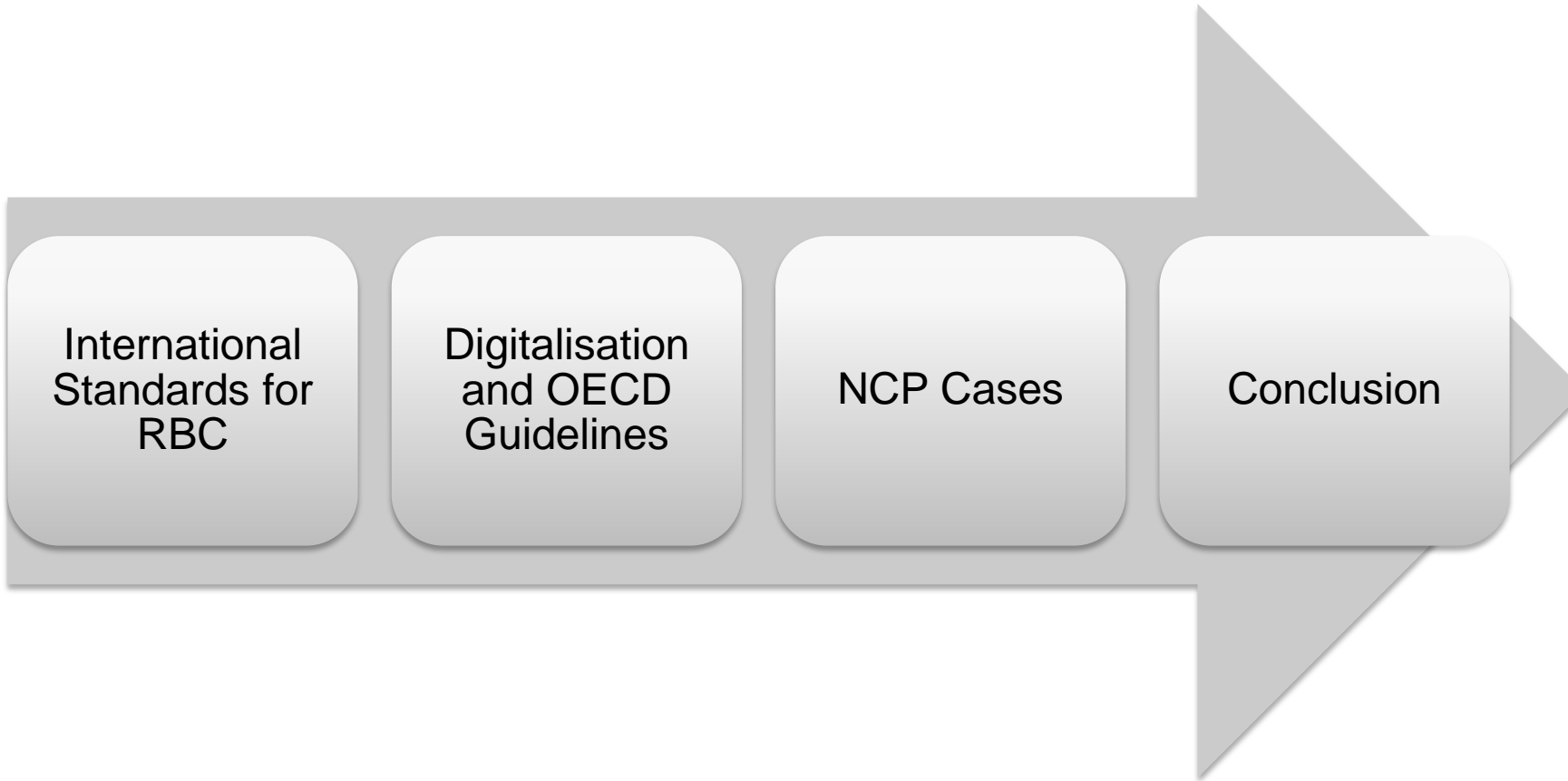


University of
Zurich ^{UZH}





Overview

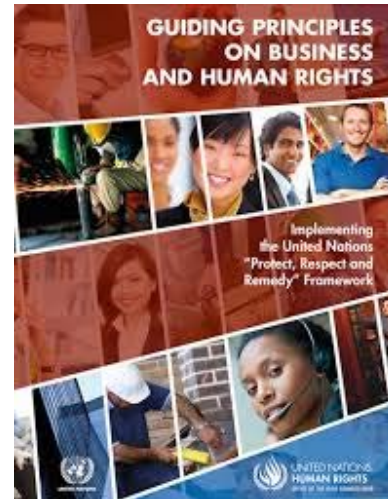
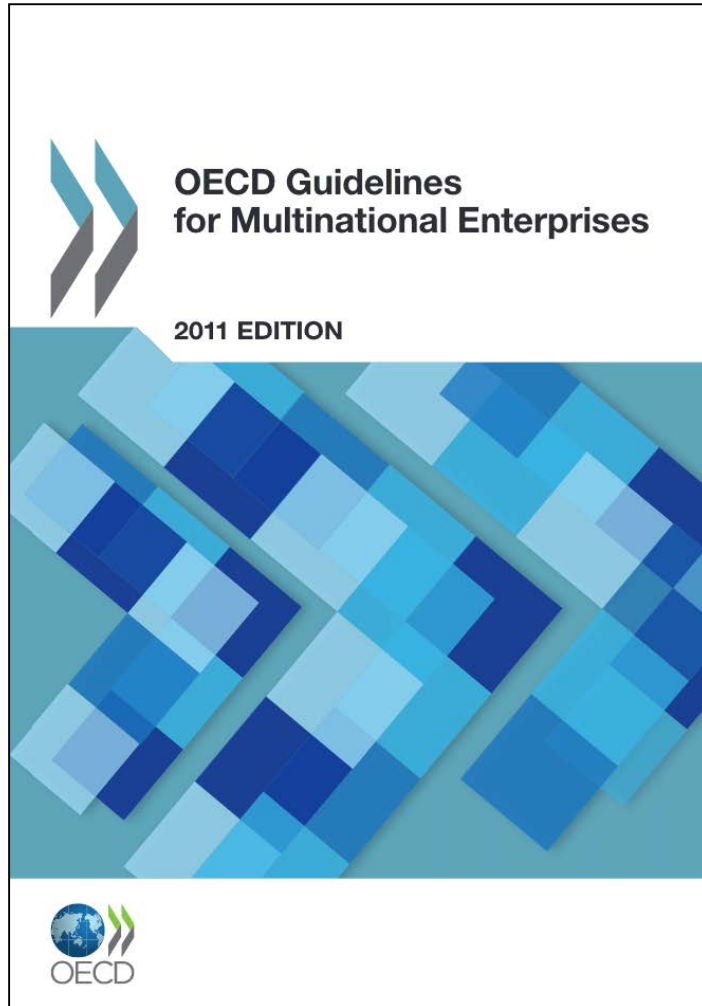




International Standards for RBC



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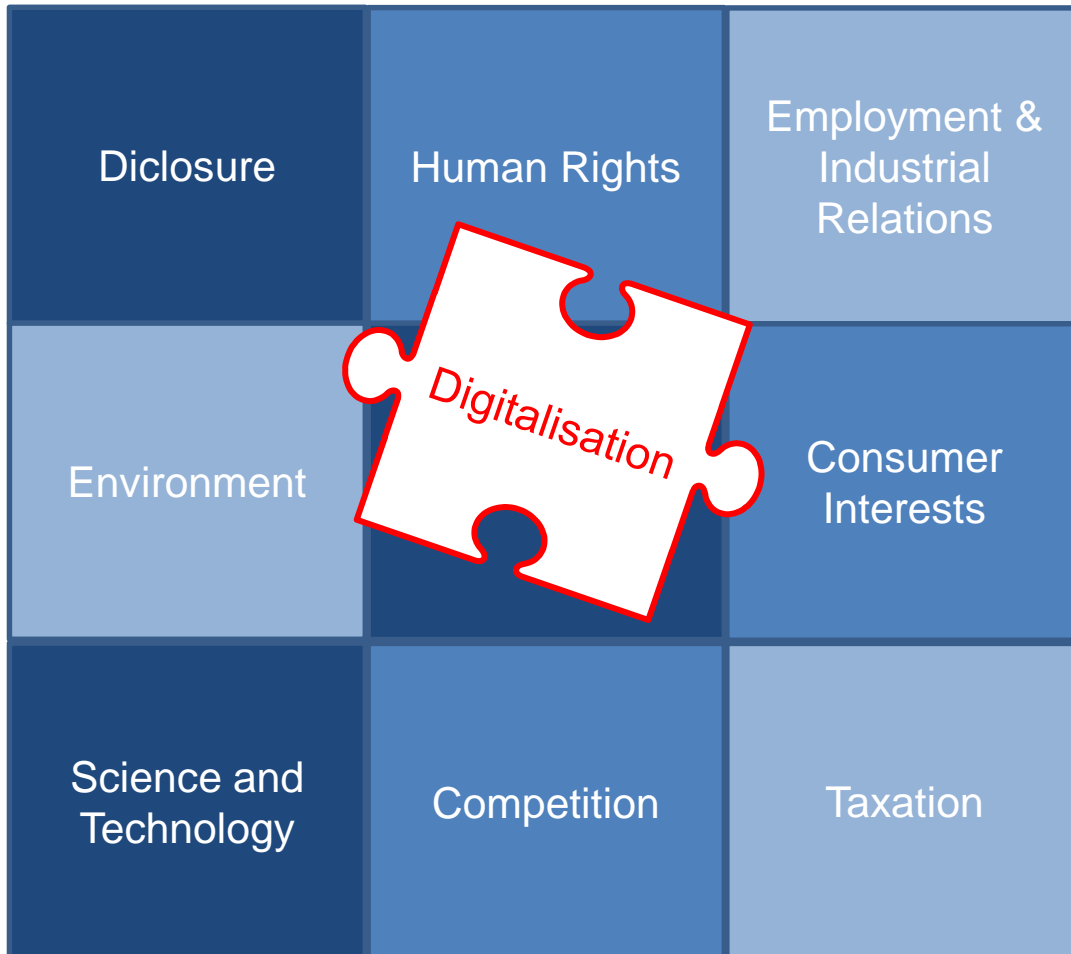
UN Guiding Principles (UNGPs), 2011



ILO Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy, 2017



OECD Guidelines for MNEs



Digitalisation is not mentioned, however:

- ⇒ Touches upon **all** areas of interaction between the firm and society;
- ⇒ **Due diligence** for the entire supply chain;
- ⇒ Guidelines are **technology-neutral**;
- ⇒ Mandate of the **NCPs** extends also to the **digital context**.



Digitalisation and the OECD Guidelines



Digitalisation: Themes for RBC



Notion and models of business

- Online platforms
- Service providers, social media
- Competition, taxation



New forms and models of work

- Automation, artificial intelligence
- Digital platforms, crowdworkers, monitoring
- Access to knowledge



Supply chains: production and distribution

- Automation
- Artificial intelligence; DLT (Blockchain)
- E-Commerce

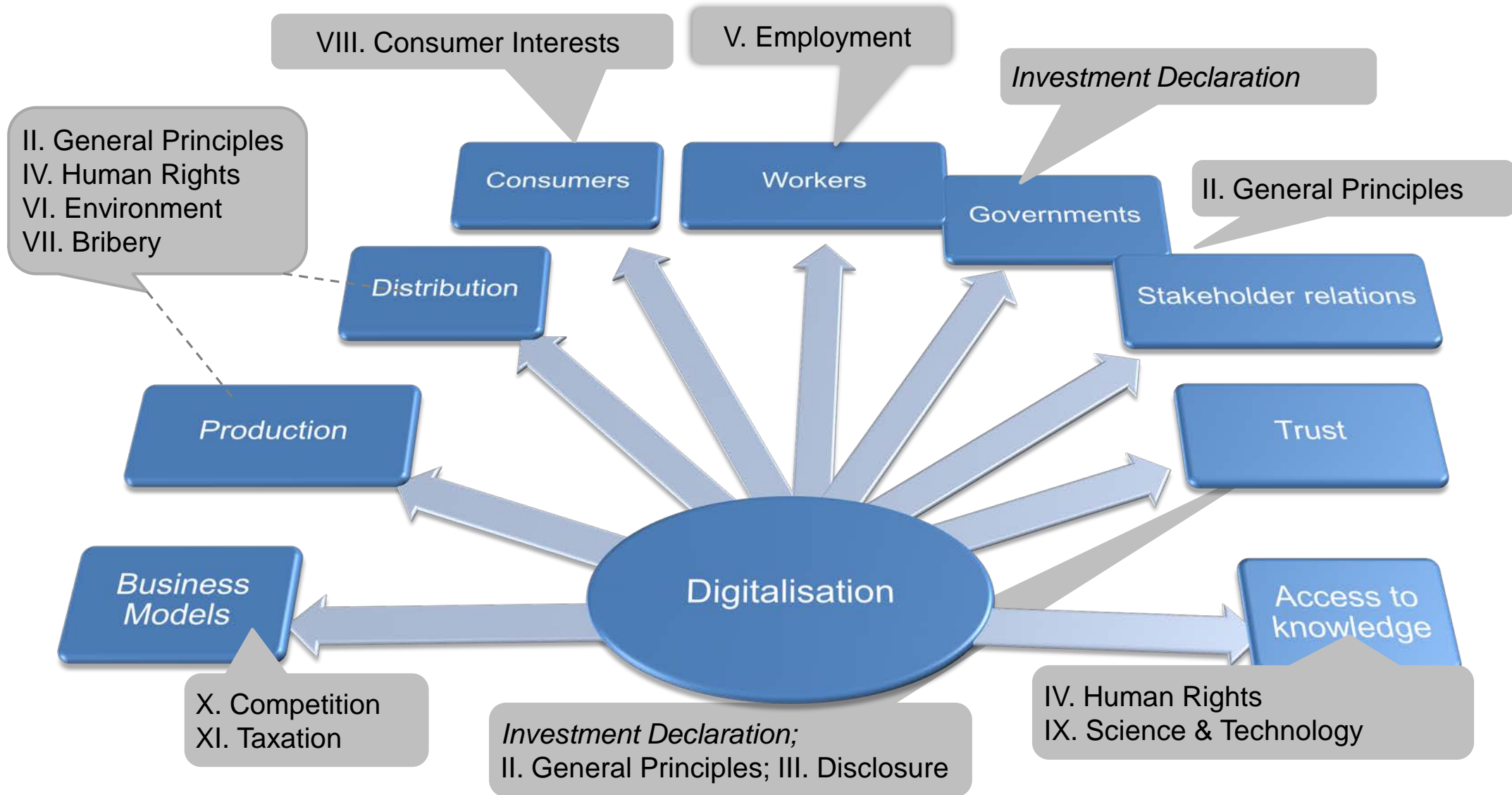


Relations between business and society

- Interactions with stakeholders
- Access to information, transparency and disclosure
- Trust



Interfaces OECD Guidelines – Digitalisation





NCP Cases



NCP- cases related to the use of digital technologies

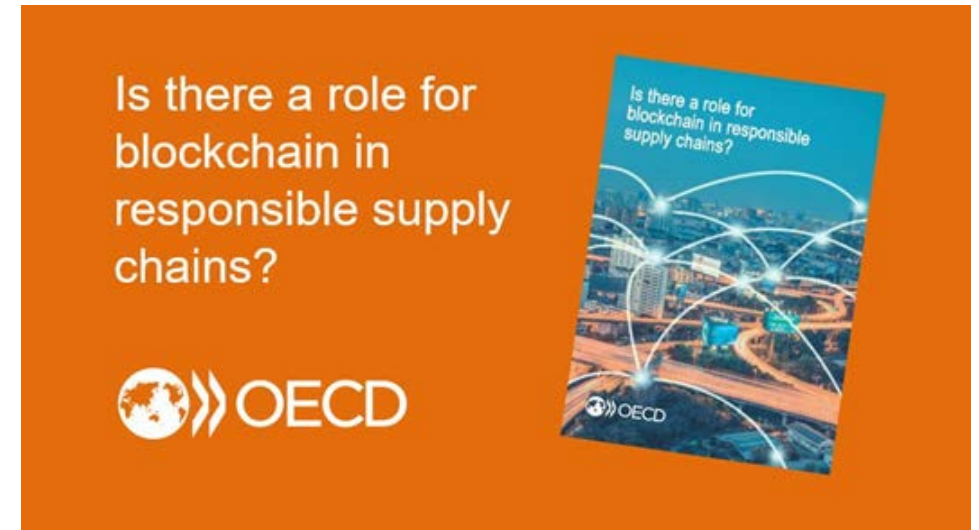
- Online platforms under the Guidelines
 - E-commerce ([Grupa OLX Sp. z o.o.](#))
 - Airbnb? ([Airbnb in France](#))
- Due Diligence
 - Products sold on online platforms ([Grupa OLX Sp. z o.o.](#))
 - Surveillance technology ([Trovicor GmbH](#))
 - Sales of surveillance software ([Gamma](#) International UK)
 - Protection of personal data ([Mercer PR](#))
 - Taxation of online platforms ([Airbnb in France](#))





Implementing the OECD Guidelines with digital technologies

- Analysis of Supply Chains using Blockchain
 - Traceability
 - Certification programs
- Risk management
 - Automated collection of data
 - AI based analysis; Machine Learning
- Grievance mechanism and mediation
 - Use of digital technologies
 - Online Platforms
- etc.



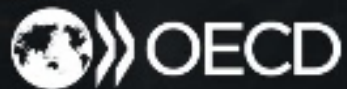


New publication

AVAILABLE NOW

Digitalisation and Responsible Business Conduct

Stocktaking of policies & initiatives





Conclusion and Outlook



Conclusion and outlook: Role of the OECD Guidelines

Current state

- Technology neutral
 - Applicable to digital and analogue world
 - Mandate of NCPs applies to digital context
- Many interfaces of the OECD Guidelines with digitalisation

Issues for future consideration

- Surveillance technologies
- Role and responsibilities of online platforms
- Application of digital technologies for implementing the OECD Guidelines
- and many more...



Thank you – more on:

<http://mneguidelines.oecd.org/>

