



ILERA AFRICA

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A Labour Law Perspective on Lacking Obligations of Businesses in a Neoliberal Free Market Economy

Beryl ter Haar

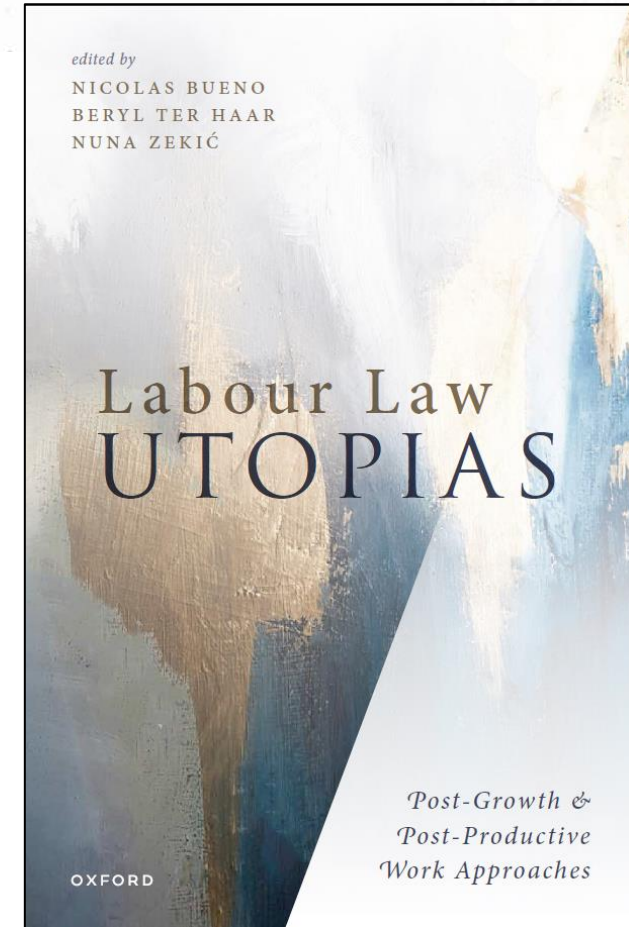


Agenda

1. Background why this research
2. Research question
3. Methodology and disclaimers
4. Wellbeing paradigm + new work narrative
5. New purpose for businesses
6. New interpretation on the freedom to run a business
7. Conclusions

1. Background of the research

- Transitions and polycrisis
- Calls for change
- Change = dystopia → conservatism = no change
- Utopia?



2. Research question

How to (better) balance the freedom to run a business and the protection of the interests and wellbeing of workers?

Presumption: a reinterpretation of the freedom to run a business will contribute to solving some of the current mammoth changes and poly-crisis issues.

3. Methodology and disclaimers

1. Forward looking approach

- Wellbeing economy/paradigm
- New narratives for corporations and workers

2. Theoretical ideas

- Collier, *The Future of Capitalism. Facing New Anxieties*
- ILO's Global Commission on the Future of Work

3. Two case studies

- Work in global production chains as feature of globalisation
- Platform work as disruptive phenomenon of digitalisation

3. Methodology and **disclaimers**

1. Presumption there will be a paradigm shift

- No guarantee
- Many varieties
- Gives impression of the scope of possible change
- Think outside and beyond existing institutions
- Creates “dot” on the horizon that can be used to set paths of transition



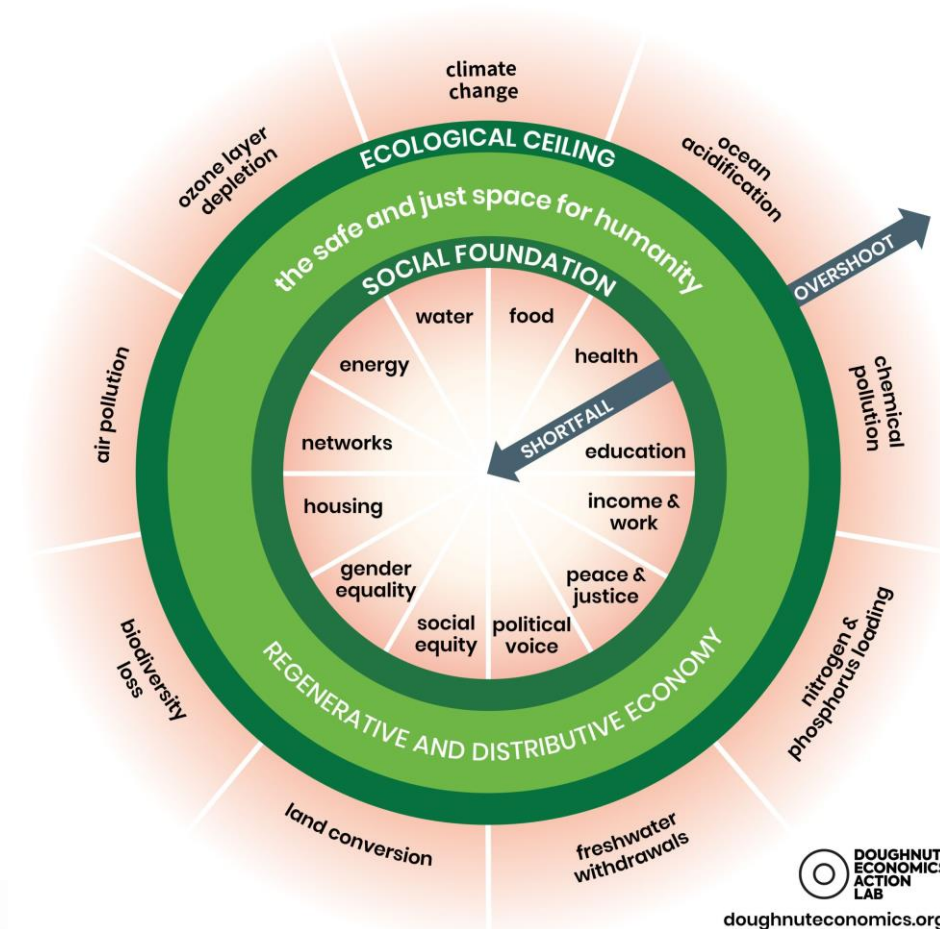
2. No clear cut solutions

- Explorative
- Food for thought
- Part of a series of papers on various topics



4. Wellbeing paradigm and new work narrative

- 1) people and planet centred instead of profit-making centred;
- 2) intense and direct forms of participation and cooperation;
- 3) public and private collaborations;
- 4) embedded economy in society and the living world embracing complexity;
- 5) pragmatic values, purpose and goals, rather than ideology; and
- 6) degrowth and post productive work approaches.



4. Wellbeing paradigm and **new work narrative**

1. Work will be driven by the needs of society
2. Work will be about the wellbeing of the individual
3. External and intrinsic motivations related to feelings such as belonging, appreciation, safety, and flourishing
4. Different appreciation of human activities, mostly the currently non-economic ones (care, education, research, garbage collector, cleaning)
5. Technology will accommodate the needs of humans/workers, leading to shorter work weeks (15 hours of Keynes?)
6. Income generated via a sort of UBI

5. New purpose of businesses

To contribute to the needs of society (long term public goals)

+ To enable workers to use and develop their talents

= People are (intrinsically) motivated to deploy their talent for the business activities

= Gives people feelings of esteem, belonging

→ Wellbeing

6. New interpretation freedom to run a business

1. Freedom to run a business = part of the right to freely choose employment
2. Collier: freedoms come with responsibilities and obligations
3. Reciprocity: value of care — duty to rescue → fairness and loyalty
4. Part of an embedded economy = economy is part of society and the living world
5. Purpose driven = mission in the world + meaningful work

6. New interpretation freedom to run a business

Meaningful work?

1. ILO Decent Work
2. Work offered should contribute to long-term goals serving society
 - a) UN SDGs?
 - b) Méda: care paradigm = *care for* and *care about*
e.g. Non-extractive business activities
= e.g. not only use talent of a worker, but also develop talent
= e.g. circulaire economy
 - c) Albin: reasonable accommodation approach re technology

Conclusions

New interpretation of the freedom to run a business can:

- **set a dot on the horizon** of what businesses could become
- **set a dot on the horizon** of how technology could be further developed and used on the workplace
- **set a dot on the horizon** how to address some of the mammoth challenges and issues of the poly-crisis
- **help** to set a path for transition
- **offer** new ideas to deal with current issues



Thank you for your attention!

b.terhaar@uw.edu.pl