

Legitimate vs. Legal

Giorgio Pauletto
Observatoire technologique
OT-Lab.ch
Canton of Geneva

“Technology means you can now do amazing things easily; but you couldn't easily do them legally.”

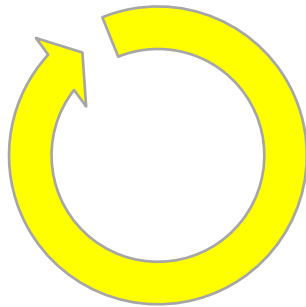
— Lawrence Lessig
Professor Harvard Law School



Society

Innovations
Technologies

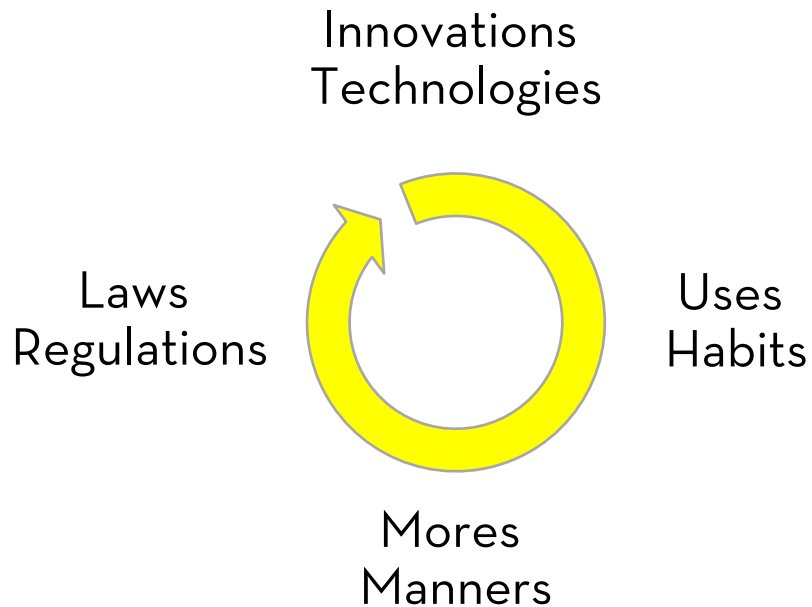
Laws
Regulations



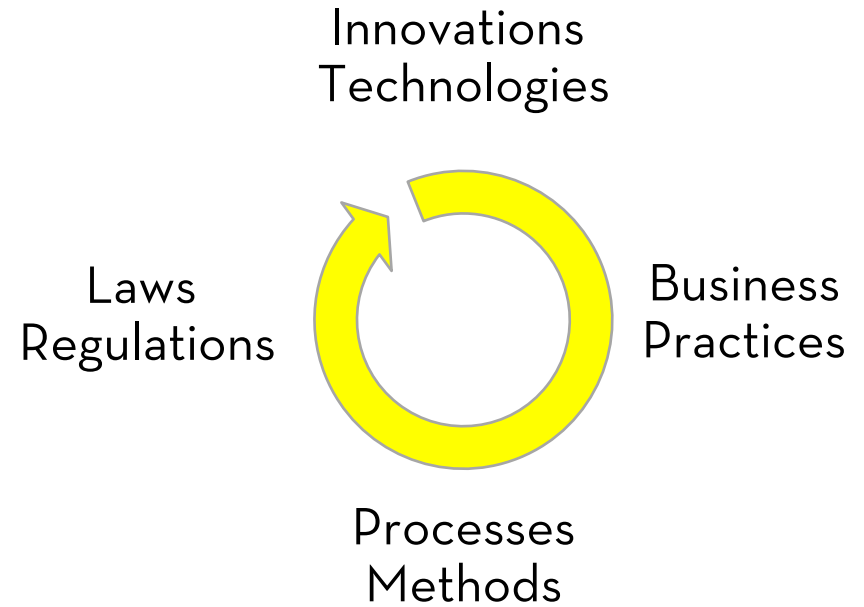
Uses
Habits

Mores
Manners

Society



Administrations



Problem

Solution

Explore

Validate

Execute



The big shift of citizen influence

New Public Management

Citizen = Consumer

“The customer is always right”

We Public Management

Citizen = Prosumer

“The customer has the right to participate in the process”

3 Examples

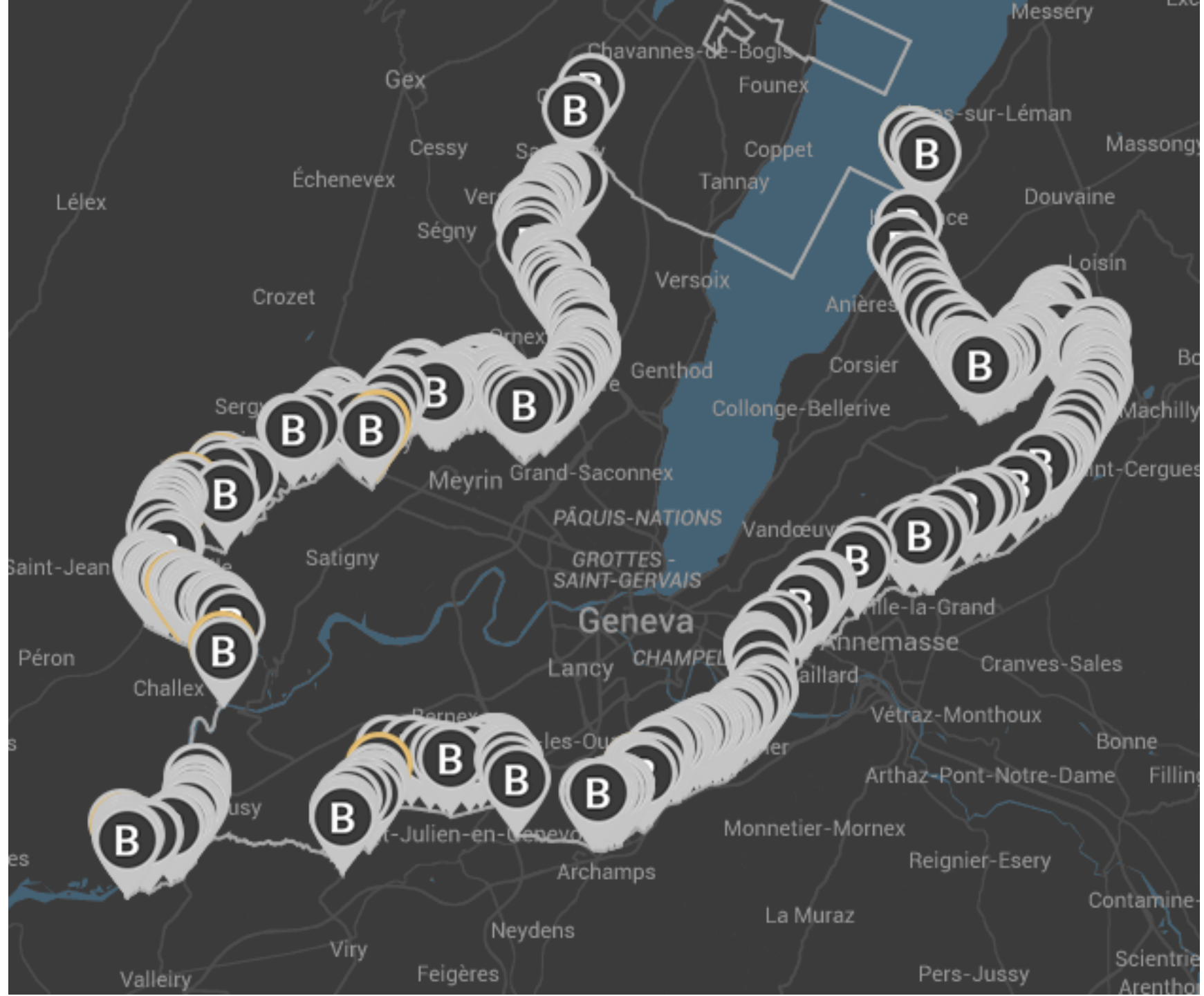
Chorus

**"Legal? Not yet.
Legitimate? Certainly."**





RE  
BORNE





BORNE SÉLECTIONNÉE

801_180

Lat : 46.177241

Lng : 5.9913417

☐ Je souhaite offrir ce parrainage à quelqu'un

VOS INFORMATIONS

Prénom

Nom

Civilité

Email

Raison Sociale (société)

Téléphone

Rue

NPA

Localité

☐ J'accepte que mon parrainage soit diffusé sur ce site

Parrainer cette borne

**Standard budget
process
= 1 stone per year**

**Re-borne.ch
crowdfunding
= 99% in 4 months**

Inspiration #1

**From official expenses to
crowd funding,
from lobbying budgets to
"Kickstarter" campaigns.**

Chorus

**"Legal? Not yet.
Legitimate? Certainly."**

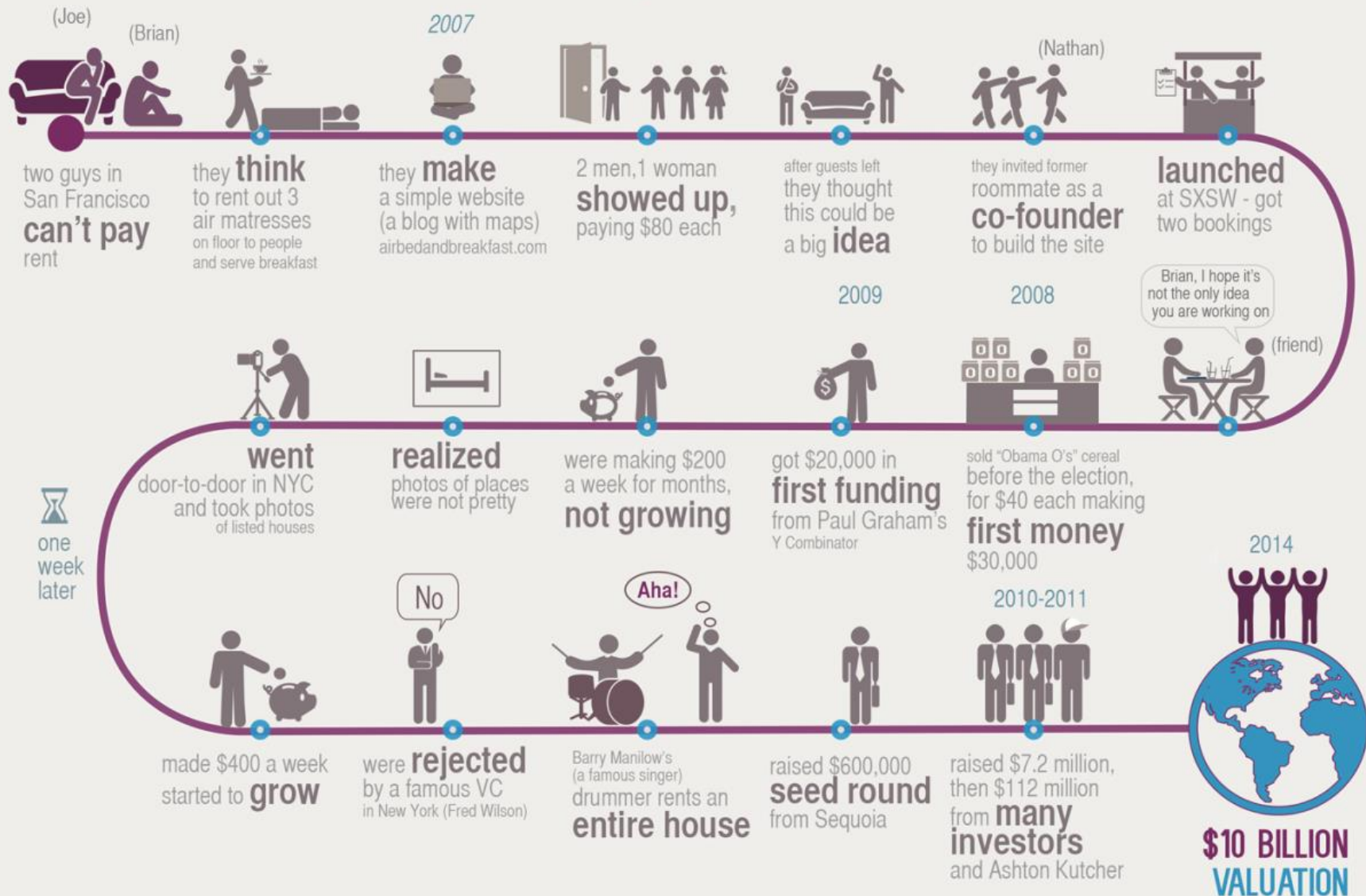
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HOW AIRBNB STARTED

BY ANNA VITAL

Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company





Post-Earthquake Work of OpenStreetMap Haiti 2010

Inspiration #2

**To nurture citizen participation,
build platforms and causes,
not websites and apps.**

Chorus

**"Legal? Not yet.
Legitimate? Certainly."**

$\langle /2 \rangle$

<3>

CORPORATE SOCIAL RESPONSIBILITY





The three pillars of John Elkington's triple bottom line to sustainable business: people, planet and profits

Okay, we need a
campaign to tell the public
that we put social responsibility
ahead of profits
so we can make more profits.







cannot be certified

Inspiration #3

**Do we need more regulations and laws,
if a softer power can achieve
more impact with less effort?**

Chorus

**"Legal? Not yet.
Legitimate? Certainly."**

$\langle /3 \rangle$

Lessons learned

Change is the new normal

Living in a posteriori world

We still need legal rules

And even more require legitimate actions

“Show me why your regulation of culture is needed. Show me how it does good. And until you can show me both, keep your lawyers away.”

— Lawrence Lessig
Professor Harvard Law School

