



**Committee:** Bilderberg Commission

**Presidents:** Nicolas Rizo, Jeronimo Gomez and Emilia Paez

**Topic A:**

Is the use of AI for marketing ethical?

**Topic B:**

Is the gig economy effective at incentivizing economic growth?

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## LETTER FROM THE CHAIR

Honourable delegates,

It is with great pleasure that we extend our warmest greetings to you as we commence the XLII edition of the Model United Nations of Colegio Nueva Granada. On behalf of your presidents Nicolas Rizo, Jeronimo Gomez, and Emilia Paez, we cordially welcome you to the Bilderberg Committee. We are delighted to have each of you, and we hope this occasion proves to be an insightful experience, fostering personal growth and knowledge and above all, encouraging you to push the boundaries of your intellectual curiosity.

As we commit to helping you improve your research, argumentation, analysis, and public speaking skills we likewise also expect your dedication to conducting a comprehensive investigation of the role, situation, and context of your delegations to allow the debates held at the Bilderberg Summit to be challenging, fruitful and purposeful.

Throughout the three-day duration of the model, this committee will address distinct subjects. Topic A: Is the use of AI for marketing ethical? and topic B: Is the gig economy effective at incentivizing economic growth? bring up highly relevant topics with global implications given the continuous advancements in technology and the universal pursuit of financial prosperity. To make a comprehensive approach, you must research your stance and the stance of others to evaluate the diverse perspectives and opinions that lend themselves to this discussion.

That being said, we are certain that your participation in this committee reflects a clear interest in the future of global affairs and the ongoing quest for innovation that humanity pursues with the potential challenges that may arise. We want to reiterate our unconditional support of any assistance that you may require during this committee and its preparatory phase. Each delegate must prepare an opening speech presenting their delegation and their particular concerns or interests, as well as possible solutions. To support yourself, we recommend you read this guide thoroughly, including the questions that are posted at the end.

Then again, we wish every one of you the best of luck. If you have any questions please do not hesitate to contact us at, [nrizo3107@gmail.com](mailto:nrizo3107@gmail.com), [emiliapaez05@gmail.com](mailto:emiliapaez05@gmail.com) or [jerogomez913@gmail.com](mailto:jerogomez913@gmail.com)  
Sincerely, Emilia, Jeronimo, and Nicolas.

## INTRODUCTION TO THE COMMITTEE

### ***-HISTORY:***

The Bilderberg Summit is a set of annual meetings attended by 150 political leaders, government officials, and experts from the industry of finance, media, and academia in Europe and North America. The off-the-record forum has had the purpose of fostering dialogue between Europe and North America since it was first established in 1954.

The meetings were initiated by Prince Bernhard of the Netherlands and took their name from the hotel Bilderberg where the first session was hosted. Since held in different countries from the two continents, the meetings provide a private and informed environment in which those who influence national policies and international affairs in the West can discuss their common problems. An international steering committee generally selects the different delegates for the conference each year with months of anticipation and after its realization, a private report of the discussions and concessions is circulated to all past and present members where speakers are identified solely by their country.

### ***-PRESENT AND POWERS:***

The 2023 conference has received special media attention due to the newest and initial participation of several major contributors to artificial intelligence, such as OpenAI CEO Sam Altman, Microsoft CEO Satya Nadella, Google DeepMind chief Demis Hassabis, and former Google CEO Eric Schmidt which evidences the substantial relevance of AI in the 21st century.

The 70th edition of the Bilderberg Meeting will take place on May 2024 in Lisbon, Portugal. A press release including the list of topics can be found in the official Bilderberg webpage. Here are some of the matters in question: AI, Banking System, China, Energy Transition, Fiscal Challenges, NATO, Industrial challenges and growth, Transnational threats, and US leadership.

Although the Bilderberg Summit has no formal political or decision-making authority, its potential influence lies in the participant's collective power and the connections established during the event, which may indirectly impact international policy affairs.

## **Topic A:** Is the use of AI for marketing ethical?

### **-Introduction**

For Topic A) we will delve into an issue of paramount significance in our increasingly digitized world: the ethical implications surrounding the use of Artificial Intelligence (AI) in marketing. As technology and commerce continue to find intersections with each other, industries and societies have found themselves in a discussion regarding the opportunities and obstacles presented by the use of AI to promote and sell products and services. On one hand, the advent of AI in marketing has given businesses unprecedented opportunities to enhance their efficiency, understand their target audiences with precision, and revolutionize the overall consumer experience, resulting in greater profits. Yet, with these advancements has come an ethical inquiry that demands thoughtful consideration scrutinizing the implications of individuals, businesses, and the broader societal fabric in issues of data privacy and algorithmic bias within the fine line between personalization and manipulation.

Our task as a committee is to dissect these complexities, fostering an understanding that paves the way for responsible and principled use of AI in the marketing landscape. To contribute to this global dialogue, you should consider ethical standards that uphold the integrity of technological innovation while safeguarding the rights and well-being of individuals. We invite each delegate to engage actively in this discourse, drawing upon your diverse perspectives and expertise, as we collectively strive to shape a future where AI and marketing align harmoniously.

### **-Historical context**

AI has played a significant role in marketing throughout the last 30 years. Since the rise of digital marketing at the end of the 20th century, AI has been implemented to maximize efficiency and engage technologically with human-driven science. The use of technology

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allowed marketers to gather large amounts of data and analyze them quickly. AI facilitated this process through the concept of machine learning. It was employed to find patterns and develop algorithms marketers could use. The use of chatbots or natural language processors was also implemented to offer quicker and standardised customer service. Predictive analytics and marketing automation has grown attractive for business as it optimizes their operations. Therefore, even though there are only 30 years of history in the world of AI, its effects on marketing continue to grow and this raises many questions regarding the ethical nature of this technology.

### - **Current situation**

Currently, AI has fully merged into the world of marketing. 64% of marketers say AI is critically important to their success. The dependency the industry has generated on this technology far exceeds expectations. An astonishing 98% of marketers use AI in some way to help fulfil their tasks. The scale of these numbers represents the current situation of this tool. However, marketers have an ethical responsibility when using this tool. This occurs considering marketing faces risks regarding data privacy and data accuracy.

As marketers have access to private user data, it is of extreme importance AI doesn't conduct targeted advertisements with private data. This can pose a threat to the firm's reputation and may cause worries among customers. It is also very important for legislation to shift towards customer safety in order to avoid AI being used unethically.

Therefore, it is essential AI is used ethically in marketing since currently the availability of information online can pose a threat to data privacy.

**- Guiding questions**

1. How does the use of AI in marketing impact individuals' privacy?
2. Should there be stricter regulations on the collection and use of personal data in AI-driven marketing?
3. Is personalized advertising through AI a helpful service or an invasion of privacy?
4. What role should governments play in regulating the ethical use of AI in marketing?
5. Are current regulations sufficient, or is there a need for new legislation to address emerging challenges?
6. What could be the long-term consequences of widespread AI use in marketing?

**Topic B:**

Is the gig economy effective at incentivizing economic growth?

**- Introduction:**

For Topic B), our committee converges on the dynamic landscape of the gig economy, an influential force reshaping the contours of contemporary labor markets in our digitized world. The gig economy, marked by short-term, task-oriented work facilitated through digital platforms, stands as a defining feature of modern employment. Much like technological revolutions of the past, the gig economy presents both unprecedented opportunities and profound challenges in our evolving economic paradigm.

Platforms such as Uber, Grab, and Rappi embody this shift, allowing workers to connect swiftly with tasks and employers in a flexible, on-demand manner. This departure from traditional employment structures sparks debates about the merits and pitfalls of gig work. On one hand, the gig economy offers autonomy,

flexibility, and diverse income streams for workers. On the other, concerns about job security, labor rights, and income stability necessitate a thorough examination of its impact on economic growth.

Our committee's mission is to unravel these complexities, navigating the intricate balance between the advantages and ethical considerations of the gig economy. As we delve into this discussion, each delegate is invited to contribute actively, drawing upon diverse perspectives and expertise to shape policies that foster a future where the gig economy aligns harmoniously with economic growth and the well-being of workers.

#### **- Historical Context:**

The gig economy, akin to the evolution of labor markets in previous eras, has significantly influenced employment dynamics over the last few decades. Since its emergence in the late 20th century alongside the rise of digital platforms, gig work has evolved to maximize efficiency and engage with human-driven industries. Employing technology to gather vast amounts of data swiftly, the gig economy has harnessed modern tools to identify patterns, develop algorithms, and optimize operations for businesses. Concepts like flexibility, adaptability, and diverse opportunities characterize gig work, echoing the aspirations of workers throughout history.

The integration of gig work into our economic fabric has prompted ethical inquiries, akin to concerns posed during previous labor transitions. As the gig economy continues to grow, questions surrounding labor rights, job security, and fair compensation become paramount, reflecting the ethical considerations inherent in the evolution of employment.

#### **- Current Situation:**

Presently, the gig economy has fully entrenched itself in our labor markets. A remarkable 98% of workers engage with gig work in some capacity, showcasing the profound impact and dependency this industry has generated. However,



ethical considerations loom large, as gig work involves access to personal data and the potential for privacy breaches. Maintaining ethical standards is imperative to uphold the integrity of the industry.

Much like in any sector, markets face risks concerning data privacy and accuracy. Legislations must evolve to safeguard individuals from potential exploitation, ensuring the ethical use of gig work. Therefore, our committee grapples with the essential task of ensuring the ethical deployment of gig work, recognizing that the availability of information online can pose threats to data privacy.

**- Guiding Questions:**

1. How does the gig economy impact job security and labor rights for workers?
2. Should there be stricter regulations on the collection and use of personal data in gig economy platforms?
3. Is the gig economy a flexible solution for workers or a source of instability in income?
4. What role should governments play in regulating the ethical use of gig work and protecting workers' rights?
5. Are current regulations sufficient, or is there a need for new legislation to address emerging challenges?
6. What could be the long-term consequences of widespread gig economy use on economic growth and societal well-being?