
**COLLABORATIVE CONSUMPTION AND ECONOMIC DEVELOPMENT:
AN ANALYSIS FROM THE PERSPECTIVE OF COMBATING THE
CORONAVIRUS PANDEMIC (COVID-19)**

***CONSUMO COLABORATIVO E DESENVOLVIMENTO ECONÔMICO:
UMA ANÁLISE NA PERSPECTIVA DO COMBATE À PANDEMIA DO
CORONAVÍRUS (COVID-19)***

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ABSTRACT

Objective: This article aims to examine socioeconomic development in times of a pandemic and to present the use of collaborative consumption as a way of promoting the social value of work and the search for full employment in view of the global spread of the coronavirus (COVID-19).

Methodology: The work used the hypothetical-deductive method through bibliographic research and data analysis tools

Results: It is concluded that, although humanity lives an era in which social chaos travels at the speed of globalization, as globalizing as the pandemic can be solidarity in difficult times, through various forms of market organization, such as the implementation of public policies and the use of collaborative consumption with respect to the social value of work and human development

Contributions: The contribution of the present study was to consider national legislative measures to face the state of public calamity and support labor relations, as well as the importance of the social value of work for human development in times of pandemic, analyzing the relations focused on collaborative consumption with local commerce as a means to mitigate the crisis in labor relations in times of social withdrawal and recommendations for minimum mobility and commuting

Keywords: Full employment; Collaborative consumption; Coronavirus; Human development; Social Value of Work.



RESUMO

Objetivo: O presente artigo tem como objetivo examinar o desenvolvimento socioeconômico em tempos de pandemia e apresentar a utilização do consumo colaborativo como forma de promoção do valor social do trabalho e da busca pelo pleno emprego diante da disseminação em escala global do coronavírus (COVID-19).

Metodologia: O trabalho utilizou-se do método hipotético-dedutivo através de ferramentas de pesquisa bibliográfica e análise de dados

Resultados: Conclui-se que, embora a humanidade viva uma era em que o caos social viaja na velocidade da globalização, tão globalizante quanto a pandemia pode ser a solidariedade em tempos difíceis, através de variadas formas de organização do mercado, como a implementação de políticas públicas e a utilização do consumo colaborativo em respeito ao valor social do trabalho e o desenvolvimento humano

Contribuições: A contribuição do presente estudo foi ponderar acerca das medidas legislativas nacionais para o enfrentamento do estado de calamidade pública e suporte as relações de trabalho, assim como a importância do valor social do trabalho para o desenvolvimento humano em tempos de pandemia, analisando as relações voltadas ao consumo colaborativo junto ao comércio local como meio para atenuar a crise nas relações de trabalho em tempos de afastamento social e de recomendações de locomoção e deslocamento mínimos

Palavras-chave: Pleno emprego; Consumo colaborativo; Coronavírus; Desenvolvimento humano; Valor Social do Trabalho.

1 INTRODUCTION

Humanity lives an era in which social chaos travels at the speed of globalization¹. The events resulting from the state of public calamity caused by the coronavirus pandemic situation (COVID-19) triggered a humanitarian crisis on a global scale.

¹ Globalization is characterized by the intertwining on an international / world scale of cultural, economic, political and social factors, with the approximation of countries and people from the most distant places more quickly due to possibilities created by technological development such as the telephone, the transmission television, the internet and air travel, generating the feeling of greater proximity and less distance among people and peoples.



This crisis has shaken the pillars of globalized society, causing insecurity not only to the health system, but also causing social and economic damages that have affected human development, causing embarrassment to trade and labor relations, due to the shrinking of the circulation of capital, making the social value of work vulnerable, as well as the search for full employment, disregarding essential elements of protection for social justice and the dignity of the human person.

Faced with this situation, the Public Power, through a series of normative acts, as will be shown below, sought to implement emergency measures, of a transitory nature, to preserve the working relationships, both of the employee and of the employment source, since these contribute to national development and the well-being of the population.

In this scenario of economic crisis, in a country where a large part of the Gross Domestic Product and employment relations are directly linked to small business enterprises, as will be shown below, the promotion of consumer relations in local small and medium-sized businesses, in addition to bringing citizens closer to the community where they live, it is a more supportive and collaborative way of consuming goods and services, contributing to the reduction of dismissals and the feeling of existential vulnerability due to the coronavirus pandemic (COVID-19).

Thus, based on the deductive method, on documentary and bibliographic research, this article aims to analyze the public policies implemented for the preservation of labor and employment relationships created through federal normative acts during the state of public calamity as a result of the coronavirus (COVID-19), as well as presenting the use of collaborative consumption as one of the forms of market organization capable of promoting the social value of work and the search for full employment in times of pandemic.



2 THE HISTORICAL-LEGISLATIVE CONTEXT OF THE CORONAVIRUS (COVID-19) IN THE NATIONAL SCENARIO AND THE CRISIS IN LABOR RELATIONS

The emergence of the new coronavirus (COVID-19) occurred in Wuhan, capital of Hubei province, China, with the World Health Organization being alerted on December 31, 2019, declaring a public health emergency of international importance due to an outbreak of new coronavirus on January 30, 2020 (PAHO, 2020).

In Brazil, on February 3, 2020, Ordinance No. 188, from the Ministry of Health (MS, 2020a) declared a public health emergency of national importance (ESPIN) due to human infection with the new coronavirus (COVID-19).

With the aim of protecting the community, Law No. 13,979 (BRAZIL, 2020c), of February 6, 2020, provided for measures to deal with the public health emergency of international importance resulting from the coronavirus (COVID-19), bringing the definition of isolation and quarantine, authorizing public authorities to adopt, within the scope of their powers, a series of measures, including isolation, quarantine, compulsory determination of examinations, tests, collections, vaccinations and treatments, exceptional and temporary restriction of locomotion, requisition of goods and services, as well as exceptional and temporary authorization for the import of products subject to health surveillance without registration with Anvisa, provided that they are registered by a foreign authority and provided for in an act of the Ministry of Health.

Paragraphs 9 and 11, of article 3, of Law No. 13,979 (BRASIL, 2020c)², mentioned the prohibition of restrictions on the circulation of workers that may affect the functioning of public services and essential activities, defined by decree by the President of the Republic, and loads of any kind that may lead to shortages of necessary genera for

² Art. 3 To deal with the public health emergency of international importance referred to in this Law, the authorities may adopt, within the scope of their competences, among others, the following measures: [...] § 9 The President of the Republic shall provide, by decree , on the public services and essential activities referred to in § 8. [...] § 11. It is forbidden to restrict the movement of workers that may affect the functioning of public services and essential activities, defined in accordance with the provisions of § 9, and loads of any kind that may result in shortages of necessary supplies for the population.



the population. Decree No. 10,282 (BRASIL, 2020a), of March 20, 2020, regulated Law No. 13,979 / 2020 (BRASIL, 2020c), to define public services and essential activities.

The paragraph 9, article 3, of Law No. 13,979, was amended by Law No. 14,035, of August 11, 2020³, to determine that the decree would be promulgated by the respective federative authority and no longer by the President of the Republic (BRASIL, 2020g).

On March 11, 2020, the World Health Organization (UNA-SUS, 2020) declared an increase in the state of contamination to the pandemic of COVID-19, a disease caused by the new coronavirus (Sars-Cov-2). On March 20, 2020, Ordinance No. 454, from the Ministry of Health (MS, 2020b) declared the state of community transmission of the coronavirus (COVID-19) throughout the country.

According to item IV of article 3 of the Federal Constitution (BRAZIL, 1988)⁴, one of the fundamental objectives of the Federative Republic of Brazil is to promote the good of all, without prejudice as to origin, race, sex, color, age and any other forms of discrimination, being health a right for all and a duty of the State, according to article 196 (BRAZIL, 1988)⁵, work a social right, according to article 6 (BRAZIL, 1988)⁶, the foundation of the economic order, as article 170 (BRAZIL, 1988)⁷, and the social value of

³ Art. 3 To deal with the public health emergency of international importance referred to in this Law, the authorities may adopt, within the scope of their competences, among others, the following measures: [...] § 9 The adoption of the measures provided for in this article shall safeguard the supply of products and the exercise and functioning of public services and essential activities, as defined in a decree of the respective federative authority.

⁴ Art. 3 The fundamental objectives of the Federative Republic of Brazil are: [...] IV - to promote the good of all, without prejudice of origin, race, sex, color, age and any other forms of discrimination.

⁵ Art. 196. Health is the right of all and the duty of the State, guaranteed through social and economic policies aimed at reducing the risk of disease and other diseases and universal and equal access to actions and services for their promotion, protection and recovery.

⁶ Art. 6 The following are social rights: education, health, food, work, housing, transportation, leisure, security, social security, maternity and childhood protection, assistance to the destitute, as provided for Constitution.

⁷ Art. 170. The economic order, based on the valorization of human work and free initiative, aims to ensure a dignified existence for all, in accordance with the dictates of social justice, observing the following principles.



work and the free foundation of the Federative Republic of Brazil, according to item IV of article 1 (BRASIL, 1988)⁸.

On March 22, 2020, Provisional Measure No. 927 (BRAZIL, 2020k), which expired on July 19, 2020, dealt with labor measures, bringing alternatives to face the state of public calamity resulting from the coronavirus (COVID-19) such as teleworking, vacation anticipation, collective vacation concession, use and anticipation of holidays, bank hours, suspension of administrative requirements for safety and health at work and deferral of payment of the Guarantee Fund for Time of Service - FGTS.

According to the legislation in question (BRASIL, 2020k), the objective of such labor measures would be the preservation of employment and income to face the state of public calamity, being a hypothesis of force majeure, under the terms of article 501 of the Consolidation of Laws (BRAZIL, 1943)⁹, and, during the state of public calamity, the employee and the employer may enter into an individual written agreement, in order to guarantee the permanence of the employment relationship, taking precedence over the other normative, legal and business instruments, respected the limits established in the Federal Constitution (BRASIL, 1988).

In this context, the International Labor Organization had already said that the coronavirus (COVID-19) will have far-reaching impacts on the results of the labor market. Among other factors, it showed in its first estimates a substantial increase in unemployment as a result of the virus outbreak, as well as the fact that, as observed in previous crises, the adverse effects on the demand for work are likely to lead to adjustments in terms of job losses wages and hours of work (ILO, 2020).

⁸ Art. 1 The Federative Republic of Brazil, formed by the indissoluble union of States and Municipalities and the Federal District, constitutes a Democratic State of Law and is based on: [...] IV - the social values of work and free initiative.

⁹ Art. 501 - Force majeure is understood as any inevitable event, in relation to the employer's will, and for the accomplishment of which the employer did not compete, directly or indirectly. § 1 - The employer's negligence excludes force majeure. Paragraph 2 - The occurrence of a force majeure reason that does not substantially affect, nor is likely to affect, under such conditions, the economic and financial situation of the company does not apply to the restrictions of this Law regarding the provisions of this Chapter.



On April 1, 2020, Provisional Measure No. 936 (BRAZIL, 2020I), instituted the Emergency Employment and Income Maintenance Program and provided for complementary labor measures to deal with the state of public calamity and the public health emergency of importance, international disease resulting from the coronavirus (COVID-19), mentioning the application during the state of public calamity of the Emergency Employment and Income Maintenance Program, with the objectives of preserving employment and income, guaranteeing the continuity of work and business activities and reduce the social impact resulting from the consequences of the state of public calamity and public health emergency (BRASIL, 2020I).

The Emergency Program presented as measures the payment of Emergency Benefits for the Preservation of Employment and Income, the proportional reduction of working hours and wages and the temporary suspension of the employment contract, the Ministry of Economy being responsible for coordinating, executing, monitoring and evaluating the Emergency Employment and Income Maintenance Program and edit complementary rules necessary for its execution (BRASIL, 2020I).

The Emergency Benefit of Preserving Employment and Income, which will not prevent the concession and will not change the amount of unemployment insurance to which the employee is entitled, will be paid for with Federal resources, being paid in the hypotheses and for the duration of the reduction proportionate working hours and wages or temporary suspension of the employment contract, by means of monthly installments and due from the date of the beginning of the reduction of the working hours and wages or the temporary suspension of the employment contract (BRASIL, 2020I).

Article 7 of Provisional Measure No. 936 of 2020¹⁰, dealt with the proportional reduction of working hours and wages, noting that, during the state of public calamity, the

¹⁰ Art. 7 During the state of public calamity referred to in art. 1, the employer may agree to a proportional reduction in the working hours and salary of its employees, for up to ninety days, subject to the following requirements: I - preservation of the hourly wage; II - agreement by individual written agreement between employer and employee, which will be sent to the employee at least two calendar days in advance; and III - reduction of working hours and wages, exclusively, in the following percentages: a) twenty-five percent; b) fifty percent; or c) seventy percent. Single paragraph. The working day and the salary previously paid will



employer may agree to the proportional reduction of working hours and wages of its employees, for up to ninety days, observing the requirements for preserving the value of hourly wages; that the pact by individual written agreement between employer and employee will be forwarded to the employee at least two calendar days in advance; as well as that the reduction in working hours and wages will be, exclusively, in the percentages of twenty-five percent, fifty percent, or seventy percent (BRASIL, 2020).

Article 8 of Provisional Measure No. 936 of 2020 dealt with the temporary suspension of the employment contract, which may be agreed upon for a maximum period of sixty days, which may be divided into up to two periods of thirty days, and may also be agreed upon by individual written agreement between employer and employee and, during the period of temporary suspension of the contract, the employee will be entitled to all benefits granted by the employer to his employees and will be authorized to pay to the General Social Security System as an optional policyholder (BRAZIL, 2020)¹¹.

Furthermore, the employment contract would be reestablished within two calendar days, counted from the cessation of the state of public calamity, from the date established in the individual agreement as an end of the period and agreed suspension, or from the date of communication of the employer informing the employee about his decision to anticipate the end of the agreed suspension period (BRASIL, 2020)¹².

be reestablished within two calendar days, counting: I - the cessation of the state of public calamity; II - the date established in the individual agreement as the end of the period and reduction agreed upon; or III - the date of communication from the employer informing the employee of his decision to bring forward the end of the agreed reduction period.

¹¹ Art. 8 During the state of public calamity referred to in art. 1, the employer may agree to temporarily suspend the employment contract of its employees, for a maximum period of sixty days, which may be divided into up to two periods of thirty days. § 1 The temporary suspension of the employment contract will be agreed upon by individual written agreement between employer and employee, which will be forwarded to the employee at least two calendar days in advance. § 2 During the period of temporary suspension of the contract, the employee: I - will be entitled to all benefits granted by the employer to his employees; and II - will be authorized to pay to the General Social Security System as an optional policyholder.

¹² Art. 8 [...] § 3 - The employment contract will be reestablished within two calendar days, counting: I - the cessation of the state of public calamity; II - the date established in the individual agreement as the end of the period and agreed suspension; or III - the date of the employer's communication that informs the employee of his decision to bring forward the end of the agreed suspension period.



In due course, he mentioned the wording of § 5, of article 8 of Provisional Measure No. 936 of 2020 (BRASIL, 2020I)¹³, that the company that earned, in the calendar year of 2019, gross revenue above R \$ 4,800,000.00 , that is, one that is not defined as a micro or small business, in accordance with Article 3 of Complementary Law No. 123 of 2006 (BRAZIL, 2006)¹⁴, may only suspend the employment contract of its employees upon payment of monthly compensatory aid in the amount of thirty percent of the employee's salary, during the period of temporary suspension of work agreed (BRASIL, 2020I).

Article 10 of Provisional Measure, No. 936 of 2020¹⁵, aimed to provisionally guarantee employment to the employee who receives the Emergency Job and Income Preservation Benefit, as a result of the reduction in working hours and wages or the temporary suspension of employment contract during the agreed period of reduced working hours and salary or temporary suspension of the employment contract, as well as after the re-establishment of the working day and salary or the temporary suspension of the employment contract, for a period equivalent to that agreed for the reduction or suspension (BRASIL, 2020I).

¹³ Art. 8 [...] § 5 The company that earned, in the calendar year of 2019, gross revenue exceeding R \$ 4,800,000.00 (four million and eight hundred thousand reais), can only suspend the employment contract of its employees through the payment of monthly compensatory aid in the amount of thirty percent of the employee's salary amount, during the period of temporary suspension of agreed work, subject to the provisions of the caput and art. 9th.

¹⁴ Art. 3 For the purposes of this Complementary Law, micro or small companies are considered to be the business society, the simple company, the individual limited liability company and the entrepreneur referred to in art. 966 of Law No. 10,406, of January 10, 2002 (Civil Code), duly registered with the Commercial Companies Registry or the Civil Registry of Legal Entities, as the case may be, provided that: I - in the case of the micro-company, in each calendar year, gross revenue equal to or less than R \$ 360,000.00 (three hundred and sixty thousand reais); and II - in the case of a small business, earn, in each calendar year, gross revenue exceeding R \$ 360,000.00 (three hundred and sixty thousand reais) and equal to or less than R \$ 4,800,000.00 (four million and eight hundred thousand reais).

¹⁵ Art. 10. The provisional guarantee in employment is recognized for the employee who receives the Emergency Benefit for the Preservation of Employment and Income, referred to in art. 5, as a result of the reduction in working hours and wages or the temporary suspension of the employment contract referred to in this Provisional Measure, in the following terms: I - during the agreed period of reduction in working hours and wages or suspension temporary employment contract; and II - after the re-establishment of the working day and salary or the end of the temporary suspension of the employment contract, for a period equivalent to that agreed for the reduction or suspension.



Finally, paragraph 4 of article 11, of Provisional Measure No. 936 of 2020, mentioned that:

Individual agreements to reduce working hours and wages or temporarily suspend the employment contract, agreed under the terms of this Provisional Measure, must be communicated by employers to the respective labor union, within up to ten calendar days, counted from the date of its celebration (BRASIL, 2020l).

In this context, the state of public calamity has made employment relationships vulnerable not only in the employee / employer aspect, but in all social and economic senses. Profit, an essential factor for the maintenance and existence of companies, when it did not disappear, decreased dramatically in many sectors of the economy, leaving not only the worker, but also the micro and small business, which has special treatment in Provisional Measure nº 936 of 2020, according to § 5 of article 8 (BRASIL, 2020l), in flagrant situation of economic under-sufficiency due to the pandemic caused by the spread of the coronavirus (COVID-19).

The human crisis that hit the society as a result of the pandemic, in many cases shook the very structural inequality between the poles of the work and employment relationship, since, when the expenditure is greater than the revenue, the employer, in order not to close the doors of his trade, he may have to adopt measures to balance the economic and financial activity that make the employee's social situation vulnerable, among them the most serious of all: the dismissal of workers.

In a first plan, Provisional Measure No. 936 of 2020 tried to safeguard this working relationship between the employer and the employee, reflecting on the social value of work, the search for full employment and, mainly, on the dignity of the human person.

In this context, on April 2, 2020, the Sustainability Network requested Direct Action of Unconstitutionality No. 6,363 (BRASIL, 2020p), with a request for precautionary measure, in view of Provisional Measure No. 936 of 2020 (BRASIL, 2020l), specifically regarding all mentions referring to the possibility of an individual written agreement between employer and employee, claiming that Provisional Measure No. 936 of 2020



would be violating the constitutional rights and guarantees of workers, violating articles 7, items VI, XIII and XXVI and 8, items III and IV, of the Federal Constitution (BRASIL, 1988)¹⁶.

It is important to point out that, as a result of the pandemic, society is on the verge of an economic collapse and that the rule provided for in Provisional Measure No. 936 of 2020 is of a transitory nature, and without the adoption of measures to maintain employment and the employer it generates this, the employment source will collapse.

Thus, the clash between the guarantees inherent in the dignity of the human person of the irreducibility of wages, unless provided for in a collective agreement or agreement, and the social value of work and free enterprise, may leave millions of workers, who are above all human beings. , without any job during and after a pandemic caused by the coronavirus (COVID-19) and unfortunately experienced by all humanity.

So, how to balance the balance of the agreement under the threat of job loss in times of crisis with the threat of no employment source in times of pandemic? The crisis is global, it is humanitarian, and it permeates all aspects and sectors of labor relations.

Thus, on April 6, 2020, the Rapporteur of the Direct Action of Unconstitutionality No. 6,363 (BRASIL, 2020p), Minister Ricardo Lewandowski, deferred the preliminary injunction required, in part, to:

[...] give interpretation according to the Constitution to § 4 of art. 11 of Provisional Measure 936/2020, in order to establish that “[the] individual agreements for reduction of working hours and wages or temporary suspension of employment contract [...] must be communicated by employers to the respective labor union , within a period of up to ten calendar days, counted from the date of its celebration”,

¹⁶ Art. 7 The rights of urban and rural workers, in addition to others aimed at improving their social condition, are: [...] VI - irreducibility of wages, except as provided for in a collective agreement or agreement; [...] XIII - normal working hours not exceeding eight hours per day and forty-four hours per week, provided that hours are compensated and hours are reduced, by means of a collective work agreement or convention; [...] XXVI - recognition of collective labor agreements and agreements; [...] Art. 8 The professional or union association is free, observing the following: [...] III - the union is responsible for the defense of the collective or individual rights and interests of the category, including in judicial or administrative matters; VI - the participation of unions in collective labor negotiations is mandatory.



so that the latter, if it wants to, sets off collective bargaining, importing its inertia in agreement with what was agreed by the parties (BRASIL, 2020p).

However, on 04/17/2020, the Superior Federal Court, by majority, denied referendum to the precautionary measure (BRASIL, 2020p), causing Provisional Measure No. 936 of 2020 (BRASIL, 2020l) to be applied again unrestricted in its entirety.

On July 6, 2020, Provisional Measure No. 936, of April 1, 2000, was converted into Law No. 14,020 (BRASIL, 2020f).

In this universe of measures to combat the pandemic and maintain employment relationships, on April 2, 2020, Law No. 13,982 (BRAZIL, 2020d) came into force, aiming to reduce the vulnerability of workers during the pandemic period resulting from the dissemination in the national territory of the coronavirus (COVID-19), mentioning in its article 2 that, during the three-month period, emergency aid in the amount of R \$ 600.00 per month will be granted to the worker who cumulatively fulfills the requirements of the items of the article in comment (BRASIL, 2020d)¹⁷, having been regulated by Decree nº 10.316, of April 7, 2020 (BRASIL, 2020b), for the purpose of emergency assistance.

On April 3, 2020, Provisional Measure No. 944 (BRAZIL, 2020m) institutes the Emergency Employment Support Program, aimed at carrying out credit operations with entrepreneurs, business companies and cooperative companies, except for credit companies, with the purpose of paying their employees' payroll, for people with annual

¹⁷ Art. 2 During the period of 3 (three) months, as from the publication of this Law, emergency aid in the amount of R \$ 600.00 (six hundred reais) per month will be granted to the worker who cumulatively meets the following requirements: I - is greater 18 (eighteen) years of age, except in the case of teenage mothers; (Wording given by Law No. 13,998, of 2020); II - does not have active formal employment; III - is not a holder of a social security or assistance benefit or a beneficiary of unemployment insurance or of a federal income transfer program, except, under the terms of §§ 1 and 2, Bolsa Família; IV - whose per capita monthly family income is up to 1/2 (half) minimum wage or the total monthly family income is up to 3 (three) minimum wages; V - that, in 2018, did not receive taxable income above R \$ 28,559.70 (twenty-eight thousand, five hundred and fifty-nine reais and seventy cents); and VI - who works in the condition that: a) individual microentrepreneur (MEI); b) individual contributor to the General Social Security System who contributes in the form of the caput or item I of § 2 of art. 21 of Law No. 8,212, of July 24, 1991; or c) informal worker, whether employed, self-employed or unemployed, of any nature, including intermittent inactive, enrolled in the Federal Government's Single Registry for Social Programs (CadÚnico) until March 20, 2020, or who, in terms of self-declaration, comply with the requirement of item IV.



gross revenue greater than R \$ 360,000.00 and equal to or less than R \$ 10,000,000.00, calculated based on the year of 2019, mentioning their provisions, in summary, that the credit lines will cover the entire contractor's payroll, for a period of two months, limited to an amount equivalent to up to twice the minimum wage per employee and which will be used exclusively for the processing of payrolls, assuming the employers the obligation not to use the resources for different purposes and not to terminate, without just cause, the employment contract of its employees in the period between the date of contracting the credit line and the 60th day after receipt of the last installment of the credit line.

On August 19, 2020, the mentioned Provisional Measure nº 944 (BRASIL, 2020m) was converted into Law No. 14,043 (BRASIL, 2020h).

The Ministry of Economy, through Ordinance No. 139, of April 3, 2020 (ME, 2020a), amended by Ordinance No. 150, of April 7, 2020 (ME, 2020b), due to the situation it specifies as a result of coronavirus-related pandemic (COVID-19), extended the deadline for the collection of contributions to employers' Social Security commercialization of the production and social contribution of the individual employer, as dealt with in articles 22, 22-A and 25 of Law No. 8,212 of July 24, 1991 (BRASIL, 1991)¹⁸; the contribution due

¹⁸ Art. 22. The contribution paid by the company, destined to Social Security, in addition to the provisions of art. 23, is: I - twenty percent of the total remuneration paid, due or credited in any capacity, during the month, to the insured employees and independent workers who provide services, designed to repay the work, whatever their form, including tips, usual earnings in the form of utilities and advances resulting from salary readjustment, either for the services actually provided, or for the time available to the employer or service borrower, under the terms of the law or the contract, or , collective labor agreement or agreement or normative sentence. II - For the financing of the benefit provided for in arts. 57 and 58 of Law No. 8,213, of July 24, 1991, and of those granted due to the degree of incidence of work incapacity due to the environmental risks of work, on the total remuneration paid or credited, during the month, to the insured employees and independent workers: a) 1% (one percent) for companies in which the risk of occupational accidents is considered to be light; b) 2% (two percent) for companies whose main activity is considered to be medium risk; c) 3% (three percent) for companies whose overriding activity considers this risk to be serious. III - twenty percent of the total remuneration paid or credited in any capacity, during the month, to the insured individual taxpayers who provide services; [...] Art. 22A. The contribution due by the agroindustry, defined, for the purposes of this Law, as being the rural producer legal entity whose economic activity is the industrialization of own production or of own production and acquired from third parties, levied on the value of gross revenue from the sale of the production, replacing those provided for in items I and II of art. 22 of this Law, is: I - two point five percent destined to Social Security; II - zero point one percent for the financing of the benefit provided for in arts. 57 and 58 of Law No. 8,213, of July 24, 1991, and of those granted due to the degree of incidence of incapacity for work resulting from the environmental risks of the



to social security by the employer, a legal entity, dedicated to rural production, according to article 25 of Law No. 8,870, of April 15, 1994 (BRAZIL, 1994)¹⁹, as well as the contribution of the domestic employer on the contribution wages of domestic servants, according to article 24 of Law No. 8,212 of July 24, 1991 (BRASIL, 1991)²⁰.

On April 7, 2020, Provisional Measure No. 946 (BRASIL, 2020n), which expired on August 4, 2020, extinguished the PIS-Pasep Fund, transferring its assets to the Guarantee Fund of the Time of Service and makes available to holders of FGTS linked accounts, from June 15, 2020 and until December 31, 2020, the withdrawal of resources up to the limit of R\$ 1,045.00 per worker, due to the state of calamity public married by the coronavirus pandemic (COVID-19).

On August 5, 2020, Complementary Law 174 (BRAZIL, 2020j) authorized the extinction of tax credits determined under the Special Unified Collection System for Taxes and Contributions owed by Micro and Small Companies (Simples Nacional), upon conclusion resolution dispute transaction, not characterizing revenue waiver, as well as extending, for 180 days, counting from the date of the constant opening of the CNPJ, the deadline for inclusion in the Simples Nacional in the entire Brazilian territory, in the year 2020, for micro companies and small businesses beginning their activity.

activity. [...] Art. 25. The contribution of the individual rural employer, replacing the contribution referred to in items I and II of art. 22, and that of the special insured, referred to, respectively, in item a of item V and item VII of art. 12 of this Law, intended for Social Security, is: I - 1.2% (one integer and two tenths percent) of the gross revenue from the sale of its production; II - 0.1% of the gross revenue from the sale of its production to finance the benefits for accidents at work.

¹⁹ Art. 25. The contribution due to social security by the employer, a legal entity, dedicated to rural production, replacing that provided for in items I and II of art. 22 of Law No. 8,212, of July 24, 1991, becomes the following: I - 1.7% (one whole and seven tenths of a percent) of the gross revenue from the commercialization of its production; II - one tenth percent of the gross revenue from the sale of its production, to finance the supplementation of benefits for work accidents.

²⁰ Art. 24. The contribution of the domestic employer on the contribution salary of the domestic employee at his service is: I - 8% (eight percent); and II - 0.8% (eight tenths percent) for the financing of insurance against accidents at work.



On August 20, 2020, Law 14,045 (BRAZIL, 2020i) enters into force, amending Law 13,999 (BRAZIL, 2020e), of May 18, 2020, to institute the credit line for self-employed professionals during the state of public calamity²¹.

On September 2, 2020, Provisional Measure nº 1,000 (BRASIL, 2020o) instituted the residual emergency aid to be paid in up to four monthly installments in the amount of R \$ 300.00 (three hundred reais) to the worker receiving the emergency aid referred to in art. 2 of Law No. 13,982, of April 2, 2020 (BRASIL, 2020d), as long as it does not fit the items of art. 3rd, of the aforementioned Provisional Measure nº 1,000, of 2020 (BRASIL, 2020o).

It should be noted that, in addition to other social, health and sanitary measures to combat the virus, during the pandemic period due to the human infection caused by the coronavirus (COVID-19), the Government sought to adopt measures to preserve and support relations for both the employee and the employer.

And these measures fit in the fact that, according to item IV of article 1 of the Federal Constitution (BRAZIL, 1988)²², the social values of work and free enterprise are foundations of the Federative Republic of Brazil, as well as the dignity of the person human being, those being closely linked to this, as well as to the economic order principle

²¹ Art. 3-A. Liberal professionals, thus understood, for the purposes of this Law, individuals who exercise economic activity for profit on their own account, both at a technical and higher level, may contract credit operations guaranteed by Pronampe under the following conditions: I - maximum annual interest rate equal to the rate of the Special Settlement and Custody System (Selic), plus 5% (five percent); II - term of up to 36 (thirty-six) months for payment, of which up to 8 (eight) months may be grace period with interest capitalization; and III - the amount of the operation limited to 50% (fifty percent) of the total annual income from work without an employment contract informed in the Annual Adjustment Declaration for the calendar year 2019, with a maximum limit of R \$ 100,000.00 (one hundred thousand reais). Single paragraph. Self-employed professionals who have a corporate interest in a legal entity or who have an employment relationship of any nature are excluded from credit operations guaranteed by Pronampe.

²² Art. 1 The Federative Republic of Brazil, formed by the indissoluble union of States and Municipalities and the Federal District, constitutes a Democratic State of Law and is based on: [...] III - the dignity of the human person; IV - the social values of work and free enterprise.



of the search for full employment, as provided for in item VIII, of article 170, of the Federal Constitution (BRAZIL, 1988)²³.

So, in times of state of public calamity and pandemic expressly declared and felt by the whole society due to the spread of the coronavirus (COVID-19), affecting both public health and the economic order, the social value of work, free enterprise and the dignity of the human person, it is important to remember that society lives in a capitalist economic, political and social system, and that among the characteristics of capitalism is the existence of a capitalist class that owns capital and property, employers, and the existence of a working class, which enters the market with only its working capacity, employees (HUNT, 2005, pp. 1-4).

However, at what existential moment is capitalism in this hypermodern society (LIPOVETSKY, 2004, pp. 52)²⁴ in which the vast majority of companies, entrepreneurs and micro-entrepreneurs have only or little more than their capacity to work, in which a shorter period than a month without income from their activities can ruin the capitalist's capital and property (employer) to the point that he is forced to end his activities and leave the working class (employee) without any market to enter and dispose of his capacity work?

At what time is capitalism, at the moment when the capitalist and the worker are, on many occasions, in such a similar situation of economic and social vulnerability? Would hypermodern society be migrating to a new economic, political and social system or just to a phase of generalized under-sufficiency of capitalism? And this change, whether in phase or system, can bring social vulnerabilities to billions of human beings and most classes in a world where social chaos travels at the speed of globalization.

²³ Art. 170. The economic order, founded on the valorization of human work and free initiative, aims to ensure a dignified existence for all, according to the dictates of social justice, observing the following principles: [...] VIII - search for full job.

²⁴ As Gilles Lipovetsky observes, hypermodernity is the era that is present when genetic technology, liberal globalization and human rights appear, succeeding postmodernity, because it has exhausted its capacity to express the world that is announced.



However, how widespread are the social vulnerabilities in times of a pandemic, such as that experienced by humanity due to the global spread of the coronavirus (COVID-19)?

According to Bauman:

Every day, we learn that the inventory of dangers is far from over: new dangers are discovered and announced almost daily, and there is no way of knowing how many more, and of what type, managed to escape our attention (and that of the experts!) - preparing to attack without warning (BAUMAN, 2008, p. 12).

In times when the reduction of State intervention in the economy has produced, as one of the consequences, the weakening of social protection systems (FERRER; ROSIGNOLI, 2018, p.48), the adoption of policies to protect the social value of work due to the state of public calamity caused by the spread of the coronavirus (COVID-19), it can guarantee the minimum existential of millions of citizens, honoring the dignity of the human person.

So, what would be the importance of the social value of work and the search for full employment not only for the worker (employee) but also for the capitalist (employer), to dignify the existence of the human person and ensure social and economic development, or at least the existential maintenance of the national economy in sharp and pandemic times due to the coronavirus (COVID-19)?

3 HUMAN DEVELOPMENT IN TIMES OF PANDEMIC: THE SOCIAL VALUE OF WORK AS A PARADIGM OF THE NATIONAL ECONOMY

Human development can be seen in the face of the realization of freedoms and rights and the proportionalization of opportunities to natural people, human beings, endowed with reasoning and biopsychological and social capacity. Human development is the development of humanity itself in social and solidarity terms. It is respect for life



above all and the delivery of opportunities that enable human choice of how and when to develop.

According to the United Nations Development Program in Brazil:

The concept of human development was born defined as a process of expanding people's choices so that they have the skills and opportunities to be what they want to be. Unlike the perspective of economic growth, which sees the well-being of a society only by the resources or income it can generate, the human development approach seeks to look directly at people, their opportunities and capabilities (UNDP, 2020).

Human development should be thought of as that in which the individual is the primary element for development to happen (FAVA; OLIVEIRA; CARMO, 2019, p. 161), since any truly human development means the joint development of individual autonomies, community participation and the feeling of belonging to the human species (MORIN, 2000, p. 55). And the development of these individual autonomies that make human development possible occurs through the realization of social rights that allow a more dignified life for human beings.

Among social rights, the right to work is of paramount importance, since, in the hypermodern society of uncertainties and where social chaos travels at the speed of globalization, the income earned as a result of the disposition of labor capacity is, for the vast majority of workers. citizens, the main or sometimes the only guarantor of other social rights such as education, health, food and leisure, which creates a significant need for the effective implementation and fulfillment of the social value of work, since:

The progressive erosion of the rights linked to the status of worker, the insecurity instilled little by little in all the employees by the precarious, temporary and temporary "new forms of employment", the increasing facilities for dismissal and the reduction of the purchasing power until the impoverishment of entire fractions of the popular classes are elements that produced a considerable increase in the degree of dependence of workers on employers (DARDOT; LAVAL, 2016, p. 329).



However, there are those who understand that a more efficient economy is also an economy that creates jobs and eliminates job stability (CHASE, 2015, p. 217). In this scenario, the road to an economy with almost no workers has long been in sight. Whether this road leads to a safe haven or a terrible abyss will depend on how civilization is preparing for the post-market era (RIFKIN, 1995, p. 315).

Yet, since the employee is a human being and not an object to be discarded, wouldn't this idea of an efficient economy be destabilizing a social right by making the human being itself vulnerable? And how to prepare civilization for a safe post-market era? Undoubtedly, all these questions must be based on the right to human development.

The right to human development is based on the proportionalization of opportunities, including work opportunities, as well as the realization of freedoms and rights of choice. An efficient economy would be one in which the human being had the choice to migrate from one working relationship in which he felt stable to another, even though it might be destabilizing for him, but on his own and not situations beyond his control.

This option, to respect development and human dignity, must be of the human being and not of the market, the human being must be above any market and economy, these must be means for promoting the development of that and not that used as a means to achieve their goals.

So, as far as the market and the economy are concerned, this must be a duty - an imperative - and not an option, since man is the end of all things. The market, the economy and the city exist as a means for human ends, these means being created, administered and regulated by human beings, which are an end in themselves, observing the categorical imperative to act under the maxim that want the will of human subjectivity to be at the same time a universal law (KANT, 2018, pp. 77-79).

So, being the natural person, the human being, worker and element of the economy, but since the economy is a means to its ends, it cannot be reified, because the



human being exists as an end in itself and not as a mere means arbitrary use for this or that will (KANT, 2018, p. 70).

In this context, considering that through the social value of work it is possible to develop skills and achieve opportunities, it is deeply linked to human development, since, in order to develop, the individual depends on minimum subsistence conditions, without which he can exercise his dignity effectively (AMORA; POMPEU, 2016, p. 11), and the development of the social value of work has the ability to provide conditions of subsistence that enable the individual to exercise his dignity effectively.

The social value of work is a basic postulate of the dignity of the human person and a corollary of citizenship itself, as it is exactly productive work that will prevent the human person from needing positive state benefits (LEITE, 2017, p. 51). However, the citizen and the worker are the same subject, and cannot be seen separately, since one of the rights that comprises citizenship is that of work, which, if not respected, will lead to the devaluation of the citizen (OLIVEIRA ; ROSSIGNOLI, 2018, p. 285).

For this reason, the valorization of human work must be a global concern in the social aspect, and in the political aspect, guiding all government actions (OLIVEIRA; FERREIRA; RAMOS; MAGRI, 2005, p. 126), since it is through work that the worker is integrated into the public sphere, and it is through citizenship that there is access to the public-private space (FORNASIER; TONDO, 2018, p. 217).

Work is a fundamental activity for human development. In addition to being the foundation of the Federative Republic of Brazil, according to article 1, item IV of the Federal Constitution (BRAZIL, 1988) and the economic order, according to the caput of article 170 of the Federal Constitution (BRAZIL, 1988), it mentions article 193 of Federal Constitution (BRAZIL, 1988) that the social order is based on the primacy of work, and social welfare and justice as its objective.

When analyzing the role and meanings of the social value of work as a front of resistance to social setbacks, Jailton Macena de Araújo observes that:



[...] although it seems contradictory, it is still possible to recognize that Brazil is a State that can determine, from the constitutional text, a national training project that promotes development in an egalitarian way, especially by conforming to constitutional axiological materiality, whose core is of a clear social aspect, focused on the protection and promotion of work (ARAÚJO, 2019, p. 804).

The right to work is linked to the social order and is also dependent on the economic order (BLANCHET; QUETES; TAMBOSI, 2017, p. 54), being one of the most used instruments to achieve subsidies that guarantee human dignity. The man works to guarantee his subsistence and, consequently, the comfort of a dignified life, even if minimal (WOLOWSKI; SILVA, 2019, p. 84).

In this context, human development is also made possible through respect and the effectiveness of the social value of work through the performance of the activities of small and medium-sized companies, as they bring opportunities and capacity development to both workers and employers, enabling exercise their dignity effectively.

However, how to ensure human, economic and national development based on the relationships and activities of micro and small companies that permeate the social value of work in times of a pandemic capable of making both capital and labor vulnerable? And what is the social and economic impact that this vulnerability can have on the social value of work, the national economic order and, consequently, the dignity of the human person?

It should be noted that small businesses represent 30% of the country's Gross Domestic Product (SEBRASE, 2020b). In Brazil there are 6.4 million establishments, of which 99% are micro and small companies, which account for 52% of formal jobs in the private sector, that is, 16.1 million jobs (SEBRASE, 2020a).

While large companies are able to support business expenses for approximately three months without invoicing, micro, small and medium-sized companies only support approximately 27 days of business-related expenses without invoicing (ESTADÃO, 2020).

The impossibility of effectively maintaining the employment of workers and the development of activities that also support micro and small employers and their families



in times of pandemic makes the social value of work vulnerable and undermines the pillars of human dignity.

It is important to point out that it is well known that it is the employer and not the worker who bears the risk of his activity. But is the state of public calamity due to the global spread of the coronavirus (COVID-19) included in the risk list of the activity?

When, in order to support the risks of the activity and ensure the economic-financial balance, the employer finds himself in a situation of vulnerability so great that, unfortunately, he either dismisses workers or closes the doors of his establishment, on what level is the social value of work?

Thus, considering that studying the level of employment is the same as studying the level of national income or production, since the level of employment is determined by the level of production (HUNT, 2005, pp. 113-114), and if the employment volume is determined by the estimates of effective demand made by entrepreneurs, with the criterion for an increase in this demand being an expected increase in investment in relation to savings (KEYNES, 1996, p. 104), how to maintain labor and employment relationships with the drop in investment and demand worldwide due to the state of public calamity caused by the spread of the coronavirus pandemic (COVID-19)?

When analyzing the possibility of dismissing workers during the recommended period of social isolation due to the COVID-19 pandemic, Petacci (2020, p. 141) mentions that contractual extinction should be the last option, but that the small business owner cannot, without financial backing, to bear in isolation resilient charges to which he did not give direct cause, since, without practicing any unlawful act, he was prevented from continuing the business activity.

Furthermore, when answering whether the measures against the coronavirus can fit into the concept of force majeure or fact of the prince, Duarte (2020, p. 61), he understands that such a situation cannot be considered a business risk, as this is not having success in the performance of its activity, suffer default by customers, among other natural market fluctuations in the business world. Thus, if such a pandemic were



foreseeable in terms of business, the world would not be in a panic, paralyzed, terrified, as it does not affect only Brazil, but all the great nations, even more structured and organized (2020, 61). Labor law cannot want to be immutable to social changes (2020, 63).

Thus, taking into account the large amount of jobs generated by micro and small companies and the short period that they would endure without earning, how to ensure employment relations and respect for the social value of work in times of pandemic by the dissemination of coronavirus (COVID-19)? How to reduce the feeling of vulnerability not only for workers, but also for employers?

In times of pandemic, there are many doubts, and few are certainty. However, labor measures to deal with the state of public calamity on the part of the State may constitute important tools, but they will not be able to bear the burden that befell the entire national and world economy alone.

In times of forced social distancing, humanity needs to resort to a sense of solidarity and sociability to assist with maintaining employment relationships and fulfilling the social value of work. Effective methods that promote the continuity of consumer relations need to be fostered and developed and the sense of community needs to be rehabilitated by as many people as possible.

In the same way, the local consumption of goods and services, of first necessity or not, in addition to inserting the citizen in the community in which they live, can assist in the survival of micro and small companies and in the maintenance of jobs, being a way of consuming collaboratively that can contributing to the maintenance of the social value of work, ensuring the dignity of the human person, as well as playing an important role in the principle of the economic order of the pursuit of full employment, a vector closely linked to the social value of work and national development.

It turns out that the search for full employment is a constitutional social right to be pursued in the course of economic activity, one of the ways of achieving human development, based on the valorization of human work and social justice and, as a result,



the eradication of poverty and misery, the reduction of social inequalities and the promotion of a dignified existence, through the exercise of satisfactory work activity that, ultimately, will lead to human development (POMPEU; ANDRADE, 2015, p. 290).

The Brazilian constituent tries to bring, in article 170 (BRASIL, 1988), a balance between economic freedom and the need for state intervention in favor of preserving the collective and individual interest. If, on the one hand, it puts free initiative and free competition, on the other hand it limits them by the needs of meeting interests, such as the search for full employment, typical of a welfare state (ROSSIGNOLI, MACHADO, 2019, p. 118).

The recent pandemic caused by the coronavirus (COVID-19) may have been the test for a more supportive life, but it may also have opened the door to a series of innovations that would be experienced at a slower speed, such as teleworking, the home office, the automation of certain forms of personal notifications for the fulfillment of obligations and distance learning. But it also promoted a huge drop in economic growth and undermined pillars of human development, such as employment relations and the free enterprise of companies, making it clear that the minimum state is not synonymous with individual freedoms.

Through the search for full employment, it is desired that work be the basis of the economic system, receive treatment as the main factor of production and participate in the product of wealth and income in proportion to its position in the economic order (SILVA, 2015, p 797). Therefore, preserving employment relationships is a necessary act to guarantee the viability of full employment and human development, respect for the very dignity of the human person.

In addition, the pursuit of full employment enshrines the valorization of human labor, the foundation of the economic order, as well as the social value of work, the foundation of the Federative Republic of Brazil, and the company's social function includes in its content the protection of full employment. (BENSOUSSAN; GOUVÊA, 2015, p. 147).



However, by what means can the company seek to protect employment and, consequently, strengthen the principle of seeking full employment in times of pandemic and state of public calamity that threaten the very existence of the company? How to guarantee the maintenance of labor relations and also encourage the search for full employment behind closed doors? Is there only one way to do this?

Furthermore, will it be that only the implementation of public policies to face the pandemic and the granting of subsidies and moratoria will be able to fulfill this postulate or will society as a whole also contribute to human development and guarantee the social value of work in pandemic times?

More than questions, the questions above are true social unrest, a fear in the face of the economic and social vulnerability experienced by humanity and are not supported by just one answer or way to manage this pandemic situation and economic and social reality in hypermodernity.

However, it is possible to present as one of the most varied ways of answering such questions the adoption of practices based on the development of collaborative consumption, which can contribute to the promotion of the circulation of wealth, for the maintenance of labor relations, the search for full employment and also with human development, reducing the feeling of existential vulnerability of the thinking being in a society in which social chaos travels at the speed of globalization.

4 COLLABORATIVE CONSUMPTION AS A WAY OF PROMOTING THE SOCIAL VALUE OF WORK AND THE SEARCH FOR FULL EMPLOYMENT IN TIMES OF PANDEMIC

Before starting the analysis on the intersection of collaborative consumption with the social value of work and the principle of the search for full employment, it is important to conceptualize collaborative consumption.



Consuming is an act of the essence of every living being consumption is a necessary act for maintaining the existence of every living being. To stay alive and healthy, human beings consume. Among other elements, it consumes water, edible food, it consumes the lives of other living beings and it consumes oxygen. But it also consumes other goods and services, as human development is based on the proportionalization of opportunities to human beings, in the realization of social freedoms and rights. And the acquisition and realization of these freedoms and social rights necessary for the realization of human rights demands consumption, the consumption of goods and services.

However, to keep the environment ecologically balanced, it is necessary for human life and the continuity of consumer relations, to achieve sustainable economic growth and for human development that aims to build a society that develops considering respect for dignified life , fair and supportive of human beings, consumption needs balance.

Since before society was founded on what is understood as a modern state, the exacerbated consumer relations of humanity have led to social and environmental crises and problems, increasing inequalities, making fundamental rights and precepts vulnerable and, in many situations, violating the dignity of society human person, contributing to the growth of a consumer society indifferent to the socioenvironmental problems caused by the negative factors of hyper consumption, a society in which the globalization of hyper consumption with indifference implies the construction of social chasms that generate poverty, misery, marginalization and environmental degradations without precedents.

In the face of such negative factors of hyper consumption that promoted social, economic and environmental uncontrolling, the need to implement new forms of consumption became more clear, more sustainable forms, which aim to reduce the environmental impacts on consumer relations, but also contribute to socioeconomic growth and human development.



As one of those more respectful ways of consuming, less degrading to the ecologically balanced environment and less violating human rights, there is the figure of collaborative consumption, which is not something new, but the use of various means, methods and consumption systems, the reuse of goods and the reduction of idleness.

Collaborative consumption is an economic and social mechanism capable of promoting a balance among individual needs and those of communities and the planet (BOTSMAN, ROGERS, 2011, p. 53), a means of obtaining the necessary goods and services less cheaply to society and the ecologically balanced environment (GANSKY, 2011, p. 5) and a form of market organization based on solidarity, focused on solidary consumption, which contributes to development and to a more sustainable way of consuming goods and services.

Consuming collaboratively is thinking about how to consume in a way that less affects the ecologically balanced environment, but also how to develop this social tool for the good of humanity (DIAS; FRAGA; OLIVEIRA, 2020, p. 141). Collaborative consumption does not have the power to end consumption, but to make everyone aware of the consequences of hyper consumption and the resulting degradation of the ecologically balanced environment.

Collaborative consumption, according to Mariana Ribeiro Santiago and Eduardo Buzetti Eustachio Bezerra, is one of the main tools to raise awareness about the unnecessary unbridled exploitation of natural resources to maintain the “need” of consumption as a means for the individual to feel integrated and participatory in social life (SANTIAGO; BEZERRO; 2017, p. 474).

It is not a new economic, political and social system, nor much less has it come to replace capitalism, but rather one of the forms of market organization to develop within the capitalist system, since, if it were understood as a new economic system, it should satisfy the minimum needs for continuous production of goods necessary for life in society.

But, this is neither the case nor the role of collaborative consumption, which is a way of developing capitalism to counter the ills of hyper-consumption and to enhance



solidarity and social inclusion in consumer relations, respecting the ecologically balanced environment and social rights, such as work, as well as the dignity of the human person.

In this way, collaborative consumption brings social development to capitalism through economic relations that involve interaction, association and personal and direct collaboration, placing the individual in the context and in the socio-community scenario in which he lives, having the property to decrease the relationship of dependence on the impersonal forces that permeate the activities of the capitalist market.

In the same way that collaborative consumption does not present itself as a new economic system to oppose capitalism, it did not come to replace possession and property with use, but to enhance the social function in the path of solidarity, through greater transience and maximization of goods and resources in opposition to the disposal that generates pollution, the production of garbage and obsolescence.

It is not an element to stagnate the capitalist means of production, but a tool to dignify the investment, production and employment generated through it. Therefore, one should not think of collaborative consumption towards all other forms of organization of the capitalist economic system or any other system such as the construction of a wall such as the Berlin wall, for example, or the beginning of a war of economic systems and methods where only one will win, but think of collaborative consumption as an instrument for the implementation of socioeconomic and community bridges, where all humanity and the ecologically balanced environment will come out on top, as consuming collaboratively is consuming in order to promote the human development dignifying all the paths that lead and him.

According to Botsman and Rogers (BOTSMAN; ROGERS, 2011, p. 60-62), collaborative consumption is divided into three main systems, the economy based on shared services, the redistributive market and the collaborative lifestyle itself. The first system is based on the shared use of goods and services. The second is that in which people share and trade goods and services directly, without the intervention of intermediaries, promoting the social approach of the producer with the final consumer.



The third system is the use of collaborative consumption as a lifestyle, it is the collaborative feeling of life, which can move people in times of pandemic to become aware that acquiring goods and services from micro and small entrepreneurs whose headquarters of their activities are located in the vicinity where they live and live, bringing a social link between them and the community and helping to maintain their community's employment source, raising a feeling of solidarity that dignifies the social value of work and the search for full employment.

If Anthony Giddens says that humanity can and must find ways to take the reins of the world out of control (GIDDENS, 2007, p. 16) and Edgar Morin mentions that for human beings to become fully citizens of the Earth, it is necessary to change the way to inhabit it (MORIN, 2015, p. 105), collaborative consumption is a form of market organization to be used to take the reins of the globalized and hypermodern world in disarray and to change the hyper consumerist way of how inhabit planet Earth in terms of consumption, solidarity and social inclusion in terms of sustainable development.

So, considering that collaborative consumption is based on the development of consumer relations as a means of balancing individual and community needs (BOTSMAN, ROGERS, 2011, p. 53) in a social and supportive way that seek human development, it is possible observe that the understanding of what would be collaborative consumption or what would be more or less collaborative consumption may vary according to the situation experienced in a given period of contemporary society.

Thus, what was not considered a form of collaborative consumption before the pandemic, can be considered during and after the state of public calamity and, likewise, be disregarded or not in the future. Everything will depend on the sense of collaboration developed in a given consumer relationship and the solidarity in its development.

This is because collaborative consumption must be seen precisely as a means of collaborating with consumption that promotes effective human development. And what would it be to collaborate in the community or individually to maintain employment and the



source of employment, to encourage and make use of local and community consumption relations in times of pandemic, if not a way to consume collaboratively?

With the declaration of a state of public calamity due to the spread of the coronavirus (COVID-19), it was possible to observe the adoption of a series of public policies to reduce contagion that resulted in exceptional and temporary restrictions on locomotion. The very concept and understanding of staying at home and respecting quarantine to contribute to the flattening of the COVID-19 dissemination curve already matters in the impossibility of locomotion over great distances.

Faced with these events, people are becoming aware of the importance of giving value to local commerce and also the way they consume and what they consume, creating new consumption patterns and making the development of consumption flourish in the economic micro-universe that is consumption. based on local commerce.

The option and even the need to buy the necessary goods in the place closest to their homes, the adoption of tools such as WhatsApp and other applications for the marketing and delivery of food and pharmaceutical products, dignifying the existence of the internet in hypermodernity, bring airs of solidarity to times of pandemic and amplify social development based on the dignity of the human person and the social value of work, being a means of collaborative consumption.

In this universe, sales delivery and home deliveries as a way of helping small rural producers are also means of collaboratively consuming in fostering family agribusiness and maintaining the social value of local work.

WhatsApp groups of condominiums, neighborhoods, neighborhoods and even small towns coming together to acquire goods and services from people who had their working conditions vulnerable due to COVID-19 is a collaborative consumption system, as is the union and the organization of joint efforts to acquire, manufacture and distribute essential food and products.

However, it should be noted that, like ordinary consumer relations, some sectors of collaborative consumption face serious problems. In times of pandemic where social



approach is a health hazard, application drivers are vulnerable to the drop in service provision, a solidary ride is synonymous with inconsequence and many human beings find themselves without the availability of surplus funds for finance solidarity projects in addition to maintaining their own stocks.

It is pointed out that all the consumption relationships mentioned in this topic, both the possibilities and the vulnerabilities, are nothing more than perspectives for collaborative and solidary consumption.

If being supportive is being participant, benevolent, responsible and cooperative, if collaborating is working in cooperation, what would be if not collaborative consumption, the consumption practices in times of pandemic based on the acquisition and use of goods and services from local businesses, especially from micro and small entrepreneurs?

Small producers are going bankrupt, small companies and even large ones are closing their doors, employees are being laid off, there is a crisis in the global economy, causing the existential vulnerability of all humanity.

But personal and existential vulnerability due to the pandemic can bring out solidarity. When humanity is in crisis - and there is no other way out for it but the solidarity of human beings (BAUMAN, 2017, p. 13-14) -, the use of methods such as collaborative consumption can provide a means to ensure human development, the social value of work and the search for full employment. A means of promoting the reduction of pandemic vulnerabilities causes the existential maintenance of human beings as subjects of rights and dignity.

And this is the role of collaborative consumption in globalizing hypermodernity: contributing to human development through consumer relations focused on solidarity and sustainability, helping to reduce social vulnerabilities that, like the coronavirus pandemic (COVID-19), they undermine the pillars of human dignity.



5 FINAL CONSIDERATIONS

This paper observed the implementation of public policies aimed at maintaining labor relations due to the state of public calamity caused by the global spread of the coronavirus (COVID-19), studying the relationship between the adoption of these measures and the social value of the work, the search for full employment and human development.

In sequence, collaborative consumption was presented as one of the forms of market organization of the capitalist economic system, making an analysis of it and its use as an aid to the economic order in times of pandemic, concluding that the relations consumption based on the collaborative form contribute to the strengthening of local commerce, inserting the citizen in the community in which he lives, contributing to the maintenance of the working relations of the local micro and small companies, bringing a greater sense of sociability and solidarity to the act of consuming, it can reduce social vulnerabilities linked to employment and the pandemic, promoting respect for the social value of work, the principle of seeking full employment and human development.

Yes, humanity lives an era in which social chaos travels at the speed of globalization, however, as globalizing as the pandemic caused by the spread of the coronavirus (COVID-19) can be the solidarity that emerges in society in difficult times, through the most various methods and systems, such as the implementation of public policies and the use of collaborative consumption by each human being, which bring respect to the social value of work and ensure human beings a dignified existence capable of providing human development.

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