



Noteworthy experiences in digitalisation by employers' and
business membership organisations (EBMOs) in Latin

Technical Note: Chile

Osorno al Toke

This Technical Note forms part of a collection of noteworthy experiences in digitalisation by employers' and business membership organisations (EBMOs) in Latin America, identified during research carried out by the ILO's Bureau for Employers' Activities (ACT/EMP) for the production of the 2022 Regional Report "Where do Business Organisations Stand on the Road to Digitalisation? A look at Latin America". The aim of these noteworthy experiences is to inspire other EBMOs in their transition towards digitalisation. We would like to thank the ILO's South-South and Triangular Cooperation (SSTC) programme for its support in drafting this document, which will serve as a basis for an exchange of knowledge among EBMOs around the world.

► What is South-South and Triangular Cooperation?

South-South and Triangular Cooperation (SSTC) can be defined as collaboration between two or more developing countries, which frequently have the support of traditional partners, guided by the principles of solidarity and unconditionality, the aim of which is to put into practice inclusive and distributive development models governed by demand. SSTC complements North-South cooperation with joint action to encourage development opportunities. As can be seen from the Sustainable Development Programme 2030, SSTC has become an important means of international cooperation for development and an essential item in the United Nations toolbox.

► Summary

Osorno Chamber of Commerce, Industries, Services and Tourism is a regional EBMO providing direct services to companies in the city of Osorno. The Chamber has around 100 member companies and has been in operation for more than 75 years. Because of the difficulties affecting traders stemming from the COVID-19 restrictions, the Chamber made a digital marketplace available to both members and non-members alike, with support from Cámara Nacional de Comercio, Servicios y Turismo de Chile (Chilean Chamber of Trade, Services and Tourism - CNC).



► What services does it offer?

Both members and non-members can offer their products and services to interested buyers on the “Osorno al Toke” digital marketplace <https://osornoaltoke.cl/>. These potential clients can add products they wish to buy to a virtual shopping cart. Payment and delivery are still arranged directly between vendor and buyer, however. The Chamber hopes to add both functions to the platform in a second stage of the project. Specifically, the Chamber wants to develop a local delivery system to reduce costs, because the charges levied by existing large delivery companies are too high for certain products. Companies participating in the platform also receive support and training to create their product catalogues, given that their digital skills vary considerably. The Chamber has carried out training sessions and provided information on how to improve product catalogues, for example how to take better photographs using a mobile phone.

► How to join?

Any interested company should contact the Chamber, which passes their information to the site host/developer. After providing certain data, the company is given a user code so that it can start to sell on the platform. These companies usually pay a minimum charge for site maintenance directly to the host. Clients can see most of the products without registering but must register to finalise their purchases and gain access to all the available products.

Even though in many places the pandemic illustrated how important digitalisation is, in Osorno it was “a matter of life and death”. For a population of around 175,000

► Why this project?

inhabitants, many of whom depend on trade for their living, the lockdowns took many to the edge of insolvency. Hence the need to create a digital environment and encourage companies to use it.

► How was it developed?

CNC had already created a digital trading platform called Comunidad C, made available to its affiliated chambers throughout the country. Osorno Chamber took the opportunity and asked the developer for a personalised digital solution for the town, and the result was “Osorno al Toke”. A large part of the funds for developing this solution came from the municipality. Platform operating costs are covered by the maintenance charge paid by users. The Chamber points out that a key factor in creating this platform was the perseverance and enthusiasm dedicated to it, which has been transmitted to its members and other companies.

► What impact has it had?

Before the pandemic digital commerce in Osorno was almost non-existent. Today “Osorno al Toke” is like “the town's second shopping centre”. The platform is used by around 70 companies who offer an average of 8 to 10 products for sale on the platform.