

# Using a Multi-Sided Platform and Network Effects to Deliver Land Rights for All

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## SUMMARY

The Global Land Tool Network was launched in 2006. FIG was both a founding member of the network and a key player in the development of its pro poor tools. The objective of this paper is to review the first ten years of this network of partners, by examining it as a multi-sided platform (MSP) with network effects, that strengthened the ‘land rights for all’ global agenda. This paper does not focus on GLTN’s tools but instead reviews the network effects of GLTN operating as an MSP.

GLTN as an MSP is reviewed from the public sector point of view. Public sector means the not-for-profit sector including the United Nations, government, non-government organizations and universities. MSPs are technologies, products or services that create value primarily by enabling direct interactions between two or more customer or participant groups” (Hagiu: 2014).

While most current public sector MSP research is focused on the digitalization side of the MSP, this paper will instead focus on the network effects of GLTN that helped to move the land agenda. Lessons will be learnt from both the private digital sector as well as the public governance sector. These network effects include contributing to collaborative activities rather than competitive; leveraging and mobilizing resources; stimulating land-related innovation; co-creating value; and increased usage and adoption of specific land tools.

Significance. Understanding the network effects of GLTN will help to build better land-related MSPs, supply a framework to review their performance and help them to continue to evolve. Also, as there is little information on how public sector MSPs are designed, this paper will describe GLTN's network properties and its network effects and how the GLTN MSP

evolved.

GLTN, including FIG as a key partner, and the surveyors associated with FIG, contributed to the SDG goals of ending poverty and reducing inequality through the GLTN platform and its network effects. FIG can learn lessons and use and adapt them for other useful work for the last decade of the SDGs.

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