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Conditions

The tripartite EU Agency providing knowledge  
to assist in the development of better social,  
employment and work-related policies

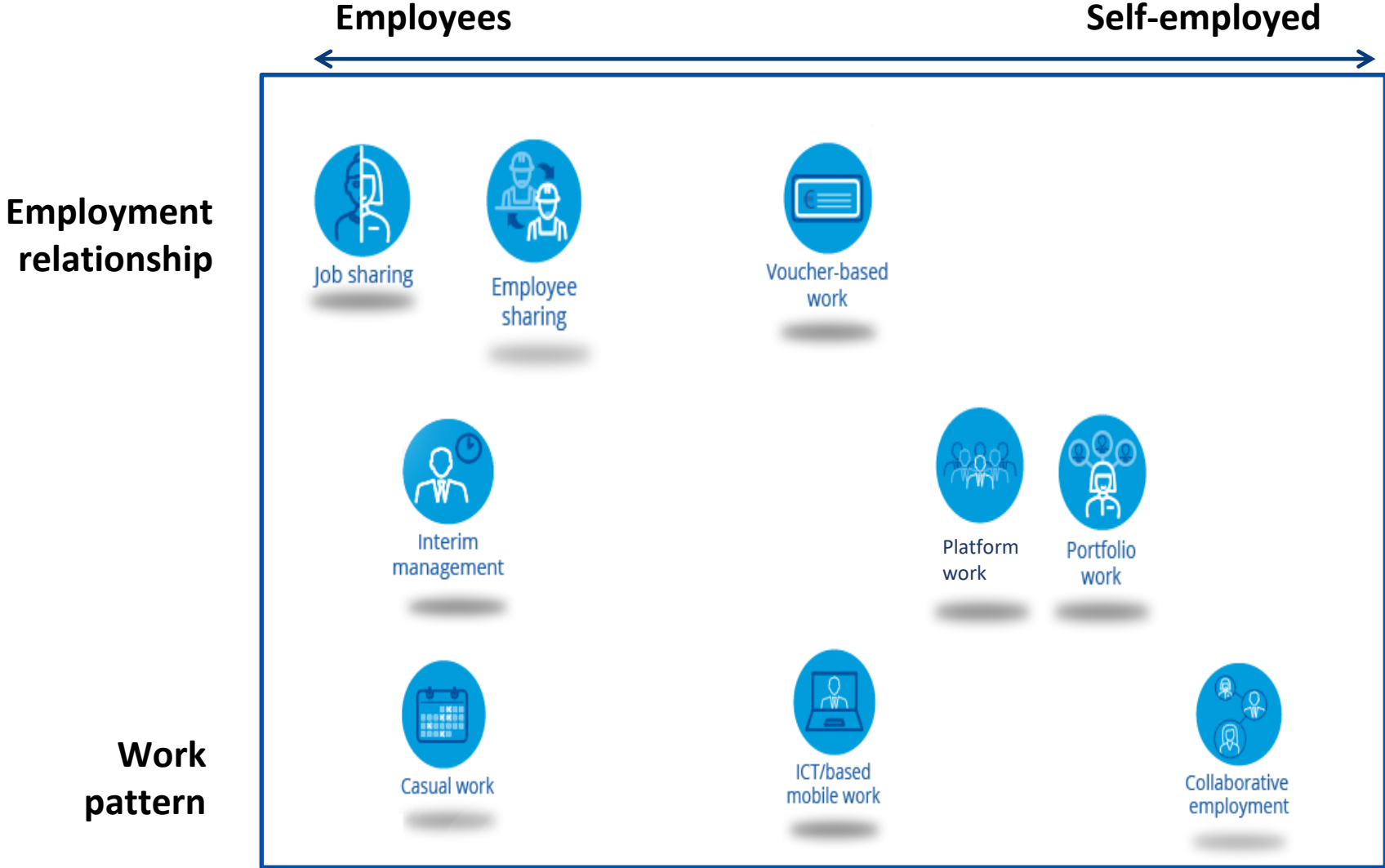
# New forms of employment

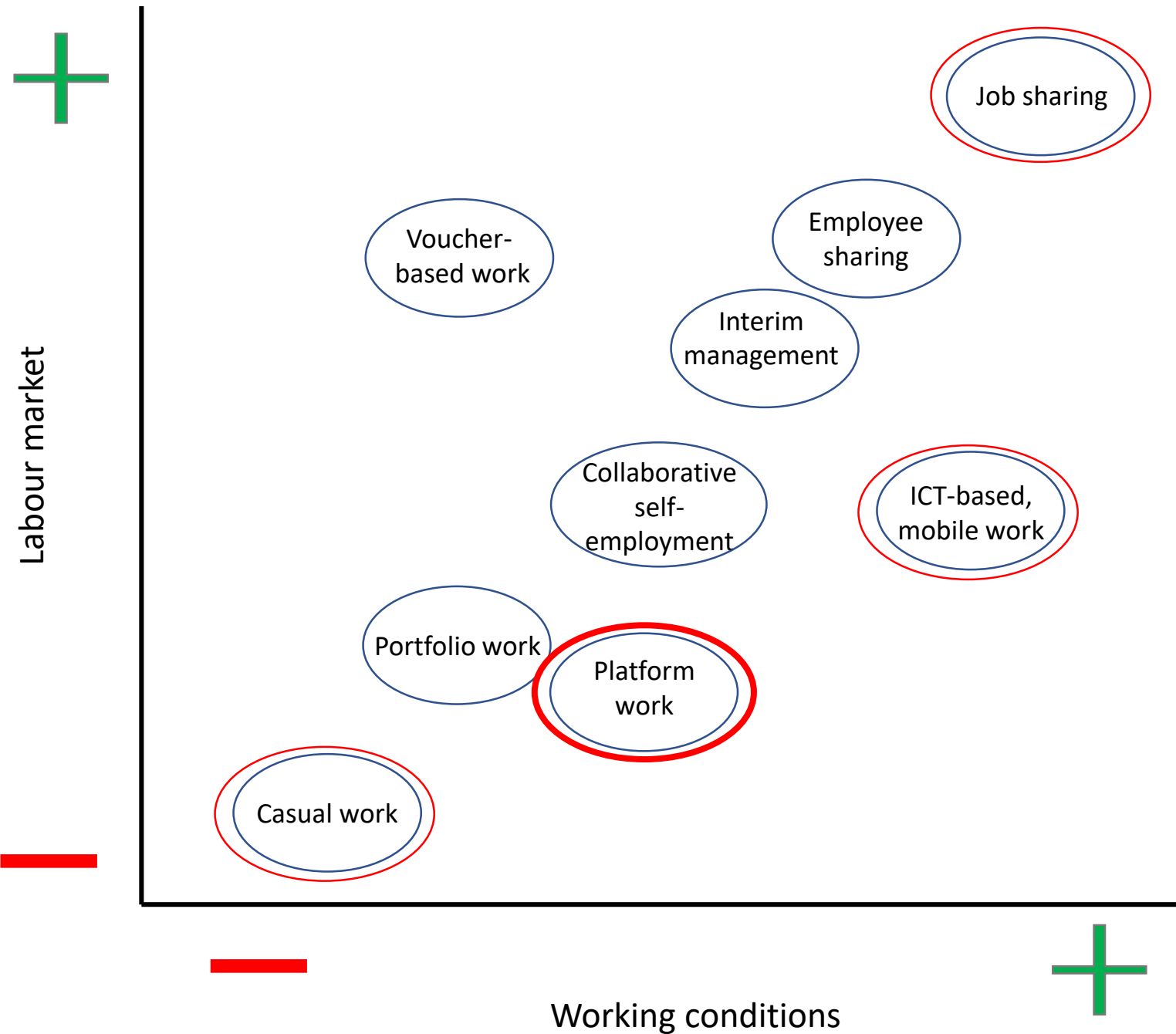
The effects of digitalisation on the quality of working life  
Eurofound national level seminar

Barbara Gerstenberger, Eurofound

26 November 2019

# (New) forms of employment





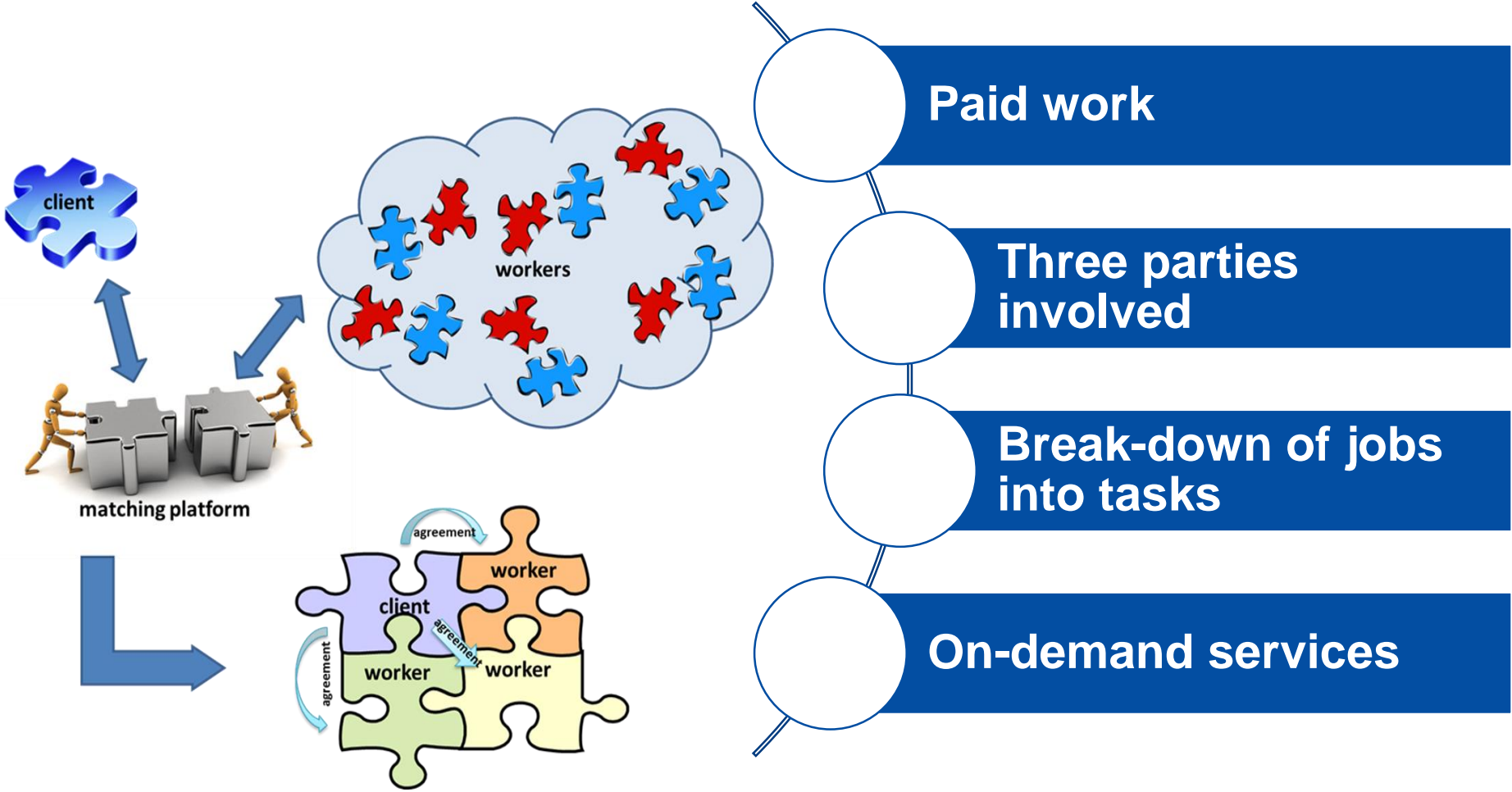


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# Employment and working conditions of selected types of platform work

# What is platform work?

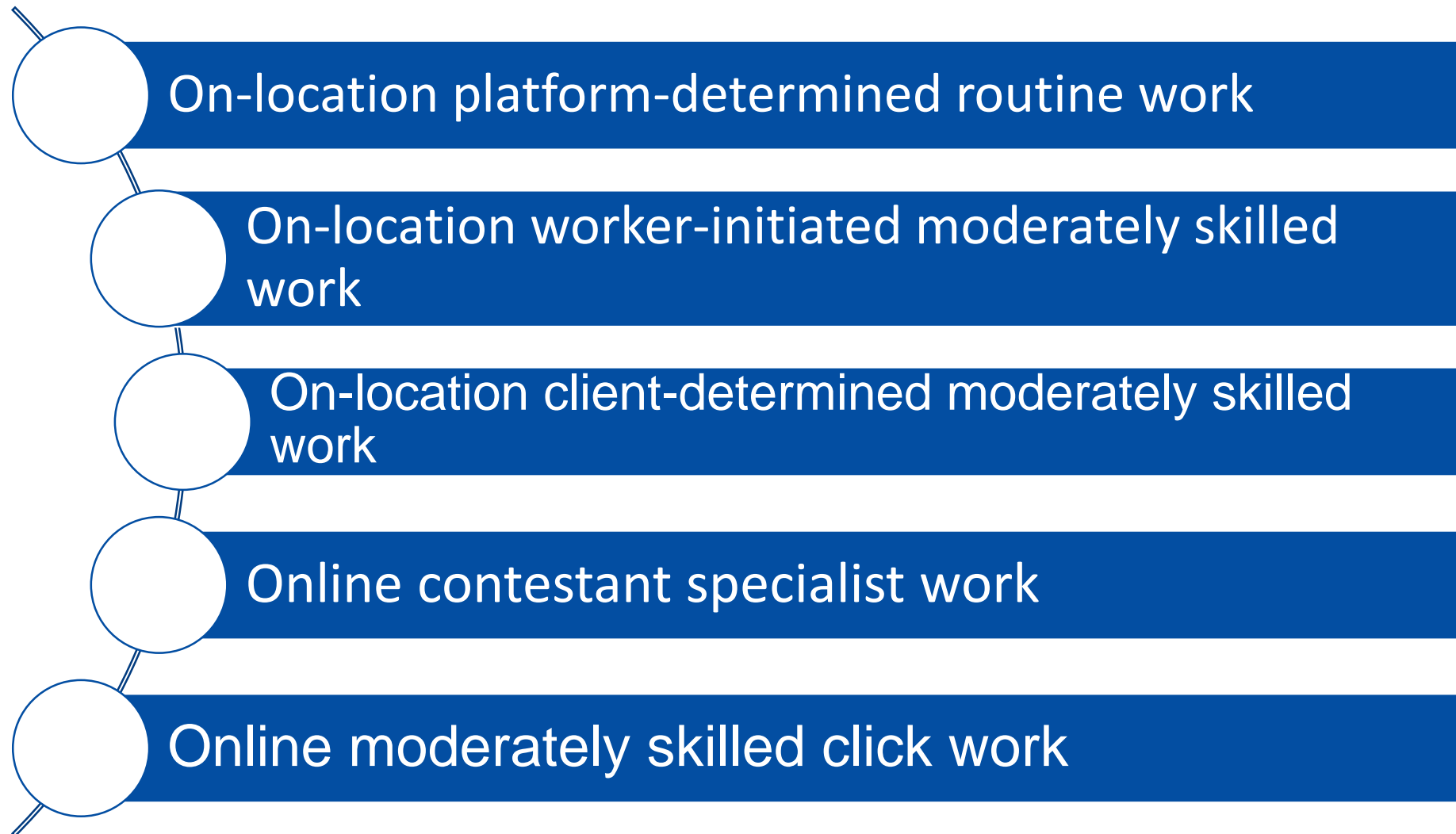


# Types of platform work in Europe



**Eurofound  
identified  
10 common types  
of platform work**

# Focus on selected types of platform work

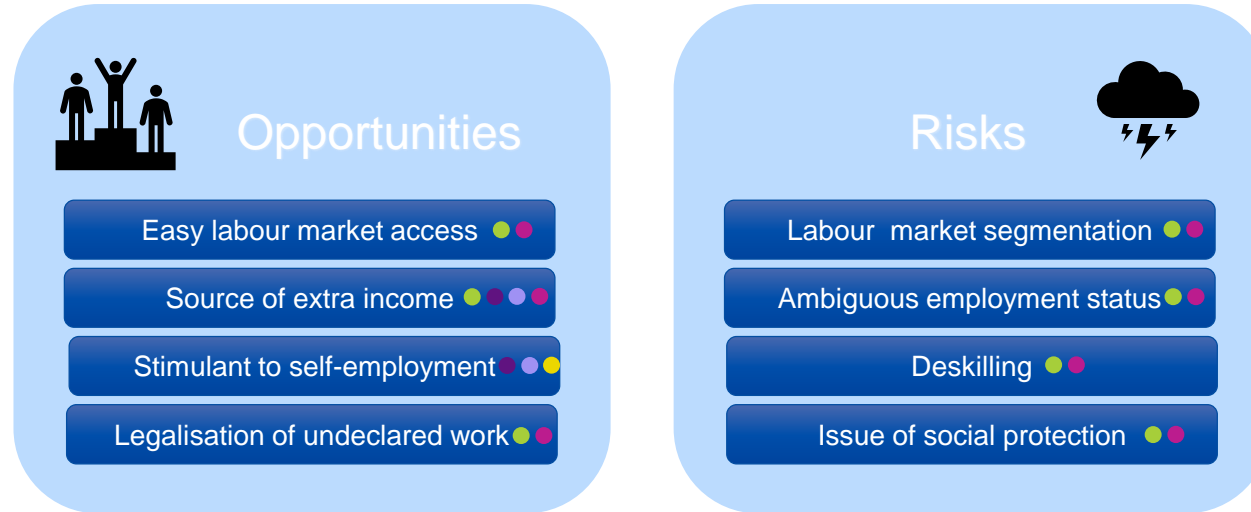


# Overview: selected types of platform work

	On-location platform-determined	Online click-work	On-location worker-initiated	On-location client-determined	Online contestants
<b>Tasks</b>	Transport	Data, info	Household		Creative tasks
<b>Gender</b>	Male	Balanced	Male		
<b>Age, family</b>	Young		Slightly older, children		Young
<b>Education</b>	Highly educated				
<b>Labour market status</b>	Student	Precarious	Employee or self-employed		Self-employed or freelancer
<b>Motivation</b>	Low entry barriers	Lack of employment alternatives	Build or extend client base	Earn additional income	Fun, use creativity and ideas



# Impact: Labour market



- On-location platform-determined routine work
- On-location client-determined moderately skilled work
- On-location worker-initiated moderately skilled work
- Online moderately skilled click-work
- Online contestant specialist work

# Impact: Working conditions



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# Policy pointers - General

- **Explore the opportunities of platform work and use it strategically**
  - Labour market integration
  - Extending working life
  - Legalise undeclared work
  - Promote self-employment
  - Raise household incomes
- **But: Consider potential unintended side effects, e.g.**
  - Labour market segmentation
  - Crowding out
- **Differentiated discussion and solutions instead of ‘one-size-fits-all’**

# Policy pointers – Specific aspects (1)

- **Employment status, rights and entitlements**







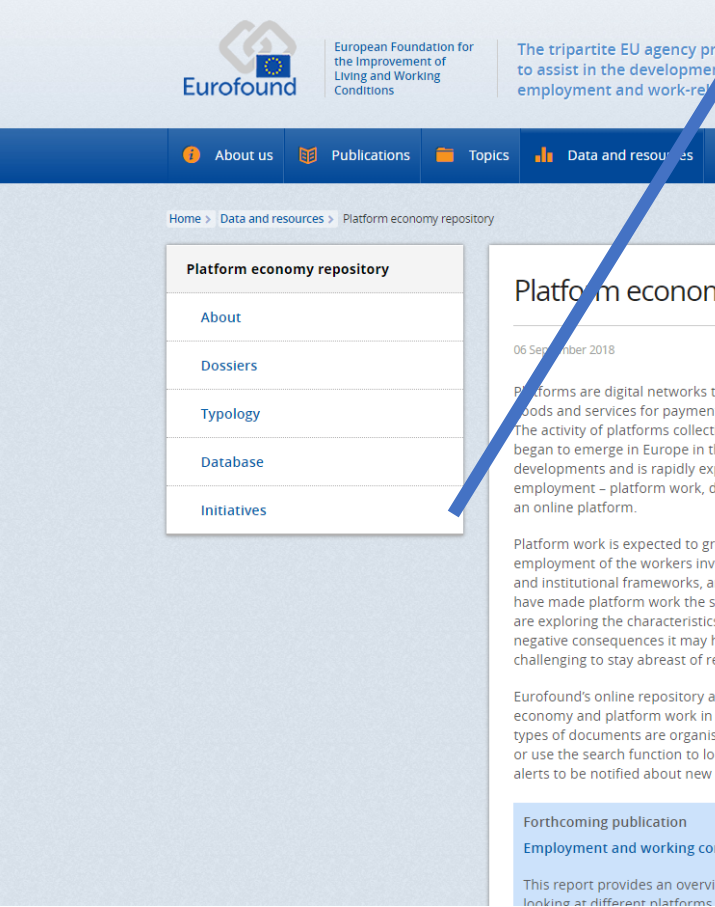
- **Algorithms, ratings**
  - Transparency
  - Fairness and access to redress
  - Portability

# Policy pointers – Specific aspects (2)

- **Pay**
  - Ensuring decent pay rates, notably for online and low-qualified tasks
  - Ensuring predictability of income, notably for online tasks
  - Tackling unpaid working time
- **Health and safety**
  - Clarifying responsibilities
  - Addressing business models and mechanisms
  - Awareness raising and information provision
- **Private individuals or households as clients**
- **Representation**
  
- **Aspects beyond work and employment**

# Emerging solutions: Eurofound's web repository on the platform economy

Type: Organising and representing platforms 







Name	Short description	Involved actors (type)	Country
<a href="#">Deutscher Crowdsourcing Verband (DCV) (German Crowdsourcing Association).</a>	The German Crowdsourcing Association (DCV) provides information to its members, which may be individual persons, companies and/or organisations and functions as an advocacy group on their behalf. The DCV's webpage mentions specifically that it represents the interests of its members and the entire German crowdsourcing industry, in particular in current regulatory initiatives.  Affiliated with the DCV is the German Crowdfunding Network, which provides support to consultants, platform operators, start-ups, scientists and capital providers from Germany, Switzerland and Austria.	Business association	Germany
<a href="#">Estonian Sharing Economy Association (Eesti Jagamismajanduse Liit)</a>	In 2016, the NGO Eesti Jagamismajanduse Liit (Estonian Sharing Economy Association) was founded in Estonia. The founding members are a mix of work-related platforms and platforms following the wider understanding of the platform economy. Representatives of the association have met with the Estonian Minister of Economic Affairs and Infrastructure to discuss how the state can eliminate obstacles to their operations and to discuss opportunities for cooperation between the state and platforms.	Business association	Estonia
<a href="#">Sharing Economy Denmark (SEDK)</a>	Sharing Economy Denmark, SEDK, is an association that represents businesses in the Danish sharing economy sector. According to its webpage, the association provides ethical guidelines in collaboration with its members which aims to help 'define, support, regulate and create trust' in the Danish sharing economy. Guidelines include the demand for member organisations to: strive to improve the quality of user ratings; to provide clear and easily comprehensible terms of use; to offer open and reasonable procedures to users; to install systems to appropriately address questions and complaints; to collect information of the impact of their businesses on the Danish economy,	Business association	Denmark

<http://eurofound.link/platformeconomy>