

The diversity of platform work and its implications for work and employment

International Symposium 'Future of Work'

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About Eurofound



Established in 1975



Based in Dublin



Brussels Liaison Office



Budget of € 20.5 million (2018)

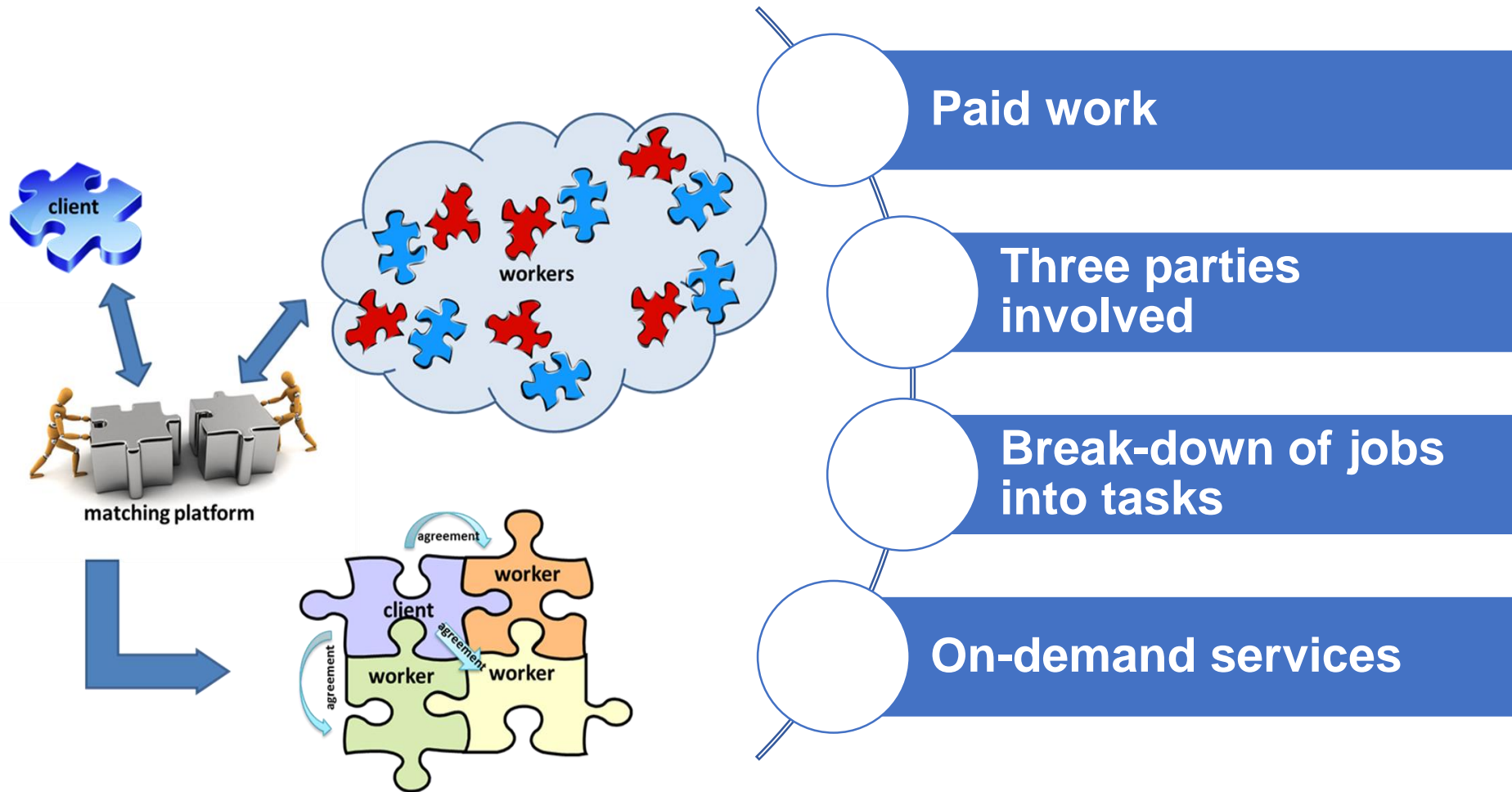


91 staff members

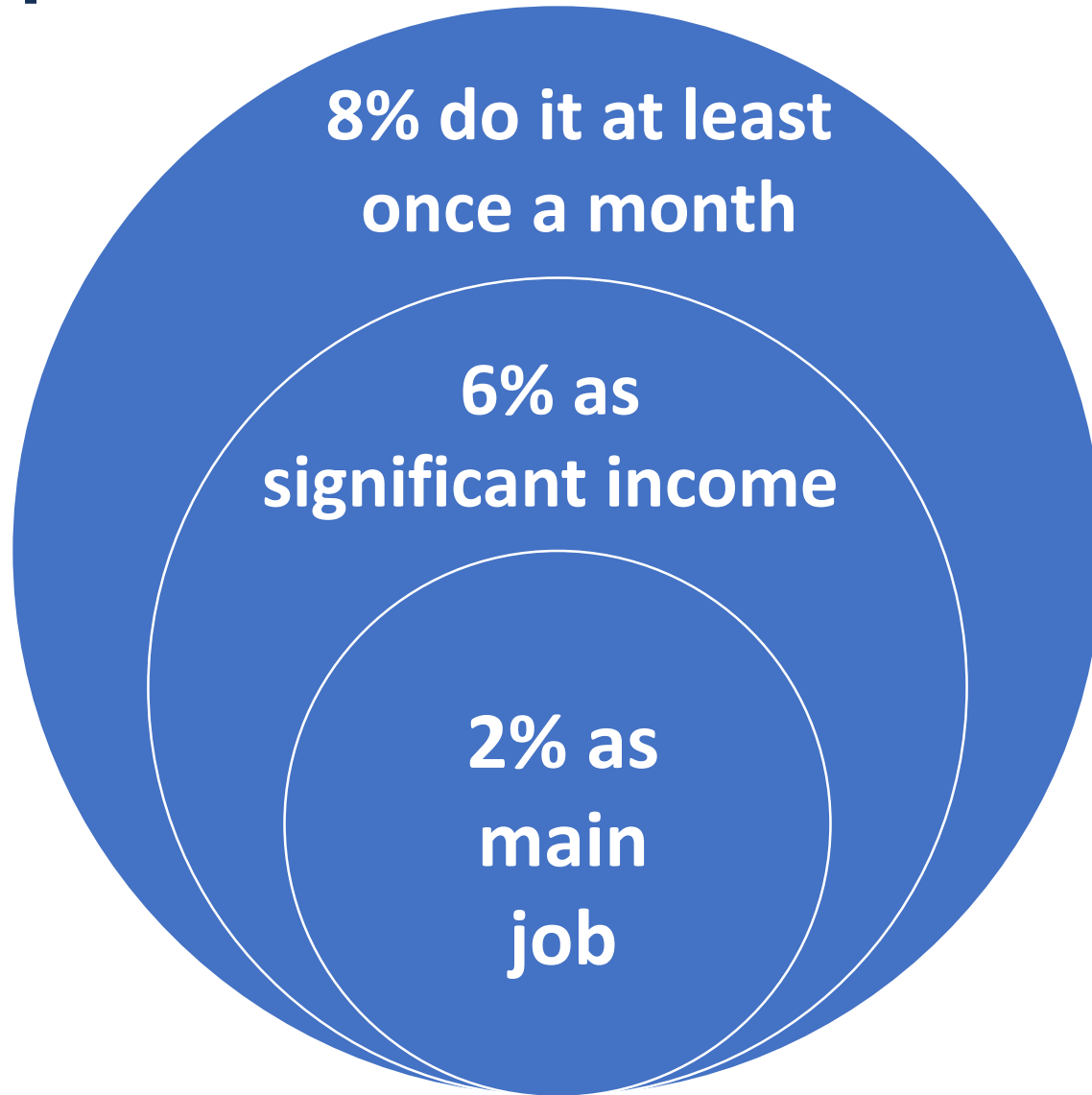


EU agency

What is platform work?



Scale of platform work



Coverage of DE, ES, FI, FR, HR, HU, IT, LT, NL, PT, RO, SE, SI, UK

Source: Pesole A. et. al, 2018: Platform workers in Europe. Evidence from the COLLEEM Survey.

JRC Science for Policy Report

Types of platform work in Europe

Scale of tasks

Skills level required

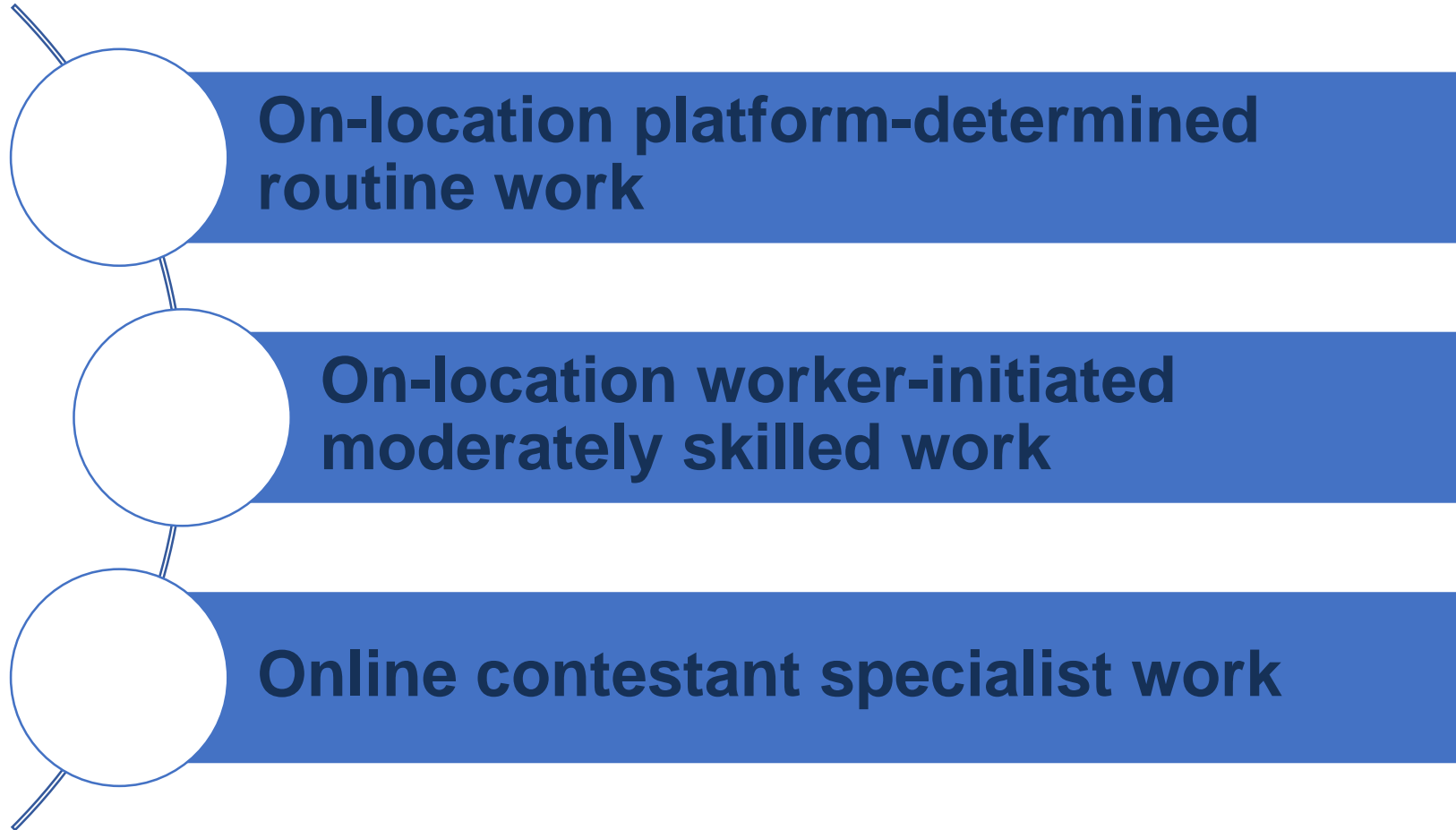
Format of service provision

Form of matching

Selector

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

Focus on three types of platform work



On-location platform-determined routine work

Low-skilled
routine tasks

Delivered in
person

Task assignment
based on an offer
and decided by
the platform

Young, male,
highly educated
workers

To enter the
labour market

To earn additional
income



On-location worker-initiated moderately skilled work

Low to medium
skilled tasks

Delivered in
person

Task assignment
based on an offer
and decided by
worker

Male, highly
educated workers

Slightly older,
more likely to
have children

Has another job

Building client
base

Choice of tasks

Helping



Online contestant specialist work

High skilled
tasks

Delivered online

Task assignment
based on contest
and decided by
client

Male, highly
educated
workers

Has another job

Building client
base

Choice of tasks

Opportunity to
use creativity

jovoto

99designs

Employment and working conditions

	Local platform-determined work	Local worker-initiated work	Online contestants
Autonomy and control	Red	Yellow	Green
Earnings	Yellow	Green	Yellow
Work intensity and working time quality	Red	Red	Red
Physical environment	Red	Red	White
Social environment	Yellow	Green	Yellow
Skills and training	Red	Yellow	Green
Prospects and career development	Green	Green	Green
Representation	Yellow	Yellow	Yellow

Key messages

Platform work is a small, but dynamically growing employment form.

It offers opportunities from a labour market and individual perspective...

... but also some challenges for the affected workers and related to established concepts and institutions.

Policy pointers

- **Overarching key issue: employment status**
- **Need to consider heterogeneity in platform work**
- **Platform-determined platform work, e.g.**
 - Standards of working conditions, incl. health and safety
 - Representation
 - Algorithms and ratings
 - Dispute resolution
- **Worker-initiated platform work and online contests, e.g.**
 - Transparency of information on tasks
 - Taxation of for side earnings

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

Type: Organising and representing platforms



Name	Short description	Involved actors (type)	Country
Deutscher Crowdsourcing Verband (DCV) (German Crowdsourcing Association).	<p>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.</p> <p>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.</p>	Business association	Germany
Estonian Sharing Economy Association (Eesti Jagamismajanduse Liit)	<p>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.</p>	Business association	Estonia
Sharing Economy Denmark (SEDK)	<p>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,</p>	Business association	Denmark

<http://eurofound.link/platformeconomy>

Further reading



<http://eurofound.link/ef18001>

Thank you for your attention!

eurofound.link/digitalage

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Working conditions (1)

- **Flexibility, autonomy and control**
 - Theoretical flexibility to select tasks, schedule, work organisation
 - Very limited for on-location platform-determined work: schedules, sanctions for decline, monitoring by the platform
 - Autonomy in worker-initiated tasks, but monitoring and rating by clients
 - High for contests
- **Earnings**
 - Low, but predictable and market prices for on-location platform work
 - High unpredictability and potential for unpaid work in contests
- **Work intensity and working time quality**
 - Potentially long, unsocial working hours with limited breaks in on-location platform-determined work
 - Dependence on client in worker-initiated work
 - Potentially tight deadlines in contests

Working conditions (2)

- **Health and safety**

- Locally delivered tasks: physically demanding, potential harassment, accidents, physical environment
- Online tasks: computer- and posture-related
- Higher risks due to youth, inexperience, lack of guidance and measures in place, stress, work intensity

- **Social aspects**

- Good for work-life reconciliation
- Limited contacts with the platform
- Community-building in on-location platform-determined work
- Client relations in worker-initiated work
- Isolation in contests

Employment conditions

- **Employment status:**
 - Highest potential for misclassification for on-location platform-determined work
- **Labour market access:** In general, low entry barriers
- **Employability, transitions, career progression:**
 - Quasi non-existent within platform work
 - Limited prospects for on-location platform-determined work
 - Stepping stone to self-employment in worker-initiated tasks
 - Portfolio building in contests
- **Representation:**
 - Limited interest of worker-initiated and contestants
 - Some activities by traditional trade unions
 - Worker initiatives, but rather for information and exchange