

New Sustainable Economic Models – The Views of Civil Society

Focus on the Collaborative Economy

European Economic and Social Committee

16.05.2017

Table of Content

- 1) The Collaborative Economy – A Rising Trend
- 2) The Unknown Quantity
- 3) Digital Footprint Project
- 4) A Legal Vacuum
- 5) Trade Union Demands
- 6) Still a long way to go

1) The Collaborative Economy

- A Rising Trend -

- Global labour division (migration of jobs + people)
- MNCs: concentration of capital and ownership
- Economic crisis
- Increase of online platforms
 - Global outsourcing to individuals (less to companies)
 - Digitalisation of tasks
 - 24/7 multilocational working

2) The Unknown Quantity

- Crowd work
 - No single definition of ‘crowd work’
 - Paid or unpaid (sole or additional source of income)
 - Carried out online or offline
 - Carried out on the worker’s own premises, on a client’s premises or in a public space
 - Various employment statuses
- What are the characteristics of the ‘collaborative economy’?
 - Who are the crowd workers?
 - What type of work is offered at platforms?
 - Which sectors are affected?

3) Digital Footprint Project

Project Purpose:

- Picture of the digitalized labour market in the EU and beyond
- Diversity of new forms of labour and associated labour conditions
- Policy proposals
 - Conducting crowd working surveys in several Member States
 - Conducting crowd working surveys in other continents

Main actors:

University of
Hertfordshire **UH**



Digital Footprint Project

- Types of Platforms -

- Four broad types of platforms:
 - 1) High-skill creative and IT tasks (not location dependent)
 - 2) Lower skill repetitive online 'click work' (not location dependent)
 - 3) Manual service work carried out on a customer's premises
 - 4) Work involving driving or delivery



Digital Footprint Project

- The Crowd Workers -

Member State	Would be crowd workers (%)	Actual crowd workers (%)
United Kingdom	21	11
Sweden	24	12
The Netherlands	18	12
Austria	36	23
Germany	22	14

Digital Footprint Project

- Some Evidences -

- Crowd work:
 - Seems to be an occasional experiment
 - Is a small supplement to total income
- Crowd workers:
 - Are more likely to be from younger age groups
 - Use online platforms to generate income from whatever kind of work is available
 - There is little gender difference

4) A Legal Vacuum

- First institutional steps:
 - Communications from the Commission
 - A European agenda for the collaborative economy
 - Online platforms and the Digital Single Market
 - European Parliament (ongoing process)
 - EMPL Opinion and IMCO Draft Report on a European agenda on the collaborative economy

5) Trade Union Demands

Right to equal treatment

- Employment relationship
- Peer vs. professional platforms
- Employed or self-employed
- Guaranteeing decent remuneration

Effective enforcement

- Request for national competent authorities (labour inspectorates)
 - Ensure a 'Code of conduct'
 - Reporting duty: Social security contributions and value added tax on goods/services
- Right to organise and to bargain collectively
- Ensure that workers can enforce their rights cross border

6) Still a long way to go ...

- The collaborative economy needs to meet its responsibilities to workers and society
- Call for a European level playing field
- Other relevant aspects:
 - Anti-discrimination provisions
 - Portability of profiles
 - Cohesion of society ...



Thank you for your attention.

For more information:
<http://www.feps-europe.eu/en/digital-footprint-project>