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 multilocalional 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

Main actors:

- University of Hertfordshire
- UNI Global Union
- Europa
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 -

<table>
<thead>
<tr>
<th>Member State</th>
<th>Would be crowd workers (%)</th>
<th>Actual crowd workers (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>21</td>
<td>11</td>
</tr>
<tr>
<td>Sweden</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>18</td>
<td>12</td>
</tr>
<tr>
<td>Austria</td>
<td>36</td>
<td>23</td>
</tr>
<tr>
<td>Germany</td>
<td>22</td>
<td>14</td>
</tr>
</tbody>
</table>
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: