

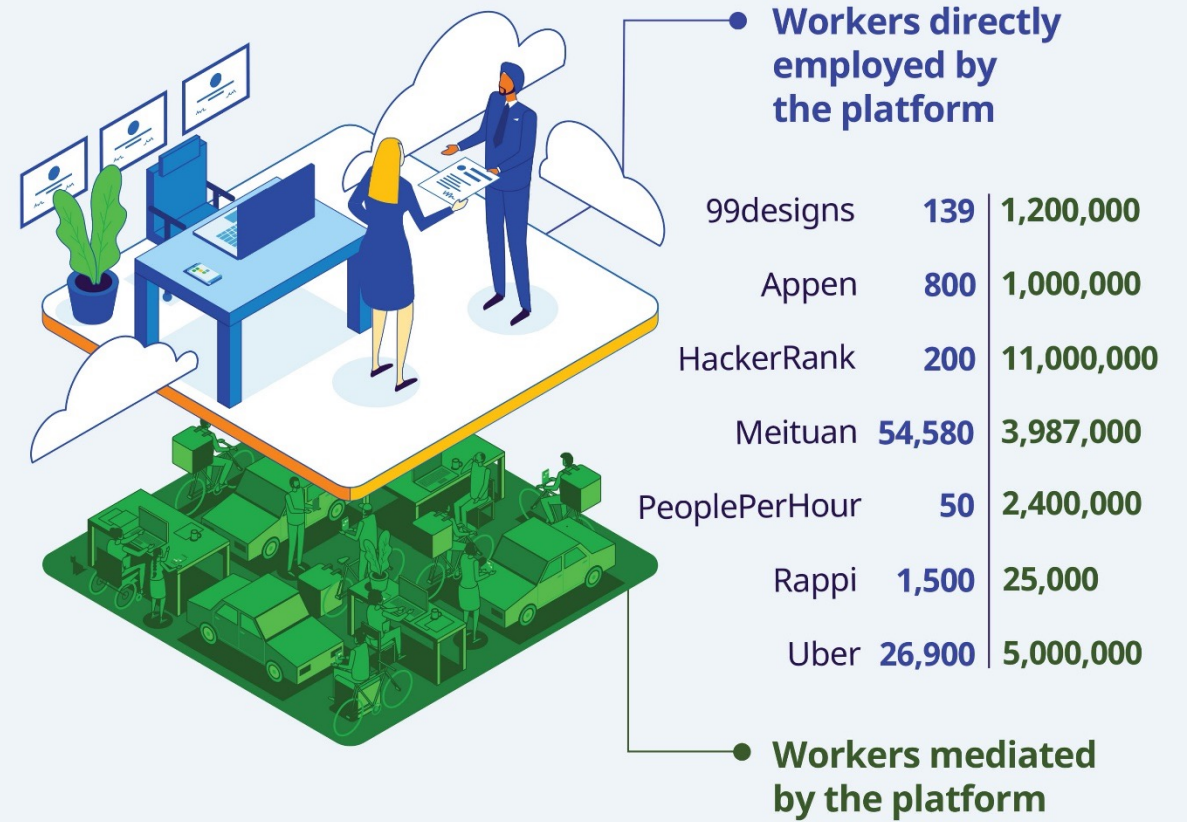
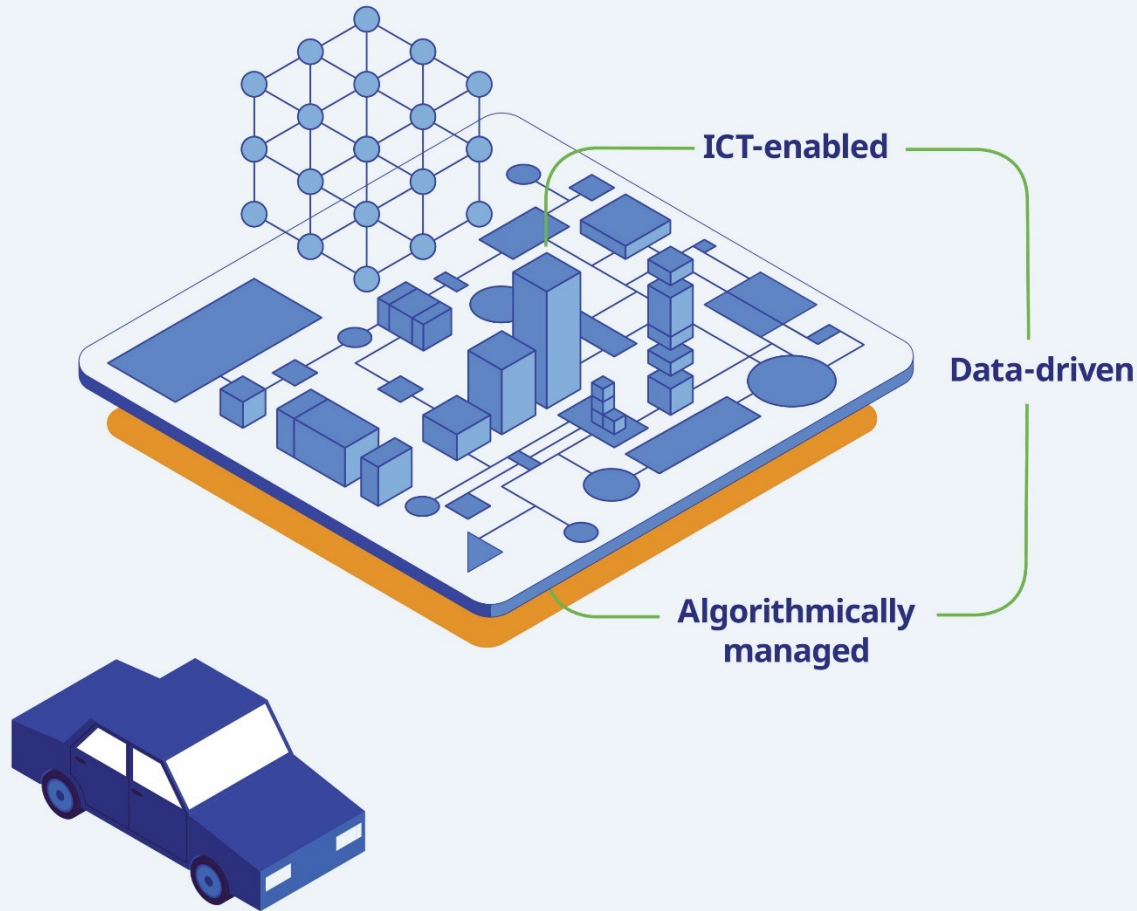


► The role of Digital Labour Platforms in Transforming the World of Work

BRICS Labour and Employment Ministers' Meeting under the 2021 Indian Presidency

Uma Rani, Senior Economist, Research Department, ILO

► Features of platform business model



► ... the business model has common elements

Indicators for matching clients and workers

Allocation of work
Determining pay
rates



Unilaterally determined
by platforms:

- Exclusivity clauses
- Deactivation of accounts
- Dispute resolution

Recruitment
and
matching

Revenue
model

Commission fees
and subscription
plans are integral
to platform
revenue model

Business
model

Ratings
Refusing work

Work
processes and
performance
management

Monitoring,
tracking and
evaluating
workers through
digital tools
and algorithms

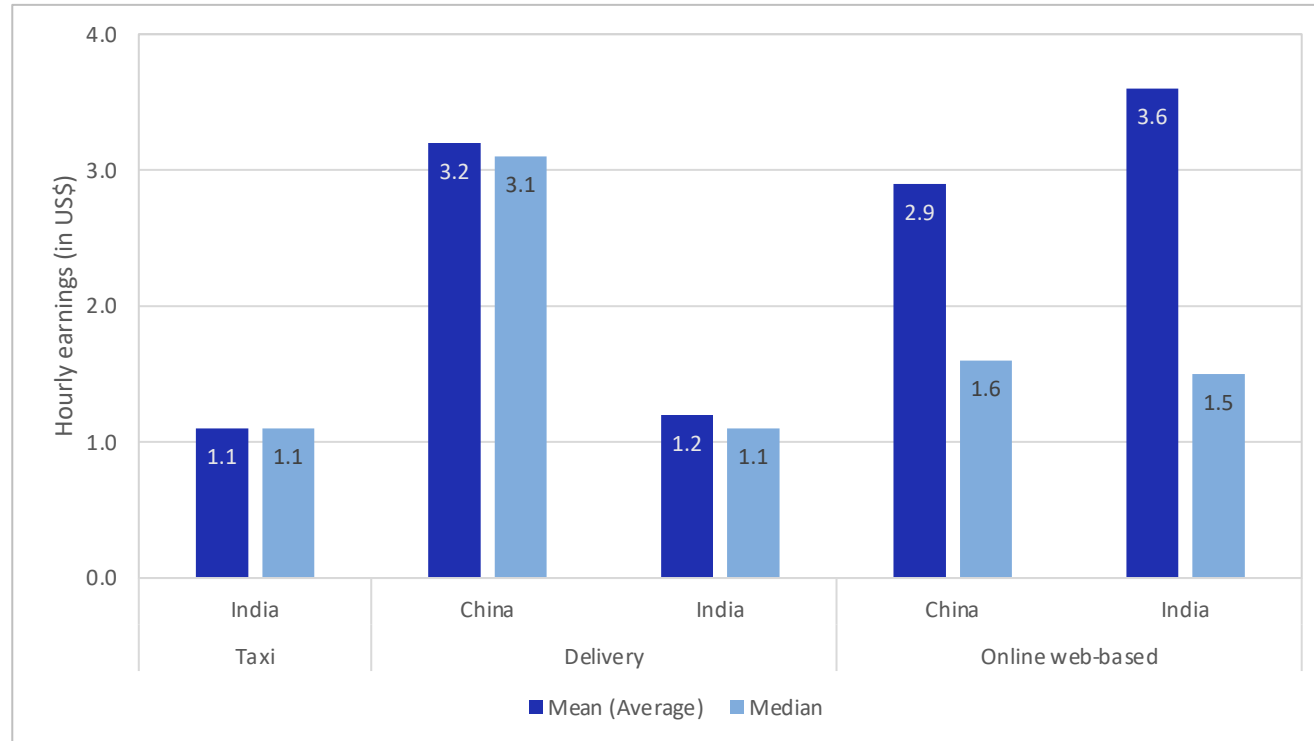
Rules of
governance

► What motivates workers to perform tasks on platforms?

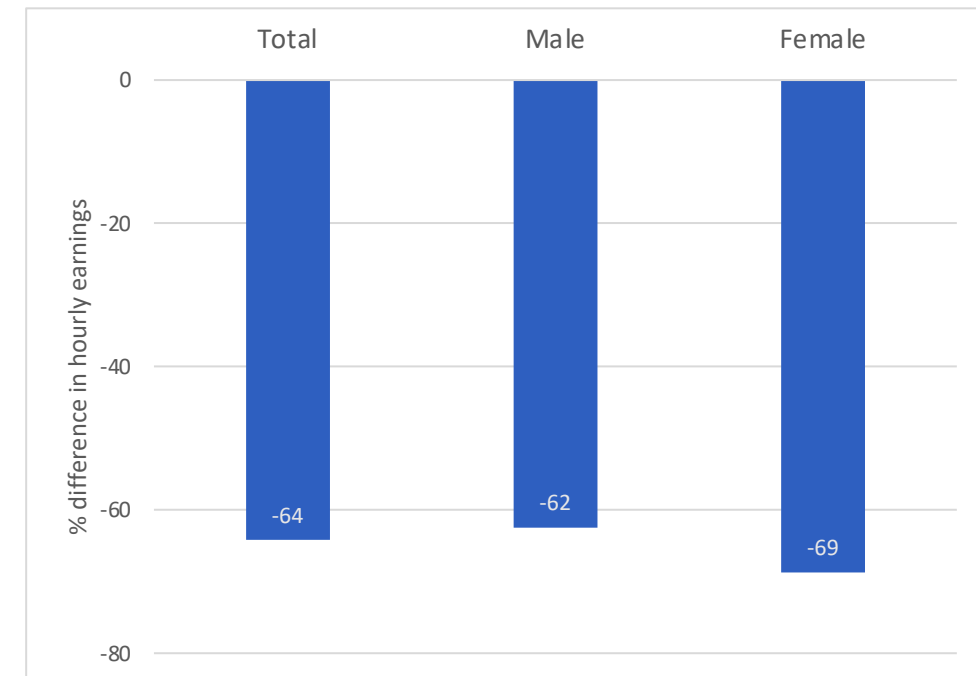
- Complementing pay and flexibility (freelance and microtask)
- Improving skills and career opportunities (competitive programming)
- Lack of alternative employment opportunities, work flexibility and better pay (taxi and delivery)
- For many women (developing and developed countries): work from home or work flexibility is an important motivating factor



► How do workers fare in terms of earnings and social protection?



- Workers on microtask platforms earn 64% less compared to their counterparts performing similar work in the traditional sector



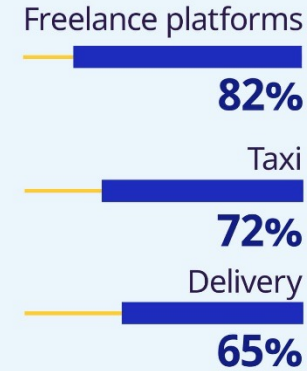
- Commission fees
 - Taxi: 15% - 44%
 - Freelance: 15% – 40%
- Bonus & Incentives
 - Taxi: 74% (India)
 - Delivery: 89% (India); 31% (China)
- Social protection benefits are quite low
- Working hours quite high (59 – 80 hours)

► Algorithmic management is defining the everyday experiences of workers

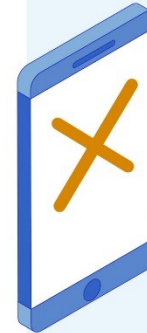
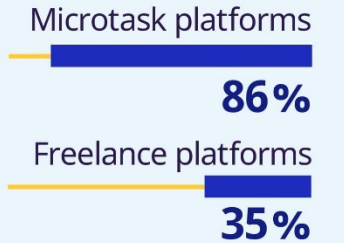
- Ratings and reputation are decisive for accessing work
- Rejection of work and low ratings are common
- Unable to refuse or cancel work without negative impacts
- Some workers face account deactivation
- Many are unaware of formal process for filing a complaint or seeking help
- Monitoring of work processes and tracking of workers



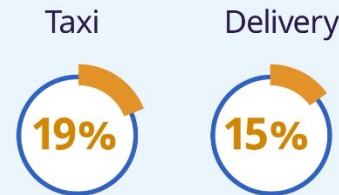
Workers' ratings are decisive for accessing work



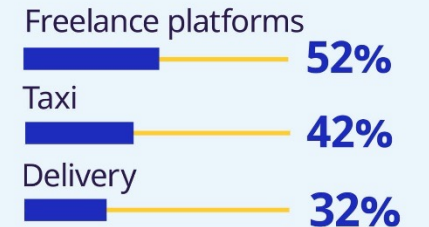
Workers whose work was rejected



Workers whose account was deactivated



Lack of awareness of a dispute resolution mechanism



Workers on freelance platforms

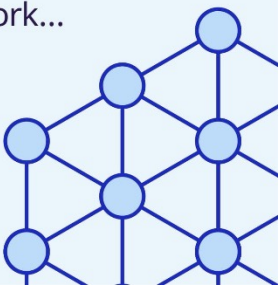


47% are monitored by their clients for hours **worked...**

46% are required to take screenshots of their work...

43% are required to be available during a specific time...

► **on a regular basis**



► Diverse practices of regulation for platform workers across the world

Canada
Unreasonable dispute resolution process invalidated



United States
Diverse approaches to classification of platform workers



Peru
Establishment of fund for COVID-19 and data transparency



Uruguay
Digital social security contributions and tax payments for platform workers



Argentina
Prohibition of child labour, including through platform work



France
Right to disconnect for some platform workers

Spain
Mandatory employment injury insurance legislation



Brazil
Occupational safety and health coverage transcending employment relationship

South Africa
Anti-discrimination law applying to all workers

Denmark
Hilfr collective agreement pertaining to certain platform workers

Germany, Austria, Sweden
Organising online web-based platform workers

Korea
Work injury benefits extended to some platform workers



China
Work injury benefits extended to some platform workers



India
Social security benefits extended to platform workers



Indonesia
Work injury benefits extended to some platform workers



Australia
Occupational safety and health obligations transcending employment relationship



New Zealand
Occupational safety and health obligations transcending employment relationship



► A way forward through international policy dialogue and coordination

- Employment status
- Right to bargain collectively
- Adequate social security benefits
- Dispute resolution mechanism
- Fair termination process
- Fair payments and working time standards
- Non-discrimination
- Occupational safety and health
- Transparency and accountability in algorithms and ratings
- Access to local jurisdictions
- Data protection
- Portability of worker data and ratings
- Enabling environment for sustainable enterprises

