Platform work in Denmark and regulatory issues – towards a conceptualisation

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Presentation at NWLC 2018, Session 11: Digitalization, platforms and robotization of work

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Background

❯ A new phenomenon and limited academic research

❯ Existing research is mainly about:
• Understanding and classification
• Mapping the extent of platform economic activities
• Social partner responses
• Insecurity/precariousness

❯ New trend emerging: some platform companies adress regulatory issues themselves
• Take on employer responsiblity
• Enter into collective agreements

❯ How can we explain this trend?
❯ Are some platforms easier to regulate than others?

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• 17-20 labour platforms operate in DK

• 42.000 Danes have performed work on or through the platforms (less than 1 % of the workforce)

• Most gig-work (cleaning, transportation….)

• Some crowdwork (translation, programming….)

• Primarily supplementary employment

• Hourly wages from 130-180 DKK

• Overweight of young people and non-ethnic Danes

• Up until recently, platforms classify platform workers as something else than employees (freelancers, self-employed….)

• Platforms offer insurance (work related injuries, objects….)

References: Rasmusen and Madsen 2017, Ilsøe and Madsen 2017, Disruptionrådets sekretariat 2018

Overview of types of digital platforms involving the exchange of labour in Denmark

Source: Rasmussen and Madsen (2017) with inspiration from De Groen & Maselli (2016) and De Groen et al. (2016).

	Virtual / global / Crowd work	Local / Physical / Gig work
Medium or highly specialized knowledge	Translation, programming Ex. of platforms: Upwork, Freelancer.com, Fiverr, Guru.com, Worksome	Teaching, therapy
No or less specialized knowledge	Transcribing, information gathering	Simple craft work, dog walking, gardening, transportation, cleaning Ex. of platforms: MePloy, DenLilleTjeneste, AHandyHand, Helpfully, Lejdet, Cleady, Happy Helper, Hilfr, Chabber

Assumptions: Towards a conceptualisation

- ***National or non national ownership***: platform companies with a national 'origin' are easier to regulate than platform companies with a non national origin, because national companies most likely are more aware of the national context and operate within that national context, while international companies are more likely to operate across national borders.

- ***Physically or virtually performed tasks:*** Platform companies with physical services/products are easier to regulate than platform companies with virtually performed services/products. Workers may be easier to 'locate' when tasks are physcial (for representation and bargaining)

- ***Narrow or broad professional profile:*** Platform companies that fit into the **existing demarcation lines/ professional territories** are easier to regulate than platform companies with broader profiles, because relevant actors (unions and employer organisations) are more accessible.

- → One size doesn't fit all. Different regulatory solutions for different types of platform companies is needed.

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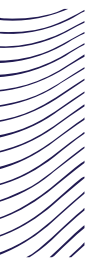
Thank you for listening ☺

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