Unionen om plattformsekonomin och den nya arbetsmarknaden
Digitalisation and structural change

New ways of organising work – technical innovations are creating novel innovations in coordinating labour
The platform as an innovation

Three core functions of a typical digital intermediary platform on peer-to-peer markets:

1. Reducing search costs,
2. Facilitating pricing mechanisms
3. Establishing trust between parties.

“trade-off between keeping transaction costs low and eliciting and using dispersed information” - Einav et al (2016)

“Broadly defined, platforms are a type of marketplace where people and businesses trade under a set of rules set by the owner or operator” - The Economist (2016)
The platform as an innovation
A platform is infrastructure

• A successful platform must reach critical mass of users
• Platforms have a tendency to become strong monopolies

Source: Bloomberg
Platform based labour – Overhyped or just getting started?

<table>
<thead>
<tr>
<th>Land/Region</th>
<th>Källa</th>
<th>Enkät slutförd</th>
<th>Andel som hittat arbete genom plattform</th>
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<tbody>
<tr>
<td>USA</td>
<td>Katz och Krueger</td>
<td>Nov-15</td>
<td>0,5 %</td>
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<td></td>
<td>Intuit</td>
<td>Aug-15</td>
<td>1 %</td>
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<td>JPMorganChase</td>
<td>Feb-16</td>
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<td></td>
<td>McKinsey</td>
<td>Jul-16</td>
<td>4 %</td>
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<tr>
<td>UK</td>
<td>Huws och Joyce</td>
<td>Jan-16</td>
<td>11 %</td>
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<tr>
<td>Sverige</td>
<td>Huws och Joyce</td>
<td>Mar-16</td>
<td>12 %</td>
</tr>
<tr>
<td>Österrike</td>
<td>Huws och Joyce</td>
<td>Apr-16</td>
<td>18 %</td>
</tr>
<tr>
<td>Nederländerna</td>
<td>Huws och Joyce</td>
<td>Apr-16</td>
<td>12 %</td>
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<tr>
<td>Sverige</td>
<td>SOU 2017:24</td>
<td>Sep-16</td>
<td>4 %</td>
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</table>
Platform based labour – Overhyped or just getting started?
The regulatory challenge

1. Is there enough innovation in legitimise via regulation?
2. How do we balance regulation of different interests?
3. How do we assure regulation doesn't hinder innovation?

Developing the Nordic tradition of self-regulation
Developing the Nordic tradition of self-regulation
Developing the Nordic tradition of self-regulation

Ad hoc regulation vs holistic approach?

Platforms enable functions of the employer to be digitalised – how can we lower the associated transaction costs in being an employer?

Many small firms active in developing platforms

“Lätt att göra rätt”
Delegating relevant platform functions to specialized governing body
- How to make abiding rules more simple for platforms?
- Developing common tripartite standards
  - Platforms focus on innovation and service development
- Platform-specific regulation
  - Portability of ratings (or reputation)
  - Portability of data in general
- Resource pooling
- Wage and benefit negotiations
- Consumer labelling
- Political lobbying

**Balanced self-regulation**