

► Digital labour platforms and social dialogue

Digital labour platforms: a snapshot

Five-fold increase in 10 years

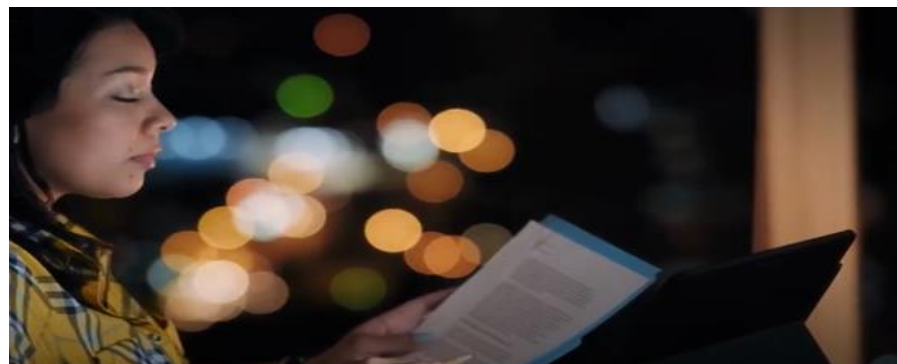
- 777 platforms
- Mostly in USA, UK & India
- 75% of revenue generated in USA & China

Type «A»: **Location-based** (tasks carried out **in person** in **specific locations**, e.g., «Uber»-type)



National level

Type «B»: **On-line web-based** (tasks performed **on-line** & **remotely**, e.g., freelance jobs)



Across
multiple
jurisdictions

Opportunities & challenges

► Opportunities

Facilitate access to *jobs & income*

Help *business to adapt*

Can be an option for *balancing work & private* life

Challenges

Blurring of *employment relationship* (employee ? or “self-employed” / “contractor” ?)

Pay ? Social *protection* ? Working *conditions*? *Rights* ?

Algorithmic management

Role of regulation
(various forms)

1. Self-regulation

► **Self-regulation**
(observed in
Type A)

CSR/Responsible business
conduct

Management-driven

- ✓ Role of protest & mobilization
- ✓ ... reputational risks

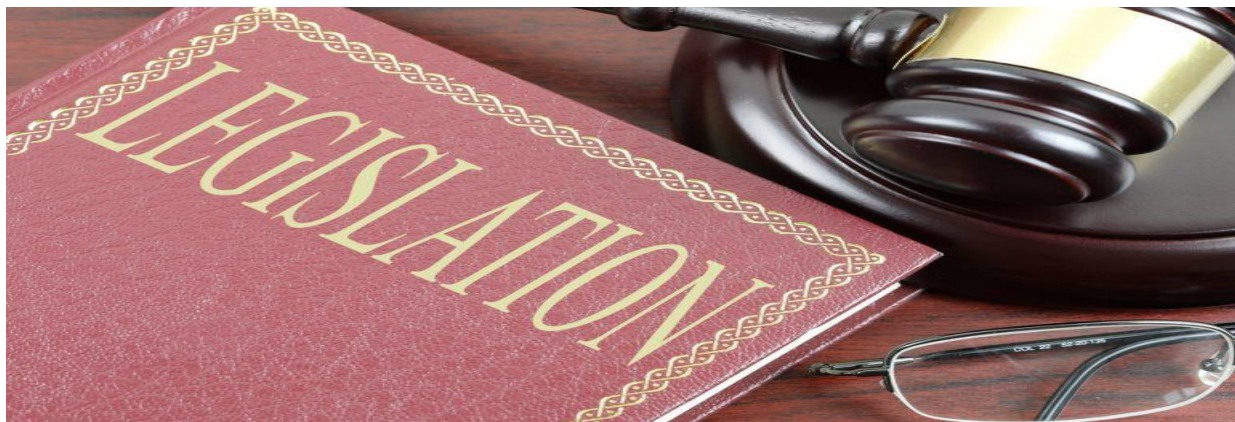


(e.g. **Greece**)

2. Top-down regulation

► **Top-down
regulation**
(Type A
platforms)

Court cases +
legislation
(UK, USA ...)



Modernise labour law / administration:

- ✓ Clarify employment relationship
(classification ...)
- ✓ Extend social protection + access to rights
to “self-employed” ...
 - ✓ OSH (laws in Australia, New Zealand, Brazil...)
 - ✓ Social security (France, L. America ...)
- ✓ Minimum wage ? Working hours ?
- ✓ Adjust labour administration
(inspection?)

3. Social dialogue

► **Social
dialogue**
(notably for
type “A”
platforms)

Collective bargaining (e.g.,
Denmark, Italy)

National-level social dialogue
(e.g. **French** “*Social Relations
Authority for Digital Labour
Platforms*”)

Organize actors, protect freedom of association:



- ✓ “self-employed”: able to bargain? competition laws ?
(Canada, Ireland, Japan and Spain ...)
- ✓ Role of Trade Unions
- ✓ Role of Employers’ organizations
- ✓ Other structures (cooperatives?)

4. Cross-border dialogue & regulation

► **Cross-border
policy
dialogue &
regulation**
(notably for
Type “B”
platforms)

Coherent & coordinated **system**

Universal & common minimum
standards

... Irrespective of **location** &
employment **status**

- “International governance system for digital labour platforms” ?
- Cross-border sectoral collective bargaining ?
- [...]

Maritime transport: A possible model



- ✓ Maritime Labour Convention (ILO, 2006)
- ✓ Maritime transport collective agreement (IMEC-ITF, since 2003)

► **Thank you**

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