



Online Platforms, Platform Work &
Platform Workers in Nordic Countries
and Germany



What can we learn from each other?

WHAT IS THE ROLE OF TRADE UNIONS IN PROTECTION OF THE RIGHTS OF PLATFORM WORKERS?

German perspective

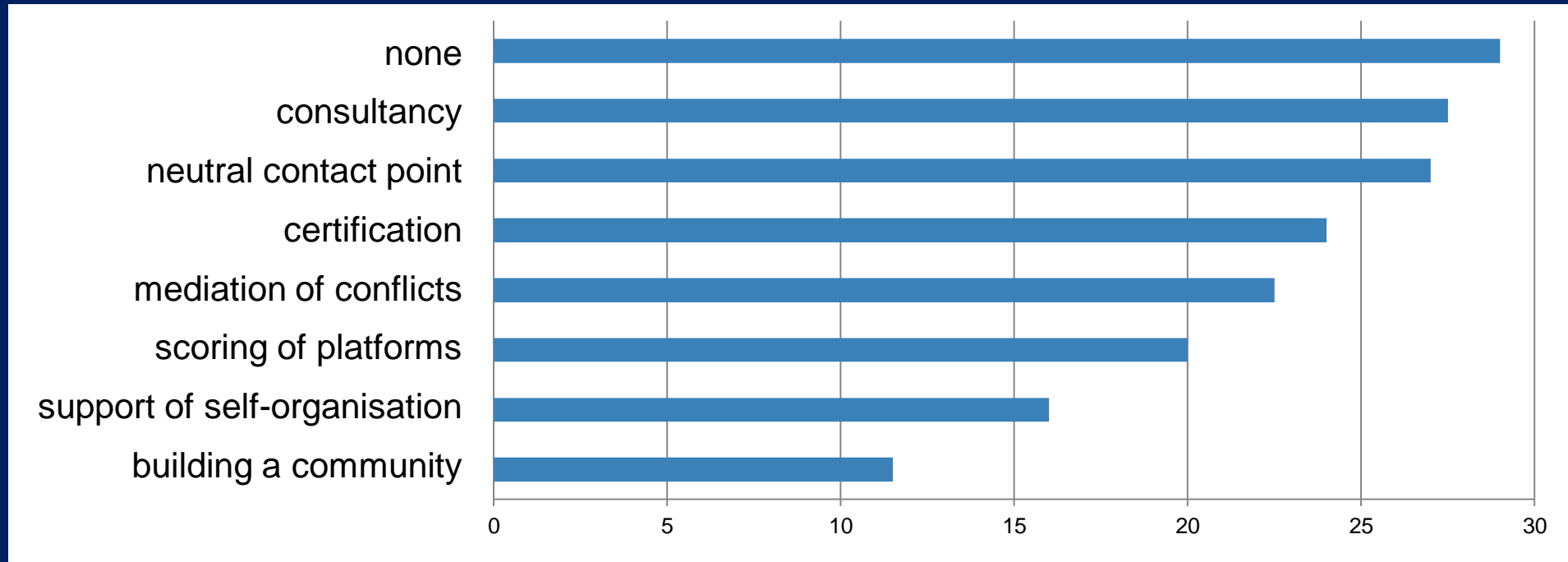
Veronika Mirschel – ver.di Referat Selbstständig

The role of German Trade Unions



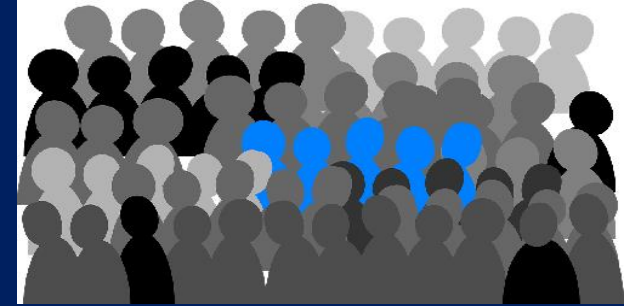
- heterogeneity of platform work
- valid numerical basis does not exist
- high fluctuation of workers
- often only additional income
- cut-throat competition of companies
- local work on demand vs. online crowdwork
- 60 platforms (FES 😊)

Expectations towards trade unions



Prof. Ayad Al-Ani, Zusammenfassung der Crowdwork-Umfrage 12/2015

(perceived) obstacles for addressing platform workers by trade unions (1)



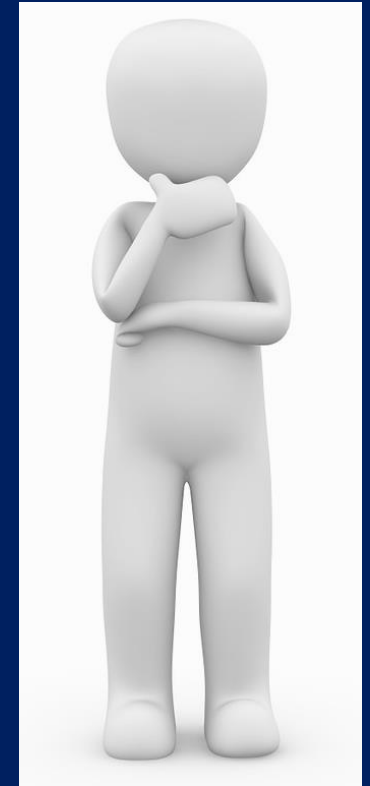
dependend work – e.g. food delivery service / household-related services

- competitive advantage ... towards worker – Wolt
- ensuring reliability towards customers (was: book a tiger)
- high percentage migrant workers (language barriers / cultural issues / political backgroun
- forced „dependency“ – yoga teacher (urban sports)

(perceived) obstacles for addressing platform workers by trade unions (2)

self-employed

- obviously mostly only additional income
 - professionals: tie to profession, not to platform
 - fundamentally sceptical about trade unions / collective action
 - difficult to reach (digitally)
 - trade unions scepticism towards investment in individuals
- but also: by circumventing the legal framework conditions (Uber „Mietwagenunternehmer“)



A (Wo)man's a (Wo)man for A' That – *Trotz alledem und alledem*

NGG

ngg.net/liefernaimit
= support for rider
(food-delivery-services)

ver.di

selbststaendigen.info
= advisory network for approx.
30,000 self-employed members

ich-bin-mehr-wert.de
= support for online workers

hausderselbststaendigen.info
= project funded by public money

IG Metall

faircrowd.work/de/
= platform assessment

crowdsourcing-code.de/
= code of conduct

ombudsstelle.crowdwork-igmetall.de
= mediation in cases of conflict

