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and Health

EU-OSHA Workshop on Protecting workers in the online
platform economy, Brussels 24 May

Dialogue process on the future of work (White Paper 'Work 4.0')

Process:

- Green Paper and kick-off conference in April 2015
- Three expert workshops and one mid-term conference
- Final conference and White Paper in November 2016

Participants:

expert dialogue: social partners, academia

civil dialogue: internet blogs, dialogue events



Current developments:

- Minister of State for Digitalisation in Chancellery, Dorothee Bär
- Department for Digitalisation at the Federal Ministry of Labour and Social Affairs

Dialogue process on the future of work (White Paper 'Work 4.0')

Types of digital platforms

SOCIAL COMMUNICATION PLATFORMS

Intermediaries for contacts and (personal) information, as well as communication between users

e.g. Xing or Facebook

DIGITAL MARKETPLACES

Intermediaries for the exchange of products and services which do not intervene in transactions, as well as "sharing" in the narrower sense

e.g. MyHammer or Kleiderkreisel

INTERMEDIARY PLATFORMS

Intermediaries for services which intervene in transactions, especially on-demand services

e.g. Uber, Helping or Airbnb

CROWDWORKING PLATFORMS

Intermediaries for workers, usually for IT-related services

e.g. UpWork or Amazon Mechanical Turk

ACCEPTANCE AND PREVALENCE TO DATE

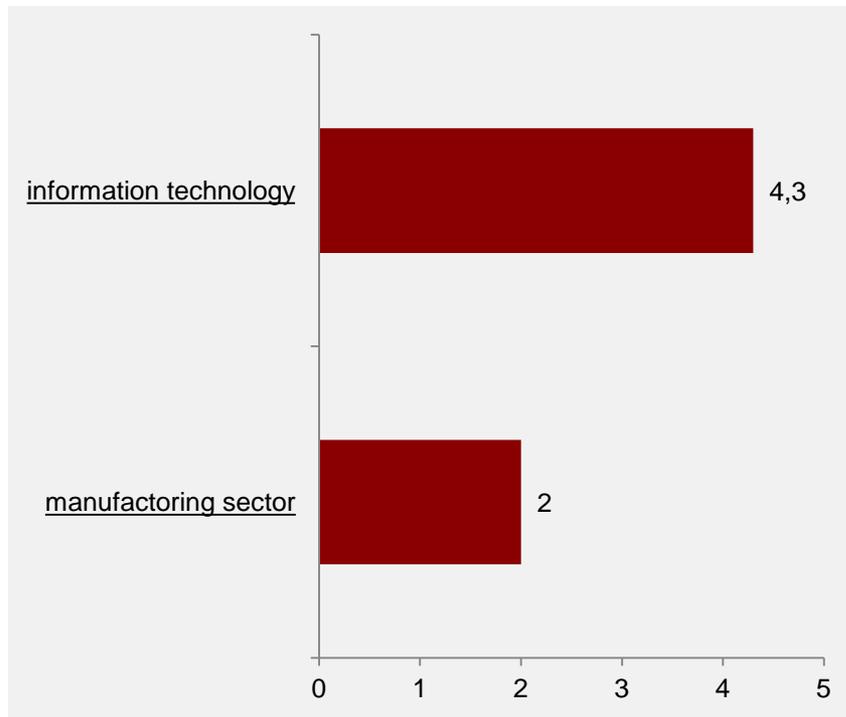
Source: Federal Ministry of Labour and Social Affairs

Research findings and positions on online platform economy

- **Literature review on online platform economy in the German speaking countries (BMAS FB 499)**
 - no reliable data on prevalence
 - user numbers allow no differentiation between main and additional income thru platform work
- **Position Paper of the Federal Government on the discussion draft of the EU Directive on online intermediary platforms**
 - Common definition of online platforms
 - Address legal issues of competitive impact, protection of users, copyright law, liability questions and questions addressing illegal content, media law
 - data protection and cyber security
 - need for regulation of the participatory economy

Research findings – crowd work

- First findings for crowd work: Usage of crowd work by companies (BMAS FB 473)



Lesehilfe: 6,2 Prozent der Mediendienstleister nutzen bereits Crowdworking, 2,5 Prozent planen die Nutzung von Crowdworking in ihrem Unternehmen bis Ende 2017. Quelle: ZEW Konjunkturumfrage Informationswirtschaft, 3. Quartal 2016.

Research findings – crowd work

- **First findings for crowd work: socioeconomic characteristics and motivation of crowd workers (BMAS FB 462)**

Crowd workers are on average:

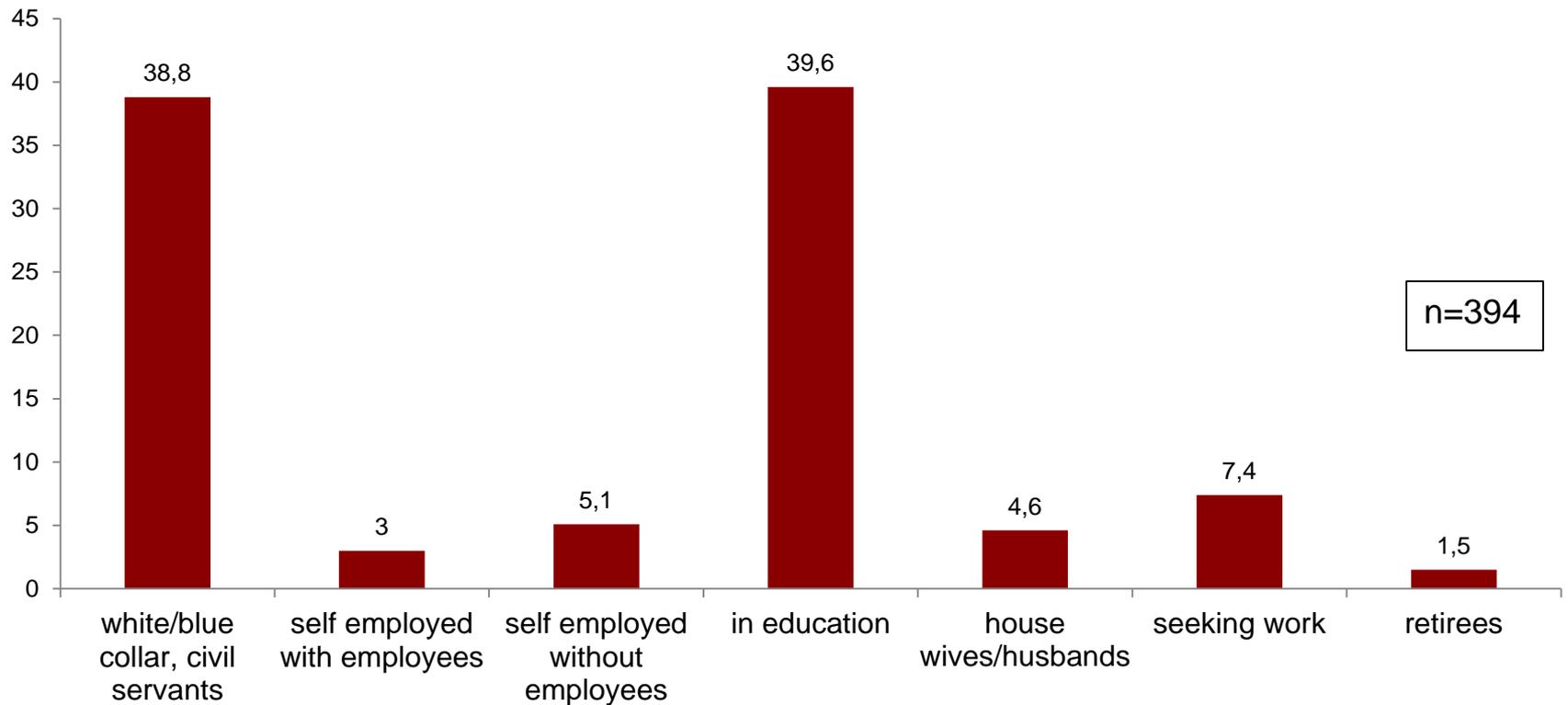
- male (65%)
- younger than the average working population and more often single (63% < 30 years of age)
- higher educated (41 % university degree)

Most important motives to conduct crowd work:

- flexibility with respect to time, space and content
- divergence between crowd work tasks and formal qualification

Research findings – crowd work

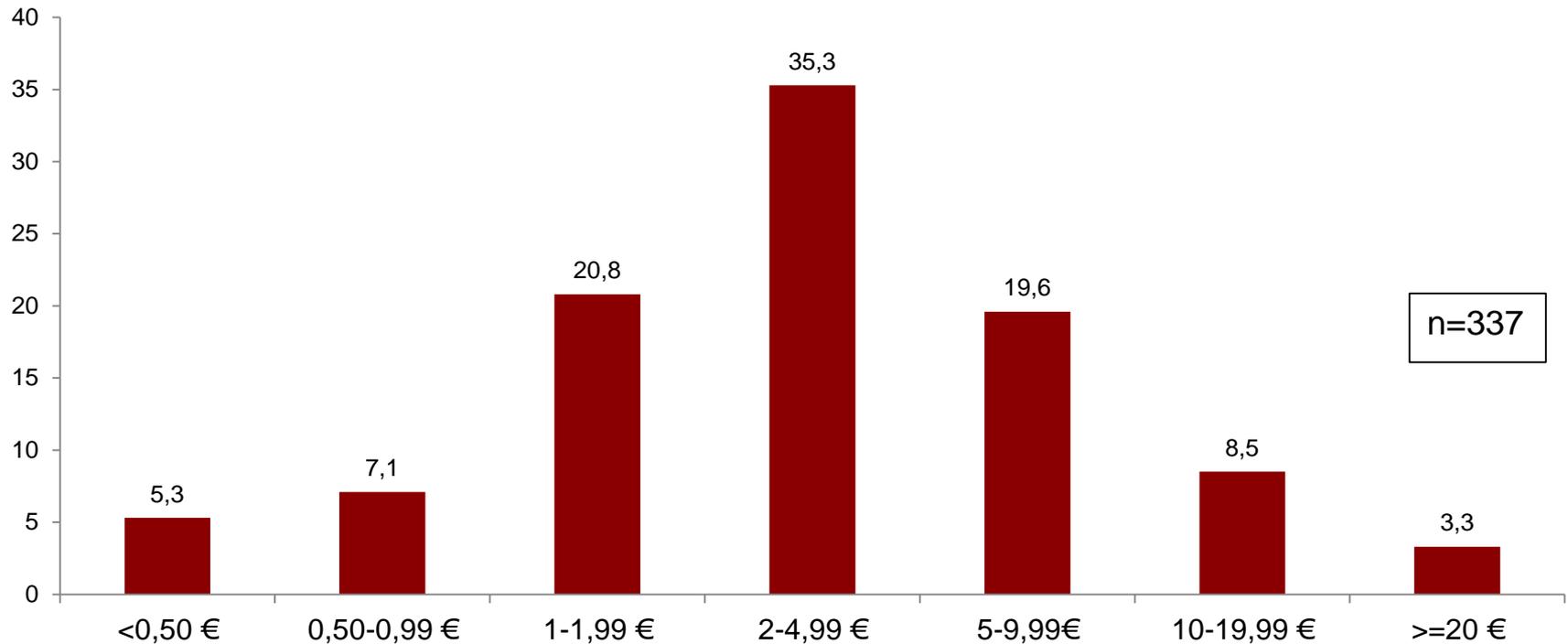
employment status of crowd workers



Source: BMAS FB 462

Research findings – crowd work

Weekly income/week platform work



Source: BMAS FB 462

Fair Crowd Work

- **Code of Conduct and guideline for fair crowdsourcing/crowd working (March 2017)**
 - German federation for Crowdsourcing and eight Germany-based online platforms
- fair pay
- motivating work and respectful interactions
- clear definition of tasks and schedule
- freedom and flexibility
- constructive feedback and open communication
- regulated acceptance process and rework
- data protection and privacy
- **Ombudsan's office for the implementation**