

# COLLABORATING VIA THE PLATFORM – CASE STUDY ON IMPLICATIONS FOR WORK AND ORGANISATION IN THE NETHERLANDS

EU-OSHA Workshop on Protecting workers in the online platform economy | Prof.dr. Steven Dhondt

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# PLATFORM PREDICTIONS: OPPORTUNITIES OR CHALLENGES?

Are 'normal' jobs  
going to  
disappear?

Will the  
economy get  
'uberised'?

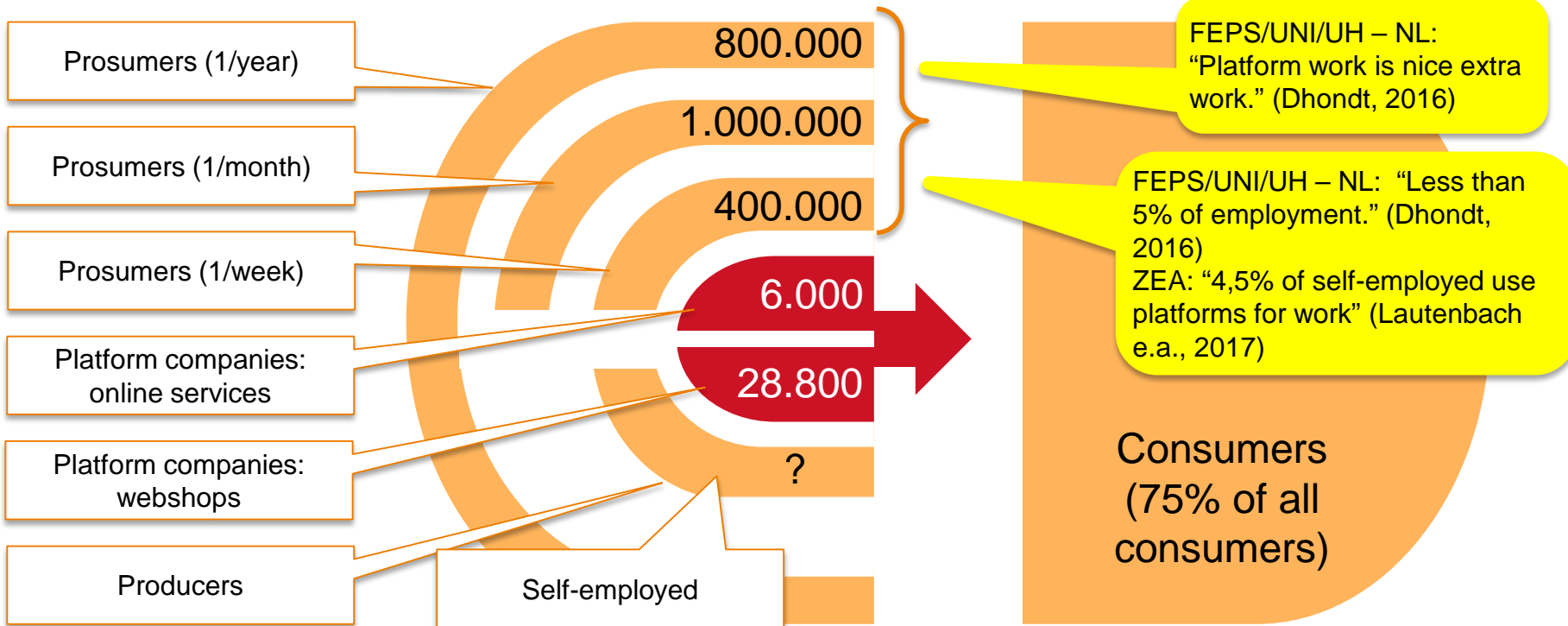
Are 'normal'  
companies  
going to  
disappear?

Is Europe a  
victim of the US  
Tech Giants?



and Ikea Group: Stacy Brown-Philpot (left) and Jesper Brodin

# THE DUTCH PLATFORM ECONOMY: WORK BY BUSINESSES AND CONSUMERS



# CASE STUDY: ORGANISATION AND EMPLOYMENT CONDITIONS, THE MEDIATING 'EU-CONTEXT'

## Company:

- 8% of market
- focus on quality in supply
- "changing business model"

## Suppliers: # = 7200

- 80% SE; 20% Companies
- Dependency rate:
  - 7% = 100% dependent
  - 45% = 25% dependent

## Consumers:

- use Werkspot to test price of service
- flexible commenting



## Suppliers:

- Wrong price-perception
- Werkspot charges what suppliers charge each other
- Werkspot is launching platform for start-up
- Main focus remains on network-building (outside of Werkspot)

# POLICY OPTIONS?

- › Platform economy: regulation versus innovation?
  - › FNV: wages, worker rights, working times, insurances, anti-discrimination, social security, professional skills, trade union rights
  - › Innovation: new market outlets, more competition
- › Technology and economic institutional context requires ‘social innovation’
  - › Counter strategies from trade unions: IG Metal; [www.coworker.org](http://www.coworker.org); dynamo; turkoption; [www.fixmyjob.com](http://www.fixmyjob.com); open source unionism (FNV, 2017)
  - › Counter strategies from consumers: “the age of criticism” (Fournier e.a., 2011); the ‘biased wisdom of the crowd’ (Kostakos, 2009); the ‘runaway crowd’ (Rowley e.a., 2007)
  - › Social innovation (Dhondt e.a., 2014)



A nighttime photograph of a city street featuring a modern, curved pedestrian walkway with a glass railing. The scene is illuminated by streetlights and building lights, with prominent green and white light trails from moving vehicles or objects. The background shows multi-story buildings with lit windows.

› THANK YOU!  
QUESTIONS?

For more inspiration:  
[TIME.TNO.NL](https://www.time.tno.nl)

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## SOURCES

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