

“Leveraging Technology to Support Worker Rights in the Platform Economy”

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WORKFORCE



1. Growing Prevalence of Platform Work

Global Shift: The platform economy is rapidly expanding, with millions of workers across Europe now engaged in gig work (*gig workers are workers hired to complete a particular task or for a certain period of time). This shift demands new approaches to worker rights and protections.

Diverse Workforce: Platform workers include a wide range of individuals, from delivery drivers to freelance professionals. This diversity requires flexible, technology-driven solutions to address their varied needs.



2. Challenges in the Platform Economy



Employment Status Ambiguity: Many platform workers face uncertainty regarding their employment status, leading to a lack of access to basic rights and protections.

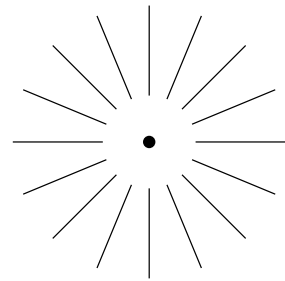


Exploitation Risks: Without proper oversight, platform workers can be vulnerable to unfair working conditions, such as unpredictable hours, low pay, and lack of benefits.

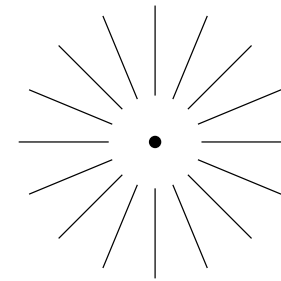


Isolation and Fragmentation: Platform workers often work in isolation, making it difficult for them to organize, communicate, and collectively bargain for better conditions.

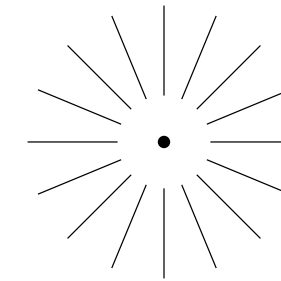
3. The Role of Technology



Digital Tools for Organizing: Technology offers innovative solutions for organizing dispersed workers, enabling unions to reach and support platform workers more effectively.



Improving Transparency and Fairness: Technology can help ensure transparency in task assignment, pay, and performance evaluation, thereby promoting fairer working conditions.



Enhancing Worker Protections: Tech solutions can extend social protections to platform workers, such as access to health insurance and pensions, even in the absence of traditional employment structures.



4. The European Directive on Platform Work

A Landmark Initiative: The European Directive on Platform Work represents a significant step towards formalizing and protecting the rights of platform workers across the EU.

Harmonization of Rights: The directive aims to harmonize worker protections across member states, but its success hinges on effective implementation supported by technology.

Union Empowerment: The directive strengthens the role of trade unions in advocating for platform workers, making this workshop crucial for sharing strategies and best practices.

5. Workshop Objectives



Knowledge Sharing: The workshop provides a platform for trade unions and stakeholders to exchange information on successful strategies and tools used across Europe.



Practical Solutions: Participants will explore how technology can be leveraged to overcome the challenges faced by platform workers, with a focus on real-world applications.



Collaboration and Networking: The workshop fosters collaboration among unions and organizations from different countries, encouraging joint efforts to support platform workers.

6. Long-Term Impact



Empowering Workers: By leveraging technology, unions can more effectively support platform workers, ensuring they receive the rights and protections they deserve.

Shaping Policy: Insights from the workshop can inform future policies and initiatives, contributing to the ongoing development of a fair and inclusive platform economy.

Strengthening Union Influence: The workshop helps unions build their capacity to engage with platform workers, strengthening their influence in the rapidly evolving labor market.

Conclusion

This workshop is not just timely but essential, as it addresses the urgent need to protect and empower platform workers in an increasingly digital economy.

By leveraging technology, trade unions can play a pivotal role in ensuring that the future of work is fair, equitable, and inclusive for all workers across Europe.

