

## Thursday - 26<sup>th</sup> September

Approaches and best practices in the platform economy

### WORKSHOPS

#### 10:00 **Cloud workers: Who are they and is PWD relevant for them? (EN)**

Cloudwork (or online remote work) enables companies to organise a fragmented pool of workers across countries, targeting individuals, especially in middle and low-income countries. These companies offer cheap workforce to businesses usually based in high-income countries.

This workshop aims to present findings about cloud workers and to discuss pathways with unions to organise these workers in Europe and promote their rights through collective agreements and other forms of dispute resolution systems with cloudwork platforms.

In addition, the workshop will also address what actions can be taken to assess the level of compliance of cloudwork platforms with the new EU Platform Work Directive and how to enforce these new labour protection measures.

#### **Music sector & platform economy (EN)**

In this workshop, we will explore the concept of "platformisation" in the music industry, focusing on its impact on both live performance and the recording industry. The session aims to highlight the transformative role of online platforms in reshaping business models, musician engagement, and industry dynamics. The short presentation will be followed by a discussion on trade union engagement and its role in this sector.

#### **Preventing discrimination in the platform economy (EN/ES/IT/FR)**

A participative and interactive workshop to discuss discrimination against platform workers. This is an opportunity to share good practices and identify the most effective ways of combating discrimination. It will also be an opportunity to raise the profile of trade union action and support for undocumented workers.

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### 14:00 Leveraging technology to support workers' rights (EN)

The recent European Directive on Platform Work aims to address the rights and protections of platform workers by providing a clearer framework for their employment status, ensuring fair working conditions, and enhancing social protections. However, its successful implementation presents significant challenges. Leveraging technology can play a crucial role in overcoming these challenges. This discussion will explore how innovative technological tools and approaches can enhance union efforts to support and protect platform workers, ensuring effective implementation of the directive.

### Care Platforms – Impact and challenges from TU perspective (EN)

Demand for long-term care (LTC) is a critical issue across the EU and it has become a growing segment of the labour market in a sector which is highly feminised, with increasing numbers of workers with migrant backgrounds and opportunities for exploitation.

Organising workers in the home care sector has always been challenging, given the invisible and fragmented nature of work performed in private homes.

The workshop will discuss new challenges and protection of workers with the advent of 'care platforms'.

### Business model and financial performance of food delivery platforms (EN/ES/IT/FR)

App-based food delivery platforms like Delivery Hero, Just Eat Takeaway, and Deliveroo rely on attracting investors despite currently losing money. These platforms promise strong business performance, but it's uncertain how long investors will tolerate ongoing losses. The value of these services increases as more restaurants, couriers, and customers join, creating a network effect. This workshop will discuss this model but also its fragilities that can be disrupted by actions from courier associations and trade unions.