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Online talent platforms labour market intermediaries and the changing world of work

Joint project of the World Employment Confederation-Europe and UNI-Europa in the context of the EU Sectoral Social Dialogue on temporary agency work

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Why did we launch a project on „online talent platforms“?

Gathering knowledge & data on new forms of work

Mapping the online talent platform economy & its services

Comparing online talent platforms with agency work: Competitors, partners or members of the family?

Contributing to the EU debates on the changing world of work: Collaborative Economy, Pillar of Social Rights

- Dimensions of the analysis:**
- Size and structure
 - Regulatory framework
 - Access to social protection
 - Access to training
 - Contribution to the labour market

- About the project**
- Funded by the EU
 - 18 month project
 - 2 research partners: CEPS & IZA
 - Part of the sectoral social dialogue



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Main Results

**Online talent platforms,
labour market
intermediaries and the
changing world of work**



Size and structure of these forms of work



Online talent platforms

- Relatively new phenomenon
- 0.05% of total employment, 17% of the Europeans use online platforms
- Online talent platform economy is growing at fast pace

Temporary agency work

- Established form of work (in many European countries for 50 years)
- 2.5% of the labour market, large variations between countries
- Growth of the industry in the past years has been closely linked to economic cycles



Regulation



or



Online talent platforms

- A lot of debate at European and national level
- No genuine, European regulation on online platforms, Communication on collaborative economy
- Application and enforcement of applicable national regulation depending on the employment status (national law on agency work, on workers or self-employed)

Temporary agency work

- EU Directive on temporary agency work (appropriate conditions & equal treatment with options for derogations), employment relationship
- Comprehensive national regulation (authorization, conditions & restrictions, equal treatment)
- Collective labour agreements settling pay and working conditions in several countries

WEC-Europe calls for clarity on the employment status for people working through online platforms and for applying existing regulation correctly



Skills development and training

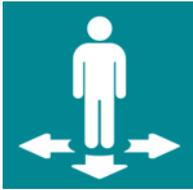


Online talent platforms

- Access to training in the online talent platform economy is minimal at best
- Access to training is related due to the employment status: For self-employed labour suppliers, there is the risk of re-classification if access to training is provided
- Only a few platforms offer training, mostly linked to induction programmes on how to use the platform

Temporary agency work

- Access to training is on par with employees on permanent contracts
- Important role of bipartite funds in several European countries
- Variations in the channels of training provision between countries, depending on the national social models
- 400,000 agency workers were trained via bipartite funds in 6 European countries. The total funding invested in training amounted to € 367 mn



Impact on the labour market

Creating a better functioning and more inclusive labour market



Online talent platforms

- Contributing to labour market participation and reduce undeclared work
- Effects are still difficult to measure due to the small size of the online talent platform economy

Temporary agency work

- Contributing to job creation, participation and integration on the labour market and playing a role in reducing undeclared work
- Significant differences between countries, labour market impact depends on appropriate regulation

WEC-Europe and UNI-Europa are convinced that online talent platforms should, as temporary work agencies, contribute to open, dynamic and inclusive labour markets



Online talent platforms, as temporary agency work, can provide important work opportunities for the economy and for workers by creating jobs and offering forms of work that correspond to current needs.

At the same time, it is important to have clarity on the applicable regulation, access to social protection and skills development.

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Thank you

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Key facts and figures



The only European authoritative voice for the employment industry since 1967 with members from 30 European countries



Regrouping 55,000 employment agencies with 270,000 internal staff, including 7 of the largest workforce solutions businesses as direct corporate members



Represents the full spectrum of HR services, including agency work, direct recruitment, career management, RPO & MSP



Working closely with European stakeholders, including EU institutions, European social partners, Eurofound, NGOs, academic world etc.



Offering access to the labour market for 11 million workers, 8,4 million of which through agency work