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## TOPIC 1. INTRODUCTION TO SHARING ECONOMY AND NEW FORMS OF EMPLOYMENT

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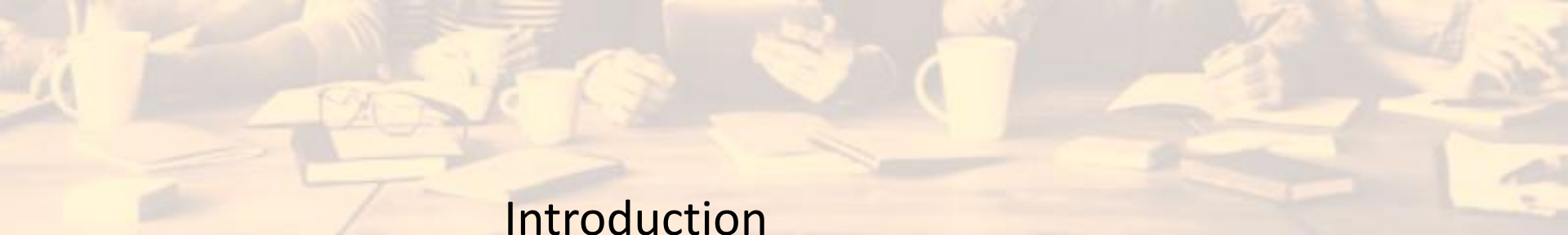
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# Structure

- Topic: Sharing Economy and New Forms of Employment
- Course structure
  - 4 hours in the class
  - 4 hours online
- Objective
  - Basic concepts and differences
  - Raise awareness
- Participants
  - Unemployed persons
  - HR managers

## A Teaser





# Introduction

- Introduction
- Part 1 Platform economy
- Part 2 New forms of employment



# Part 1

## Sharing or Platform Economy

# Concepts, trends and types of the Sharing Economy

- Changing world of work
  - Due to technological innovations in ICTs (broadband Internet, smartphones, tablets, etc.)
- New employment and working patterns emerging
  - Collaborative economy, gig-economy or the sharing economy
  - Work mediated over the Internet (online platforms)
  - Fuzzy terminology:
    - ‘crowdsourcing’, ‘crowdwork’, ‘cloudsourcing’, ‘co-creation’ or ‘prosumption’
  - Sharing economy ,free-rides‘ the idea of sharing



# Sharing Economy

- Work can be location bound or independent of location
  - i.e. work online or offline
- Services and products
  - Digitaisable goods (software, graphics, websites, videos, etc.)
  - Accomodation and transportation, food delivery, handicraft, householdservices
- Paid or unpaid
- Many forms of formal and informal employment relations
  - Regular employment, all forms of part-time employment, freelancing, voucher-based work, and so on

# Categorisation (1)

## ➤ Digital Services

- Services that can be digitalised
- Can be done at home
- From simple to complex
- Duration: from minutes to weeks
- Examples: coding, design, music, video, micro tasks,...

## ➤ Offline services

- Require a specific location
- Work equipment
- Qualification
- Tasks are short-term
- Examples: transportation, food delivery, household services, handicraft,...





## Categorisation (2)

- **Renting out real estate**
  - Accomodation -> very high initial investments
  - Requires no labour
  - Mostly relevant in cities or touristic regions
  - Examples: Airbnb, Wimdoo
- **Selling physical products**
  - Can be produced anywhere
  - Sold over the internet, delivered per postal service
  - Examples: hand-made products



## Categorisation (3)

### ➤ Sharing platforms

- Sharing of products or services
- Non-profit
- Using websites, forums, facebook pages, online platforms,...
- Possibly using time-based currencies
  - Services are calculated in time-equivalents
- Not viable for self-employment
- Examples: time banks, sharing of office and living space, sharing transportation (cars, bikes, etc.), sharing services,...

# Types of Platforms

## ➤ Bid based platforms

- Workers ,apply' for a posted job, remuneration is agreed
- See examples: Upwork, Freelancer

## ➤ Contest-based platforms


- Clients post a contest, price is fixed
- See examples: 99designs, Designcrowd

## ➤ Shoplike platforms

- Ready-made services or products
- See examples: fivrr, Ebay

## ➤ Automated matching

- Often via app
- Examples: Uber, Deliveroo, Foodora



# Discussion

- Form groups (3 groups of 5 persons or 5 groups of 3 persons)
  - Which are the main benefits/problems that SHE and NFE can have for you?
  - Do you think that SHE and NFE can be interesting for you to change your employment situation?
- Each group works on these questions and presents the main conclusions

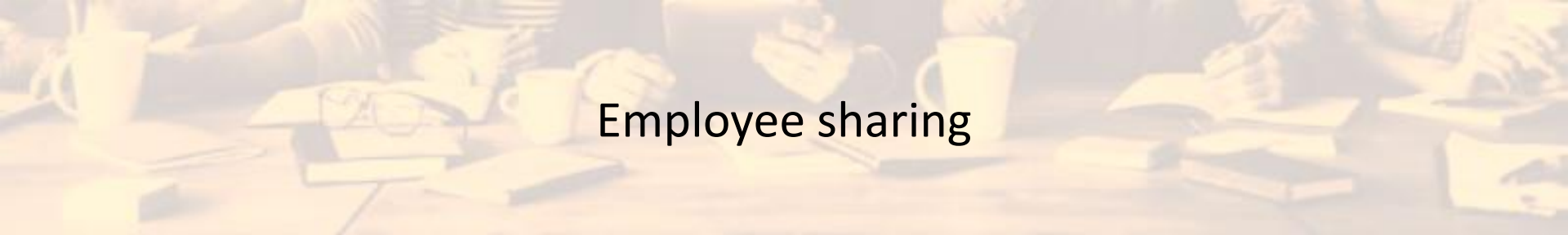


## Part 2

# New forms of employment

# New Forms of Employment

- Emerging forms of employment since around 2000s
- Surge during and after crisis years 2008ff
- Not standard employment
- Making use of increased flexibility
- Nine categories
  - Employee sharing
  - Job sharing
  - Voucher-based work
  - Interim management
  - Casual work
  - ICT-based mobile work
  - Crowd employment
  - Portfolio work
  - (Collaborative work) <- already discussed



## Employee sharing

- Two or more employers jointly hire workers
- Flexible distribution of workers between employers
- For permanent employment or part-time, seasonal employment
- Identified in
  - Bulgaria in the IT sector
  - Not very common in Greece, Spain and Slovenia





## Job sharing


- Two or more workers are hired for one position
- Usually for one full-time position
- Employee flexibility (in contrast to employer flexibility)
- Identified in
  - Slovenia, where it is part of an ongoing labour market policy measure

## Voucher-based work

- No direct payment of cash
- Employers buy vouchers from official authorities
- Vouchers are valid for specific short-term task
  - Household service, agriculture
- Vouchers already include dues and taxes
- Targets students, migrant workers, unemployed, pensioners
- Establish formal and declared work relationship

# Interim management

- Similar to temporary work agencies
- Leasing out staff for a specified purpose and duration
- Targets highly specialised experts
- High flexibility, no long-term commitment



## Casual Work

- Umbrella term for discontinuous work
- Employer flexibility
- Employment depends on current workload
- No continuous employment relationship, no continuous payment
- Examples: Zero-hour contracts
- Identified in
  - Slovenia for young people to gain experience (mainly for students who are covered by social security)

# ICT-based Mobile Work

- Developments in ICTs
  - Mobile broadband connections, laptops, smartphones or tablets
- New level of worker mobility
  - Work outside the office
  - Not for all types of work -> must be digitisable
- For workers: reduced commuting times, more flexibility, higher autonomy



# Portfolio Work

- Not entirely new (first described in 1990s)
- People working for multiple clients and/or employers
- Common in freelancing and self-employment
- Work is usually temporary and small-scale



## Questions for You

1. Which are the main benefits/problems that SHE and NFE can have for you?
  2. Do you think that SHE and NFE can be interesting for you to change your employment situation?
- Elaborate these questions in groups
  - Present your conclusions



## Read and Discuss

### Case studies on drivers and barriers

- [http://www.huffingtonpost.com/entry/the-sharing-economy-can-t\\_b\\_10242948.html](http://www.huffingtonpost.com/entry/the-sharing-economy-can-t_b_10242948.html)
- [http://www.huffingtonpost.com/entry/the-sharing-economy-is-ca\\_b\\_8765450.html](http://www.huffingtonpost.com/entry/the-sharing-economy-is-ca_b_8765450.html)
- [http://www.huffingtonpost.com/entry/sharing-economy-american-workers\\_b\\_9018724.html](http://www.huffingtonpost.com/entry/sharing-economy-american-workers_b_9018724.html)
- [http://www.huffingtonpost.com/entry/why-the-gig-economy-is-sp\\_b\\_9591540.html#](http://www.huffingtonpost.com/entry/why-the-gig-economy-is-sp_b_9591540.html#)



# Drivers for the Platform Economy

- Work and income
  - Labour market participation
  - E.g. in remote areas
- Training and experience
- Access to clients
- Flexibility
  - Esp. Working time
- Be your own boss

# Barriers for the Platform Economy

- Uncertain legal situation
- Low pay
- Unsecure payment
- Health and safety
- Social security
- Taxes
- Copyright issues
- Working conditions
  - Working time
  - Surveillance and control
- Work intensity
- Global Competition

