



TOPIC 2. SHARING ECONOMY AND NEW FORMS OF EMPLOYMENT DIGITAL PLATFORMS

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Structure

- Topic: Sharing Economy Platforms: General Guide
- Course structure
 - 8 hours in the class
 - 8 hours online
- Objective
 - Increase the knowledge about the SHE and NFE platforms.
 - Understand how SHE digital platforms work and learn about the business models
- Participants
 - Unemployed persons
 - HR managers

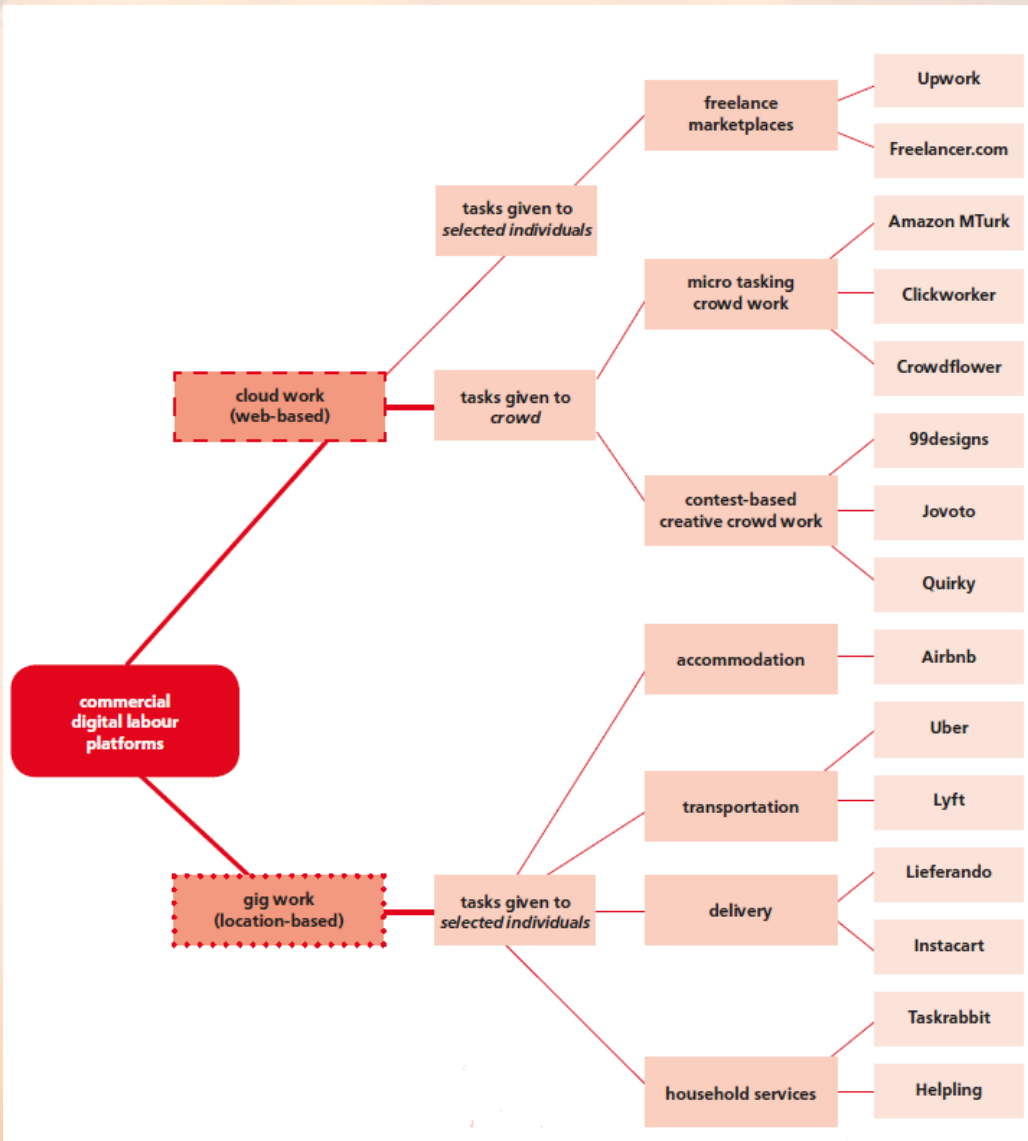
Course Objectives

- Increase the knowledge about the SHE and NFE platforms.
- Understand how SHE digital platforms work and learn about the business models.
- Gain an overview about the possibilities SHE digital platforms offer to different trainees in terms of entrepreneurship and self-employment and benefits for HR departments

Course structure

- Platform economy, digital services.
 - How they work, business models, main characteristics and best practices.
 - Things to be taken into account when engaging in a transaction as self-employee.
- Platform economy, face to face services.
 - How they work, business models, main characteristics and best practices.
 - Things to be taken into account when engaging in a transaction as self-employee.
- Non -Profit Sharing Economy. Digital platforms and experiences to boost it.
- Opportunities for entrepreneurs.

Overview



Digital Services - Multi-purpose Platforms

- Aka freelancer marketplaces, usually bid-based
 - Upwork, Freelancer
- Profile to indicate experience, qualification, field of expertise
- Remuneration is per project or per hour
 - Usually set by worker
- Workers reply to the clients' briefings
- Clients assess workers
- [Log on to Upwork or a regional alternative]

Digital Services - Contest-based Platforms

- Often rather specialised
 - Coding, creative, R&D,...
 - Examples: 99designs, fivrr, Designcrowd or Crowdspring
 - Clients post contests
 - Price money set in the description
 - Clients detail project and choose a winner
 - Only winners get money
- [Log on to 99designs]

Digital Services - Micro-work

- Matching between one client and many workers
 - Very small tasks
 - Only take seconds or minutes
 - Highly standardised
 - Very repetitive
 - Piece rate remuneration
 - Used for digitalisation of bills, the categorisation of pictures, or the completion of surveys,...
 - Examples Clickworker, Amazon Mechanical Turk, Crowdfunder
- [Log-in may be problematic]

Physical Services – Household Services

- Services are carried out at a specific location
- For cleaning, repairs, groceries, dog walking, etc.
- Qualification required
- Examples depend on region and country:
 - UK: Taskrabbit, Bizzby, Fantastic Services
 - AUT, GER: MyHammer
 - GR: Douleutaras
 - BL: Maistorplus

➤ [Log onto Taskrabbit]


Physical Services –Transportation

- App-based transportation and delivery
 - Largely automated matching process
 - Big international companies
 - Transportation Uber, Blablacar, MyTaxi, Zipcar
 - Food delivery: Deliveroo, Foodora
 - People work as drivers
- [Show website]



Accommodation

- Renting out real estate
- Big international companies
 - Airbnb, Wimdoo
- People need unused real estate
- [Not relevant?]



Non-profit Sharing Platforms

- Services may be location-based or digital
- Often regionally anchored
- Many different types of platforms
 - Bulletin boards
 - Timebanks
 - Forums
 - Neighbourhood initiatives
 - Cooperative consumption (cooperative bike repairs)

Platforms – Brief Overview

Greece

Company/platform	Type	Use for	Relevance
Jamjar	Ready-made products	Selling products	Yes
Microdeals	Crowdwork	Online services	Yes
Douleutaras	Face-2-face services	Online/offline services	Yes
Carpooling	Transportation	Sharing rides	Limited
Hopinside	Transportation	Sharing rides	Limited
StayInAthens	Accommodation	Leasing flat	Dependent

Slovenia

Company/platform	Type	Use for	Relevance
Mojmojster	Face-2-face services	Offline work (manual craft)	Yes
Prevodi	Crowdwork	Translations	Yes (but employed)
Bicikelj	Transportation	Public bike sharing	Limited
Prevoz	Transportation	Ride sharing	Limited

Platforms – Brief Overview

Bulgaria

Company/platform	Type	Use for	Relevance
CarAmigo	Transportation	Ride sharing	Limited
ComboRides	Transportation	Ride sharing	Limited
Maistorplus	Offline services	Household services	Yes
Red Lemon	Online services	Administrative tasks	Yes, limited functionality
IamFree	Offline services	Personal services/tasks	Yes, but site inactive
Wedo	Time bank	Not specified	None, not working
Domashen-maistor	Traditional company	Car/home repairs	None

Austria

Company/platform	Type	Use for	Relevance
TaskTillDone	Crowdwork	Administrative online services	Yes
Foodora	Transportation	Food delivery	Yes
Myhammer	Face-2-face	Household services	Yes, qualification needed
BookATiger	Face-2-face	Cleaning services	Yes

Platforms – Brief Overview


Spain

Company/platform	Type	Use for	Relevance
Railpanda	Transportation	Ride sharing (train)	Limited
Etece	Face-2-face	Professional services	Limited
Relendo	Face-2-face	Product sharing	Yes, limited
Spacebee	Accommodation	Office sharing	Yes, limited
Milingual	Online services	Language learning	Yes
Tutellus	Online services	Video tutorials	Yes
Glovo	Face-2-face	Personal services/errands	Yes
Zank	Crowdlending, crowdfunding	Credits/investment	Limited
Helpy	Collaborative	Non-profit sharing	Limited, non-profit
Factoo	Collaborative	Social security	?
Traity	Collaborative	Secure transaction system	Yes, but non-profit



Case Study

- Present cases
- Select one case you keep working on during the course
- Create a profile (for testing)



Discussion

- Discuss in groups:
 - Which are the main benefits/problems of SHE digital platforms
 - Do you think that SHE digital platforms can be interesting for you to change your employment situation?

Online Session

- **Activity 1.** In this session trainees must deepen their knowledge on the contents and activities done in the previous F2F session.
- They will select one of the DP seen both in their own case study (DETA 1 Activity 1 Online Session) and in the DETA 2 F2F session 1.
- They sign in as workers and begin to interact with DP, creating their own profile, seeing job offers, seeing other workers profiles (if possible), etc.
- **Activity 2. Webinar.** The trainer will call the trainees to a webinar.
- In the webinar, the trainer will ask the trainees about their experiences about their first interaction with the DP selected in the previous activity. Each trainee will have 5 minutes to present the DP, their main functionalities and services, the problems and benefits they have found, etc.
- At the end of the webinar the trainer will ask the trainees which are the main conclusions they have taken from their colleagues' experiences.

Online Session 2

- **Activity 1.** In this session trainees must deepen their knowledge on the contents and activities done in DETA 2.
- They will carry on interacting with the DP selected in 2 DETA Online Session 1 – Activity 1. They begin to work on a business proposal discussing what resources they would need to start working on the platform, how to define services, and how to start their DP activities.
- **Activity 2. Webinar.** The trainer will call the trainees to a webinar.
- In the webinar, the trainer will ask the trainees about their final decisions to engage in DP activities, what they need before engaging and next steps they will do to start.
- At the end of the webinar the trainer will ask the trainees which are the main lessons learnt they have taken from their colleagues' comments.

