TOPIC 2. SHE and NFE Digital Platforms

INDEX

Introduction

What is this Topic about?

In this workshop, the focus lies on online platforms introduced in TOPIC 1. The first chapter provides an overview of international online platforms and briefly recaps how the platforms work. Important for platforms operating internationally is that they offer their services in a number of different languages. This is the major difference to chapter 2, where national platforms are depicted. In both chapters, the emphasis is first on platforms for digital services and then on platforms for location-based services. This is concluded by examples of non-profit sharing platforms.

Why is this Topic interesting?

The materials provided for workshop 4 gives potential users some basic guidance of both national and international platforms for digital services, for location-based services and for non-profit sharing platforms. It also shows how they work and provides examples. For users already engaged in the Platform Economy, this workshop provides some new insights and detailed information on available platform models. Also, new users may choose to start a profile on one of the suggested platforms to make gain initial experience in the platform economy.

Having a broader picture of the national and international platform landscape, allows new and experienced platform workers to assess their own position to better choose on which platform they would like to work on.

What are you going to learn here?

- What kinds of platforms do exist
- About international platforms for digital services
- About international platforms for location-based services
- About international platforms for non-profit sharing platforms
- About national platforms fordigital services
- About national platforms forlocation-based services
- About national platforms fornon-profit sharing platforms.

Added Value for

- **Unemployed persons**

  You will find it interesting to learn about existing online platforms. You get a broad picture of national and international platforms;based on this, you can easily choose a suitable environment to make your own experiences.

- **Entrepreneurs**

You can learn about the areas and sectors where platforms are active to better position their own ideas and potential start-ups. The examples provided in chapters 1 and 2 together with information given in workshop 1 also provide insight in ranking, payment or matching systems of existing platforms.

So, you will gain knowledge about existing platforms and their relevance for you.

- **Human Resources Staff**

    Human Resources managers may learn how to use online platforms as a way to outsource work.

What will you able to do after work on this Topic?

- Choose a suitable national or international platform
- Know about the basic structure
- Understand the rules
- Engage in platform work.

What are you going to find here?

- ❖ **Text Materials; PDF**
- ❖ **Presentation; ppt.**
- ❖ **Practical Activities**

Platform Economy. The Internationals

Digital Services

As indicated under Topic 1, there are many differing platforms with different business models. Platforms for digital services focus on services and products that can be easily digitalised. The broad categorisation of digital services includes multi-purpose platforms for e.g. administrative and business tasks, creative tasks, programming, marketing, translations, micro tasking, etc, as well as specialised platforms for specific tasks and services. The platform market for digital services is, to a large extent, dominated by international players.
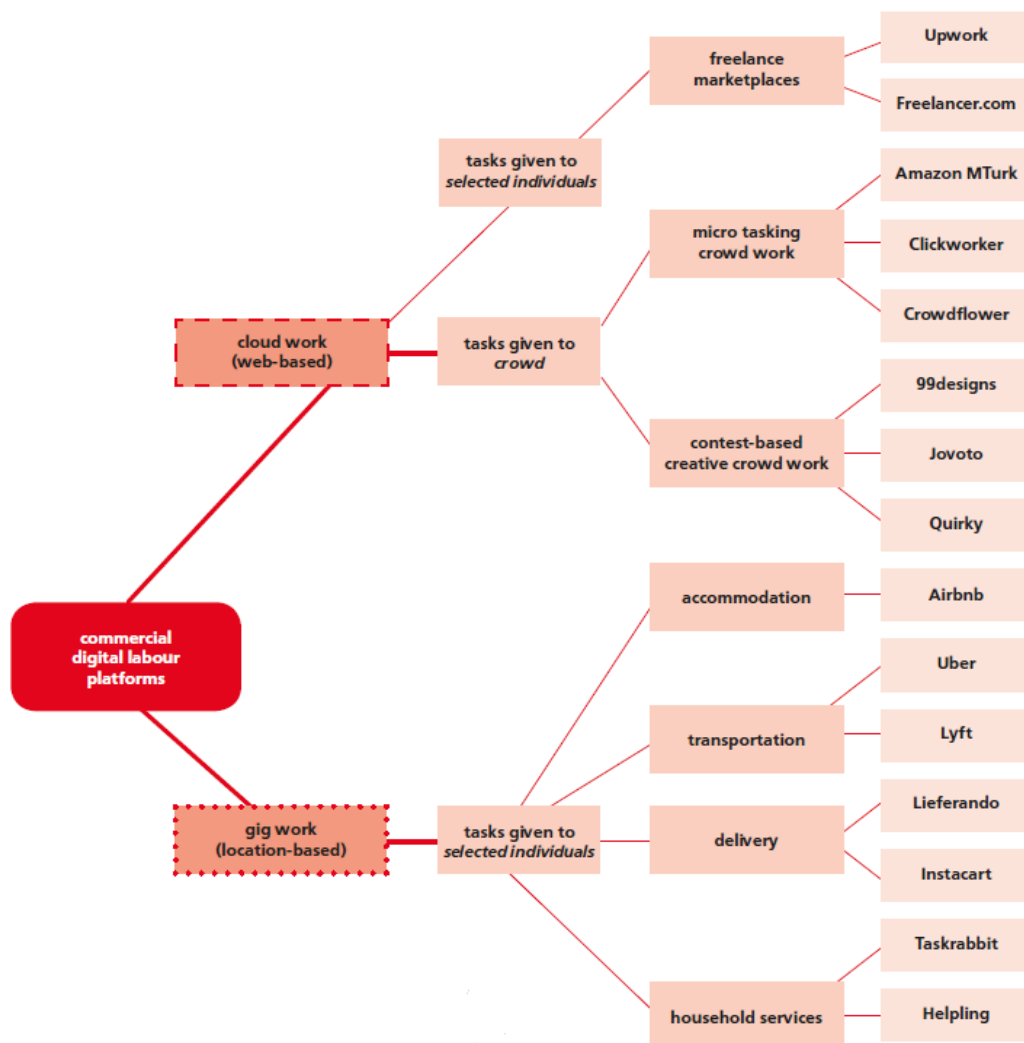

Figure 1 Categorisation of Crowdwork with examples of international platforms. (Schmidt, 2017, p. 7)

The categorisation in Figure 1 provides an overview of some forms of the collaborative economy, including platforms for digital services and platforms for location based services (accommodation, transportation, delivery and household services).Basically, three broad categories of platforms for digital services can be distinguished:

Multi-purpose platforms or freelance marketplaces – usually work bid-based

Large multi-purpose platforms (freelance marketplaces in the figure above) that are active in Europe are for instance "**Upwork"** (formerly Odesk and Elance), "**Freelancer"** or "**People per Hour"**. On these platforms people can post a wide range of tasks. This type of platforms can be described as freelance marketplaces (Schmidt, 2017), where the matching process between client and worker usually consists of a job briefing posted by the client or a work offer posted by the worker. Contest-based business models are common as well on these multi-purpose platforms.

Workers on such platforms start a profile, where they can enter important, work-related information, such as qualifications and skills. Clients or employers can post a project briefing online that depicts the cornerstones of the job, such as desired outcome, time frame, milestones and maybe a price range. The remuneration can be a fixed price for the whole project, for instance. However, in many cases workers set their own prices, hourly rates are common. Then there are two options, either the client browses all online workers on the platform and invites anyone to participate in the project, or the client just posts the briefing online and waits until workers themselves 'apply' for the job. A client can then choose a worker, the two parties may negotiate any open questions and afterwards the worker may start to work. On most platforms, this is the time when the client transfers the money to the platform. The platform escrows the money until the job is finished. When the work is done, clients may demand revisions of the product. Afterwards the platform forwards the money to the worker. Finally, the client may rate the worker and write a review that is then published on the workers profile(Schörpf et al., 2017).

Specialised platforms – usually are contest based or sell ready-made products

Besides the multi-purpose platforms there are rather specialised platforms for a specific set of tasks, such as programming or creative jobs. Big international companies for creative tasks are "**99designs**", "**Fiverr**", "**Designcrowd**" or "**Crowdspring**". For these platforms, it is common for clients to initiate contests and only pick the winning design or product. However, selling ready-made products or clearly defined services for a fixed amount of money is also common, as possible on fivrr.

In contrast to bid-based platforms, on contest-based platforms clients start a contest by defining a project (as detailed as possible) for a fixed price money and after posting the briefing online they wait for workers to submit finished or near-finished products. The clients may choose one (or several) winning submissions demand some (minor) revisions or adaptations and pay these winning submissions only. Workers not selected as winners do not get paid(Schörpf et al., 2017).

Selling ready-made products or services on platforms works differently: workers can offer already made products, such as designs, recordings, videos, logos, etc. on the platform shops for a fixed price.

Micro-work platforms – usually have piece rates

In contrast to this, micro work platforms provide a matching between one client and potentially many different workers. Famous international platforms for this micro tasking are "**Clickworker**", "**Amazon Mechanical Turk**" (limited relevance for Europe as payment is only provided in Amazon vouchers) or "**Crowdflower**". The tasks on these platforms are very small and can be done in seconds or minutes and are rewarded apiece. The matching process is largely automated.

This kind of work is common for easy and repetitive administrative work. Examples are the digitalisation of bills, the categorisation of pictures, or the completion of surveys. It is important for these tasks to be highly standardised. Clients have to prepare tasks prior to posting them online. They have to split projects into small modules that can be processed remotely and independently from workers. This preparation may be

challenging and time consuming and hence outsourcing work over micro work platforms may only be an option if large quantities of data have to be processed (Brawley & Pury, 2016; Fort et al., 2011).

After covering the most common forms of platforms for digital services, the following section provides international examples of location-based services.

Location-Based Services

Location-based services, also known as the Gig-economy, spread rapidly over the past years. Platforms for these services do not focus on digitizable products, but rather on services that need to be carried out at a specific location. The intermediation over the internet via an online platform between employers or clients and employees or workers is again a main feature of online platforms for location-based services. Usually, such services require some form of work equipment, such as tools, car or bike and it is also crucial that the person performing the service is able and qualified to carry out the work, e.g. s/he needs to have a driving license or is qualified as a craftsperson. The intermediation of location-based services often, but not always is facilitated automated via an app. There are three broad sets of location-based work carried out via online platforms: household services, transportation and delivery services and renting out real estate.

Household Services

A wide variety for household services are offered online, from cleaning, simple repairs, dog walking or groceries to tasks that usually require some qualification, such as construction, plumbing, electrical work or personal training. In this line of work only few international companies exist and most platforms specialise on one country. There are "**Taskrabbit**", "**Bizzby**" or "**Fantastic Services**" in the UK, "**MyHammer**" in Austria and Germany, "**Douleutaras**" in Greece, or "**Maistorplus**" in Bulgaria (see the chapter **¡Error! No se encuentra el origen de la referencia.** below for more information).

When engaging on platforms for household services, customers can either post a briefing for a job or filter the listed workers to find a suitable offer in their vicinity. The

actual distance from customer to operator is an important factor with this kind of work intermediation. The workers on the other side can either be individuals or companies.

Transportation

The market for app-based transportation and delivery services grew substantially over the past few years. In transportation, the most dominating international platform is "**Uber**". There are some smaller competitors active in Europe, such as "**MyTaxi**", "**Zipcar**" or "**BlaBlaCar**" (which is rather for carpooling), but "**Uber**" is the only app available in multiple European countries. In food delivery, big internationals are **Deliveroo** and **Foodora**.

Customers can use the app to order a driver or have a product delivered. The app automatically matches the drivers closest to the customer and the price is based on distance covered and some other metrics (such as daytime, coverage of the area, available drivers/cars, demand, etc). How people can engage as drivers varies from country to country, depending on national laws and regulations. Over the past years the tensions over worker treatment rose, as seen for instance in a strike of Foodora drivers in Italy (Tassinari & Maccarrone, 2017).

Accommodation

Similar to transportation, renting out real estate is booming over the past years. The big international players are "**Airbnb** or "**Wimdu**".When renting out real estate people (landlords) who have either permanently or temporary unused real estate may register on an app describing their rooms, flats or houses. They add pictures and set a daily, weekly or monthly price for renting out the property. Potential tenants can browse all available real estate according to a number of filters (desired area, price, standard, etc) and may choose to contact the landlord. The two parties then agree on the terms (usually via the app). The companies' fee is a share of the price. Similar to other online matching platforms, landlords and tenants can rate each other at the end

As people in the first place need real estate, this option of engaging in the sharing economy may not be the first choice for unemployed persons and thus is of limited interest for this workshop series.

Non-profit Sharing Platforms

Up until now we discussed digital services carried out over online platforms and we discussed location-based services, where the matching of clients and workers is mediated over online platforms. A third option are online platforms that match supply and demand of services carried out non-profit(Cohen & Kietzmann, 2014), also called the real or true sharing economy[1].These kinds of services may be carried out online only or they may be location-based. One of the first platforms using this model is "**Couchsurfing"**, where people provided a sleeping place (their couch) for others free of charge. Another non-profit share model is"**timebanks"**, where people offer their work and receive time as payment that can be exchanged for other people's time. Other options of this type of sharing economy are the **sharing of (work) equipment** or models of collaborative consumption, such as **cooperative bike shops**. Many sharing economy platforms rely on a network of trust and a good relationship between the users and therefore these initiatives most often start out in a local community.

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[1]https://www.eastbayexpress.com/oakland/the-true-sharing-economy/Content?oid=4563249
https://hbr.org/2015/01/the-sharing-economy-isnt-about-sharing-at-all

National Platforms

Greece:

- **"Jamjar"(**www.jamjar.com) is a website where people can offer and sell their products. It mainly focuses on providing a platform for selling (handmade) jewellery. This platform offers easy access to selling products for people already active in art handicraft. Such platforms allow to broaden potential customer base and facilitate the processing of payment and delivery.

- **"StayInAthens"** (www.stayinathens.com) is a platform to rent out a flat as accommodation for exchange students. The unconditional prerequisite is the ownership of real estate, which for many unemployed persons is a hindrance.

- **"Microdeals"** (www.microdeals.gr) is an exemplary crowdwork platform for small digital services, comparable to **"Freelancer"**, **"Upwork"**or**"Crowdflower"**. People are able to offer their services at standardized rates (from €5 to €50 – per project) on the website. The services offered include many different administrative tasks, such as copywriting, data entry, translations, social marketing and also include creative tasks, such as video, voice over and music and audio.

- **"Douleutaras"** (www.douleutaras.gr) seems to be a cross-over website for professional household services. However, in contrast to other platforms covered in this summary, **"Douleutaras"**does not target crowdworkers, i.e. anonymous people working over the internet, but rather professional providers of services. So, people can only find work over this platform if they already have established a trade. The platform has a pool of 2.000 professionals working for 20.000 clients. As the platform has a pool of regular workers, the relationship of employment and self-employment might prove difficult in the future.

- Carpooling (www.carpooling.gr) connects travellers for trips, however, it cannot be used to generate income.

- Hopinside (hopinside.com) is a ride sharing application that matches people for car rides. People having the same route can connect and take the trip together in a single vehicle.

Table 1 Platforms in 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

- One of the first online platforms established in Slovenia is "**Prevoz**" (www.prevoz.org), which connects people for transportation. An app connects driver and passenger going in the same direction. The driver may charge a fee from the passenger according to the distance covered.

  For unemployed people striving to get self-employed this may only be an option if they have a car and a driving license.

- **"Mojmojster"** (www.mojmojster.net) was founded by a group of architects, builders, economists and ICT experts. The team combines knowledge of construction with web technology to assist users finding a contractor and facilitate the work of investors or those who build or restore. Users can find a verified company on the website or make use of the team to find a contractor. The records of contractors and artisans and their references are stored, as well as assessments and customer feedback. **"Mojmojster"** has developed a search engine and directory where with asearchable database containing thousands of contractors.Several criteria, such as project size or location can be filtered.

  People seeking work could offer their labour power online, however, a specific skillset and possibly qualification are required.

- **"Prevodi"** (www.prevodi.si) offers translation with a team of 50 translators. The translators seem to be employed by the platform, thus,if self-employment is not an option, people could engage on this website.

- **"Bicikelj"** (www.bicikelj.si) acts as an intermediary platform for common transportation using bicycles. The principle exists in many European cities: several stations consisting of bikes exist in a city and registered users may take these bikes for a small fee for a limited time span. Often the first hour is free to use. People can only travel from one station to another, as they have to depose the bike at a station at the end of their ride. The initiative is non-profit and publicly funded.

For unemployed persons there is no possibility to earn any income with this initiative, however people may use the service to reduce transportation costs.

Table 2 Platforms in 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

Bulgaria:

The collaborative economy in Bulgaria seems to be in a developmental and early stage, many of the platforms listed below are in testing or idea phases.

- **"CarAmigo"** (www.caramigo.eu) and ComboRides (www.comorides.com) are platforms for connecting car drivers and passengers. CarAmigo charges 30% of the transportation fees for insurance, website maintenance, etc.

- **"Maistorplus"** (www.maistorplus.com) connects workers and clients in many different services carried out face-2-face, such as architecture and construction, car repair services, interior design, carpenter services and so on. Individuals or companies can register on the platform and offer their services, clients may contact them directly and agree on a task. Likewise, clients may publish an offer for a task on the platforms for workers to apply. The platform has more than 5.000 registered users, payment is per finished task or project.

  Self-employment is possible through registering on the platform and working as a professional. For many services some form of qualification will be necessary.

- **"Red Lemon"** is a platform for administrative tasks in a pre-release stage and not yet accessible to the open public.

- **"IamFree"** (www.iamfree.pro)focuses on personal services and tasks. Currently around 1.000 people are registered on the website, however it does no longer look active.

- **"Wedo"** (www.wedo.bg) seems to be a platform with an alternative currency (time bank) where people can help other people or do work for them for a couple of hours. The idea is that this working time is put on their account and people may have other people work for them for the same amount of time. Services covered are of administrative nature, such as secretarial work, but also expand to household services, walking pets, etc. However, the platform is currently not working.

- **"Domashen-maistor"** (www.domashen-maistor.com) is an intermediary focusing on car and home repair services. The services offered range from annual technical review of the personal car, communication with insurance companies, car services, etc. Payment is 15BGN per hour and it seems as we are dealing with a traditional company (with employees) here, rather than with an intermediary platform. Thus, this service is of limited relevance for self-employment.

Table 3 Platforms in 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

Spain:

In Southern European countries the traditional sharing economy (non-profit) has a strong foothold and particularly expanded during the years of crisis (2008) in areas of high unemployment. As mentioned above, using shared service platforms does not generate income, becoming self-employed in this sector thus is not an option. Nonetheless it may be beneficial to know about the available services and sources as it can help to reduce existing costs and ultimately to become self-employed.

- **"Railpanda"** is a sharing platform to connect train travellers. People who bought a ticket but are not able to travel can offer their ticket on the platform and sell it. To the price of the ticket there is a 3% and €0.35 commission added. The procedure on the platform looks as follows: Sellers upload or add the ticket details for free in the platform. Buyers can find the ticket listed on the platform and have to enter their credit card details to make the purchase. Once the trip has been made Railpanda transfers the money to the seller's account.

- **"Glovo"** is an application for courier services. People ("glovers") use their motorbike or bicycle to do a number of errands (food delivery, groceries, or other shopping). Buyers or clients can use an app and can define their need and location. Payment is proceeded over the app and for every transaction there is a fixed fee depending on the store/restaurant (around €5.50).

  Unemployed persons can get involved as self-employed as riders using this application. They need to own the means of transport (bicycle or motorbike) and a driving licence (motorbike) to carry out the service. People are not formally employed at the platform, but operate and are registered as self-employed and they have to declare their income for taxation. Insofar Glovo is a prime example how unemployed persons may enter the gig-economy self-employed.

- **"Milingual"** is a platform for learning languages. It offers clients the opportunity to connect people speaking different languages without leaving their city, through daily activities that emulate life in the country in whose language you are interested. Milingual builds an online community that materializes offline: They have native professors and agreements with leisure venues (bars, pubs…), where classes are held. Students can book classes in different settings, either in small groups or 1 on 1. Interested people may sign up on the website. The service is only paid for when used. Once students have registered and entered their preferences for the class, they will receive an email with the details of the training session. They must go to the place they have chosen; the teacher will be waiting for them. The platform also seems to allow sharing of materials online, for instance, teachers can provide feedback and give comments. For students there is also the option to give feedback for teachers and the place they attended.

  The platform is a viable option for unemployed people with a higher education and language skills in particular (available languages currently are English, French, German, Spanish, Portuguese, Italian and Chinese). These may enrol as teachers. It is unclear if teachers are formally employed by the platform or if they are self-employed and how quality assurance works.

- Another platform that focuses on providing training is "**Tutellus"**.It connects teachers and students through video courses. Tutellus is the largest collaborative learning platform in the Hispanic world. With thousands of videos and millions of students, you can use Tutellus in 3 ways. Learn as a student, teach or promote (earning money as an affiliate). "Teaching" works through creating own videos and putting them on the platform, in addition, people can write blogs or promote their videos in other ways. On the platform there are predefined sets of classes for a number of topics provided. The platform will keep 30% of the revenues earned on the platform.

Engaging on the platform as a teacher or seller of training videos is relatively easy, it requires IT equipment (computer, webcam, microphone or smartphone/tablet) and an internet connection. High(er) education is not mandatory but certainly helps for providing training materials. This way of engaging in the gig-economy can be promising for students bridging gaps after graduation or for older people who already have experience in the education sector.

- **"Relendo"** is a platform to let out products between people in the same zone. Through Relendo people can let many kinds of things, such as photography and video equipment, electronics, sports equipment, instruments, vehicles and much more. Relendo charges a commission of 20% of each transaction.

  This may be an opportunity for people who have a stock of equipment of some kind (from a former business for instance) but who currently have a bad order situation. On the other hand, for people without a stock of rentable equipment, this form of self-employment is not viable.

- **"Etece"** is a platform for professional services. There is a wide variety of services offered, the broader categories are home repairs, removals and transportation, office services, matching household employees, event services and expert services. The idea is to match people working in these services with clients in the regions of Madrid, Barcelona, Valencia, Seville, Malaga, Zaragoza and Bilbao. The procedure is bid-based: clients post their requirements for a job (description of the job, timeframe, price, location. There are two bills. Etece.es will issue an invoice for the mediation services to the worker, and s/he will issue another invoice directly to the customer for the service provision. The payment can be issued per hour or for the completed project. Etece charges 23% on the price arranged between customer and client. Any extra or supplementary expenses that incur to carry out the task will not be affected by the commission of etece.

Unemployed persons can work via the platform as professionals carrying out different services. Distinctions have to be made between 'simple' jobs in transportation, home repairs or household services and professions requiring a specific qualification, such as plumbing, electricity, carpentry, etc. Also, to become a etece.es worker people need to be able to issue invoices. The vast majority of ethics professionals are workers registered in the self-employed regime of social security. Once they are registered as problem solvers and etece will proceed to analyze if that person fit within the categories he or she has marked. If so, they will cite he or she for a data verification session where they will perform a check of the profile.

- Another crowdlending/crowdsourcing platform is**"Zank"**, which is an intermediary for loans and credits. The service is described as follows:

A person who seeks a loan (borrower) enters Zank and requests the amount he wants (between € 1,000 and € 10,000) and the time he wants to repay it (between 6 and 48 months). Zank verifies the data, classifies them by assigning them an interest rate according to their solvency profile (income, expenses, repayment of previous credits and demographic profile) and publishes it. Other people who have also entered Zank to invest their money (investors) will choose that person and invest their money. Each person chooses who or whom and how much to invest. The person who has requested the loan, will return it month by month withan interest-rate for the time that s/he has chosen.The person who has invested in a loan receives the money invested plus the interest.Zank fees apply to both investors and borrowers.

Crowdlending or p2p lending facilitates loans between people and is a model of alternative financing to traditional banking. The objective of these loans is that a large number of people invest their money in someone who seeks a loan.The participatory financing platforms (PFP) must be regulated and have an authorization by the National Stock Market Commission (CNMV) and the Bank of Spain.

Unemployed persons cannot be involved directly (only few will have sufficient funds to enter the platform as investor and income may be very volatile and risky), but they could use the platform as a starting point for initial funding for self-employment or their business idea.

- A community based office sharing platform called "**Spacebee**" exists in Spain. The principle is simple: abundant office space can be lent via the platform to people who look for office space. Fees of 15% of the total transaction sum occur after the workspace is rented, but there are no fees for posting on the website. The fee arises the moment the agreement is made, not necessarily at the time of payment between renter and tenant, and it only arises once, i.e. for the first transaction and not for every month the space is rented.

  Similar to transportation services discussed above (i.e. Railpanda) through this platform no income can be generated. Likewise, it may be helpful for entrepreneurs who plan to launch a business to have access to cheap(er) workspace, with little long-term commitments.

- **"Helpy"** is an application currently existing in Spanish and French. It seems to be a non-profit collaborative consumption approach. The application connects people for small tasks and aims to build a trusted community. The app allows people to post tasks they need assistance with, other people may decide to help and receive a rating. Payment may be agreed on between users, modes of payment are not specified and may also be agreed on individually. It is uncertain if there is any form of alternative currency (i.e. time-based) involved or if it is rather based exclusively on a model of cooperative economy.

In addition to these platforms, "**Traity**" earns a somewhat special place. Its main objective is to create a secure standard for any kind of online transaction. It is no crowdwork platform because no work is done on or through the platform, but it is rather an intermediary for intermediaries (other platforms or companies). In principle the platform accessed people's personal networks (of friends, family, colleagues…) and the more people 'vouch' for each other, the higher the trust ratings. For unemployed

people planning to become engaged in the gig-economy registering on Traity could theoretically be beneficial for work they carry out on other platforms. On most online platforms there is a similar mechanism of measuring online reputation and the general rule is: the higher the reputation the more jobs one gets. Due to the variety of platforms workers have to build and acquire reputation on every platform separately. Traity could provide one single reputation score for many platforms, thus making the online reputation transferable from platform to platform. However, at the point of writing the authors are not certain if the application is developed for this purpose.

Table 4 Platforms in Spain

Company/platform	Type	Use for	Relevance
Railpanda	Transportation	Ride sharing (train)	Limited
Cronoshare	Face-2-face	Professional services	Yes
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
Traity	Collaborative	Secure transaction system	Yes, but non-profit

Austria:

- **"Tasktilldone"** (www.tasktilldone.com) is a crowdwork platform where clients post jobs (tasks) online and define either a fixed price or an hourly rate. The task can be administrative or creative, important is that it can be delivered digitally over the internet. On the other side people can apply for these jobs or offer their work online. The platform is rather small and has presumably less than 100 registered users. Services offered: the broader categories found on the website are assistance, graphics and design, music and audio, online marketing, coding and technics, video and animation, writing and translations. Besides one can offer additional services. Payment can either be defined between the client and the worker, by the client alone (through setting up a job) or by the worker alone (through offering a service). 10% of the transacted amount is retained by the platform.

  As there are no specific requirements, people can easily offer their services online.

- **"Foodora"**(www.foodora.at) is a food delivery service existing in several bigger cities. Customers can order food online from famous restaurants and the food is brought by bike couriers. In contrast to 'normal' delivery services Foodora provides a digital transaction of the whole process, delivery exclusively by bike and access to restaurants that usually have no food delivery (one could, for instance, have food delivered from a gourmet restaurant). People who deliver the food are employed by the company (we are unsure how the exact employment relation is defined). Payment is divided in 3 parts: for every delivery the riders get a fixed sum (between 1 and 2 Euros in Vienna), in addition they get mileage according to the distance travelled and tips from the customer. According to informal talks with riders in Vienna the average income per hour is around €8. There are no direct costs, all money is transferred to the platform, the platform pays the riders.

  Unemployed persons could be employed by the platform. Investment costs are relatively low (one needs a bike), but at the same time this kind of work might only be suitable for younger persons, as you have to be somewhat sportive and agile to be able to ride the bike all day.

- **"Myhammer"** (www.myhammer.at) is a platform for connecting clients and workers on a huge range of household, construction or repair services. Clients post jobs on the platform and professional service providers may apply for the task. Payment is agreed between the parties involved. Qualification of workers are assessed by the platform. Due to the required qualification many established companies use the platform as an additional distribution channel.

- **"BookATiger"**(www.bookatiger.com) is specialized on cleaning services. Clients and workers are matched online and workers come to the clients home or offices to perform any kind of cleaning services. Conditions of the job are negotiable and have to be defined prior to starting the job. There is a minimum payment (currently around €16 per hour) and payment is proceeded over the platform as well.

Table 5 Platforms in 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

Opportunities for entrepreneurs

We interviewed crowdworkers who went on to start their own Sharing Economy Platform. From these interviews, the following issues can be derived for workshop participants inclined towards entrepreneurship:

- Gain initial experience as a crowdworker. Build a basis of regular customers. The entrepreneurs and managers we interviewed got where they are today only after gaining own experience in crowdwork, mostly in the field where their own enterprise is active now. All our interviewees describe this as an essential prerequisite for successfully starting their own enterprise. E.g., one now-entrepreneur describes how in the course of his assignments, he discovered a gap in the existing supply of platforms for digital services that he attempted to close with his own platform development. This process can also entail the building of a customer base that may be taken over to the new enterprise.

- Know your market. As already described in the previous point, it is essential to know as much as possible about the market that a new enterprise will operate in. For the new and emerging field of Sharing economy platforms, this is holds particularly true. While prior experience in the field of the enterprise is probably the most important way to gain the kind of market knowledge addressed here, it is important to gather as much information as possible, especially from others active in the same field.

- Be aware of the different skillsets necessary for being a crowdworker and starting up your own platform. Some of our interview partners indicate that they underestimated the amount of new skills needed to make the step to be an entrepreneur, even if they already self-employed before. Their recommendation is to invest into this skill set as early as possible.

Study cases

See Study Cases Topic 1 about three crowdworkers

Videosabout best practices (already available) and country cases or experiences based on an interview with person that can explain a success (or failure) story

https://www.youtube.com/watch?v=R3PluXyxP9M

https://www.youtube.com/watch?v=U9LsRDxl6as

https://www.youtube.com/watch?v=gL8MiC-Gugg

https://www.youtube.com/watch?v=qd8OECBx8Ls

Complementary readings

https://ec.europa.eu/digital-single-market/en/online-platforms-digital-single-market

https://www.shareable.net/blog/11-platform-cooperatives-creating-a-real-sharing-economy

http://www.pewinternet.org/2016/11/17/gig-work-online-selling-and-home-sharing/

Επιμελητήριο Αρκαδίας

COORDINA Organización de
Empresas y Recursos Humanos, S.L.

CPU - Gospodarska zbornica
Slovenije Center za poslovno
usposabljanje

FORBA - Forschungs- und
Beratungsstelle Arbeitswelt

RCCI - Ruse Chamber of Commerce
and Industry

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