













**Modern-day challenges** for the European **Trade Union Movement** 

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### Part 1 Digital labour: It's getting crowded!

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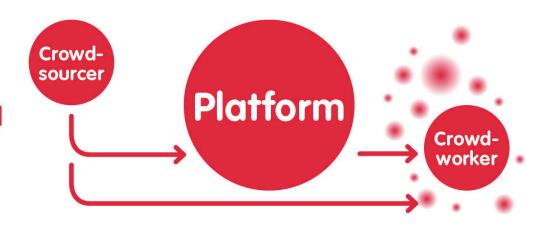






### Crowdwork

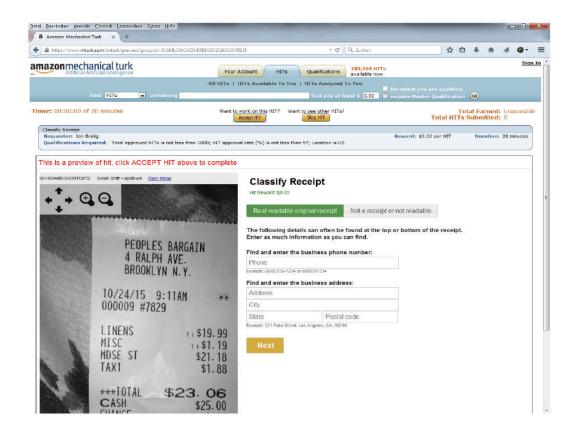
The process of transferring tasks traditionally performed by employees to a large pool of online workers, the crowd, via an intermediary (the platform).

















## Issues for crowdworkers

- Global competition
- Dislocated physical workplaces
- Intense virtual control mechanisms
- Intransparent "digital reputation"
- Lack of workers' organization
- Oligopoly of a few platforms
- Legal insecurities
- > Low remuneration and unfair terms & conditions









# Strategies for fair working conditions

#### The legal arena

- Who are the contractual partners?
- Employment relationships or independent contractors?
- "Homeworkers"
- Applicable law and forum
- Terms & conditions of the platforms

### **Self organisation**

- Unions and collective bargaining
- Co-determination