



New forms of employment

Status quo and first findings on crowd employment and ICT based, mobile work

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Working Group Meeting*

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- Anecdotal evidence of the emergence of new employment forms
- Little information on
 - ▶ Their specific characteristics
 - ▶ Their impact on working conditions
 - ▶ Their effects on the labour market
- Eurofound project in WP 2013 and 2014 to
 - ▶ Identify and characterise the new employment forms in Europe
 - ▶ Illustrate their implications on working conditions and the labour market
 - ▶ Illustrate their legal and policy framework
 - ▶ Derive some policy pointers

- Mapping exercise May – December 2013
 - ▶ Identification of new employment forms by national correspondents
 - ▶ Systematisation/classification by Eurofound
- Literature review October 2013 – June 2014
 - ▶ By Eurofound and contractors
 - ▶ To characterise the employment forms and summarise findings on implications on working conditions and the labour market
- Case studies November 2013 – August 2014
 - ▶ By contractors, with pilots by Eurofound
 - ▶ Employment relationships, legislation, collective agreements, support instruments
 - ▶ To illustrate selected new employment forms and their implications on working conditions and the labour market
- Reporting
 - ▶ By Eurofound
 - ▶ Publication planned for end of 2014/early 2015



What is a 'new form of employment'?

Non-conventional workplace (e.g. 'around', own-office, etc.)

Support of ICT (e.g. mobile phone, iPad, etc.)

Employment relationship

- 1:n
- n:1
- n:n

Employment terms

- Discontinuity
- Intermittent
- Non-conventional fixed term

Networking among self-employed

Existing or new forms of contract

Whole economy/all occupations or individual sectors/occupations

⇒ Established or of increasing importance since about 2000

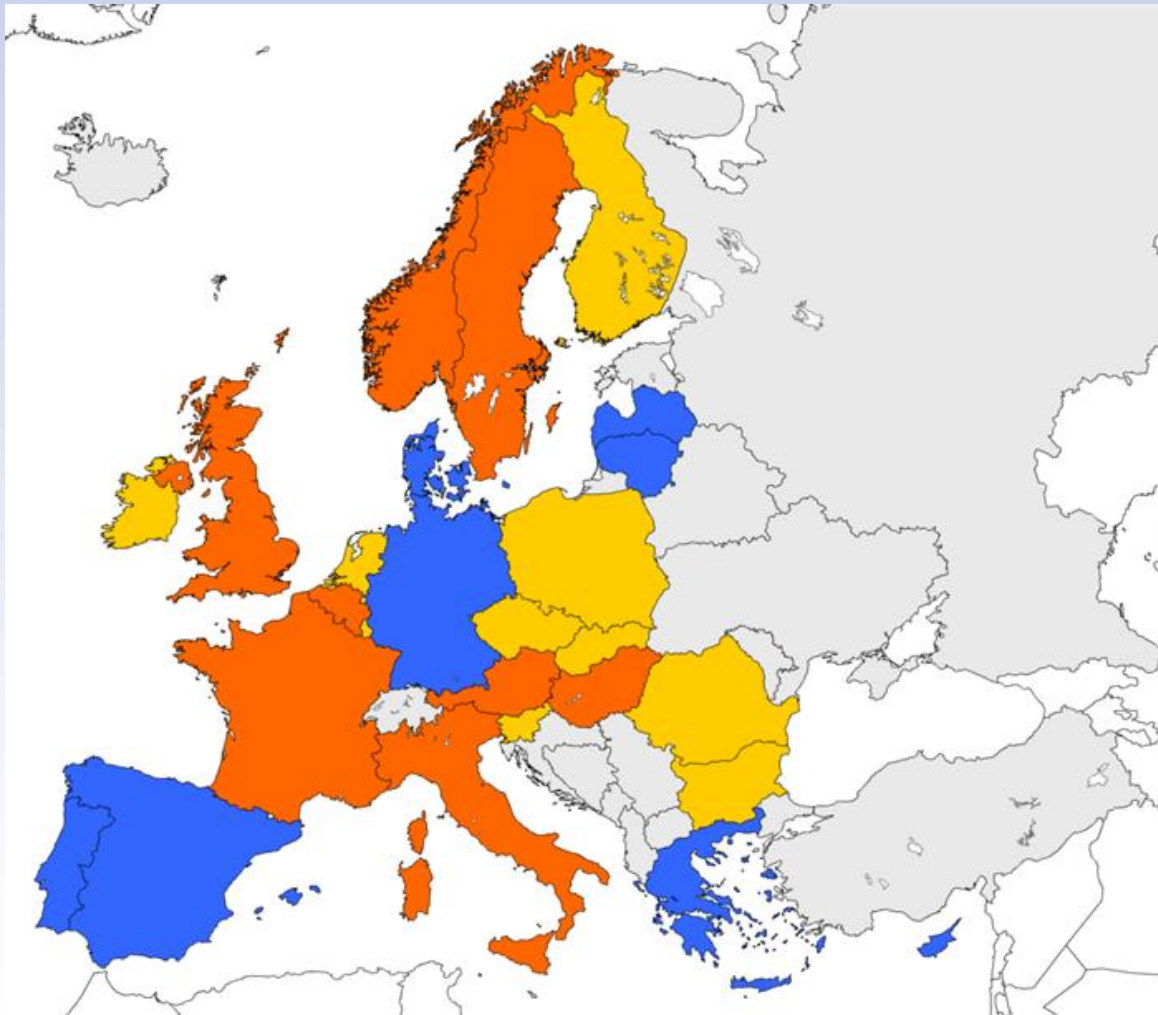


Identified new employment forms

Employee sharing	Job sharing	Temp. management	Casual work	ICT based, mobile work	Portfolio work	Voucher based work	Crowd employment	Cooperation among self-employed
Employees				Both	Self-employed, freelancers, micro enterprises			
Employment relationship	Employment terms						Networking	



Identified new employment forms By target group and country



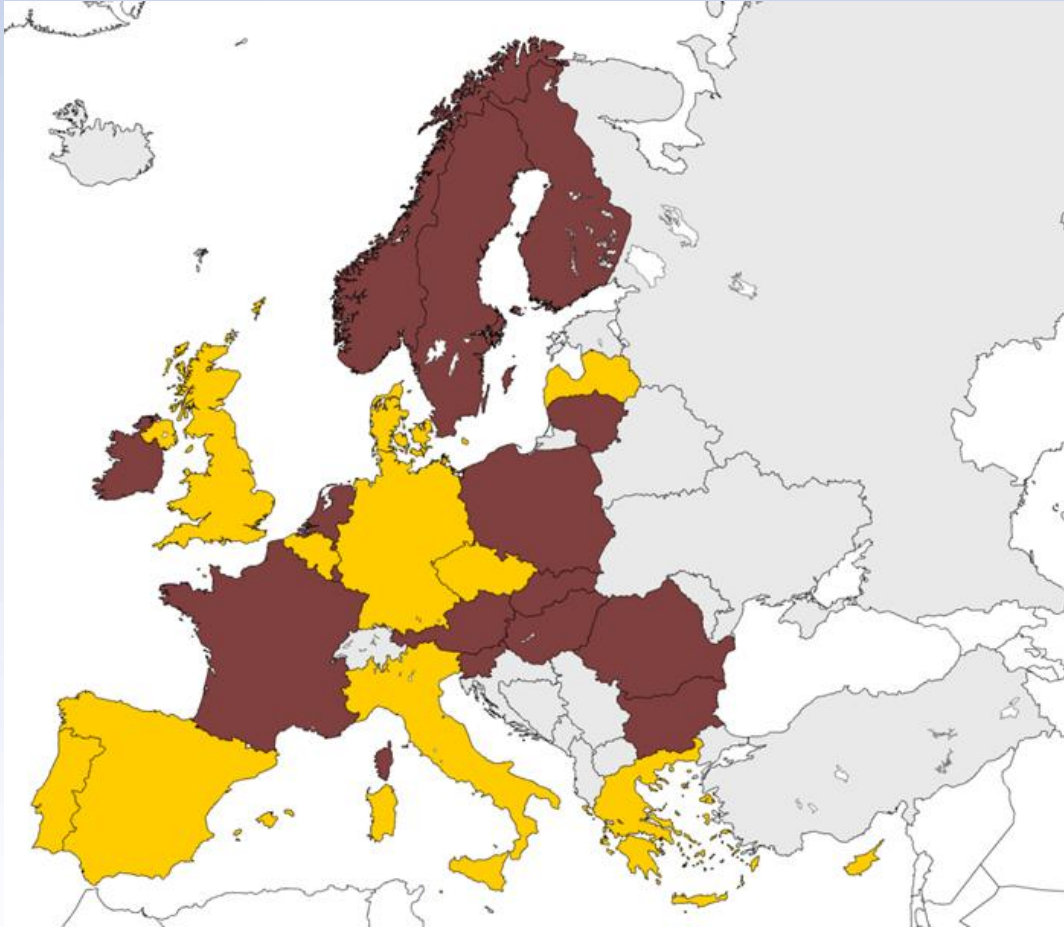
Yellow –
rather employees

Blue –
rather self-employed

Orange –
both

- Crowd employment: CZ, DE, DK, ES, LT, LV, PT, UK
 - ICT based, mobile work: DK, EL, FI, LV, NL, NO, SE, SI
 - Employee sharing: (AT), BE, CZ, DE, FI, FR, HU, LU
 - Temporary management: CZ
 - Casual work: HU, IE, NL, RO, UK
 - Job sharing: CZ, SI, SK, PL
 - Service vouchers: (AT), BE, EL, IT, LT
 - Coworking: DE, ES
- In total, 60+ case studies

Crowd employment Emergence in Europe



Yellow –
yes

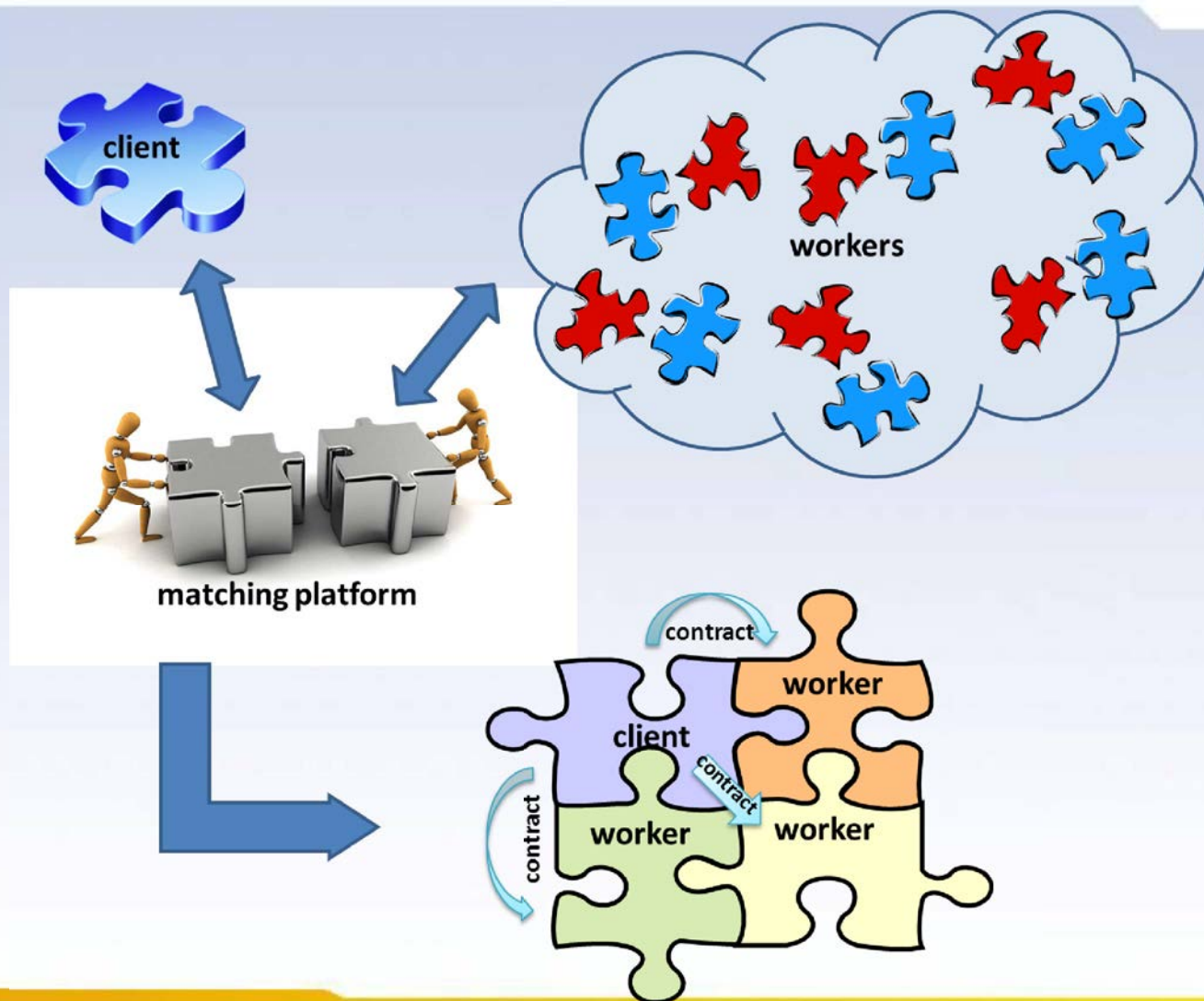
Brown –
no



- CZ: Top designer
- DE: clickworker
- DK: Boblr
- ES: Adtriboo
- LT: lingjob
- LV: Academy ideas
- PT: Idea hunting
- UK: Amazon Mechanical Turk, Task hub



Crowd employment Working method



- No specific legal framework
- Very recent establishment of the platforms
- Coverage
 - ▶ Mainly creative activities
 - ▶ Mainly national clients
 - ▶ Rather young workers
 - ▶ Spare-time, ‘next to something’ activities
- Motivation for clients
 - ▶ Access to a large pool of resources
 - ▶ Flexibility
 - ▶ Costs
- Motivation for workers
 - ▶ Interest in the work offered
 - ▶ Access to job opportunities
 - ▶ Potential to improve employability

- Initiator and ownership structure
 - ▶ Spin-off or subsidiary of larger companies
 - ▶ Owner-manager
- Eligibility
 - ▶ Open for all vs. for registered users
 - ▶ Immediate publishing of offered tasks vs. check by platform management
- Working method
 - ▶ Competition crowdsourcing
 - ▶ Procurement of tasks by the client
 - ▶ Offering of services by the worker
 - ▶ Non-virtual service provision

- Payment
 - ▶ On agreement between client and worker vs. minimum/fixed price given by platform management
 - ▶ Direct payment vs. through the platform
- Funding
 - ▶ Registration fee
 - ▶ Publishing fee
 - ▶ Commission fee



- Flexibility
- Autonomy

- Virtually no job and employment security
- Virtually no social protection

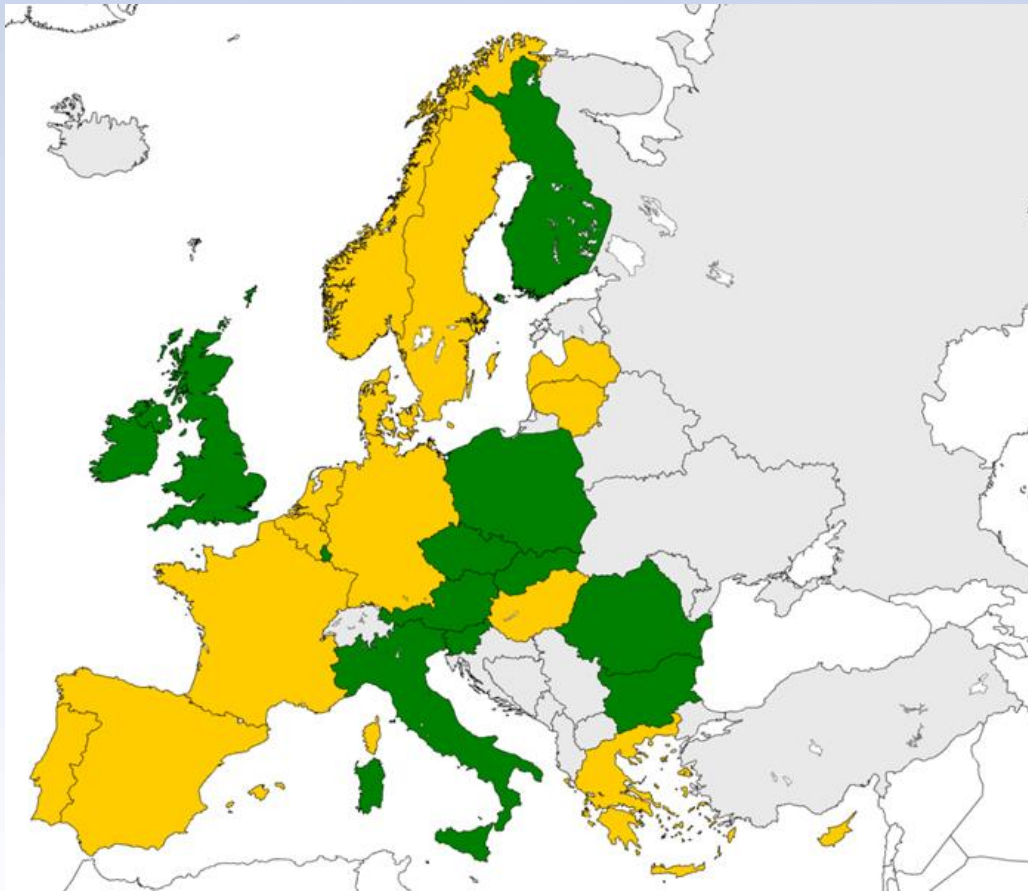
- Potential of increased employability and career development
- Small additional income



- Increased flexibility and productivity
- Access to work opportunities
- Potential of labour market integration of disadvantaged groups
- Enhancement of skills and experience
- Potential to establish client networks
- Possibility to ‘try’ self-employment/freelance activities
- Potential transformation from dependent employment to self-employment in certain sectors
- Potential crowding out of ‘standard jobs’



ICT based, mobile work Emergence in Europe



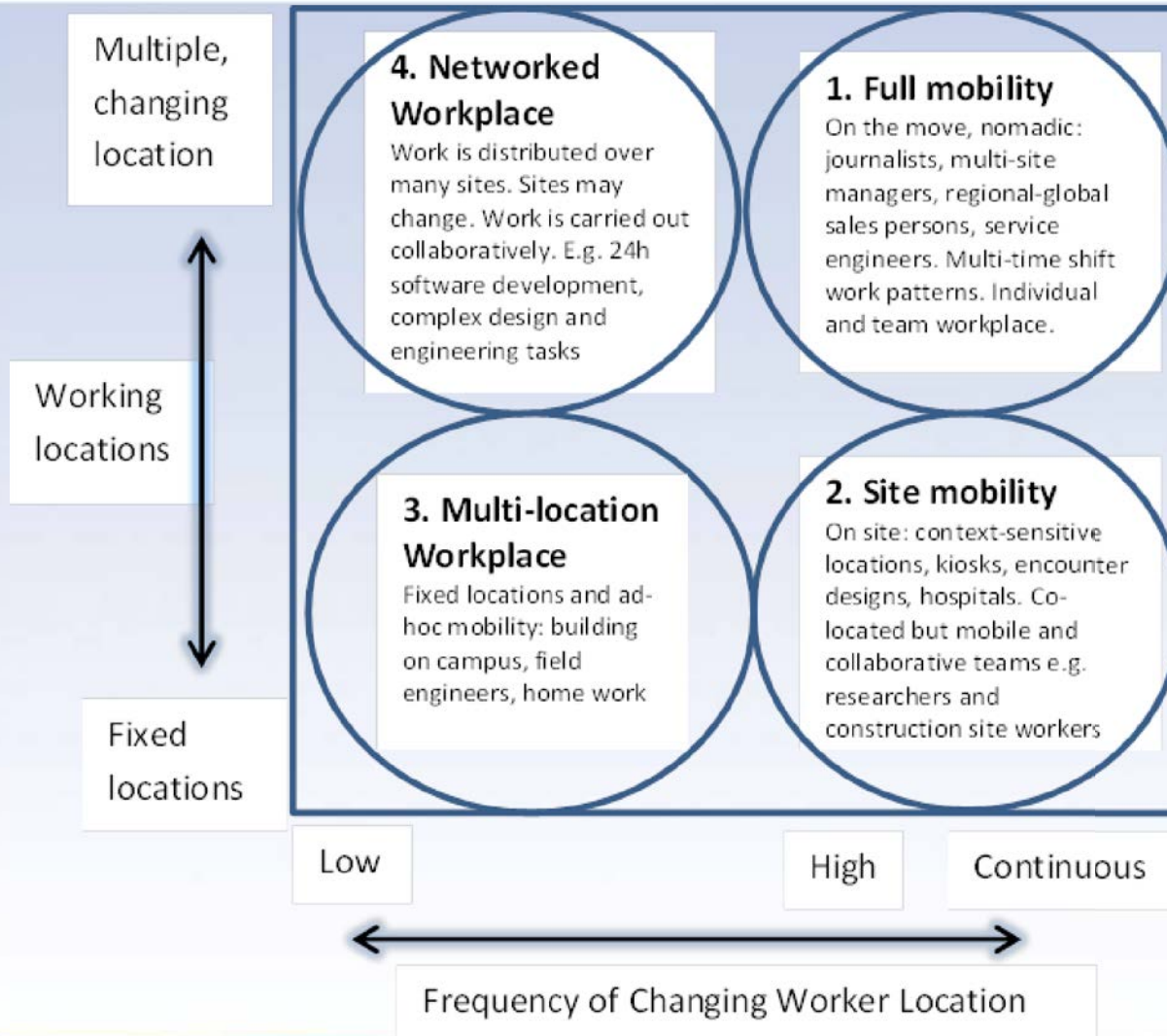
Yellow –
yes

Green –
no



- DK: Grontmij
- EL: Microsoft Hellas
- FI: Suomen Pienyrittäjien Mainostoimisto
- LV: Belam-Riga Ltd
- NL: YoungCapital
- NO: HP Norway
- SE: Engbergs Transportsystem
- SI: Faculty of Social Sciences at the University of Ljubljana





- Heterogeneity of sectors, company size and ownership/management structure
- Rather young workers
- Rather high-skilled specialists, management
- In general permanent full-time employment contracts
- Introduction in the mid/late 2000s

- No specific legal framework
- Motivation for the employer
 - ▶ Innovation of work organisation
 - ▶ Attracting skilled labour
 - ▶ Efficiency and productivity gains
 - ▶ Lack of office space
- Motivation for the workers: flexibility
- Preconditions
 - ▶ Technical set-up
 - ▶ Suitability of jobs/tasks
 - ▶ Trust
- Rather informal implementation and procedures

- Flexibility/autonomy regarding working time and work organisation
- Some risk of unpaid overtime
- Partly higher stress levels and expectations to be ‘always available‘ experienced
- ‘Outsourcing‘ of health & safety responsibility
- Mixed assessment of access to information and knowledge sharing
- Feeling of isolation and loss of socialisation
- Higher employee satisfaction

- Potential of labour market integration of disadvantaged groups
- Mixed assessment of work-life balance
- Improved quality of the work conducted
- Efficiency and productivity gains
- Cost reduction
- Positive impact on employer branding





Thank you for your attention!

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