



Faculty of Social Sciences



Union servicing for platform workers – the case of Denmark

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Introducing platform work in Denmark

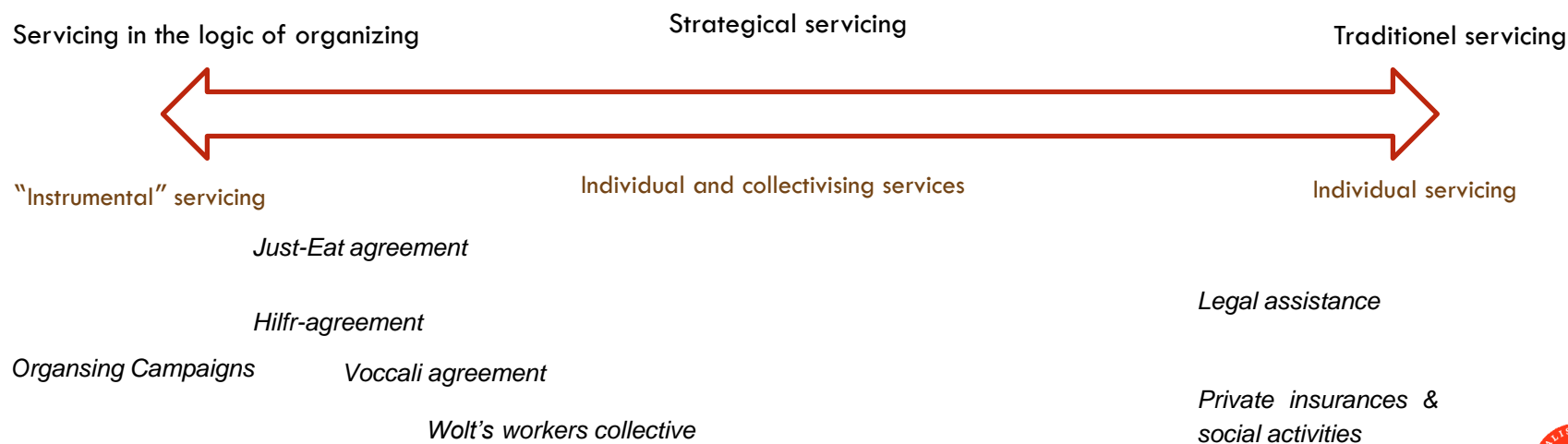
- Around 1 per cent of Danes earned money via a labour platform such as Upwork, Wolt, or Happy Helper during the last year in 2019
- 1.5 percent earned money via a capital platform such as Airbnb or GoMore during the last year in 2019
- Most earn less than DKK 25,000 (EUR 3,330) annually as platform workers before taxes – online income typical a supplement to other income sources-
- Less than 0,1 per cent of Danes are active on both types of platforms.
- Minimum hourly wages on labour platforms often correspond to minimum wage standards in other CA.



Union servicing and platform work

- Platform work high on the agenda within the Danish trade union movement
- Union activities for platform workers- typically taking place within sector unions and their local union branches
- A series of innovative union services targeting platform workers – from individual services to organising campaigns, collective agreement & workers collective

Figure: Danish examples of union services for platform workers (inspired by Bellini et al. 2021)



Regulating platform work- the Hilfr-agreement



- Hilfr – a Danish owned platform from 2017, facilitating cleaning services in private homes in all larger Danish cities – approx. 2000 customers and 250 hilfrs.
- Signed in Spring 2018 a company based CA for platform work with the Danish trade union 3F - launched in April by the social partners with the Danish prime minister present
- Agreement came into force in August 2018 – a one year pilot year agreement subject to evaluation and re-negotiation (re-negotiations still ongoing)
- In January 2018 – one in three cleaning tasks facilitated via the platform covered by CA – today (2021) two in three cleaning tasks covered by CA.
- Hilfr – today affiliated member of DI – interested in negotiating sector agreement





Regulating platform work- the Hilfr- agreement

Motivations by social partners to sign CA

- Hilfr's motivation: Address taxation issues and scale up business through socially responsible employer
- 3F's motivation: Regulate platform work- secure wage and working conditions – secondary organize platform workers

Aim of the Hifr agreement:

- Regulate wage and working conditions of platform workers providing cleaning services in private households

Type of services:

- Novel collective company agreement –incl. optional employment status and coverage by agreement, novel conflict resolution mechanisms
- Open to union and non-union members

Spin-offs: Spurred new forms of workers collective via social media & social dialogue on other platforms





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Union servicing and self-employed workers - the case of Denmark

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Introducing self-employed workers in Denmark

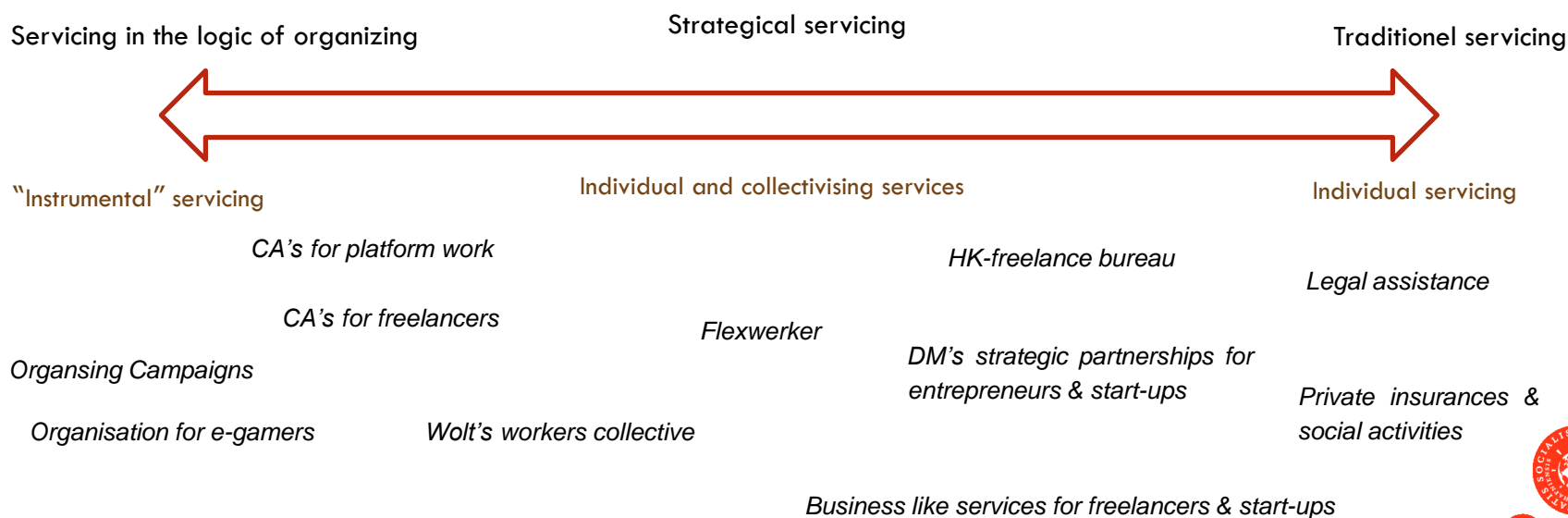
- Around 5 per cent are self-employed workers in Denmark – fairly stable development since 2000
- Cover a wide group of workers: -external consultants, freelancers, entrepreneurs, registered and non-registered solo-self-employed companies
- Many combine self-employment with other income sources
- Many earn less than 100.000 DKK per year (corona-survey)
- Wide sector variations: highest share of self-employed workers within agriculture (20%), IT- and professional services (15%), creative industries (10%), and construction (10%)



Union servicing and self-employed workers

- Self-employed workers high on the agenda within the Danish trade union movement
- Union activities for self-employed workers - typically taking place within sector unions and their local union branches
- A series of innovative union services targeting self-employed workers

Figure: Danish examples of union services for self-employed workers (inspired by Bellini et al. 2021)



Regulating freelance work - HK freelance bureau

- HK's freelance bureau establ. 2018 by HK
- Initiative emerged as part of HK's development lab that aims to address challenges tied to the future of work
- Secure wage and working conditions for freelancers and self-employed workers
- Assist freelancers with different services related to freelance work
- Non-for profit – membership owned
- Most tasks within graphic design – exclude some forms of freelance work due to insurance challenges
- The freelance bureau administrates around 15-20 invoices per month – continue to expand with rising numbers during COVID



Regulating freelance work - HK freelance bureau

Aim of HK freelance bureau:

- Regulate freelance market – secondary unionise freelancers

Types of services

- Collective agreement coverage, assist with invoicing, tax returns, insurance, work contracts etc.
- Fee 8% of project value – upper limit for using the freelance bureau (3 x assignments = 3 months full-time work)
- Open to union and non-union member – but with some service restrictions.

Spin-offs:

- Testing grounds of union led responses in regulating freelance work,
- Blurs traditional employer-employee divide as HK acts as both employer and employee
- Potential conflict with Danish & EU-competition laws in terms of risks of price-fixing

