



# **Platform Economy – Decent Work in Times of Digital Transformation**

**#FairClickGig**

**Conference Reader  
Berlin, 21 September 2020**



# Welcoming Address



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## Elke Breitenbach

Senator for Integration, Labour and Social Services in Berlin

Platforms that provide gigworking and crowdworking opportunities are perhaps the most radical form of the digitalisation of work that we can observe today. Digitalisation is rapidly changing the world of work. Not only is it changing the way we work and our working conditions, it is also creating new business models in the economy.

The “platform economy”, subject of this year’s European conference “Platform Economy – Decent Work in Times of Digital Transformation” is playing an increasingly important role. During the conference we will concentrate on service platform-based work, something gaining momentum in Berlin as well as in other European cities.

Worldwide, we can expect “platformisation” and increased digitalisation, especially in urban spaces. In the cities, however, platform services are garnering critical awareness. Due to the Covid-19 pandemic, discontinuous development in the platform economy over the last few months was visible, especially in metropolises like Berlin. While delivery-based services experienced a boom, other platform-based sectors suffered losses.

The conference revolves around the question of how we can shape decent work, particularly for those employed in the platform economy.

It is particularly important to me to keep an eye on the people who carry out platform-assigned work and to learn from their experiences. What motivates people to work on platforms? What are their experiences? What are the work conditions like for services offered via platforms, e.g. for click workers, gig workers, couriers and cleaners? A common example is food delivery services that are ordered via apps and delivered by drivers come rain or shine. Unlike many classic service sectors, platform work is also unique in that, in certain areas of industry, it is carried out by people with a solid educational background.

Platform-assigned work has different effects on various groups of the gainfully employed. There are well-paid platform activities taken up predominantly by men, such as IT and programming jobs, and others that are less well-paid and in which primarily women work, such as domestic or care activities. For migrants, platform work is often the first work to which they have access. It is thus an objective of the conference to investigate the impact of platform work on women and the migrant community.

That said, it is not just about how the platform economy affects employment forms and conditions. It is especially about how working conditions can be improved and which approaches and examples of good practice can be used to elevate often precarious work situations into Decent Work. My main concerns here are fair pay, respect for employee’s rights, good working conditions, and social protection for people working in the platform economy. So how can we organise this type of work in a way that secures livelihoods; how can we ensure access to social services and democratic participation?

However, platform economy also creates access points to work and to further education and training that would otherwise not be possible. Platform work itself is a type of further training. While performing work on platforms, knowledge, still often disregarded, is created in the process. These qualifications must be secured, recognised and used for the later professional development of the individual. This specific knowledge is often relevant for areas that are not offered by universities or other training institutes.

The topic “Platform economy” is closely related to the future of work and fits into our Berlin process “Work 4.0 – made in Berlin”, with which, for a long time now, we have been pursuing approaches as to how digitalisation of the world of work can be developed in terms of decent work. We want to strengthen decent work for all Berliners. This is a key policy task for the Berlin Senate.

I am delighted that we as speakers and input providers were able to bring scientists, representatives, social partners, the authorities and last but not least the people directly affected by platform work to our conference. Participants can actively take part online.

This year, too, the conference provides the substantial added value of discussing the issues outlined above in a European context. This makes it possible for us to broaden our perspectives and participate in European and international developments. We will become familiar with European and international good practice examples.

This will help us to shape policy in Berlin. And on the flip side, it is our ambition that we can, from Berlin, provide momentum for further European development of employment policy in this area.

The European Commission, the European Parliament and the Member States are particularly needed on the European level. Some actions have already been taken. For example, a public consultation on the preparation of a digital services legislative package took place up to the beginning of this month. The EU Commission must do everything in its power to develop European regulations addressing the challenges faced by those who are self-employed or solo self-employed. The “European Pillar of Social Rights” provides a good foundation for this. However, action also needs to be taken with regard to regulation and financing.

The Covid-19 crisis shows, among other things, how important it is to look at the topic from a political, legal and societal point of view. In the future we will be dealing with another world of work. Social security might need to be redefined.

So I warmly invite you to discuss the contributions of our speakers in the live streams and to contribute your own comments, ideas and suggestions. There will be exciting discussions with guests from Berlin, from Germany, from Europe. We will learn what models, alternatives and projects are being implemented in Berlin, nationally, and also on an international level – and what we can learn from them.

I wish you all an inspiring day!

Sincerely,  
Elke Breitenbach

# Platform Economy – Decent Work in Times of Digital Transformation

<b>Organiser</b>	Senate Department for Integration, Labour and Social Services, Berlin
<b>Moderator</b>	Dr Julia Kropf
<b>Co-Moderator</b>	Martin Hoffmann
<b>Date</b>	21 September 2020
<b>Languages</b>	German and English

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## Get started with ...

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<b>From 10.30 am</b>	Barrier-free Yoga (video) and the conference reader (download) on the conference website
<b>From 10.45 am</b>	Polls with participants

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<b>From 11.00 am</b>	<b>Official start of the conference</b>
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<b>11.00 am – 12.30 pm</b>	<b>SESSION I</b> <b>Platform work as a model for the future?</b> <b>Digital business models in the European and international context</b> <i>Participant interaction with chat and polls</i>
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- ▶ **Welcome address**  
The Governing Mayor of Berlin, Michael Müller
- ▶ **Video:** What motivates me to work on platforms?  
What are my experiences with platform work? –  
Statements of platform workers
- ▶ **Keynote and live-interview on the topic of** “Digital business models in the platform economy – significance and classification of platforms within the overall economy”  
Prof Dr Jan Marco Leimeister, University of Kassel
- ▶ **Introductory welcome and live-interview**  
Senator for Integration, Labour and Social Services,  
Berlin, Elke Breitenbach

► **Platform work in international and European comparison**

**Stefan Olsson**, Directorate General Employment, Social Affairs and Inclusion of the European Commission

**Jonathan Barr**, Organisation for Economic Co-operation and Development (OECD)

**Dr Janine Berg**, International Labour Organization (ILO)

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**12.30 pm – 1.30 pm**

**BREAK**

The following materials are available during the break:

- [Conference reader](#)
- [Welcome address of the Governing Mayor](#)
- [Video with statements of platform workers](#)
- [Barrier-free Yoga](#)

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**1.30 pm – 3.15 pm**

**SESSION II**

**Shaping decent work on platforms – social security, flexibility, regulatory needs**

*Participant interaction with chat and polls*

► **Platform work as a matter of controversy:**

Employees, solo self-employed or customers? Employers or (merely) intermediaries?

**Michael Six Silberman**, IG Metall (Metal Workers' Industrial Union)

**Dr Johanna Wenckebach**, Hugo Sinzheimer Institute for Labour and Social Security Law of the Hans Böckler Foundation

**Dr Arne-Christian Sigge**, content.de

**Philip Huffmann**, Helping

► **What it takes:** Representation of interests, social security and advisory services

**Orry Mittenmayer**, Gewerkschaft Nahrung-Genuss-Gaststätten (German Food, Beverages and Catering Union)

**Dr Alessio Bertolini**, Oxford University

**Dr Wenke Wegner**, ArbeitGestalten Beratungsgesellschaft mbH

- **Whom it particularly concerns:** Platform work from a migration and gender perspective

Prof Dr Manuela Bojadžijev, Berlin Institute for Integration and Migration Research (BIM) at the Humboldt University

Dr Christian Pfeffer-Hoffmann, Minor – Projektkontor für Bildung und Forschung gGmbH

Prof Dr Aysel Yollu-Tok, Berlin School of Economics and Law

- **Who is responsible for education and qualification?** The portability and recognition of skills acquired on platforms

Dr Konstantinos Pouliakas, Cedefop

Prof Dr Anoush Margaryan, Copenhagen Business School

Dr Ina Lindow, Federal Ministry of Education and Research

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3.15 pm – 3.45 pm

## BREAK

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3.45 pm – 5.15 pm

## SESSION III

**“Platformisation” as a trend – platform work in urban spaces, good practices and alternative models**

*Participant interaction with chat and polls*

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- **How is the platform economy changing our cities?** – “Platformisation” as a trend in the urban working world

Prof Dr Manuela Bojadžijev, Berlin Institute for Integration and Migration Research (BIM) at the Humboldt University

Klemens Himpele, City of Vienna

Arjan Ploegmakers, City of Amsterdam

- **Good practices and alternative models in the platform economy**

Assoc Prof Dr Trebor Scholz, The New School, New York

Fredrik Söderqvist, Unionen Sweden

Gesa Gräf, CleverShuttle

- **Closing panel:** What are the consequences for work and qualification in urban spaces?  
Summary and conclusion

Alexander Fischer, State Secretary for  
Labour and Social Services, Berlin

Dr Staatssekretärin a.D. Annette Niederfranke,  
International Labour Organization (ILO)

Silvia Ganzerla, EUROCITIES

Irene Mandl, Eurofound



# Abstract

The platform economy plays a crucial role in the ongoing digital transformation. This year's European conference will focus on platforms in the service sector mediating between providers (e.g. click workers, courier drivers, cleaning staff) and customers. The current challenging environment elevates the importance of occupational groups such as click and gig workers as they provide delivery and courier services that are brokered by platforms. The need to organise and shape this field of work has become even more apparent.

The conference will focus on how decent work can be achieved in the ongoing digitalisation process, especially for employees in the platform economy. This includes fair pay, improved workers' rights, good working conditions and social security for people who find themselves in precarious employment. At the same time, platform work is also associated with easier access to work as well as innovation and creativity.

Especially in metropolitan areas such as Berlin, where the service economy is the major employment sector, platform work is strongly represented. The Senate Department for Integration, Labour and Social Services is committed to shaping the digitalisation of the world of work in accordance with the principles of decent work, for example through the dialogue process "Work 4.0 – made in Berlin". The conference will therefore address both the challenges and the opportunities of platform work.

The topic will be highlighted from a European, national and urban perspective. In addition, approaches and examples of good practice from Berlin and other European cities will be exchanged to promote mutual learning and appropriate action.

# Curriculum Vitae



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## Michael Müller

### Governing Mayor of Berlin

1964 born in Berlin; married; two children

1982	Graduated from secondary school
1983	Technical College for Business and Administration
until 1986	Business apprenticeship
1986 to 2011	Self-employed printer
since 1981	Member of the Social Democratic Party (SPD)
1991 to 2000	Chairman of the local SPD chapter
1989 to 1996	Member of the Berlin-Tempelhof borough assembly, also as chairman of the SPD group; delegate to the district and state party conventions
since 1996	Member of the Berlin House of Representatives
2000 to 05/2004	Chairman of the SPD in Tempelhof-Schöneberg
2001 to 2011	Chairman of the SPD parliamentary group in the Berlin House of Representatives
2004 to 2012	Chairman of the SPD in the federal state of Berlin
2011	Re-elected with a direct mandate by the constituency of Tempelhof-Schöneberg (District 4)
2011 to 2014	Berlin Mayor and Senator for Urban Development and the Environment

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since 11/12/2014	Governing Mayor of Berlin
since 2016	Chairman of the SPD in the federal State of Berlin
01/11/2017 to 31/10/2018	President of the Bundesrat
since 08/2018	President of the city network Metropolis

#### Memberships

- Arbeiterwohlfahrt Bundesverband e. V. / AWO (Workers' Welfare Association)
- Berliner Wirtschaftsgespräche (organisation for economic policy debates)
- Sozialdemokratische Gemeinschaft für Kommunalpolitik / SGK (Social Democratic association for municipal policy)

# Curriculum Vitae



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## Elke Breitenbach

Senator for Integration, Labour and Social Services, Berlin

Born in Frankfurt/Main on 30 March 1961

Since 08/12/2016	Senator for Integration, Labour and Social Services, Berlin
2003 – 2008	Member of the Party Executive of the PDS (from 2007 DIE LINKE)
Since 2003	Member of the Berlin State Parliament
2002 – 2003	Special Advisor to the Berliner Senator for Health, Social Services and Consumer Protection, Dr Heidi Knake-Werner
1999 – 2002	Advisor to the PDS parliamentary group for social security systems
1998 – 1999	Temporary position (via job creation scheme) as a historian at the Sachsenhausen Memorial Site
1992 – 1997	Secretary of the Trade Union of Retail, Banking and Insurance Workers (HBV) with responsibility for the areas of young people, vocational education and training and women
1989 – 1991	Academic researcher at the Technical University of Berlin for the project “Cooperation between vocational schools and providers of trade union youth services in Berlin und Herford”
1981 – 1989	Studied for a degree in Political Sciences at the Free University of Berlin
1976 – 1981	Attended full-time vocational school in Obertshausen, occupational field of social care professions, obtained the intermediate secondary school leaving certificate, subsequently completed her upper secondary school leaving certificate in Babenhausen

# Curriculum Vitae



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## Alexander Fischer

State Secretary for Labour and Social Services,  
Senate Department for Integration, Labour and  
Social Services, Berlin

Born on 10 October 1974, married, one son

Since 09/12/2016	State Secretary for Labour and Social Services, Berlin
2016	Head of the Department of Labour, Social Services, Health, Women, Family, Education, Cultural Affairs, Media, Environment, Nature Protection and Energy at the Thuringian State Chancellery (Representation of the State of Thuringia in Berlin)
2015	Government Spokesperson of the Free State of Thuringia
2010 – 2015	Press Spokesperson for the Party Executive of DIE LINKE
2008 – 2010	Member of the Party Executive of DIE LINKE with responsibility for establishing the party in West Germany
2007 – 2008	Head of the Office of Klaus Ernst, Deputy Party Chair and Parliamentary Party Leader of DIE LINKE at the time
2006 – 2007	Special Advisor on Children's and Youth Policy to the Parliamentary Party of DIE LINKE
2002 – 2006	Youth education advisor for the German Confederation of Trade Unions, Berlin-Brandenburg district
1993 – 2001	Studied for a degree in Modern and Contemporary history, Economic and Social History and Philosophy at the Technical University of Dresden
1981 – 1993	Attended Polytechnic Secondary School 22 and the Dreikönigs Upper Secondary School in Dresden, upper secondary school leaving certificate



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## Dr Julia Kropf

Moderator

**Short Biography** Dr Julia Kropf is a freelance moderator and Systemic Business Coach. She holds a doctorate in occupational sociology, has previously been a consultant and senior manager in the private sector economy and brings about 20 years of professional experience to the table. Discussion is her passion. She seeks empathy without descending into sentimentalism and takes an objective approach which avoids any sense of a know-it-all attitude. She injects humour whilst never losing sight of the seriousness of the situation and is a fan of plain speaking from which provocation is absent. Julia Kropf chairs specialist conferences, panel discussions, strategic meetings and workshops. She is also happy to preside at festive events and citizens' conferences. This often involves working at the intersection between policy makers, trade and industry as well as society. She also coaches individual persons and teams during occupational change processes.



© Philip Kottlitz

## Martin Hoffmann

Co-Moderator

**Short Biography** Martin Hoffmann is a freelance moderator, journalist and teacher. He studied sociology and political science and has worked in diverse fields for over ten years, including politics, economics, education, sports and entertainment. Whether in the TV studio, on stage, in workshops or as a reporter, the focus is on good conversations, meeting interesting people, and making topics accessible and engaging to the public. His approach is serious, but fun. His teaching is centred on creative writing, body language and physical presence.

# SESSION I

## Platform work as a model for the future? Digital business models in the European and international context

*Participant interaction with chat and polls*



### Prof Dr Jan Marco Leimeister

University of Kassel

**Short Biography** Professor Dr Jan Marco Leimeister is Head of Information Systems and Director of the Research Center for Information Systems Design (ITeG) at the University of Kassel. He is also Professor of Information Management and Director at the Institute of Information Management (IWI HSG) at the University of St. Gallen. His research focuses on digital business, digital transformation, services, crowdsourcing, digital work, collaboration engineering, and IT innovation management. He teaches these topics in diverse executive education programmes. Professor Leimeister studied (Dipl. oec.) and obtained his doctorate (Dr oec.) at the University of Hohenheim (Stuttgart) and completed his post-doctoral studies at the Technical University of Munich. He has spent periods researching at the University of Maryland, Columbia University, University of Queensland, University of California, Berkeley and Harvard University.

#### **Main focus**

The importance of electronic platforms has increased across all platform models in recent years, from crowdworking (e.g. innovation platforms) to trade (e.g. B2B and B2C platforms) and sharing platforms (e.g. in hospitality, mobility). Prof Dr Leimeister and his team conduct their research in this context, for example regarding the design of work systems, the perception of crowd workers, employees as an “internal crowd”, etc.

► **Keynote and live-interview on the topic of “Digital business models in the platform economy – significance and classification of platforms within the overall economy”**



► Platform work  
in international  
and European  
comparison

## Stefan Olsson

Directorate General Employment, Social  
Affairs and Inclusion of the European Commission

**Short Biography** As director for employment in the European Commission, Stefan Olsson oversees a number of teams dealing with a wide variety of issues including active labour market policies, cooperation of Public Employment services, labour law, health and safety at work, the implementation of the social fund and various other funding tools for Romania, Bulgaria, Spain and Malta. He has previously managed teams on social inclusion, anti-discrimination, human resource policy etc. All in all, this makes 25 years in the service of the European Commission to date following a Master of Law education and apprentice judge training in the south of Sweden.

### Main focus

The teams under Stefan Olsson's responsibility deal with a number of aspects linked to the platform economy; most importantly the future of work and labour law angles but also associated to reflections on AI, collective bargaining and data protection.



Platform work  
in international  
and European  
comparison

## Jonathan Barr

Organisation for Economic Co-operation  
and Development (OECD)

**Short Biography** Jonathan Barr is a Deputy Head of Division and Head of the Employment and Skills Unit within the Local Employment, Skills, and Social Innovation Division of the Centre for Entrepreneurship, SMEs, Regions, and Cities (CFE) of the OECD. His work focuses on the role of local labour market policies and skills strategies in fostering economic development. Jonathan coordinates the work of the OECD Local Development Forum, OECD Reviews on Local Job Creation and the OECD's Education and Skills Network in Southeast Asia. Prior to joining the OECD, Jonathan worked for the Ontario government in Canada, where he led numerous policy projects related to employment, skills, and early childhood education. He also worked at the Canadian Mission to the European Union in Brussels, Belgium, supporting negotiations for a new Canada-European Comprehensive Economic and Trade Agreement. Jonathan has a Master of Public Administration from the University of Victoria in British Columbia, Canada.

### Main focus

Jonathan has been leading work within the OECD to look at the local labour market impacts of the future of work. This includes identifying economic and labour market characteristics that make some regions and cities more vulnerable to automation as well as how policies should be designed to help people, places and firms transition into better quality jobs. This includes looking at the rise of platform work within cities and what policies are being taken across the OECD.



**Platform work  
in international  
and European  
comparison**

## Dr Janine Berg

International Labour Organization (ILO)

**Short Biography** Janine Berg is Senior Economist in the Inclusive Labour Markets, Labour Relations and Working Conditions Branch (INWORK) of the International Labour Office in Geneva, Switzerland. Since joining the ILO in 2002, she has conducted research on the economic effects of labour laws as well as provided technical assistance to ILO constituents on policies for generating jobs and improving working conditions. From 2008 to 2011, Janine worked at the ILO office in Brazil as an employment specialist. She is the author of several books and numerous articles on employment and labour market institutions and was the lead author of the ILO report, Non-standard employment around the world: Understanding challenges, shaping prospects. Janine is an economist and received her Ph.D. from the New School for Social Research in New York, USA.

### **Main focus**

Working conditions in the platform economy.



## SESSION II

### Shaping decent work on platforms – social security, flexibility, regulatory needs

*Participant interaction with chat and polls*



### Michael Six Silberman

IG Metall (Metal Workers' Industrial Union)

**Short Biography** Six Silberman has worked in the “Crowdsourcing Project” of the IG Metall board administration since 2015. He works with platform workers, operators, and clients, policy makers, researchers, and journalists to improve working conditions in online labour platforms. Silberman was co-founder (with Lilly Irani) of Turkopticon, an independent reputation system used by workers on Amazon’s “Mechanical Turk” labour platform to rate clients. Silberman has a PhD in Information and Computer Sciences from the University of California, Irvine.

► **Platform work as a matter of controversy:**  
Employees, solo self-employed or customers?  
Employers or (merely) intermediaries?

#### **Main focus**

Six Silberman has worked in the „Crowdsourcing Project“ of IG Metall since 2015, where he works with platform workers, operators, and clients, policy makers, researchers, and journalists to improve working conditions in online labour platforms. He has worked on the issue of working conditions in online labour platforms since 2008, when he co-founded (with Lilly Irani) Turkopticon, an independent reputation system used by workers to rate clients on Amazon’s “Mechanical Turk” labour platform.



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**Platform work as a matter of controversy:** Employees, solo self-employed or customers? Employers or (merely) intermediaries?

## Dr Johanna Wenckebach

Hugo Sinzheimer Institute for Labour and Social Security Law of the Hans Böckler Foundation

**Short Biography** Dr Johanna Wenckebach (born in 1982) has been Scientific Director of the Hans Böckler Foundation's Hugo Sinzheimer Institute for Labour and Social Security Law (HSI) since 2019. In addition, she lectures on collective bargaining law at the European Academy of Labour in Frankfurt am Main and at the Berlin School of Economics and Law. She is also on the Supervisory Board at Volkswagen Sachsen GmbH and is a lay judge at the Labour Court of Berlin. Prior to her position at the HSI, she was a legal expert on pay at the trade union IG Metall, District Management for Berlin, Brandenburg and Saxony. Before that, she completed legal training in Berlin and Potsdam and held various academic research positions. In 2012, she completed her doctorate on anti-discrimination law.

### Main focus

Dr Johanna Wenckebach's work focuses on collective agreement and industrial constitution law as well as equal opportunities legislation. A particular focus is on the future of working life, including labour law issues concerning the use of artificial intelligence as well as new types of work and digital trade union rights. Most recently, she took an in-depth look at platform work in an article about crowd working for the magazine *Soziales Recht*.



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**Platform work as a matter of controversy:** Employees, solo self-employed or customers? Employers or (merely) intermediaries?

## Dr Arne-Christian Sigge

content.de

**Short Biography** Dr Arne-Christian Sigge is a board member of content.de AG. As CEO and CTO, he plays a key role in the development of the platform. After studying business administration, he worked as a research assistant to the Chair for Applied Informatics at Bielefeld University and completed his doctorate in search engine technologies and digital documentation. At the same time, he began to work as a consultant for a venture capital bank in the area of internet technology, before becoming Technical Director of the affiliate platform adbutler and playing a key role in the fusion with the network belboon. He was already involved in journalism while at school, during military service, and at university. His journalistic background, knowledge of search engines, and business and technical expertise led him and former adbutler colleagues to found content.de.

### Main focus

The crowdsourcing platform content.de, founded in 2010, provides a market place for SEO texts, where over 7,000 authors create product descriptions, self-help texts, blog articles, e-books and much more, all tailored to customers' needs. content.de is a signatory of the Code of Conduct for Paid Crowdsourcing and is actively involved in its further development, while Dr Sigge represents the platforms in the associated Ombuds Office.



## Philip Huffmann

Helpling

### Platform work as a matter of controversy:

Employees, solo self-employed or customers? Employers or (merely) intermediaries?

**Short Biography** Philip Huffmann is co-founder of Helpling, Europe's leading online marketplace for home cleaning services. He and Benedikt Franke saw great potential when founding the company in 2014. Helpling has since transformed the sector in Germany and nine other countries. Before founding Helpling, Huffmann worked in leading roles for other companies and also started another company with the Latin American Media Group. He studied business in Münster and Madrid. As an entrepreneur in the Berlin start-up scene, he believes in the key role that technical innovation plays in societal progress and is also committed to the cause outside the context of his regular working life, for example at [www.entrepreneurspledge.org](http://www.entrepreneurspledge.org). With his company, Huffmann aims to bring greater transparency and efficiency to the cleaning industry.

### Main focus

The platform Helpling uses modern technologies to create the optimal conditions for cleaners to find suitable customers, and vice versa. Huffmann sees Helpling as a platform for connecting people. Both customers and cleaners use the platform. The process can only succeed if both parties enjoy an ideal customer experience – something that Huffmann considers a top priority in his work.



## Orry Mittenmayer

Gewerkschaft Nahrung-Genuss-Gaststätten  
(German Food, Beverages and Catering Union)

**Short Biography** Orry Mittenmayer is a former bike courier at the companies Foodora and deliveroo and former chairperson of the Works Council at deliveroo. He is co-founder of the “Liefer am Limit” campaign and policy advisor to the German Food, Beverages and Catering Union. He is currently doing a bachelor's degree in political science.

### Main focus

Orry Mittenmayer organises the riders at Lieferando and supports the fight for workers' rights as well as the creation of works councils in the platform economy, with a particular focus on delivery services.

### ► What it takes:

Representation of interests, social security and advisory services



## Dr Alessio Bertolini

Oxford University

### What it takes:

Representation of interests, social security and advisory services

**Short Biography** Alessio Bertolini is a Postdoctoral Researcher for the Fairwork project at the Oxford Internet Institute, University of Oxford. He completed his PhD in Social Policy at the University of Edinburgh on the topic of labour market regulations for non-standard workers in Italy and the UK. With a background in economics and policy studies, his area of expertise involves employment and welfare rights for non-standard workers from a comparative European perspective.

### Main focus

As part of the project, Dr Bertolini investigates the working conditions at digital platforms in the UK and Germany, and he is involved with scoring and ranking them. Before joining the Fairwork Project, Alessio Bertolini was part of the “Work on Demand: Contracting for Work in a Changing Economy project” at the University of Glasgow. Within this broader project, he had been investigating ideas and strategies used by different stakeholders and policy actors in the regulation of the platform economy in comparative perspective.



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## Dr Wenke Wegner

ArbeitGestalten Beratungsgesellschaft mbH

### What it takes:

Representation of interests, social security and advisory services

**Short Biography** Wenke Wegner holds a doctorate in cultural studies. Since 2016, she has worked as an academic consultant at ArbeitGestalten, where she runs publicly-funded model projects relating to work and employment policy. Her focus is the securing of skilled workers in the care sector by implementing good working and training conditions. In the Joboption Berlin project, funded by the Senate Department for Integration, Labour and Social Services, Wenke Wegner and Franziska Baum researched active platforms and the motivation of people in solo self-employment in Berlin and examined changes surrounding the gig economy in the area of social services. Their results are published in the expert report Gigwork in Betreuung und Pflege (2020). The Joboption Berlin project also published the expert reports Faire Arbeit in der Crowd (2016), Der Job als Gig (2017) and Selbstständig: Solo und prekär? (2019).

### Main focus

In the Joboption Berlin project, funded by the Senate Department for Integration, Labour and Social Services, Wenke Wegner and Franziska Baum researched active platforms and the motivation of people in solo self-employment in Berlin and examined changes surrounding the gig economy in the area of social services. Their results are published in the expert report Gigwork in Betreuung und Pflege (2020).



► **Whom it particularly concerns:**  
Platform work from a migration and gender perspective

## Prof Dr Manuela Bojadžijev

Berlin Institute for Integration and Migration Research (BIM)  
at the Humboldt University

**Short Biography** Manuela Bojadžijev is a professor at the Institute for European Ethnology and Vice Director of the Berlin Institute for Empirical Integration and Migration Research (BIM) at the Humboldt University of Berlin. Previously she worked at the Humboldt University's Institute for European Ethnology, at the Free University of Berlin, at City University (London), at Goldsmiths (University of London), and at the Goethe University Frankfurt. While doing her doctorate, she had a PhD Fellowship at the Institute for Social Research in Frankfurt/Main. She is currently head of four research projects relating to the conference topics (funded by the European Commission, the BMBF, the DFG and the VW Foundation).

### Main focus

Manuela Bojadžijev is interested in contemporary transformation processes relating to mobility, migration, and racism, in connection with changes in work and everyday life due to digitalisation and logistics, particularly in urban spaces.



**Whom it particularly concerns:**  
Platform work from a migration and gender perspective

## Dr Christian Pfeffer-Hoffmann

Minor – Projektkontor für Bildung und Forschung gGmbH

**Short Biography** Christian Pfeffer-Hoffmann has a PhD in media education and is the director of Minor – Projektkontor für Bildung und Forschung (Project Office for Education and Research). For many years now his tasks have combined the fields of labour market and integration policy. These tasks include projects such as “Fachkräftesicherung durch Integration zuwandernder Fachkräfte aus dem EU-Binnenmarkt” (“Securing skilled workers via the integration of migrant skilled workers from the EU single market”) and “Gute Arbeit für zuwandernde EU-Fachkräfte in Berlin” (“Decent Work for migrant EU skilled workers in Berlin”) for the Senate Administration for Integration, Labour and Women, in which the aim is to counteract both the existing shortage of skilled workers and the precarious working conditions of EU migrants by means of analyses and the development of innovative and fair ways to successfully integrate the target group in the labour market.

### Main focus

Dr Christian Pfeffer-Hoffmann's work particularly focuses on model and research projects in the contexts of migration, labour market integration, vocational education and training, securing skilled workers, as well as promoting democracy and political participation. Various types of platform economies play an increasing role in the analyses of labour market integration and the precarious employment of migrants.



**Whom it particularly concerns:**

Platform work from a migration and gender perspective

## Prof Dr Aysel Yollu-Tok

Berlin School of Economics and Law

**Short Biography** Prof Dr Aysel Yollu-Tok studied economics, political science and sociology at the Friedrich-Alexander University of Erlangen-Nuremberg and completed her doctorate at the University of Koblenz-Landau in the area of labour market and social policy. Since 2017, she has been Professor of Economics with a focus on economic and social policy at the Berlin School of Economics and Law. Ms Yollu-Tok is Director of the Harriet Taylor Mill Institute for Economics and Gender Studies at the Berlin School of Economics and Law as well as chairperson of the Gesellschaft für Sozialen Fortschritt e.V. (Association for Social Progress).

### Main focus

Aysel Yollu-Tok's work focuses on labour market and social policy as well as equality policies. As chairperson of the Federal Government's Expert Commission for the Third Gender Equality Report, she analyses what changes are necessary to shape the evolution of the digital economy in such a way as to create equal opportunities for women and men.



► **Who is responsible for education and qualification?**

The portability and recognition of skills acquired on platforms

## Dr Konstantinos Pouliakas

Cedefop

**Short Biography** Konstantinos Pouliakas is an expert on Skills and Labour Markets at the European Centre for the Development of Vocational Training (Cedefop). He leads Cedefop's projects on Digitalisation, AI and the Future of Work and Anticipating and Matching skills. His milestones include the development of two waves of the European Skills and Jobs Survey and the design and coordination of the CrowdLearn research project (Skill development and matching in online platform work). Before joining Cedefop he held posts at the Universities of Aberdeen and Cyprus and worked for the Bank of Greece and HM Treasury. He is Honorary Lecturer at the University of Aberdeen and IZA Research Fellow. He holds an M.Phil from the University of Oxford (St. Antony's College) and a D.Phil from the Scottish Graduate Program in Economics.

### Main focus

Dr Pouliakas' research interests focus on the determinants of crowdworkers' skill development and learning, barriers to effective skills matching and the formation of suitable skills policies for online platform work. In addition, he investigates the relationship between task complexity and skill formation of online gig workers, specifically the interrelationship between their job tasks in main and platform jobs and differences in work quality between platform and traditional employment jobs.





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### Who is responsible for education and qualification?

The portability and recognition of skills acquired on platforms

## Prof Dr Anoush Margaryan

Copenhagen Business School

**Short Biography** Dr Anoush Margaryan is Professor in the Department of Digitalization and holds the Endowed Chair of Blended Learning as part of Copenhagen Business School's cross-institutional, strategic project 'Research in Blended Learning' (2019-2024). Professor Margaryan leads the Learning Practices in the Platform Economy (LeaP) research programme. She has led 17 collaborative, interdisciplinary, intersectoral, international research projects, funded by the UK Economic and Social Research Council (ESRC), Shell, BP, ConocoPhillips, Centrica, Energy Institute, the UK Higher Education Academy, and the European Centre for the Development of Vocational Training (Cedefop).

### Main focus

Professor Margaryan is a learning scientist specialising in workplace and organisational learning. She studies how people learn in the platform economy workplaces and how learning in educational institutions can be better aligned with the requirements of the world of work. Her research comprises two strands:

- workplace learning practices in the platform economy; and
- implications of the emergent modes of platform work for educational institutions

Anoush works at the intersection of workplace and organisational learning, sociology, psychology, organisational studies, and platform studies.



### Who is responsible for education and qualification?

The portability and recognition of skills acquired on platforms

## Dr Ina Lindow

Federal Ministry of Education and Research

**Short Biography** Dr Ina Lindow is an educational researcher and, since 2019, a consultant at the German Federal Ministry of Education and Research (BMBF). Previously, she researched teaching and learning processes in schools and universities, led teaching and advanced training courses for teachers, and worked as a freelance consultant for pedagogical quality development and organisational development in schools. From 2016 to 2019, Ina Lindow was an academic consultant in the area of education and academia at the VDI/VDE-IT. At the BMBF Ina Lindow is responsible for the topic of digitalisation in company-based further education and training.

### Main focus

Dr Ina Lindow is also in charge of the BMBF innovation competition INVITE (digital platform for company-based further education and training). INVITE aims to develop solutions for a user-oriented and coherent digital further education and training space which enables all people to find suitable further training in a straightforward manner, as well as to create an open ecosystem of further training platforms.

## SESSION III

### “Platformisation” as a trend – platform work in urban spaces, good practices and alternative models

*Participant interaction with chat and polls*



#### Prof Dr Manuela Bojadžijev

Berlin Institute for Integration and Migration Research (BIM)  
at the Humboldt University

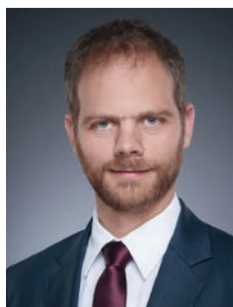
**Short Biography** Manuela Bojadžijev is a professor at the Institute for European Ethnology and Vice Director of the Berlin Institute for Empirical Integration and Migration Research (BIM) at the Humboldt University of Berlin. Previously she worked at the Humboldt University's Institute for European Ethnology, at the Free University of Berlin, at City University (London), at Goldsmiths (University of London), and at the Goethe University Frankfurt. While doing her doctorate, she had a PhD Fellowship at the Institute for Social Research in Frankfurt/Main. She is currently head of four research projects relating to the conference topics (funded by the European Commission, the BMBF, the DFG and the VW Foundation).

#### Main focus

Manuela Bojadžijev is interested in contemporary transformation processes relating to mobility, migration, and racism, in connection with changes in work and everyday life due to digitalisation and logistics, particularly in urban spaces.

► **How is the platform economy changing our cities? – “Platformisation” as a trend in the urban working world**





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**How is the platform economy changing our cities? – “Platformisation” as a trend in the urban working world**

## Klemens Himpele

City of Vienna

**Short Biography** Klemens Himpele, born in Emmendingen/Baden-Württemberg in 1977, studied economics at the University of Cologne and since 2012 has been Head of Vienna’s Department for Economic Affairs, Labour and Statistics. Previously, he worked in education research, at Statistics Austria, and at the German Education and Science Workers’ Union (GEW). Himpele was on the Advisory Board of the Federation of Democratic Scientists (BdWi) and was also on the Executive Board of the Advisory Committee for Societal, Economic and Environmental Alternatives (BEIGEWUM). He is currently a board member of the Vienna Institute for International Economic Studies (wiiw).

### Main focus

The department’s main focus is on providing objective, expert information, monitoring economic and labour market trends, and devising strategic recommendations with regard to the new business models of the platform economy. Concerning the “Digital Services Act” – new legislation for digital services in Europe – the department and two partner organisations have set up a website providing importation information: [fairdigitaleurope.eu](https://fairdigitaleurope.eu).



**How is the platform economy changing our cities? – “Platformisation” as a trend in the urban working world**

## Arjan Ploegmakers

City of Amsterdam

**Short Biography** As an economist (Tilburg University), Arjan Ploegmakers worked for 10 years within FNV (largest Dutch Trade Union confederation) as a policy advisor and negotiator on the national and EU-level within Labour Market and Education issues. Because of this he was a representative within the Social & Economic Council (SER), the Labour Foundation (StAR), COLO/SBB (Dutch education system) and various advisory committees on Vocational Education and Training (VET) and ESF-EFRO in Brussels. Later on he worked within VNG (Dutch confederation of municipalities) and SER on similar issues.

### Main focus

Arjan Ploegmakers is a strategic advisor on Labour Market issues for the municipality of Amsterdam. At the moment the main issues are on the current economic recovery, development 21st century Labour Market, Lifelong Learning, public-private cooperation, new economies (like platform, AI, etc), youth employment, good employment practices, Labour Market discrimination, support entrepreneurship, climate ambitions.



► **Good practices**  
and alternative  
models in the  
platform economy

## Assoc Prof Dr Trebor Scholz

The New School, New York

**Short Biography** Trebor Scholz is a scholar-activist at The New School in NYC. His book *Uber-Worked and Underpaid. How Workers Are Disrupting the Digital Economy* (Polity, 2016) introduces the concept of “platform cooperativism” as a way of joining the co-op model with the digital economy. His edited and co-edited volumes include *Ours to Hack and to Own: Platform Cooperativism. A New Vision for the Future of Work and a Fairer Internet* (listed by Wired Magazine as one of the Top Tech Books of 2017) and *Digital Labor: The Internet as Playground and Factory* (Routledge, 2013). He is the founding director of the Platform Cooperativism Consortium (PCC) and the Institute for the Cooperative Digital Economy (ICDE) at The New School. Dr Scholz keynotes conferences and presents to a wide range of audiences worldwide. A guest professor at Mondragon University, Dr Scholz is a fellow at Open Society Foundations, the USC Berggruen Institute, and the Berkman Klein Center at Harvard University.

### Main focus

Dr Scholz’ key areas of work include: Future of work, Platform economy, Cooperatives, Cooperative ownership.



**Good practices**  
and alternative  
models in the  
platform economy

## Fredrik Söderqvist

Unionen Sweden

**Short Biography** Fredrik Söderqvist is a senior economist at Unionen, a private sector, white collar trade union from Sweden, and a PhD student in industrial economics at the Blekinge Institute of Technology. His research focuses on algorithmic management, collective bargaining, and monopsony power in labour markets.

### Main focus

Platform economy, collective bargaining, economics, industrial relations.



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## Gesa Gräf

CleverShuttle

**Short Biography** Gesa Gräf works in business development at CleverShuttle with a focus on public affairs. Gesa gained additional experience in political communication and strategy development at various political consultancy firms. She completed her master's degree in policy management, public policy and public administration at the NRW School of Governance and studied in Duisburg, Bordeaux and Maastricht.

**Good practices**  
and alternative  
models in the  
platform economy

### Main focus

CleverShuttle aims to bring lasting, sustainable change to transport in Germany by introducing electric on-demand ride pooling. Key to an efficiently run ride-pooling service are a functioning algorithm to pool journeys, a user-friendly app for booking and payment, and efficient and coordinated driver and vehicle management.



## Dr Annette Niederfranke

International Labour Organization (ILO)

**Short Biography** Dr Annette Niederfranke has been Director of the International Labour Organization (ILO) since mid-2014 and is Head of the ILO'S German office in Berlin. Until spring 2014, she was State Secretary at the Ministry of Labour and Social Services (BMAS) in Berlin, following a period as Department Head at the same ministry. Prior to that, from 1992 she worked for many years in a leading role at the Ministry for Family Affairs, Senior Citizens, Women and Youth, with her last position as Head of the Department for Child and Youth Policy. From 1987 to 1992, Dr Niederfranke was a researcher at the Institute for Gerontology at the Ruprecht Karl University of Heidelberg. Dr Niederfranke has a diploma in psychology and completed her doctorate at the University of Bonn.

### Main focus

Dr Niederfranke focuses on questions concerning global delivery chains, fair migration, the future of work in the context of digital transformation, framework conditions for decent work on a global scale, and gender. Her work has been published both in Germany and abroad.

► **Closing panel:**  
What are the consequences for work and qualification in urban spaces?  
Summary and conclusion



## Silvia Ganzerla

EUROCITIES

**Short Biography** Silvia Ganzerla is a Policy Director at EUROCITIES where she is responsible for social and economic policies, such as poverty and social inclusion, migration and refugees, affordable housing, jobs and skills, inclusive growth, innovation and economic transition. She is strongly committed to ensure prosperity and quality of life to people living in cities by addressing social, economic and environmental issues in an integrated way. Previously Silvia worked in a consultancy and she conducted several studies related to sustainable development such as: education for sustainable development, gender budgeting, employment and education, green jobs, active citizenship, innovation and entrepreneurship. Silvia holds a Master in Local Development from the University of Birmingham, with a dissertation on cultural policy in urban development; she also has a Master in European Social Policy Evaluation from Bath University.

### Main focus

Sharing economy, digital skills, digital transition, employment, digital exclusion, digital services

### Closing panel:

What are the consequences for work and qualification in urban spaces? Summary and conclusion



## Irene Mandl

Eurofound

**Short Biography** Irene Mandl is Head of Unit, Employment, at the European Foundation for the Improvement of Living and Working Conditions (Eurofound). She is mainly involved in EU-level research on labour market developments (including new forms of work and employment, digitalisation, restructuring and related public policy approaches) and topics at the intersection of employment and entrepreneurship (such as job creation, workplace practices, small and medium-sized enterprises, business start-ups and scale-ups and internationalisation). Before joining Eurofound, she worked in policy-oriented socioeconomic research in Austria in the fields of employment and the labour market, as well as entrepreneurship and industry analysis. Her role as research manager already there involved cross-European comparative research. She holds Master's degrees in international business administration and in business and law.

### Main focus

Irene Mandl has been conducting research on platform work since 2013. She established a typology of platform work and explored the employment and working conditions of different types of platform work. Furthermore, she designed a web repository on the platform economy, making policy-relevant information easily accessible to stakeholders. Her most recent research refers to future scenarios of the development of platform work by 2030.

### Closing panel:

What are the consequences for work and qualification in urban spaces? Summary and conclusion



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for Integration, Labour  
and Social Services



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