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**JOINT RECOMMENDATIONS OF THE  
EU SECTORAL SOCIAL PARTNERS FOR  
TEMPORARY AGENCY WORK**

**“ONLINE TALENT PLATFORMS,  
LABOUR MARKET INTERMEDIARIES AND  
THE CHANGING WORLD OF WORK”**

## JOINT RECOMMENDATIONS OF THE EU SECTORAL SOCIAL PARTNERS FOR TEMPORARY AGENCY WORK

# ONLINE TALENT PLATFORMS, LABOUR MARKET INTERMEDIARIES AND THE CHANGING WORLD OF WORK

Brussels, 16 May 2018

*In 2017-2018, the World Employment Confederation-Europe and UNI-Europa conducted a joint project on "Online talent platforms, labour market intermediaries and the changing world of work" in the framework of their EU Sectoral Social Dialogue on temporary agency work. These Joint Recommendations build on the project findings.*

### I. RECOMMENDATIONS TO POLICYMAKERS

- 1. Establish a level-playing field by ensuring the same treatment for adequately similar services and forms of work:** If an online talent platform provides adequately similar services as a temporary work agency, it should be governed by the same regulation, conditions and standards.<sup>1</sup>
- 2. National and European regulation on the different forms of work should be correctly applied and enforced to ensure a level-playing field.** Particular focus should be laid on preventing bogus self-employment of online talent platforms labour suppliers.
- 3. Diverse forms of work can play a key role in well-functioning labour markets; conditions of this is that they are matched by updated, flexible social protection schemes providing portable and transferable rights.** Policymakers should take inspiration from practices developed in the temporary agency work sector, especially via social dialogue.
- 4. Measures such as national regulation or voluntary agreements that enable the statistical mapping of the size, scope of online talent platforms should be put in place,** including for example the number of hours worked and the number of labour suppliers. At the same time, these should be focused on main elements and respect the principle of business confidentiality of certain data produced by online platforms.
- 5. In ensuring compliance with existing European and national regulation, specific attention must be devoted to the protection of personal data of online talent platform labour suppliers.** The EU General Data Protection Regulation must be correctly applied to the business activities of online talent platforms. The online talent platform labour suppliers should remain the principle owner of their data. Therefore, the right of data portability must be ensured.

<sup>1</sup> Especially the EU Directive 104/2008/EC on temporary agency work and respective national regulation



- 6. Develop and strengthen continued education, training and skills enhancement.** Continued education and training is of central importance to equip all labour suppliers with the relevant skills they need to succeed in the labour market. To reach that goal, policymakers should involve social partners where relevant, getting inspiration from the temporary agency work sector (such as dual learning schemes, bipartite funds, training on the job).
- 7. Monitor and foster the correct classification of people working via online talent platforms at national level.** Modern and futureproof labour markets are characterised by diverse forms of work, including for example directly employed workers, temporary agency workers and self-employed. Therefore, it is essential to ensure the correct classification of people working via online talent platforms and to have clarity on their employment status and corresponding rights to social security.

## II. RECOMMENDATIONS TO ONLINE TALENT PLATFORMS/TEMPORARY WORK AGENCIES AND ORGANISATIONS REPRESENTING ONLINE TALENT PLATFORM LABOUR SUPPLIERS AND AGENCY WORKERS

- 1. Foster social innovation and develop transferable and portable rights at national level and in accordance with national practices.** It should be recognised that there are different approaches to ensure transferable and portable rights (including tax- and insurance-based models) and that these could build on practices established in the temporary agency work industry.
- 2. Online labour market intermediaries should, as the temporary agency work sector, contribute to open, dynamic and inclusive labour markets** and work with relevant stakeholders, including the EU Member States, to ensure this.
- 3. Encourage existing social partners to work with online talent platforms and their labour suppliers to develop an inclusive social dialogue.**

## III. RECOMMENDATION TO THE ACADEMIC WORLD AND THOUGHT LEADERS ON THE CHANGING WORLD OF WORK

- 1. Conduct further research on online labour market intermediaries including online talent platforms and the changing world of work,** mapping the online platform economy, capturing economic and regulatory trends and assessing the contribution of the online talent platform economy to the labour market.

### ABOUT THE JOINT RESEARCH PROJECT

The project on “Online talent platforms, labour market intermediaries and the changing world of work” was conducted between 2017-2018 with two external research partners, namely the Centre for European Policy Studies (CEPS) and Institute of Labor Economics (IZA). The project was supported and co-funded by the European Commission/DG Employment under the Social Dialogue budget line. The Executive Summary of the project results is available on the websites of both social partner organisations.<sup>2</sup>

The project focused on analysing and mapping online talent platforms with regard to the regulatory framework, access to social protection, access to training and labour market transitions through online talent platforms and temporary agency work.

The sectoral social partners for temporary agency work have been discussing and liaising with online talent platforms throughout the project, for the report, case studies and recommendations. A special stakeholder workshop was organised in September 2017, which gathered several online talent platforms to integrate their views in the project implementation.

<sup>2</sup> <http://www.uni-europa.org/category/temp-and-agency-workers/> and <http://www.weceurope.org/index.php?id=94>





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Tour & Taxis Building  
Avenue du Port 86c - Box  
302, 1000 Brussels  
Belgium

**[www.weceurope.org](http://www.weceurope.org)**  
**@weceurope**



40, rue Joseph II  
BE - 1000 Brussels  
T: (+32 2) 234 56 56  
F: (+32 2) 235 08 70  
E: [uni-europa@uniglobalunion.org](mailto:uni-europa@uniglobalunion.org)

**[www.uniglobalunion.org](http://www.uniglobalunion.org)**