

The Work We Want

Digital Labour Platforms for the Europe We Want

Digital labour platforms are one of the most pronounced characteristics of the changing world of work and digitalisation. A key element of the EU Directive on platform work adopted in 2024 is to take advantage of the benefits of digitalisation while ensuring social protection for people performing platform work based on the correct classification.

89% of senior executive indicated in a WEC/FT Longitude survey that they are planning to use digital labour platforms as part of their strategy of adjusting their talent strategies to create more flexible workforces.

87% of senior executives indicated in a WEC/FT Longitude survey that they would increase training opportunities to equip workers with the skills required for the digital transformation.

How digital labour platforms matter to the HR services industry

The HR services industry is affected and concerned by the rise of digital labour platforms in several ways:

- When digital labour platforms perform similar services as temporary work agencies but use the self-employment status for the people providing the services, this implies unfair competition.
- The HR services industry welcomes the agreement on the EU Platform Work Directive, as it will contribute to the correct classification of workers, avoid unfair competition and unlock the potential of digitalisation.
- As an instrument of self-commitment and regulation, the World Employment Confederation has adopted a code of principles for the responsible use of artificial intelligence.
- Digital labour platforms are a subject of discussion at the EU and global levels, as the International Labour Organisation will develop a regulatory instrument on platforms.

Helping to Create a Labour Markets that Work for All

World Employment Confederation-Europe

The World Employment Confederation-Europe is the voice of the recruitment and employment industry at the European level. It brings together national federations and corporations covering a wide range of HR services, including agency work, direct recruitment, career management, Recruitment Process Outsourcing (RPO) and Managed Service Provision (MSP).



WEC-Europe is part of the World Employment Confederation.