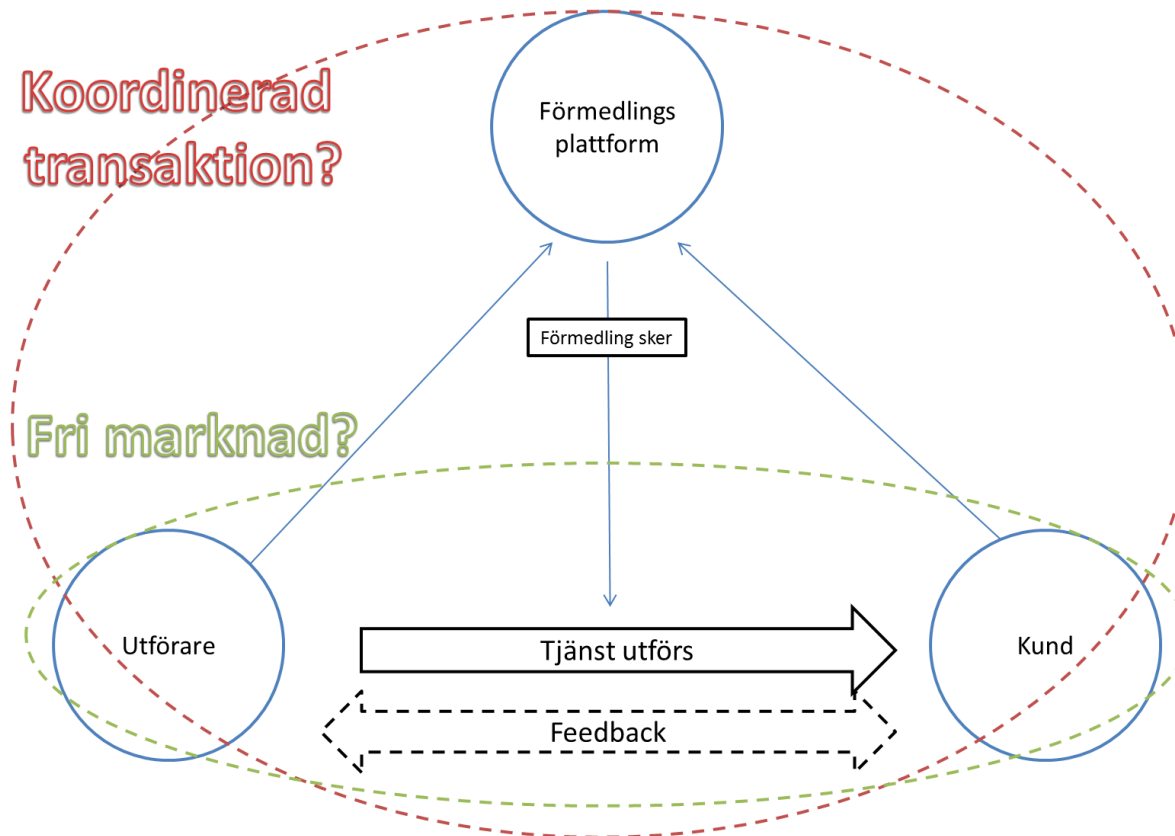


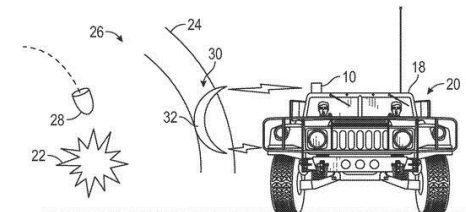
UNIONEN

The platform economy



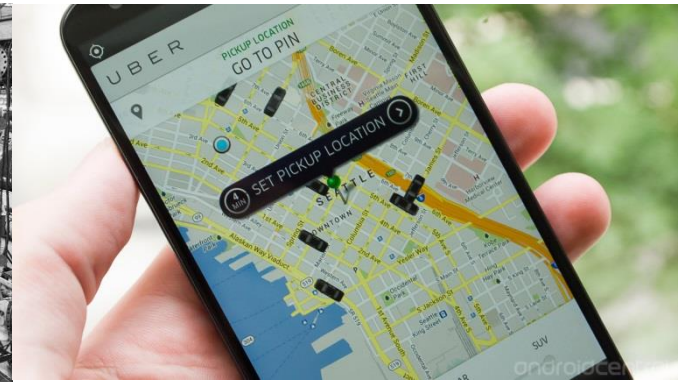
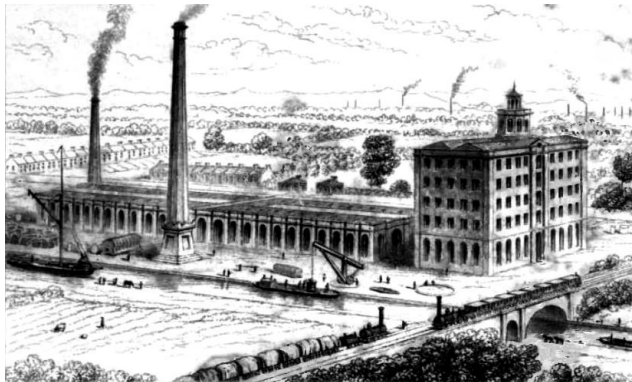
Digital structural change

- Cheaper and faster processing
- Decentralized computing (The Cloud)
- Cheaper and more efficient ways to collective large amounts of data (Big Data)
- Smarter algorithms (AI)
- New innovation and more efficient use of existing processes
- **Ingenious implementation of digital solutions**



Digital structural change

- If gathering the work force in factories, and lining up machines in production lines was a big deal, is coordinating a decentralised work force via an application an equally big deal?



The platform economy

- The sharing economy + crowdsourcing + commercial interests
- Intermediary platforms coordinating transactions between buyers and sellers on a market
- Typically freelance work



The platform economy

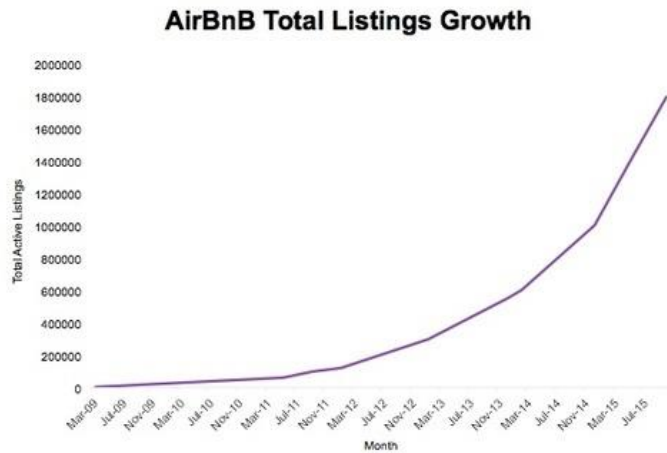
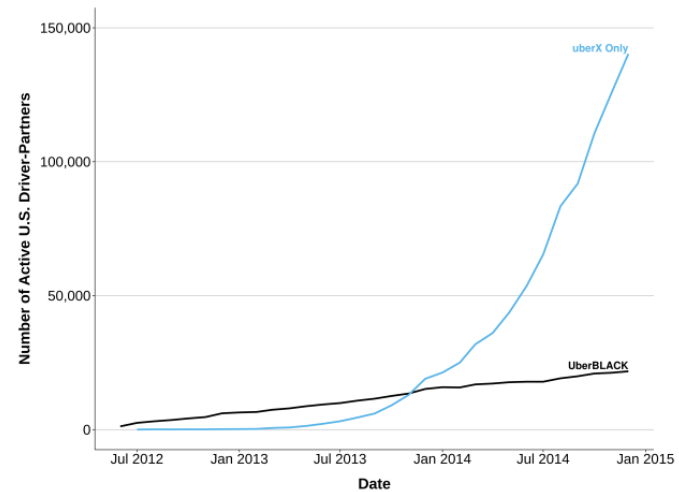


Figure 7: Active Uber Driver-Partners by Service



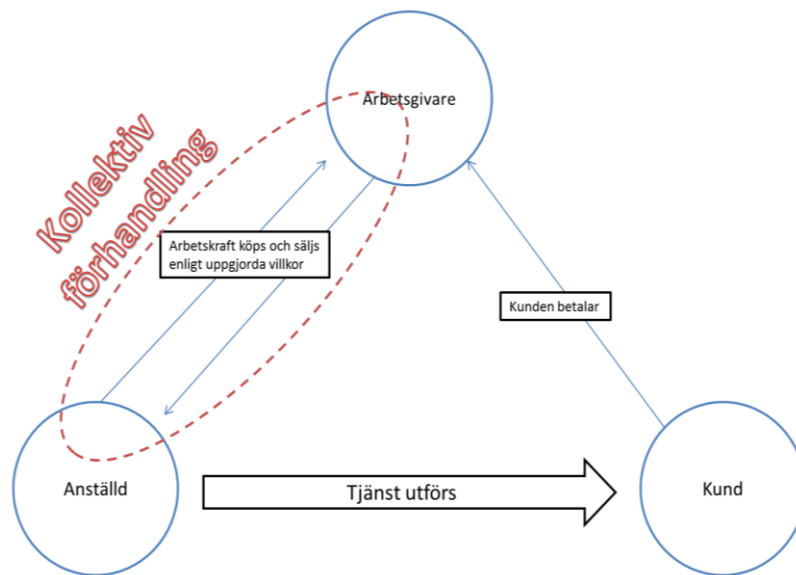
Note: Sample consists of all U.S. UberBLACK and uberX driver-partners making at least four trips in any month (284,898 individuals).



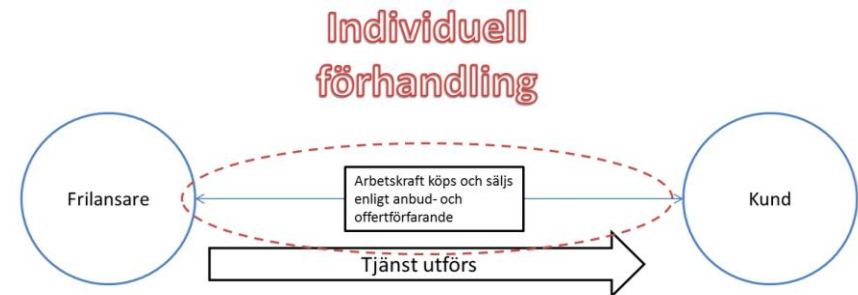
The evolving nature of the firm



The evolving nature of the firm

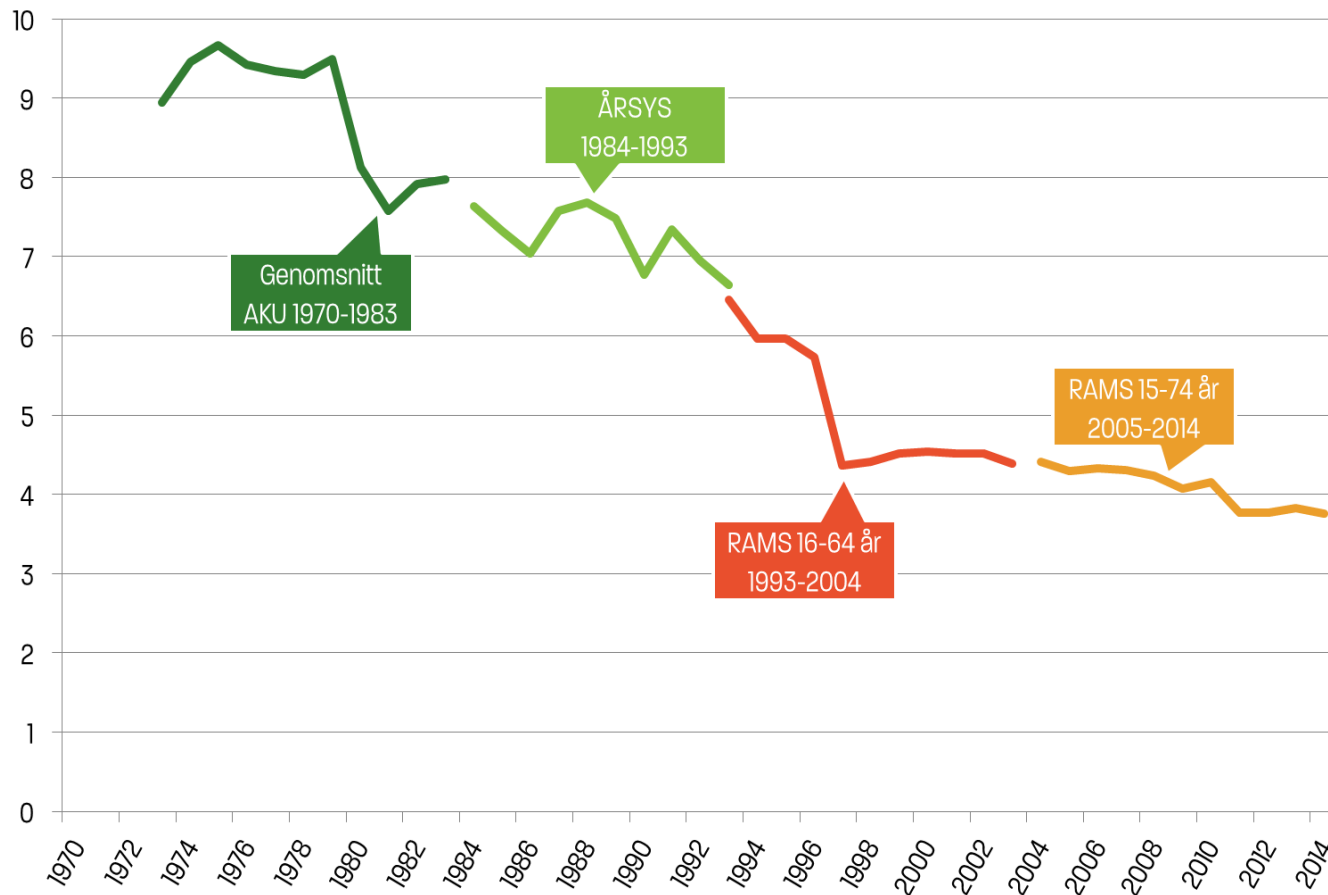


The Employee
(Internalised
labour)

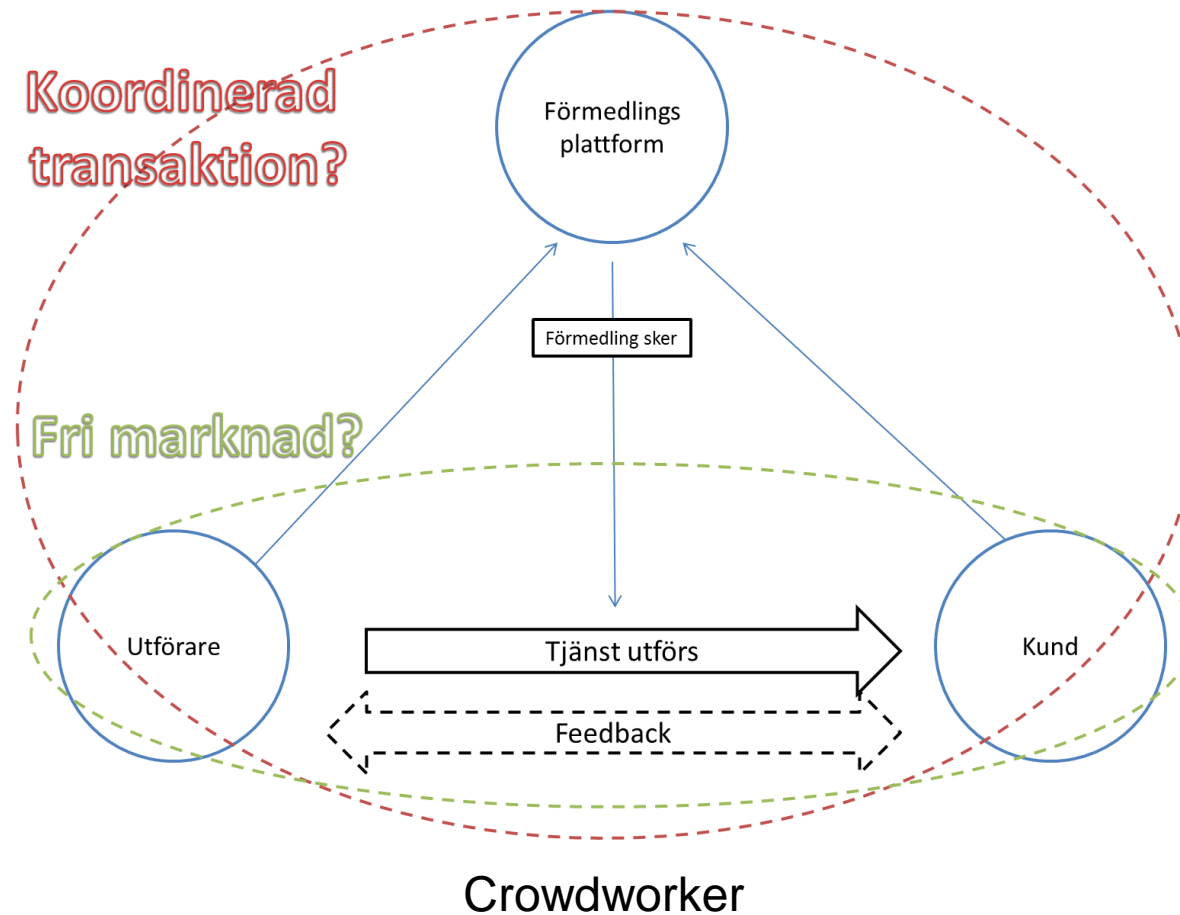


The Freelancer
(Externalised labour)

The evolving nature of the firm

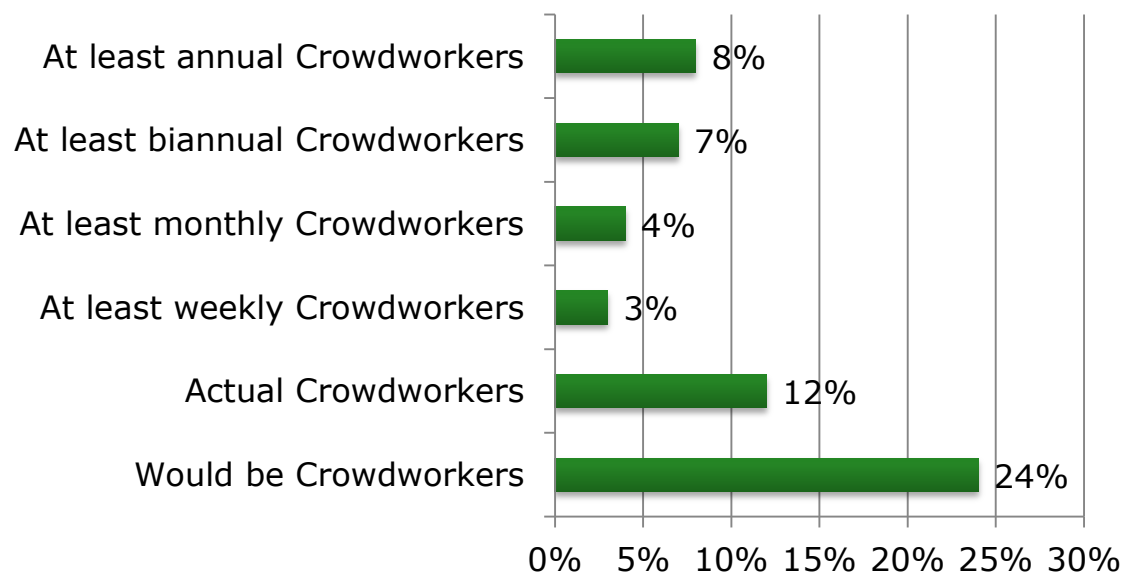


The evolving nature of the firm



Disruption on the labour markets

- 12 % of Swedes have crowdworked

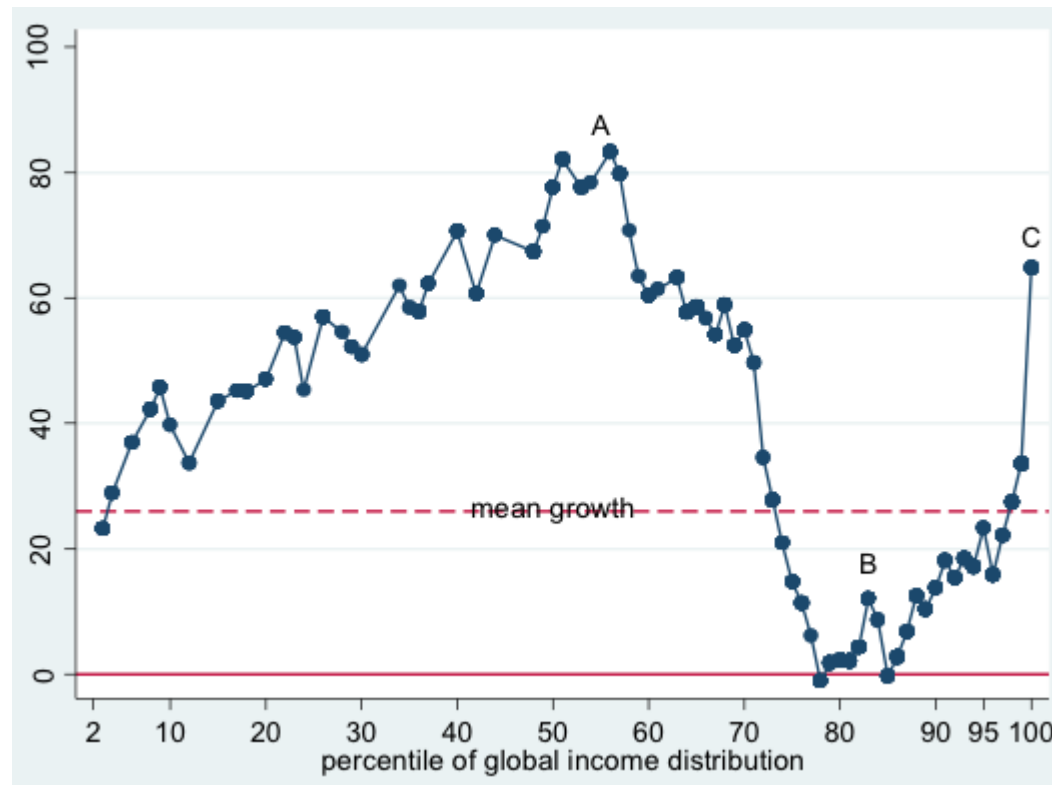


Disruption on the labour markets

- What is innovative about precarious work?



Disruption on the labour markets



Source: Milanovic, B. and J. Roemer (2016), "Interaction of global and national income inequalities", *Journal of Globalization and Development*, forthcoming.

The future of organised labour

1. Is there enough innovation in legitimise via regulation?
2. How do we balance regulation of different interests?
3. How do we assure regulation doesn't hinder innovation?

The future of organised labour

- Unionen's role in the platform based economy
 - Organise a decentralised labour force
 - Develop self-employed membership
 - Not just services, new structures of collective bargaining
 - Show that we are a pragmatic, trustworthy partner
 - Create institutions needed to make this work, together with platforms (a one-sided approach is impossible)
 - International partnerships to harmonise regulation of cross border platforms

The future of organised labour

- Main takeaways
 - Heed the lessons of our messy past
 - Enable a just transition to a platform based economy
 - Negotiation before confrontation
 - Help platforms be good platforms
 - Strive for far-reaching self-regulation which balances the interests of capital and labour
 - Delegate the regulation to the social partners, Nordic style
 - Cross country coordination of regulation via social partners