

Fairwork

The Fairwork Project:

*Fair work in the gig
economy*

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The scale of the **Gig Economy**

- Approximately **90 million people in the global South** signed up to find work on digital platforms – that's 60 million cloud workers and 30 million local platform workers (Heeks, 2017; 2019).
- It's predicted that by 2025, **one third of all labour transactions** will be mediated by digital platforms (Standing, 2016).

The New York Times

One More Way to Die: Delivering Food in Cape Town's Gig Economy

News ▶ Liverpool News ▶ Liverpool City Centre

Deliveroo riders strike after influx of workers means they could make 'only a few pounds' a night

Survey shows ubereats drivers struggle with bankruptcy & homelessness



The Project

- The project is founded on the idea of **action research**.
- The aim is to **evaluate** the working conditions offered by different digital platforms and **advocate** for better labour standards.
- Overall aim is to **improve the working conditions** of gig workers.

Our *activities*

- Co-developed a set of **fair work principles**.
- Carry out **research** to evaluate platforms against those principles.
- **Score** platforms.
- **Lobby** for better working conditions.
- 2019 scores in **India** and **South Africa**; 2020 scores in **UK, Germany, Austria, Indonesia, Chile, Ecuador**. Over 20 countries for 2021





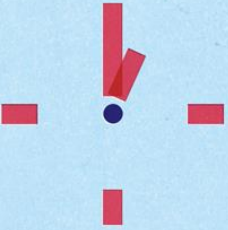
International
Labour
Organization



UNITED NATIONS
UNCTAD

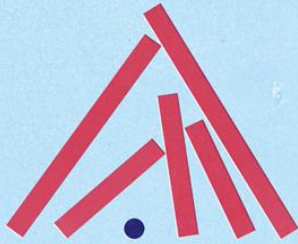


THE PRINCIPLES OF FAIR WORK



Principle 1: Fair pay

Workers, irrespective of their employment classification should earn a decent income in their home jurisdiction after taking account of work-related costs.



Principle 2: Fair Conditions

Platforms should have policies in place to protect workers from foundational risks arising from the processes of work and should take proactive measures to protect and promote the health and safety of workers.



Principle 3: Fair Contracts

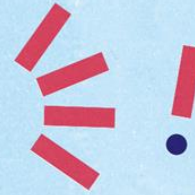
Terms and conditions should be transparent, concise, and provided to workers in an accessible form.

The party contracting with the worker must be subject to local law and must be identified in the contract. If workers are genuinely self-employed, terms of service are free of clauses which unreasonably exclude liability on the part of the platform.



Principle 4: Fair Management

There should be documented processes for workers to be heard, to appeal and understand decisions affecting them. Workers must have a clear channel of communication to appeal management decisions or deactivation. The use of algorithms must be transparent and result in fair outcomes for workers. There should be an identifiable and documented policy that ensures equality in the way workers are managed on a platform.



Principle 5: Fair Representation

Platforms should provide a documented process through which worker voice can be expressed. Irrespective of their employment classification, workers should have the right to organise in collective bodies, and platforms should be prepared to cooperate and negotiate with them.

Our *methods*



- Qualitative research design
- Desk research
- Platform interviews
- Worker interviews (6-10 per platform x ~10 platforms per country)
- Difference between a '0' and a '1' score
- Allows us to rate platforms who don't participate



Our *results*

NoSweat			<input checked="" type="checkbox"/> Achieved
			<input type="checkbox"/> Not Achieved / Insufficient Data
Pay	1.1	Pays at least the local minimum wage	<input checked="" type="checkbox"/>
	1.2	Pays the local minimum wage, including costs.	<input checked="" type="checkbox"/>
Conditions	2.1	Mitigates task-specific risks	<input checked="" type="checkbox"/>
	2.2	Actively improves working conditions	<input checked="" type="checkbox"/>
Contracts	3.1	Clear terms and conditions are available	<input checked="" type="checkbox"/>
	3.2	Genuinely reflects the nature of the relationship	<input type="checkbox"/>
Management	4.1	Provides due process for decisions affecting workers	<input checked="" type="checkbox"/>
	4.2	Evidence of equity and/or informed consent for data collection	<input checked="" type="checkbox"/>
Representation	5.1	Includes freedom of association and worker voice mechanism	<input checked="" type="checkbox"/>
	5.2	Recognises body that can undertake collective representation/bargaining	<input type="checkbox"/>

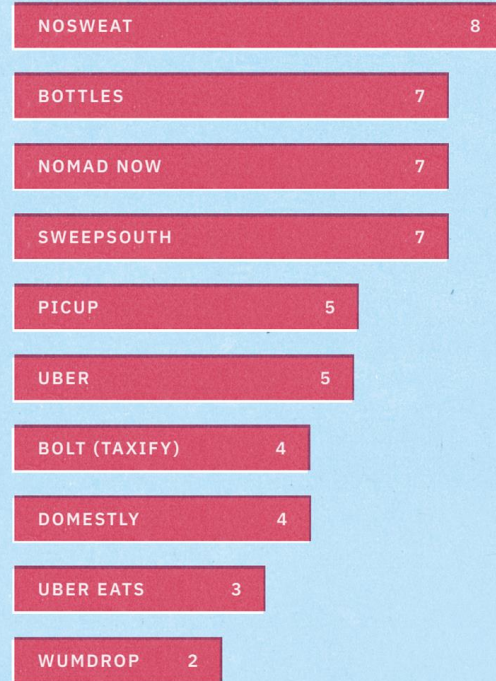
Find out more about the ten [Fairwork Foundation standards](#).

Total:

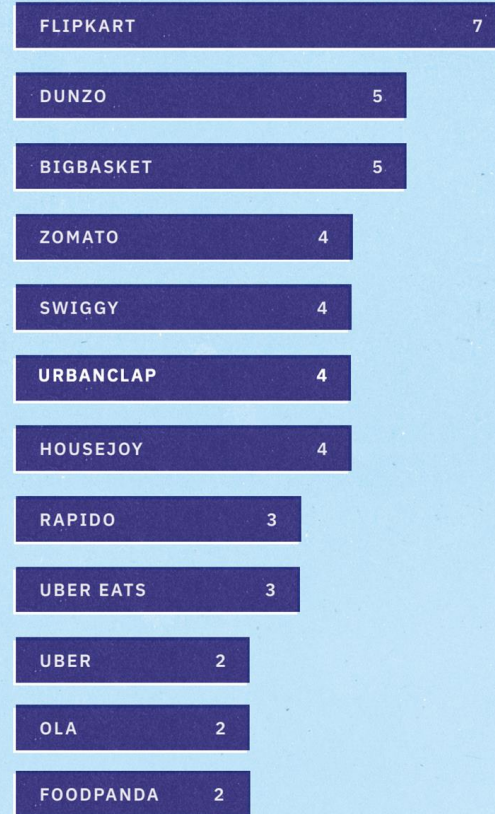


Our *results*

South Africa



India



To see the detail of each company's score, please visit <https://fair.work/ratings/>



Our *output*

- Largest qualitative research project in the field of gig economy
- Over 80 researchers involved in over 20 countries
- Gather comparative and longitudinal data about working conditions
- Over 100 interviews with platform managers, and 1000 interviews with workers each year (and growing)



Our *output*

- 1 country report per country each year, plus focused reports (2 on covid this year)
- Several academic publications in the field of economic geography, sociology of work, law, political economy, migration studies
- Several non-academic publications (e.g. Social Europe, Red Pepper, Ada Lovelace, New Internationalist, Open Democracy)

Our *impact*

- Three pillars:
 - **Platforms**
 - **Policy**
 - **Consumers**
- Meant as mutually reinforcing each other
- Overall aim is to produce a positive change in labour standards



Our *impact*

Platforms

- Direct negotiation and pressure on platforms to fulfil Fairwork principles
- Platforms that represent >1,500,000 workers in India, South Africa and Germany
- Implemented changes from: NoSweat, Bottles, Picup, M4Jam, Clevershuttle and Zenjob



Our *impact*

Policy

- Engagement with policymakers and policy stakeholders
- Workers/Workers Associations: serve as a benchmark
- Govt/Regulators: formalising the Fairwork principles



Our *impact*

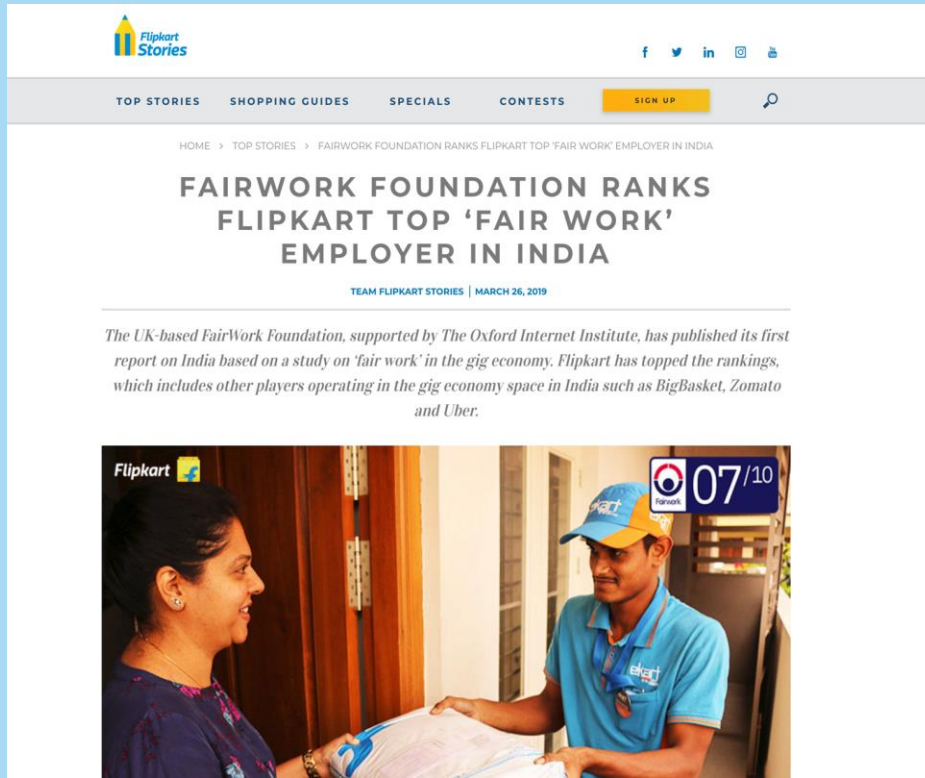
Consumers

- Consumers and Investors: a procurement and investment guide
- Certification scheme
- Currently developing a Fairwork Pledge for organisations who endorse our principles (currently being piloted in UK, SA and India)

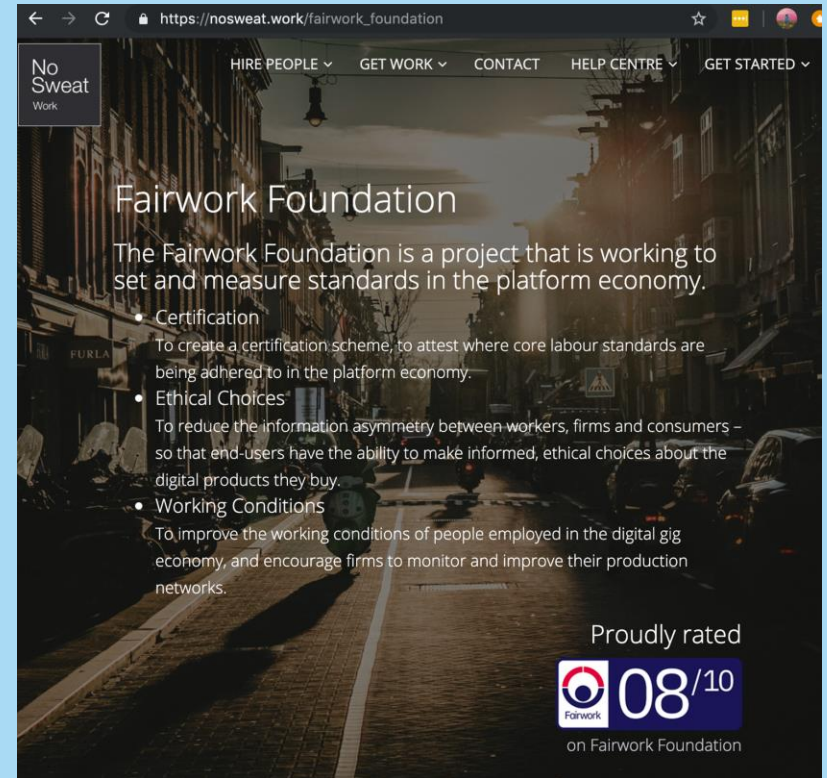


Platform *certification*

Some platforms are already using the Fairwork kitemark



The screenshot shows the Flipkart Stories website. At the top left is the Flipkart Stories logo. To the right are social media icons for Facebook, Twitter, LinkedIn, Instagram, and Email. Below the logo is a navigation bar with links for TOP STORIES, SHOPPING GUIDES, SPECIALS, CONTESTS, and a SIGN UP button. The main content area features a breadcrumb trail: HOME > TOP STORIES > FAIRWORK FOUNDATION RANKS FLIPKART TOP 'FAIR WORK' EMPLOYER IN INDIA. The headline reads: **FAIRWORK FOUNDATION RANKS FLIPKART TOP 'FAIR WORK' EMPLOYER IN INDIA**. Below the headline is the text: **TEAM FLIPKART STORIES | MARCH 26, 2019**. A paragraph of text follows: *The UK-based FairWork Foundation, supported by The Oxford Internet Institute, has published its first report on India based on a study on 'fair work' in the gig economy. Flipkart has topped the rankings, which includes other players operating in the gig economy space in India such as BigBasket, Zomato and Uber.* At the bottom of the article is a photograph of a Flipkart delivery person in a blue uniform and cap handing a package to a woman. A Fairwork certification badge is overlaid on the photo, showing the Fairwork logo and the score 07/10.



The screenshot shows the No Sweat Work website. The URL in the browser is https://nosweat.work/fairwork_foundation. The navigation bar includes links for HIRE PEOPLE, GET WORK, CONTACT, HELP CENTRE, and GET STARTED. The main heading is **Fairwork Foundation**. Below the heading is the text: **The Fairwork Foundation is a project that is working to set and measure standards in the platform economy.** A list of three bullet points follows:

- **Certification**
To create a certification scheme, to attest where core labour standards are being adhered to in the platform economy.
- **Ethical Choices**
To reduce the information asymmetry between workers, firms and consumers – so that end-users have the ability to make informed, ethical choices about the digital products they buy.
- **Working Conditions**
To improve the working conditions of people employed in the digital gig economy, and encourage firms to monitor and improve their production networks.

 At the bottom right of the page, there is a badge that says "Proudly rated" above a Fairwork logo and the score 08/10, with the text "on Fairwork Foundation" below it.



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fair.work | [@towardsfairwork](https://twitter.com/towardsfairwork)