



Faculty of Social Sciences

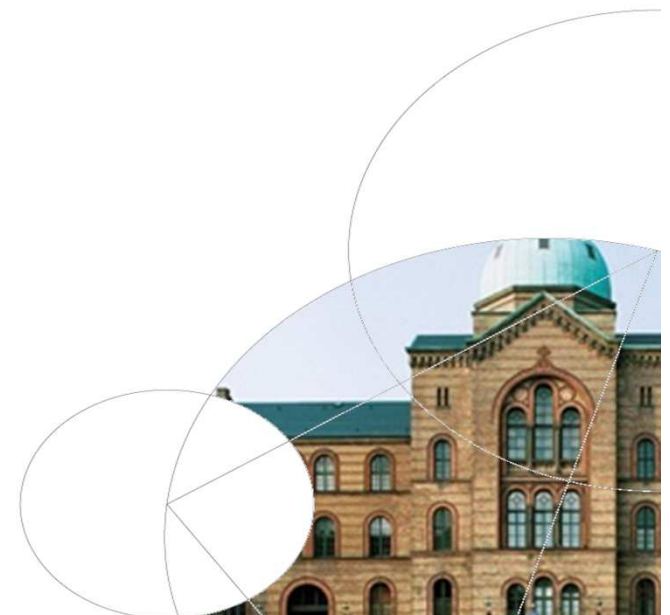


## Negotiating the Platform Economy: the Hilfr Agreement

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Theory & practice in the global world of platforms: innovations&regulations March 26th



## Labour platforms in the context of Danish IR and welfare model

- Limited size: 1 percent of Danes have had an income via a labour platform (Ilsøe et al. 2021)
- Most platforms mediate self-employment, but also examples of employees
- Danish IR model: voluntaristic, strong organizations, high collective agreement coverage, multi-employer bargaining
- Danish welfare state: universalistic, progressive tax system, unemployment benefit funds



**Table 4: Labour platforms and their providers in Denmark in per cent**

	2017	2019
Share of all active on the Danish labour market providing paid services via a digital platform within the last 12 months	1	1
Size of income accrued via digital platforms before taxes:		
<i>Less than €3.333 per year</i>	70	74
<i>€3.333 or more per year</i>	13*	12*
Share of MJH among digital platform providers	49	64
<i>Income groups active on digital platforms:</i>		
Lowest income quartile	43	41
Next to lowest income quartile	25	19
Next to highest income quartile	16	20*
Highest income quartile	16	19*

Source: Ilsøe, A., Larsen, T. P., & Bach, E. S. (2021). [Multiple jobholding in the digital platform economy: signs of segmentation](#). Transfer.





## Hilfr: negotiations as a way to solve tax issues and brand the business

- Danish owned platform (2017), cleaning services in private homes, all major Danish cities, 1700 customers, 450 freelancers
- Signed company agreement with 3F in Spring 2018, superhilfrs (33% of gigs), hourly wage (19 €) plus benefits, currently re-negotiating
- Motivation: trouble with tax payments & tax deductions, growth barrier
- Platform strategy: negotiate collective agreement (IR instrument) to secure orderly conditions and automatic reporting to Danish tax authorities (welfare institution)
- New type of company level agreement (renewal): two types of workers, limited conflict option, rules on data, pilot scheme
- Challenge: verdict from Danish competition authorities summer 2020

