Negotiating the Platform Economy: the Hilfr Agreement

Anna Ilsøe, Associate Professor

FAOS, University of Copenhagen
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 (Ilsoe 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

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2019</th>
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<tbody>
<tr>
<td>Share of all active on the Danish labour market providing paid services via a digital platform within the last 12 months</td>
<td>1</td>
<td>1</td>
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<td>Size of income accrued via digital platforms before taxes:</td>
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<tr>
<td>Less than €3.333 per year</td>
<td>70</td>
<td>74</td>
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<tr>
<td>€3.333 or more per year</td>
<td>13*</td>
<td>12*</td>
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<tr>
<td>Share of MJH among digital platform providers</td>
<td>49</td>
<td>64</td>
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*Income groups active on digital platforms:*

- Lowest income quartile: 43, 41
- Next to lowest income quartile: 25, 19
- Next to highest income quartile: 16, 20*
- Highest income quartile: 16, 19*

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