Fairwork

# Fairwork Annual Report 2022
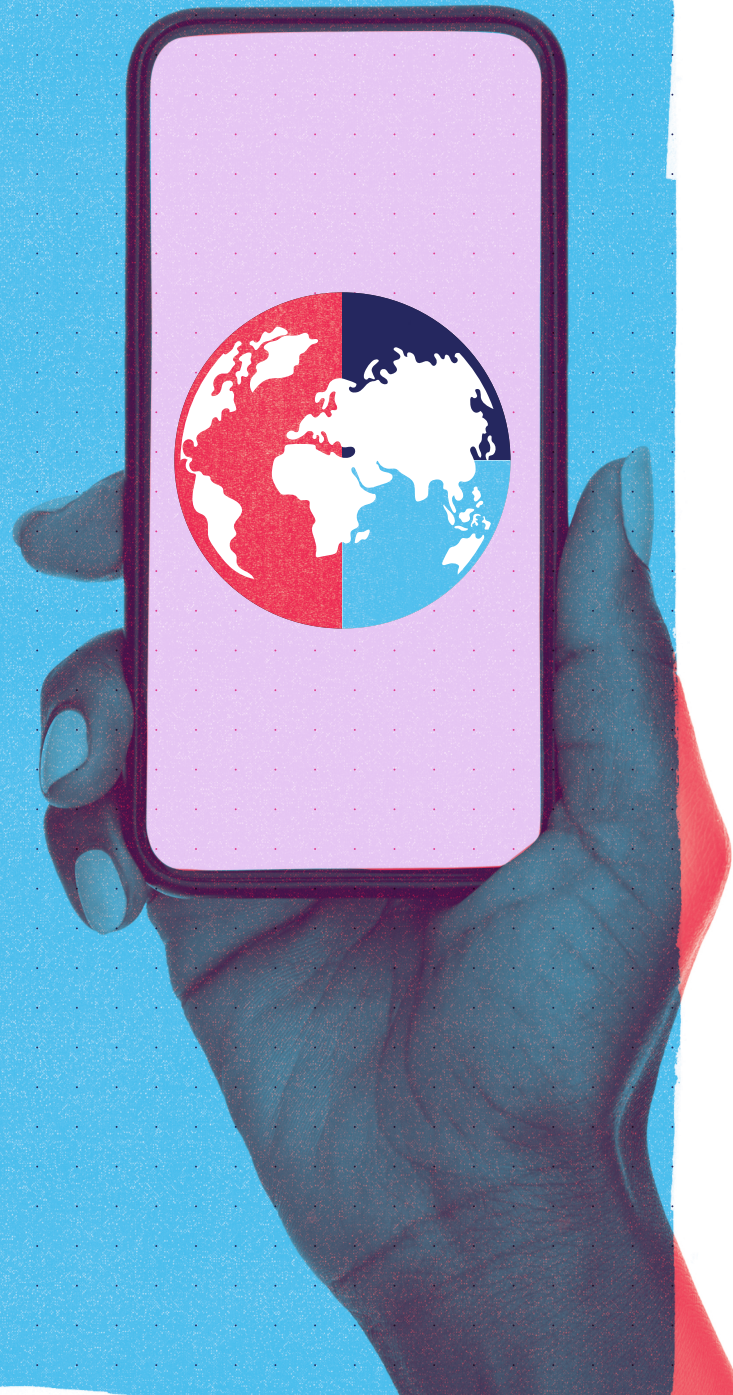
# CONTENTS

# Expanding Fairwork's Research Network and Influence

**Even as the world starts to emerge from the COVID-19 crisis, a number of important new challenges are affecting the labour market. The Russian invasion of Ukraine and the inflation-driven cost of living crisis have further deepened economic and political rifts that extend into the platform economy. Platform workers across the world are seeing their costs rising and their real income squeezed, at the same time as many platforms are seeing their share prices plummeting and their growth prospects deteriorating as a result of both the cost of living crisis and demands from shareholders to become profitable.**

For Fairwork, however, 2022 has been a year of reorganisation and growth. Thanks to the efforts and commitment of our teams in Oxford and Berlin, and the over 230 researchers in our network that reaches to 38 countries across the world, we have undertaken 164 platform ratings in 2022 – with 353 ratings undertaken and 33 country reports released since the project was launched in 2018. We have also run a number of successful campaigns on "cloudwork" (i.e. platform work undertaken wholly online), ride-hailing and domestic work to extend our reach to platforms in countries that are not yet part of our network.

We have continued shaping public debates over working conditions in the platform economy around the world, having written 13 op-eds and newspaper articles, 9 academic articles and chapters and having been mentioned by over 220 media pieces this year alone.

Of course, our fundamental aim is to shed a light on working conditions in the platform economy. Thanks to our continuous engagement with the platform managers, platforms have made 67 changes to their policies and practices in 2022, helping improve the working conditions of hundreds of thousands of workers worldwide. Since we first started to engage directly with

platforms in 2018, there have been 144 changes made to platform policies, are distributed across our "Five Principles of Fair Work" as follows:

**18 changes on Fair Pay**

For example, by implementing a policy to pay workers a minimum wage or a living wage.

**26 changes on Fair Conditions**

For example, by implementing a GDPR-compliant data management policy or introducing sickness insurance.

**37 changes on Fair Contracts**

For example, by translating their contracts or terms and conditions into local languages, and changing contracts to be subject to local legislation.

**48 changes on Fair Management:**

For example, by improving the appeal process or implementing anti-discrimination policies.

**15 changes on Fair Representation**

For example, by agreeing to the election of a workers' representative or to engage with local workers' associations.

Governments and public institutions in many different countries have been made aware of the many issues that platform workers face through campaigns from trades unions, international organisations and other non-governmental organisations. Fairwork has added its own voice to this chorus, pushing for stronger regulations and

advocating for the introduction of fairer labour standards across the world. We have influenced and contributed to several policy initiatives, including the current European Commission's proposal for a directive on platform work, legislative proposals to regulate platform work in Ecuador and Chile, and the Greater London Authority's proposal for a Gig Economy Charter, among others.

We have also supported the efforts of unions and workers' organisations fighting for more rights and protections for platform workers, as evidenced in our UK, Bangladesh, India, and Germany reports as well as through our workers' centre activities.

We continue to emphasise that the experiences of workers are central to our methodology. As such, this year we experimented with new methods of worker engagement. We have promoted four visual campaigns in Colombia, Brazil, the UK and Germany, including coproducing street art with an artists' collective in a busy district of Bogotá, Colombia.

Finally, as the COVID-19 pandemic has subsided, we have been able to organise our first in-person Fairwork Annual Summit, hosted by the Universidad del Rosario in Colombia. After years of working together online, we were able to bring together 41 researchers in person from our network, as well as many online participants to discuss challenges and build a common vision to promote fairer platform work in the future.

This 2022 annual report presents an overview of Fairwork's impact over the past year. In it, we summarise our rating process, the ratings we released in 2022 along with our new AI project, and examples of our outreach and partnership work that have expanded our reach. These demonstrate our commitment to promoting fair working conditions for workers on digital labour platforms around the world. Thank you for your interest in our research, and solidarity with all workers.
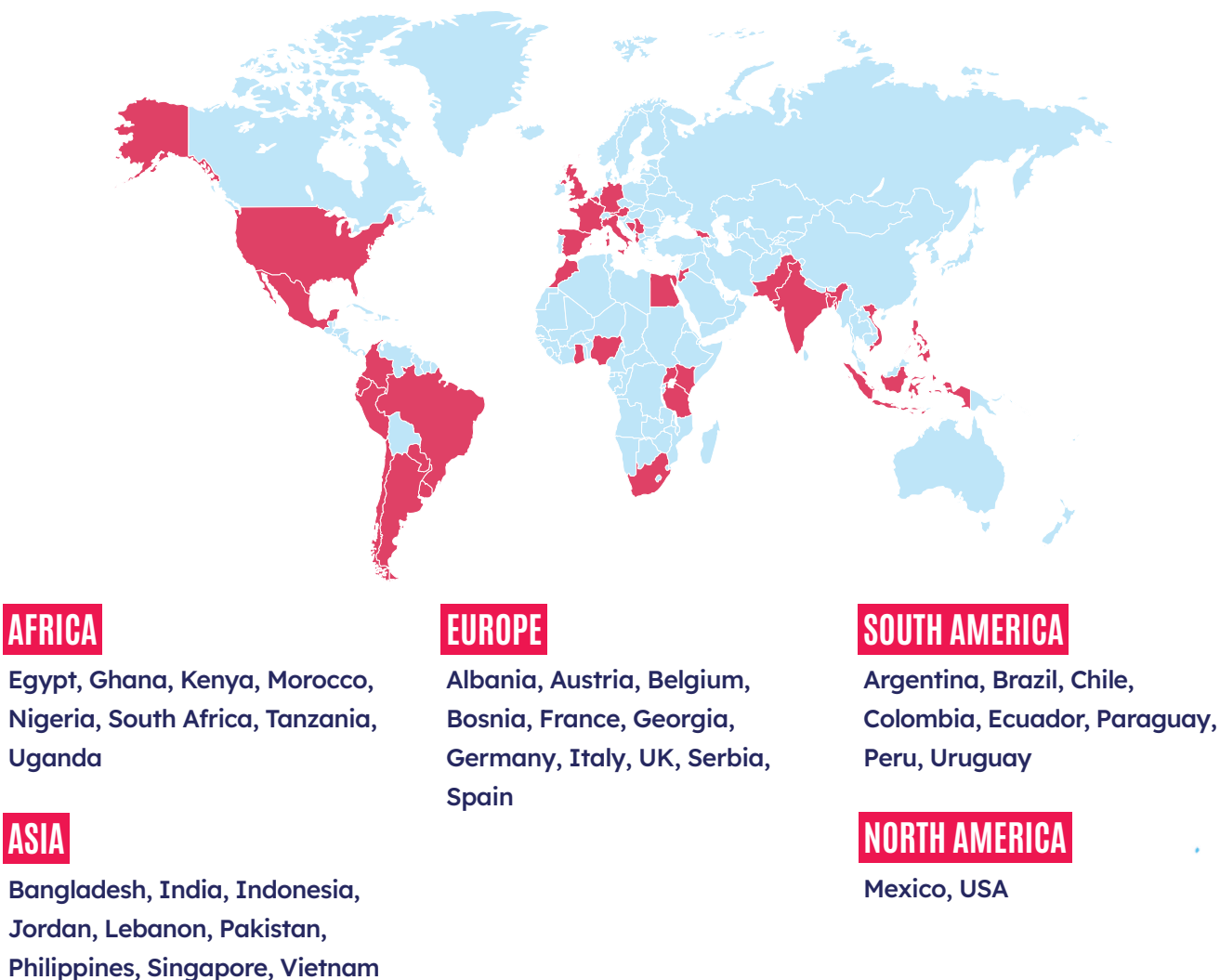
# The Fairwork Project

**Fairwork evaluates and ranks the working conditions of digital platforms. Our ratings are based on five principles that digital labour platforms should ensure in order to be considered to be offering basic minimum standards of fairness.**

We evaluate platforms annually against these principles to show not only what the platform economy is today, but also what it could be. The Fairwork ratings provide an independent perspective on labour conditions of platform work for policymakers, platform companies, workers, and consumers. Our goal is to show that better, and fairer, jobs are possible in the platform economy.

The Fairwork project is coordinated from the Oxford Internet Institute, University of Oxford, and the WZB Berlin Social Science Center. Our network of researchers currently rates platforms in 38 countries across five continents. In every country, Fairwork collaborates closely with workers, platforms, advocates and policymakers to promote a fairer future of platform work.

*Figure 1. Fairwork currently rates platforms in 38 countries worldwide*



### AFRICA
**Egypt, Ghana, Kenya, Morocco, Nigeria, South Africa, Tanzania, Uganda**

### ASIA
**Bangladesh, India, Indonesia, Jordan, Lebanon, Pakistan, Philippines, Singapore, Vietnam**

### EUROPE
**Albania, Austria, Belgium, Bosnia, France, Georgia, Germany, Italy, UK, Serbia, Spain**

### SOUTH AMERICA
**Argentina, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay**

### NORTH AMERICA
**Mexico, USA**

# The Fairwork Framework

**Fairwork evaluates the working conditions of digital labour platforms and ranks them on how well they do. Ultimately, our goal is to show that better, and fairer, jobs are possible in the platform economy.**

The five Fairwork principles were initially developed through multiple multi-stakeholder workshops at the International Labour Organisation in 2018. To ensure that these global principles are applicable in each country context, we revised and fine-tuned them in subsequent years, in consultation with platform workers, platforms, trade unions, regulators, academics, and labour lawyers at the University of Oxford. We have also operationalised the principles for different types of platforms, namely geographically-tethered and non-geographically tethered.

Further details on the thresholds for each principle, and the criteria used to assess the collected evidence to score platforms, can be found in Appendix I.

# The five principles

## Fair Pay

Workers, irrespective of their employment classification, should earn a decent income in their home jurisdiction after taking account of work-related costs. We assess earnings according to the mandated minimum wage in the home jurisdiction, as well as the current living wage.

## 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.

## Fair Contracts

Terms and conditions should be accessible, readable and comprehensible. The party contracting with the worker must be subject to local law and must be identified in the contract. Regardless of the workers' employment status, the contract is free of clauses which unreasonably exclude liability on the part of the service user and/or the platform.

## Fair Management

There should be a documented process through which workers can be heard, can appeal decisions affecting them, and be informed of the reasons behind those decisions. There must be a clear channel of communication to workers involving the ability to appeal management decisions or deactivation. The use of algorithms is transparent and results in equitable outcomes for workers. There should be an identifiable and documented policy that ensures equity in the way workers are managed on a platform (for example, in the hiring, disciplining, or firing of workers).

## 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.

# Methodology

The Fairwork project uses three approaches to effectively measure fairness of working conditions on digital labour platforms: desk research, worker interviews and surveys, and interviews with platform management. Through these three methods, we seekevidence on whether platforms meet the five Fairwork Principles.

We recognise that not all platforms use a business model that allows them to impose certain contractual terms on service users and/or workers in such a way that meets the thresholds of the Fairwork principles. However, all platforms have the ability to influence the way in which users interact on the platform. Therefore, for platforms that do not set the terms on which workers are retained by service users, we look at a number of other factors including published policies and/or procedures, public statements, and website/app functionality to establish whether the platform has taken appropriate steps to ensure they meet the criteria for a point to be awarded against the relevant principle.

In the case of location-based work platforms, we seek evidence of compliance with our Fairwork principles for gig work, and in the case of online platforms, with our Fairwork principles for cloudwork platforms.

## Desk research

Each annual Fairwork ratings cycle in a particular country starts with desk research to map the range of platforms to be scored, identify points of contact with management, develop suitable interview guides and survey instruments, and design recruitment strategies to access workers. For each platform, we also gather and analyse a wide range of documents including contracts, terms and conditions, published policies and procedures, as well as digital interfaces and website/app functionality. Desk research also flags up any publicly available information that could assist us in scoring different platforms, for instance the provision of particular services to workers, or the existence of past or ongoing disputes.

The desk research is also used to identify points of contact or ways to access workers. Once the list of platforms has been finalised, each platform is contacted to alert them

about their inclusion in the annual ranking study and to provide them with information about the process. All platforms are asked to assist with evidence collection as well as with contacting workers for interviews.

## Platform interviews

The second method involves approaching platforms for evidence. Platform managers are invited to participate in semi-structured interviews as well as to submit evidence for each of the Fairwork principles. This provides insights into the operation and business model of the platform, while also opening up a dialogue through which the platform could agree to implement changes based on the principles. In cases where platform managers do not agree to interviews, we limit our scoring to evidence obtained through desk research and worker interviews.

## Worker interviews

The third method is interviewing platform workers directly. A sample of 6-10 workers is interviewed for each platform. These interviews do not aim to build a representative sample. They instead seek to understand the processes of work and the ways it is carried out and managed. These interviews enable the Fairwork researchers to see copies of the contracts issued to workers, and learn about platform policies that pertain to workers. The interviews also allow the team to confirm or refute that policies or practices are really in place on the platform.

Workers are approached using a range of different channels. For our 2022 ratings, this included, in addition to our tried and tested participant recruitment methods, Facebook and Twitter advertisements and snowballing from prior interviews. In all these strategies informed consent was established, with interviews conducted both in person and online.

The interviews were semi-structured and made use of a series of questions relating to the Fairwork principles. In order to qualify for the interviews, workers had to be over the age of 18 and have worked with the platform for more than two months.

## Putting it all together

This threefold approach provides a way to cross-check the claims made by platforms, while also providing the opportunity to collect both positive and negative evidence from multiple sources, including workers. Final scores are collectively decided by the Fairwork team based on all three forms of evidence. We then have an internal peer-review system comprised of at least one co-ordinating team member and an external partner. Points are only awarded if clear evidence exists on each threshold.

## How we score

Each of the five Fairwork principles is broken down into two points: a first point and a more advanced second point that can only be awarded if the basic point has already been met. Every platform receives a score out of 10. Failing to achieve a point does not necessarily mean that a platform does not comply with the principle in question. It simply means that we are not – for whatever reason – able to evidence its compliance.

The scoring involves a series of stages. First, the in-country team collates the evidence and assigns preliminary scores. The collated evidence is then sent for internal peer-review by two Fairwork researchers not involved in that particular study, in order to ensure consistent scoring across countries. All the reviewers then meet to discuss the scores and decide the final scores. These scores, as well as the justification for them being awarded or not, are then passed to the platforms for review. Platforms are given the opportunity to submit further evidence to earn points that they were initially not awarded, before the scores are finally published in the country report.

Further details on the scoring process are in Appendix I.

**FURTHER DETAILS ON THE FAIRWORK SCORING SYSTEM ARE IN APPENDIX I**

09
06
07/10
Fairwork
08
09
10

# Country Ratings by Region

*Figure 2. Total points awarded across 353 platform ratings*



Percentage of platforms acheiving Fairwork principles threshold.
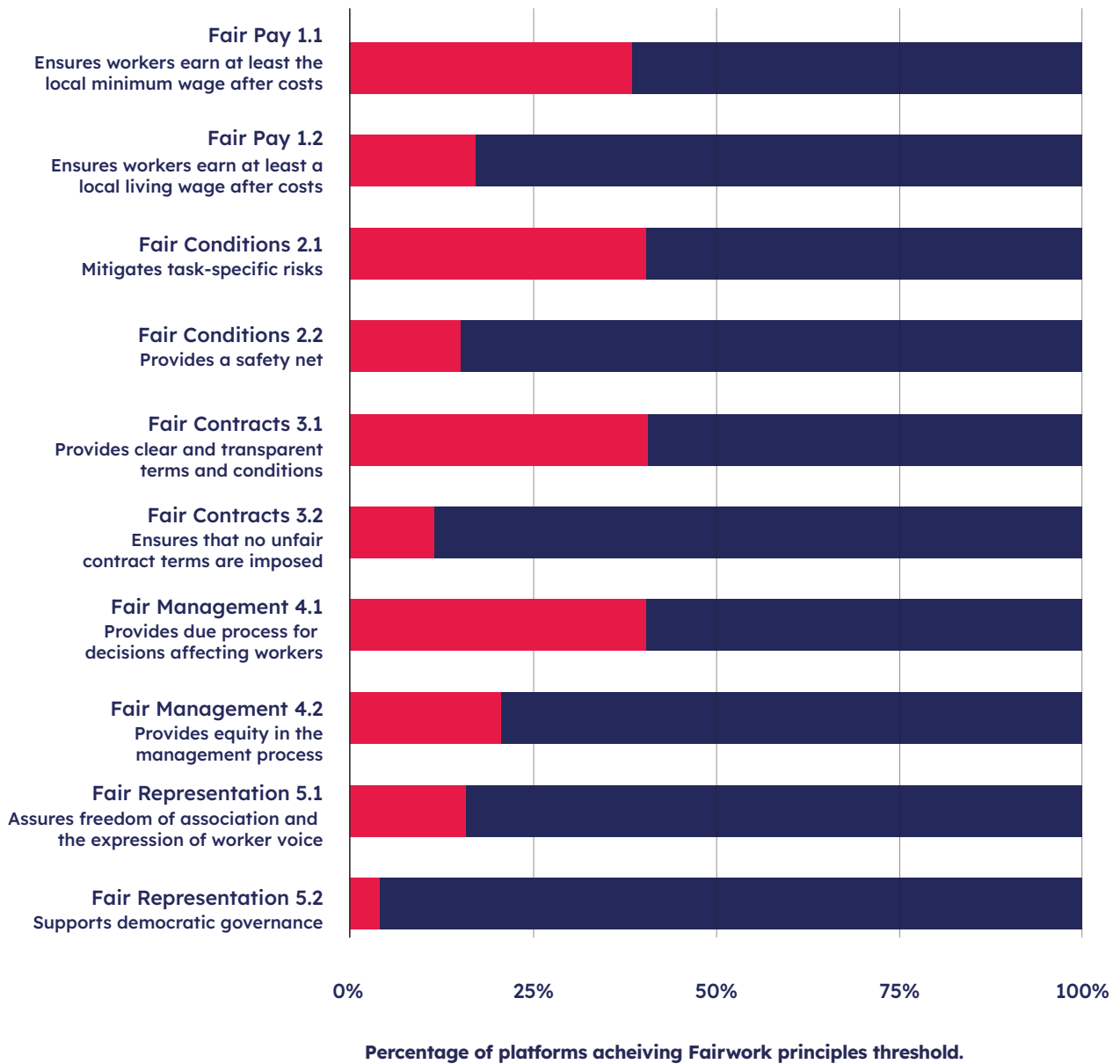
## Argentina

| | | |
|---|---|---|
| Didi | 4/10 | ●●●●○○○○○○ |
| Beat | 0/10 | ○○○○○○○○○○ |
| Cabify | 0/10 | ○○○○○○○○○○ |
| PedidosYa | 0/10 | ○○○○○○○○○○ |
| Rappi | 0/10 | ○○○○○○○○○○ |
| Uber | 0/10 | ○○○○○○○○○○ |

## Brazil

| | | |
|---|---|---|
| 99 | 2/10 | ●●○○○○○○○○ |
| iFood | 2/10 | ●●○○○○○○○○ |
| Uber | 1/10 | ●○○○○○○○○○ |
| GetNinjas | 0/10 | ○○○○○○○○○○ |
| Rappi | 0/10 | ○○○○○○○○○○ |
| Uber Eats | 0/10 | ○○○○○○○○○○ |

## Chile

| | | |
|---|---|---|
| Cabify | 2/10 | ●●○○○○○○○○ |
| Beat | 0/10 | ○○○○○○○○○○ |
| Bicci | 0/10 | ○○○○○○○○○○ |
| Cornershop | 0/10 | ○○○○○○○○○○ |
| Didi | 0/10 | ○○○○○○○○○○ |
| Justo | 0/10 | ○○○○○○○○○○ |
| PedidosYa | 0/10 | ○○○○○○○○○○ |
| Rappi | 0/10 | ○○○○○○○○○○ |
| Uber | 0/10 | ○○○○○○○○○○ |
| Uber Eats | 0/10 | ○○○○○○○○○○ |

## Colombia

| | | |
|---|---|---|
| Hogarú | 7/10 | ●●●●●●●○○○ |
| Cabify | 5/10 | ●●●●●○○○○○ |
| iFood | 2/10 | ●●○○○○○○○○ |
| Mensajeros Urbanos | 1/10 | ●○○○○○○○○○ |
| Rappi | 1/10 | ●○○○○○○○○○ |
| Uber | 1/10 | ○○○○○○○○○○ |
| Beat | 0/10 | ○○○○○○○○○○ |
| Didi | 0/10 | ○○○○○○○○○○ |

## Ecuador

| | | |
|---|---|---|
| **Asoclim** | 6 /10 | ●●●●●●○○○○ |
| **Tipti** | 6 /10 | ●●●●●●○○○○ |
| **Go Girl** | 3 /10 | ●●●○○○○○○○ |
| **AloApp** | 2 /10 | ●●○○○○○○○○ |
| **Cabify** | 0 /10 | ○○○○○○○○○○ |
| **Didi** | 0 /10 | ○○○○○○○○○○ |
| **PedidosYa** | 0 /10 | ○○○○○○○○○○ |
| **Rappi** | 0 /10 | ○○○○○○○○○○ |
| **Uber** | 0 /10 | ○○○○○○○○○○ |
| **Uber Eats** | 0 /10 | ○○○○○○○○○○ |

## Paraguay

| | | |
|---|---|---|
| **MUV** | 2 /10 | ●●○○○○○○○○ |
| **PedidosYa** | 1 /10 | ●○○○○○○○○○ |
| **Bolt** | 0 /10 | ○○○○○○○○○○ |
| **inDriver** | 0 /10 | ○○○○○○○○○○ |
| **Monchis** | 0 /10 | ○○○○○○○○○○ |
| **Uber** | 0 /10 | ○○○○○○○○○○ |

## Bangladesh

| | | |
|---|---|---|
| Chaldal | 3/10 | ●●● ○○○○○○○ |
| HelloTask | 3/10 | ●●● ○○○○○○○ |
| Sheba.XYZ | 3/10 | ●●● ○○○○○○○ |
| Uber | 2/10 | ●● ○○○○○○○○ |
| Foodpanda | 1/10 | ● ○○○○○○○○○ |
| Pathao | 1/10 | ● ○○○○○○○○○ |
| Hungrynayki | 0/10 | ○○○○○○○○○○ |
| Obhai | 0/10 | ○○○○○○○○○○ |
| Truck Lagbe | 0/10 | ○○○○○○○○○○ |

## Indonesia

| | | |
|---|---|---|
| Gobox | 4/10 | ●●●● ○○○○○○ |
| Gojek | 4/10 | ●●●● ○○○○○○ |
| Grab | 4/10 | ●●●● ○○○○○○ |
| Maxim | 1/10 | ● ○○○○○○○○○ |
| Borzo | 0/10 | ○○○○○○○○○○ |
| Deliveree | 0/10 | ○○○○○○○○○○ |
| InDriver | 0/10 | ○○○○○○○○○○ |
| Lalamove | 0/10 | ○○○○○○○○○○ |
| Pazel | 0/10 | ○○○○○○○○○○ |
| Shopeefood | 0/10 | ○○○○○○○○○○ |
| Traveloka-Eats | 0/10 | ○○○○○○○○○○ |

## India

| | | |
|---|---|---|
| Flipkart (Ekart) | 7/10 | ●●●●●●● ○○○ |
| Urban Company | 5/10 | ●●●●● ○○○○○ |
| Bigbasket | 4/10 | ●●●● ○○○○○○ |
| Swiggy | 4/10 | ●●●● ○○○○○○ |
| Zomato | 3/10 | ●●● ○○○○○○○ |
| Amazon (ATS) | 1/10 | ● ○○○○○○○○○ |
| Dunzo | 1/10 | ● ○○○○○○○○○ |
| Pharmeasy | 1/10 | ○○○○○○○○○○ |
| Ola | 0/10 | ○○○○○○○○○○ |
| Porter | 0/10 | ○○○○○○○○○○ |
| Uber | 0/10 | ○○○○○○○○○○ |

## Pakistan

| | | |
|---|---|---|
| **Foodpanda** | 1 /10 | ●○○○○○○○○○ |
| **Gharpar** | 1 /10 | ●○○○○○○○○○ |
| **Uber** | 1 /10 | ●○○○○○○○○○ |
| **Bykea** | 0 /10 | ○○○○○○○○○○ |
| **Careem** | 0 /10 | ○○○○○○○○○○ |
| **Cheetay** | 0 /10 | ○○○○○○○○○○ |
| **Daraz** | 0 /10 | ○○○○○○○○○○ |

## Phillipines

| | | |
|---|---|---|
| **GrabCar** | 3 /10 | ●●●○○○○○○○ |
| **GrabExpress/ GrabFood** | 3 /10 | ●●●○○○○○○○ |
| **Angkas** | 2 /10 | ●●○○○○○○○○ |
| **Lalamove** | 2 /10 | ●●○○○○○○○○ |
| **Borzo** | 0 /10 | ○○○○○○○○○○ |
| **Foodpanda** | 0 /10 | ○○○○○○○○○○ |
| **Joyride** | 0 /10 | ○○○○○○○○○○ |
| **TokTok** | 0 /10 | ○○○○○○○○○○ |
| **Transportify** | 0 /10 | ○○○○○○○○○○ |
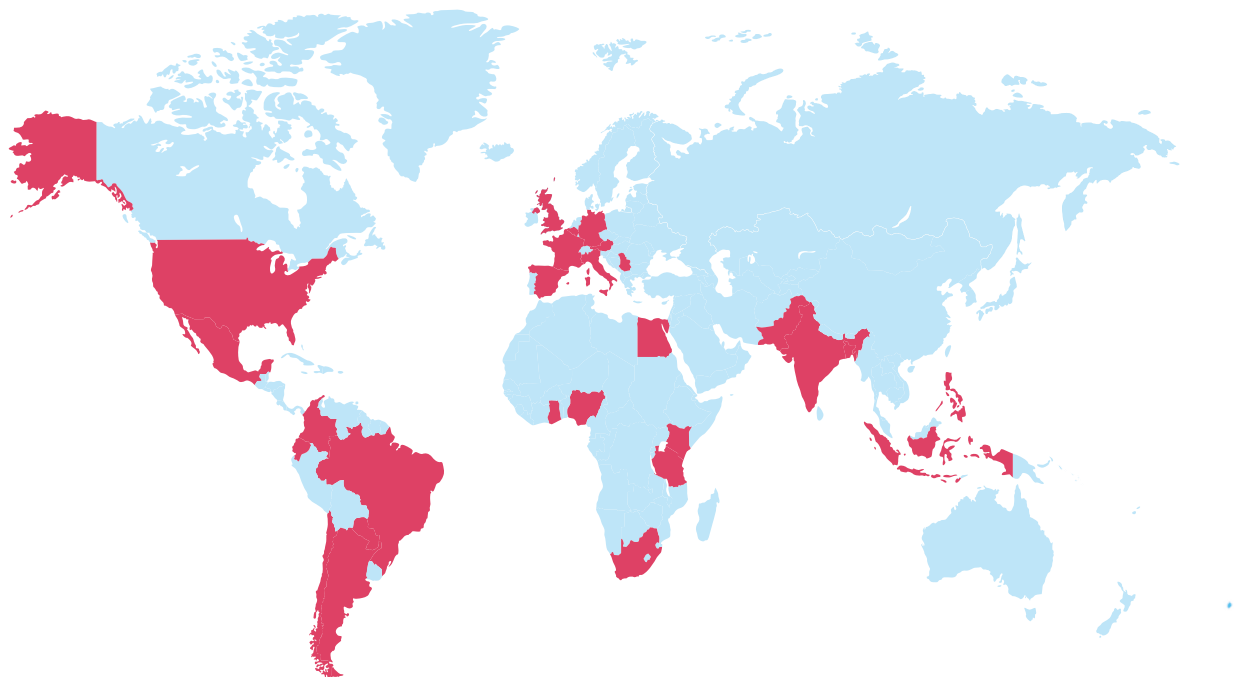
## Austria

| | | |
|---|---|---|
| Lieferando | 8 /10 | ●●●●●●●●●○○ |
| ExtraSauber | 5 /10 | ●●●●●○○○○○ |
| Mjam | 4 /10 | ●●●●○○○○○○ |
| Alfies | 2 /10 | ●●○○○○○○○○ |
| Uber | 1 /10 | ●○○○○○○○○○ |
| Bolt | 1 /10 | ●○○○○○○○○○ |

## France

| | | |
|---|---|---|
| Just Eat | 8 /10 | ●●●●●●●●○○ |
| Coursiers Nantais | 7 /10 | ●●●●●●●○○○ |
| Deliveroo | 4 /10 | ●●●●○○○○○○ |
| NaoFood | 4 /10 | ●●●●○○○○○○ |
| Stuart | 4 /10 | ●●●●○○○○○○ |
| Uber Eats | 4 /10 | ●●●●○○○○○○ |

## Belgium

| | | |
|---|---|---|
| Takeaway | 6 /10 | ●●●●●●○○○○ |
| Ring Twice | 4 /10 | ●●●●○○○○○○ |
| Deliveroo | 1 /10 | ●○○○○○○○○○ |
| Top Help | 0 /10 | ○○○○○○○○○○ |
| Yoopies | 0 /10 | ○○○○○○○○○○ |

## Germany

| | | |
|---|---|---|
| Zenjob | 9 /10 | ●●●●●●●●●○ |
| Lieferando | 7 /10 | ●●●●●●●○○○ |
| Wolt | 7 /10 | ●●●●●●●○○○ |
| Flink | 6 /10 | ●●●●●●○○○○ |
| Careship | 5 /10 | ●●●●●○○○○○ |
| Getir | 5 /10 | ●●●●●○○○○○ |
| Amazon Flex | 3 /10 | ●●●○○○○○○○ |
| Betreut.de (Care.com) | 2 /10 | ●●○○○○○○○○ |
| Gorillas | 2 /10 | ●●○○○○○○○○ |
| Helpling | 2 /10 | ●○○○○○○○○○ |
| FreeNow | 1 /10 | ●○○○○○○○○○ |
| Uber | 1 /10 | ○○○○○○○○○○ |

## Serbia

| | | |
|---|---|---|
| **Uradi-zaradi** | 4/10 | ●●●●○○○○○○ |
| **Wolt** | 4/10 | ●●●●○○○○○○ |
| **Glovo** | 3/10 | ●●●○○○○○○○ |
| **CarGo** | 0/10 | ○○○○○○○○○○ |

## UK

| | | |
|---|---|---|
| **Pedal Me** | 9/10 | ●●●●●●●●●○ |
| **Getir** | 8/10 | ●●●●●●●●○○ |
| **Gorillas** | 7/10 | ●●●●●●●○○○ |
| **Amazon Flex** | 4/10 | ●●●●○○○○○○ |
| **Deliveroo** | 4/10 | ●●●●○○○○○○ |
| **Uber** | 4/10 | ●●●●○○○○○○ |
| **Stuart** | 3/10 | ●●●○○○○○○○ |
| **Just Eat** | 1/10 | ●○○○○○○○○○ |
| **Ola** | 1/10 | ●○○○○○○○○○ |
| **Taskrabbit** | 1/10 | ●○○○○○○○○○ |
| **Uber Eats** | 1/10 | ●○○○○○○○○○ |
| **Bolt** | 0/10 | ○○○○○○○○○○ |
| **Helpling** | 0/10 | ○○○○○○○○○○ |
| **Yoopies** | 0/10 | ○○○○○○○○○○ |
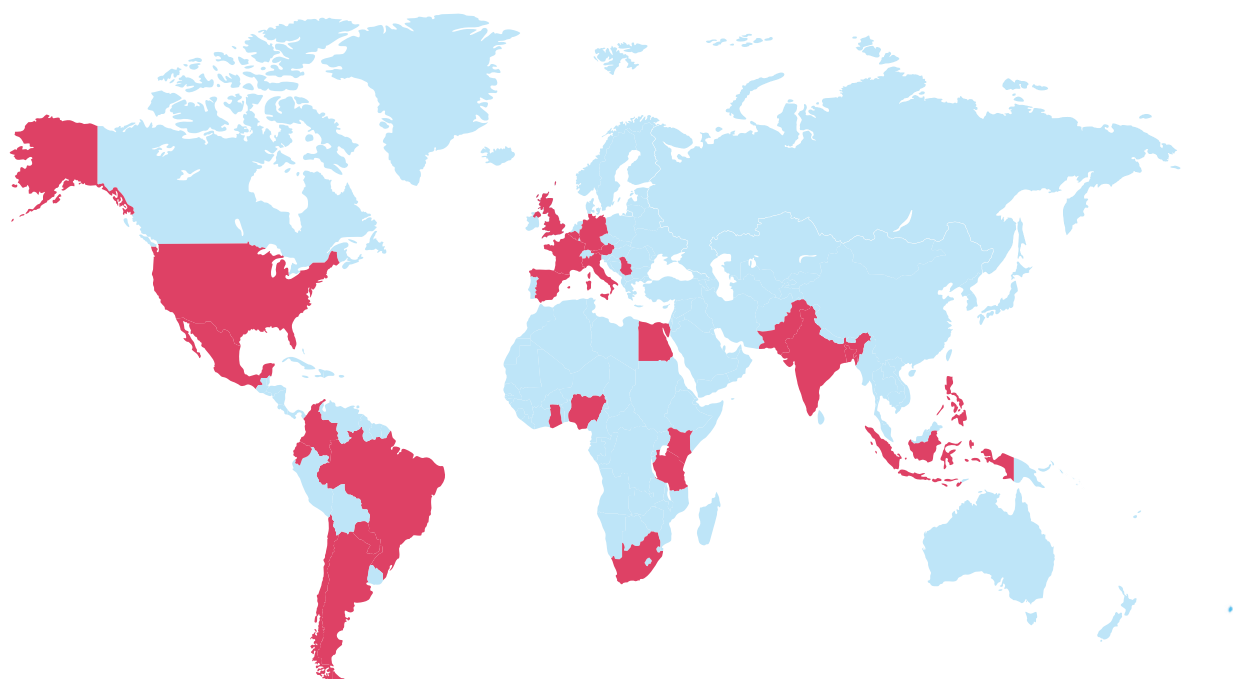
# MIDDLE EAST & AFRICA

## Egypt

| | | |
|---|---|---|
| FilKhedma | 5/10 | ●●●●●●○○○○ |
| Mrsool | 4/10 | ●●●●○○○○○○ |
| Orcas | 4/10 | ●●●●○○○○○○ |
| Swvl | 3/10 | ●●●○○○○○○○ |
| Mongez | 1/10 | ●○○○○○○○○○ |
| Talabat | 1/10 | ●○○○○○○○○○ |
| Uber | 1/10 | ●○○○○○○○○○ |

## Ghana

| | | |
|---|---|---|
| Glovo | 5/10 | ●●●●●○○○○○ |
| The Black Ride | 5/10 | ●●●●●○○○○○ |
| Bolt | 0/10 | ○○○○○○○○○○ |
| Bolt Food | 0/10 | ○○○○○○○○○○ |
| Feenix | 0/10 | ○○○○○○○○○○ |
| InDriver | 0/10 | ○○○○○○○○○○ |
| Jumia Food | 0/10 | ○○○○○○○○○○ |
| Swift-Wheels | 0/10 | ○○○○○○○○○○ |
| Uber | 0/10 | ○○○○○○○○○○ |
| Yango | 0/10 | ○○○○○○○○○○ |

## Kenya

| | | |
|---|---|---|
| Glovo | 7/10 | ●●●●●●●○○○ |
| SweepSouth | 4/10 | ●●●●○○○○○○ |
| Uber | 2/10 | ●●○○○○○○○○ |
| Bolt | 1/10 | ●○○○○○○○○○ |
| Little Cab | 1/10 | ●○○○○○○○○○ |
| Uber Eats | 1/10 | ●○○○○○○○○○ |
| InDriver | 0/10 | ○○○○○○○○○○ |
| Jumia | 0/10 | ○○○○○○○○○○ |
| Wasili | 0/10 | ○○○○○○○○○○ |

## South Africa

| | | |
|---|---|---|
| **SweepSouth** | 7 /10 | ●●●●●●●○○○ |
| **getTOD** | 6 /10 | ●●●●●●○○○○ |
| **M4Jam** | 6 /10 | ●●●●●●○○○○ |
| **Mr D** | 6 /10 | ●●●●●●○○○○ |
| **NoSweat** | 5 /10 | ●●●●●○○○○○ |
| **Kandua** | 3 /10 | ●●●○○○○○○○ |
| **Uber** | 2 /10 | ●●○○○○○○○○ |
| **Uber Eats** | 2 /10 | ●●○○○○○○○○ |
| **Bolt (Taxify)** | 2 /10 | ●●○○○○○○○○ |
| **Picip** | 1 /10 | ●○○○○○○○○○ |
| **Droppa** | 0 /10 | ○○○○○○○○○○ |
| **InDriver** | 0 /10 | ○○○○○○○○○○ |
| **Secret Agent** | 0 /10 | ○○○○○○○○○○ |

## Tanzania

| | | |
|---|---|---|
| **Paisha** | 4 /10 | ●●●●○○○○○○ |
| **Piki** | 3 /10 | ●●●○○○○○○○ |
| **Ping** | 1 /10 | ●○○○○○○○○○ |
| **Bolt** | 0 /10 | ○○○○○○○○○○ |
| **FixChap** | 0 /10 | ○○○○○○○○○○ |
| **Littleride** | 0 /10 | ○○○○○○○○○○ |

# Cloudwork Ratings

**Cloudwork is work that can be performed remotely via digital work platforms.**

The Fairwork Cloudwork Report 2022 assessed and scored basic standards of fairness in working arrangements on 15 online remote digital labour platforms, according to our five Fairwork principles. The platforms studied were selected based on their global reach (e.g. Upwork, Amazon Mechanical Turk, and Scale/Remotasks), their position as market leaders (e.g. Workana), and companies focused on specific segments, for instance, design (99designs) or academic research (Prolific). In addition to the desk research on the platforms and conversations with managers, we conducted a worker survey between January and July 2022. For the global platforms we sampled up to 60 workers per platform, with a relatively even distribution of workers by continent, and for the regional platforms, we sampled at least 15 workers per platform from that region. After cleaning the data, we were left with responses from 613 workers in 84 countries.

In general, cloudwork platforms are still not close to safeguarding the basic standards of fair work expressed in our five principles. One platform scored seven points (Prolific) out of 10, one scored five (Jovoto), and one scored four (Workana). For the other 12 platforms, we were unable to evidence that they met more than three of our ten thresholds. For four platforms, we could not find evidence that they met any threshold.

Our survey revealed that, on average, workers spentover 8.5 hours per week on platforms on unpaid tasks.

These include searching for clients or tasks, applying for jobs, building or curating online profiles, submitting work to competitions, taking unpaid qualification tests, and dealing with overly demanding clients. In addition, around a third of our respondents reported the experience of completing a task that they were then not compensated for.

## Cloudwork

| Platform | Score | | Platform | Score |
|----------|-------|---|----------|-------|
| **Translated** | 8/10 | | **Fiverr** | 1/10 |
| **Prolific** | 7/10 | | **Scribie** | 1/10 |
| **TranscribeMe** | 7/10 | | **Soy Freelancer** | 1/10 |
| **Jovoto** | 5/10 | | **Upwork** | 1/10 |
| **Workana** | 4/10 | | **Amazon Mechanical Turk** | 0/10 |
| **Appen** | 3/10 | | **Freelancer** | 0/10 |
| **5 Euros** | 2/10 | | **GoTranscript** | 0/10 |
| **Clickworker** | 2/10 | | **Microworkers** | 0/10 |
| **Gengo** | 2/10 | | **People PerHour** | 0/10 |
| **Lionbridge** | 2/10 | | **Rev** | 0/10 |
| **Scale/ Remotasks** | 2/10 | | **SmartCat** | 0/10 |
| **99Designs** | 1/10 | | **TransPerfect** | 0/10 |

# Fairwork AI

From managing productivity to determining which candidates get hired, AI systems are having profound effects on our daily routines. But these effects are not universally positive. The risks associated with AI in the workplace range from reductions in job quality and spikes in work intensity to algorithmic discrimination and ubiquitous surveillance. For many workers, the introduction of AI systems to the workplace leads to extremely unfair outcomes. So far, the debate around the ethics of AI has generally skipped the question of work, with the debate instead either focusing on the risks AI poses to society as a whole or to individuals in their role as citizens.[1] But a new Fairwork research stream funded by the Global Partnership on Artificial Intelligence (GPAI) aims to change that.

Drawing on the Fairwork project's research on digital labour platforms, Fairwork AI, based at the Oxford Internet Institute, have developed a set of ethical principles and associated benchmarks to guide the deployment of AI systems in the workplace. These principles build on the OECD Recommendations on Artificial Intelligence[2] and were generated through a two-stage multi-stakeholder consultation with representatives from trade unions and worker representatives, governments and quasi-governmental organisations, and academics and experts including the International Labor Organization, Uber, Microsoft, the International Transport Federation, and the UK Information Commissioner's Office, among others.

We completed two rounds of engagement with these stakeholders to understand their perceptions of the draft principles and engage with them on questions we felt we had yet to adequately address. The first round involved 21 in-depth interviews with a range of stakeholder groups, and a focus group to understand the convergences and divergences in their perspectives. The second round of engagement consisted of a survey that presented participants with sections of the penultimate draft of the principles. This resulted in 117 responses. We conducted a thematic analysis on the resulting data and then designed a series of edits to the principle text, before publishing a report with GPAI, published in November 2022.[3]

The ten principles Fair AI are summarised as follows:

### 1. Guarantee fair work
Ongoing changes in work caused by the introduction of AI systems have the potential to disrupt the labour market, but internationally agreed minimum rights and standards remain a precondition of fair AI.

### 2. Build fair production networks
AI system development and deployment relies on global networks of human labour, hardware production, and infrastructure. Organisations seeking to implement fair AI in the workplace must therefore look beyond the immediate production process to the networks of production that enabled it and use their procurement power to achieve fairness across the network.

### 3. Promote explainability
Workers have a right to understand how the use of AI impacts their work and working conditions. Organisations must respect this right and provide detailed, understandable resources to allow workers to exercise it.

### 4. Strive for equity
AI systems have been found to reproduce and scale up patterns of social discrimination. The costs associated with embedding negative consequences for marginalised groups into workplace technology are extremely high. As a result, AI systems must be (re)designed, built, and deployed in a way that actively seeks to eliminate sources of discrimination. Processes such as audits and impact assessments should be integrated into the AI system lifecycle to allow for ongoing scrutiny.

### 5. Make fair decisions
The automation of decision making can lead to reductions in accountability and fairness. But building in human oversight into a decision-

making loop doesn't solve this problem. Instead, the subjects of those decisions need to be empowered to challenge them, and a renewed emphasis should be placed on the liability of those stakeholders who direct the development and deployment of AI systems in the workplace.

## 6. Use data fairly

The collection of large quantities of data and the concentration of its ownership may exacerbate risks for individuals and social groups, especially when shared with third parties. Limits must therefore be put on collection (i.e. data minimisation) and processes must be instituted for subjects to access and protect their data in a comprehensive and explainable format. Organisations should provide comprehensive guidelines for individuals to understand data ownership, data usage and any potential risks that result, so that they are able to question, contest, and when necessary, reject, decisions made about them.

## 7. Enhance safety

Advances in algorithmic management have increased the risks of work intensification and surveillance. In this context, the right to healthy, safe working environments must be protected. Potential improvements in safety should be capitalised upon, but deployment must take place in a way which reflects the different understandings of stakeholder groups about the trade-offs involved.

## 8. Create future-proof jobs

The introduction of AI systems to workplaces can cause specific risks such as job destruction and deskilling. These risks can be reduced by treating the introduction of AI as an opportunity for workers and organisations to engage in a participatory and evolutionary redesign of work which uses the rewards of AI to increase job quality.

## 9. Avoid inappropriate deployment

Organisations should proactively test AI systems to a high standard in order to avoid harms in advance, rather than iterating to address them post-deployment.

## 10. Advance collective worker voice

The risks and rewards of AI systems are understood differently by different stakeholder groups. These divergences should be proactively negotiated, rather than suppressed. Pursuing AI system implementation in a multi-stakeholder environment requires a mechanism to turn ethical principles into ethical practice through democratic participation by workers. Collective bargaining between workers and management is best suited to play this role.

The Fairwork AI team is now leading an extended impact phase to put these principles into practice. While more and more concrete legislative action is being taken to regulate AI systems, from the EU AI act to the US Algorithmic Accountability Act, our experience in the platform sector shows that regulatory action can benefit from non-statutory, civil society-led monitoring and standard-setting approaches such as those undertaken by the Fairwork project. As AI regulation begins to be developed across the world, we need multinational monitoring of work conditions with a consistent and cross-comparable methodology, and second, the creation of a set of practical standards of fairness and a system that applies scrutiny as a way to leverage private sector actors to proactively make change – thereby demonstrating the feasibility of fair work.

Our Fairwork methodology has opened up space for an ecosystem of policy actors to understand the current state of play, and take meaningful action to mitigate the risks of the platform economy in a way that complements the development of concrete legislation. Going forward, we will be highlighting the fundamental questions of fairness posed by the widespread deployment of AI in the workplace, providing information on the existing practices, risks and outcomes of this deployment, and helping to shape the standards through which this deployment is evaluated. Throughout, Fairwork remains fundamentally committed to understanding and amplifying workers' experiences of work, as a primary step towards enabling fairer outcomes.

# The Fairwork Observatory

**The Fairwork Observatory serves as a complementary organisation for our efforts to shed light on, and influence, labour practices around the world. The focus of the Observatory is not limited to specific regions, industries or countries we are already operating in. Instead, it organises thematic campaigns or specific programs of advocacy and ratings with the sole purpose of creating maximum impact and making our ratings more relevant for different stakeholders.**

This could mean focusing on sectors or regions where, for example, promising cooperatives, "best-practice" platforms or powerful worker groups are being established that we could support with additional ratings. Or it could mean focusing on regions or sectors where promising policy debates are emerging that we can intervene in with bespoke scores. It could also mean going beyond national reporting by comparing platform scores on a regional level in order to highlight successful political regulation.

Over the past year the Observatory has worked on four campaigns:

1)  The first campaign addressed working conditions of domestic workers in the MENA region. The goal was to analyse whether domestic work platforms can serve as an alternative to the often-deplorable conditions of work in these sectors.

2) The second campaign focused on the ride-hailing sector in Nigeria. Targeting one of the most vibrant labour markets in Africa, the campaign highlighted working conditions on some of the most relevant ride-hailing platforms, in the hope of supporting local unions in organizing platform workers in Lagos.

3) The third Observatory campaign focused on platforms offering translation and transcription services, thus extending our work on cloudwork platforms.

These platforms are very relevant for a wide range of organisations, including academic and research institutions, and provide important income opportunities for skilled workers in the Global South. By highlighting differences between platforms offering these kinds of services we hope to make our scores even more relevant for academic institutions and to convince more of these institutions to also publicly commit to support fair working conditions by signing the Fairwork pledge.

4) Lastly, the Observatory is engaged in a campaign that intends to use our principles to advise one of the biggest global delivery platforms, Glovo, on how to improve working conditions for their platform's couriers. To this end, Fairwork advised Glovo in the designing phase of the 'Couriers Pledge', Glovo's public commitment to significantly improve working conditions for all Glovo couriers by the end of 2023. In addition, Fairwork will monitor the implementation of the Couriers Pledge through the repeated assessment of Glovo in all countries where they operate to evaluate whether and how the implementation of the Couriers Pledge improves working conditions.

The Observatory reports and ratings can be found at: **fair.work/observatory**

## Domestic platform work in the Middle East and North Africa

### Tunisia

| | | |
|---|---|---|
| **Homeschool** | 2 /10 | ●●○○○○○○○○ |
| **Bambinosit** | 0 /10 | ○○○○○○○○○○ |
| **IJeni** | 0 /10 | ○○○○○○○○○○ |

### Turkey

| | | |
|---|---|---|
| **Ara** | 0 /10 | ○○○○○○○○○○ |
| **Armut** | 0 /10 | ○○○○○○○○○○ |
| **Bubiteklif** | 0 /10 | ○○○○○○○○○○ |
| **Evde Temizlik Var (EVD)** | 0 /10 | ○○○○○○○○○○ |

## Ride-hailing platforms in Nigeria

### Nigeria

| | | |
|---|---|---|
| **Bolt** | 0 /10 | ○○○○○○○○○○ |
| **InDriver** | 0 /10 | ○○○○○○○○○○ |
| **Uber** | 0 /10 | ○○○○○○○○○○ |



Shutterstock
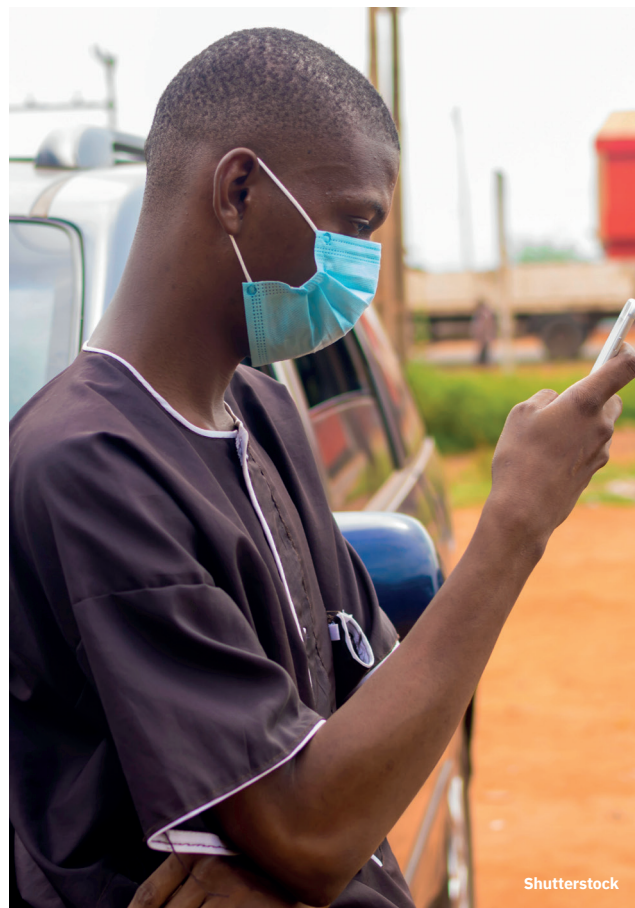


Shutterstock

# Pathways of change

There is nothing inevitable about poor working conditions in the platform economy. Platforms have substantial control over the nature of the jobs that they mediate. Therefore, we should not accept low pay, poor conditions, inequity, and a lack of agency and voice as the norm. Fairwork envisions four pathways of change towards improving working conditions in the platform economy.

*Figure 3. Pathways of Change*
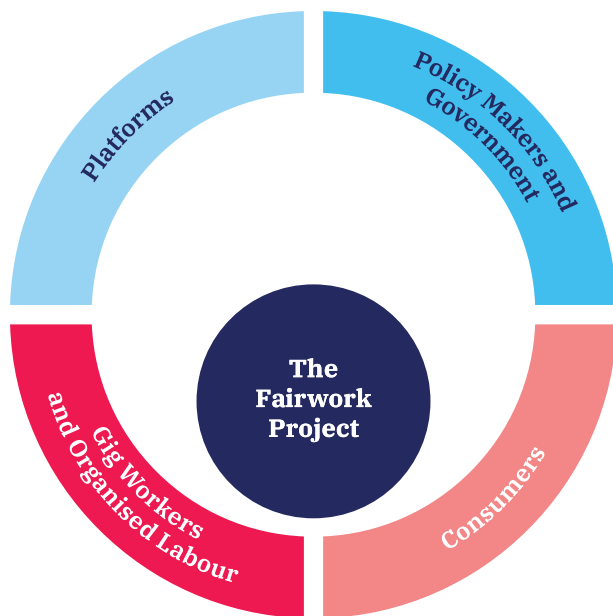


## 1) Actions by Platforms

First, we engage with platforms directly to push them to improve working conditions. As Fairwork grows, platforms are becoming increasingly aware of the importance of accountability mechanisms such as the Fairwork framework. By guiding platforms with our principles, we collaborate with them to improve their practices and policies to provide better job and income opportunities for their workers, while building a safer and fairer business.

As a result of our engagement, multiple platforms have agreed to make changes to their working conditions

in accordance with the Fairwork principles. From the start of the project in 2018 up to the time of writing this report in late 2022, there have been 144 changes made to platform policies as a result of engagement and dialogue with Fairwork:

- **18 changes on Fair Pay, for example, implementing a policy to pay workers a minimum wage or a living wage.**

- **26 changes on Fair Conditions, for example, implementing a GDPR-compliant data management policy or introducing sickness insurance.**

- **37 changes on Fair Contracts, for example, translating their contracts or terms and conditions to local languages and changing contracts to be subject to local legislation.**

- **48 changes on Fair Management, for example, improving their appeal process or implementing anti-discrimination policies.**

- **15 changes on Fair Representation, for example, agreeing to the election of a workers' representative or to engage with local workers' associations.**

## 2) Change in Consumer Behaviour

We believe that, given the opportunity to make more informed choices, many consumers will choose the most ethical option when faced with a choice between a poor-scoring platform and a better-scoring one. Our yearly ratings allow consumers to select the highest-scoring platform operating in a sector, thus contributing to pressure on platforms to improve their working conditions and scores. While most platforms still score pretty low in our rankings, the aim will be to continue to put pressure on platforms through our engagement and research, which will urge platforms to score better and consumers to support better-scoring platforms.

Over the past year, we have developed several campaigns centred around the role that consumers can have in pressuring platforms to improve working conditions. Fairwork has commissioned three surveys in the UK (London), Brazil (São Paulo) and Colombia

(Bogotá) on consumer perceptions about the platform economy. The results were clear, with all three surveys finding that a majority of consumers think platform workers are being denied adequate pay and protections, and that there should be stronger regulation of the sector.

Next year we are planning to run more campaigns directed at individual consumers, such as petitions and letter-writing campaigns. Meanwhile, consumers continue to be a major focus of our regular communications. Via our social media channels and monthly newsletter, we can inform thousands of people around the world about the latest news on the platform economy.

## 3) Attention from Policymakers and Regulators

Our country teams are in regular contact with policymakers and regulating bodies to support them in making evidence-based decisions regarding the regulation of the platform economy, and to advocate for the rights and protection of all platform workers.

Policy engagements by the Fairwork team in 2022 include:

- Fairwork Egypt was invited to discuss work arrangements in the informal and platform economy in Egypt at the National Forum on the Future of Work. The panel consisted of several policymakers and high-level stakeholders, including the MEP/Treasurer of the Federation of Egyptian Chambers of Commerce.

- Fairwork Kenya in collaboration with Bill Mutoro, the Assistant General Secretary of the Transport and Allied Workers Union (TAWU), facilitated the formation of

an informal group for platform unions and advocates. The group aims to a cross-border understanding and advocacy for platform work in Sub-Saharan Africa, especially towards lobbying relevant stakeholders for more inclusive policies for all platform workers. Currently, the group consists of representatives from the National Union of Professional App-based Transport Workers (NUPABTW) in Nigeria, TAWU and Rights of Digital Comrades (RDCA) in Kenya, a workers' association in Tanzania, the International Transport Workers' Federation (ITF), and the International Lawyers Assisting Workers (ILAW) network. As a result, on October 31, the National Transport and Safety Authority (NTSA) capped the commission for ride-hailing platforms from 25% to 18%.[4]

- Fairwork Kenya in collaboration with Bill Mutoro of TAWU, provided inputs for a case study report titled – "Global: We are All Workers (Platform Work) Kenya Country Case Study", released on the November 1, 2022. The report provides a basis for the Kenya government to consider regulating the platform economy, which is part of the broader goal for TAWU.

- In India, Fairwork continues to engage with India's Standing Parliamentary Committee of Information Technology. Prof. Balaji Parthasarathy and Dr Janaki Srinivasan provided expert evidence to the Parliamentary Standing Committee on Communications and IT on the conditions of platform workers. In addition, Karti Chidambaram sent a letter to India's Labour Minister, referencing the Fairwork India 2021 scores.

- In Indonesia, Fairwork's report in November 2022 brought government representatives from the Ministry

**AS A RESULT OF OUR ENGAGEMENT, MULTIPLE PLATFORMS HAVE AGREED TO MAKE CHANGES TO THEIR WORKING CONDITIONS IN ACCORDANCE WITH THE FAIRWORK PRINCIPLES**



Janet Alamisi Dabire

of Labour, Ministry of Transportation and Ministry of Information and Communication into a discussion with worker association and policy advocacy/research institute representatives. This discussion resulted from an earlier engagement in September 2022 when an Indonesian Ministry of Labour representative participated in launching the Year Two report.

- The Singapore High Commission invited the Director of Fairwork, Professor Mark Graham and researcher Dr Adam Badger to meet with Singapore's Ministry of Manpower and Singapore Trades Union Congress (STUC) to discuss Fairwork's global evidence base to help shape forthcoming regulation.

- In August 2022, Fairwork Pakistan's partner, the Centre for Labour Research, drafted legislation to give platform workers all workplace rights and covers all Fairwork Principles Platforms. Fairwork Pakistan submitted the draft legislation along with the Fairwork Pakistan report to the Ministry of Overseas Pakistanis and HRD. The legislation would require platforms to register and deposit platform workers' contributions with social protection agencies if passed. In addition, it would require platforms to share workers' data with the government.

- Researcher Dr. Alessio Bertoliniparticipated in the European Economic and Social Committee Public Hearing and the Open Society European Policy Institute on the European Commission proposal directive on platform work.

- In the UK, the House of Lords released a report based on an inquiry into digitalisation and the future of work, which included key recommendations based on Fairwork's input, recommending that "The Government should introduce new legislation to provide platform workers with defined and enhanced employment rights. (Paragraph 187)".[5] Fairwork also gave oral evidence to the UK Parliament's Digital, Culture, Media and Sports Committee inquiry on "connected tech: smart or sinister?"[6] and responded with written evidence to the UK Parliament's Science and Technology Committee on "Governance of Artificial Intelligence".[7]

- In December 2022, Fairwork researchers met with the UK Shadow Minister for Employment Rights, Justin Madders MP to improve working conditions of platform workers. Madders committed to sharing Fairwork scores with all the relevant UK platforms and demanding positive changes to achieve greater levels of fairness in the platform economy. He also committed to staying up to date with the unique Fairwork dataset and using it to shape a future legislative agenda.

- In Germany, our "Fairwork Germany Ratings 2021: Labour Standards in the Platform Economy" report was endorsed by Katja Kipping, Senator for Integration, Labour and Social Services of Berlin. The Berlin Senate has also joined the Fairwork Pledge.

- As part of the initiative "Leibniz meets Bundestag" of the Social Science Research Center Berlin (WZB), Researcher Dr. Patrick Feuerstein discussed current issues of platform work and regulatory requirements in the platform economy with Bundestag members Frank Bsirske and Markus Reichel.

- Fairwork met with Serbia's Ministry of Labour in Belgrade to shed light on continuing harms and risks experienced by platform workers under the current regulatory regime. Ministry of Labour representatives also participated in a meeting held by and engaged with Fairwork Serbia in May 2022, in addition to

union representatives, worker activists and platform managers from leading platforms.[8]

- In April 2022, Fairwork Belgium organised a stakeholder roundtable with the participation of the Belgian trade unions, academics, and EU-level policymakers from the European Commission and the European Parliament.

- In March 2022, Fairwork Italy convened a conference on 'Work and digital platforms: scenarios and new regulation', involving policymakers, trade unions and organisations representing the platforms.

- In November 2022, Fairwork Spain represented its work at the conference on 'Work in platform economy in Madrid'. Organised by the Employment Plan of the City of Madrid 2020-2023, this conference provided the opportunity to engage with union delegates in platform companies of Madrid city.

- In July 2022, Fairwork Chile researchers participated in a roundtable discussion on working conditions and employment on digital labour platforms, organized by the Ministry of Labour. The round table aimed to provide technical advice in implementing and evaluating the new platform labour Law which came to effect in September this year. Based on this roundtable, a taskforce was put together to work on the implementation of the new law, and Fairwork Chile researchers will be part of this group for at least 6 months.

- In January 2022, Fairwork Ecuador team was invited by Congress woman Johana Ortíz to present the Fairwork project at the Ecuadorian Congress as part of the debate, knowledge and resolution of the Report for First Debate of the Legislative Initiatives related to the regime of Labour Relationships in Digital Platforms. Since then, Fairwork Ecuador team has been invited multiple times to give evidence and their input at the Congress on the platform economy and the Fairwork researchers have been invited to feed into the draft platform labour bill in the country.

- Fairwork Brazil continues to engage with the new Lula's pre-government transition team's committees (such as work relations and communications), highlighting the relevance of an agenda to ensure platform workers' rights in the next administration (2023-2026). In addition, Fairwork Brazil published articles with

recommendations on the national policy agenda for fair work on digital labour platforms.

- In October 2022, Fairwork researcher Dr. Daniel Arubayi was invited to UNHCR to learn more about the Fairwork ratings and methodology, especially regarding their PROSPECTS project which is in collaboration with ILO. The aim was to better understand the principles behind scores, the differences between location-based work and online work, for a push to make platform work more sustainable and inclusive for displaced persons.

- In October the Fairwork team published the Manifesto for Fairer Platform Work to create pressure around the International Labour Organisation's meeting of experts on decent work in the platform economy, on 10 to 14 October. The manifesto urges the ILO to develop an international convention on platform work that would consider the challenges for platform workers identified by researchers in the field. The manifesto was signed by more than 300 researchers across the world.

## 4) Supporting Workers and Collective Groups

Last but not least, workers and workers' organisations are at the core of Fairwork's model. First, our principles have been developed and are continually refined in close consultation with workers and their representatives (see the explanation of the principle revision process below). Our fieldwork data and feedback from workshops and consultations involving workers inform how we systematically evolve the Fairwork principles to align with their needs. Second, through continual engagement with workers' representatives and advocates, we aim to collectively support workers in asserting their rights and requirements.

Fairwork works regularly with unions and workers associations to promote their campaigns and actions on our communication channels. Through the worker's centre (see below), we also produce content and campaigns to inform workers about our research and offer additional resources to support worker activism. These activities include a list of resources and tools[9] and a visual campaign about the importance of the Fairwork principles. We are also developing booklets that summarise findings from our reports, to be distributed to worker groups and supporters.

# The Fairwork Pledge

As part of this process of change, we introduced the Fairwork Pledge in 2021. This pledge leverages the power of organisations' procurement, investment, and partnership policies to support fairer platform work. Organisations like universities, schools, businesses, and charities that make use of platform labour can make a difference by supporting the best labour practices, guided by our five principles of fair work. Organisations who sign the pledge get to display our badge on company materials.

# The pledge constitutes two levels:

## Fairwork supporters

Publicly demonstrate their support for fairer platform work and commit to disseminating Fairwork resources such as Fairwork reports and ratings among their members, employees and affiliates, to support them in making informed and socially responsible decisions when using digital labour platforms.



## Fairwork partners

Go even further by committing to disseminating Fairwork resources internally and, in addition, to concrete and meaningful changes in their own practices, for example by committing to using better-rated platforms where there is a choice.

We are proud to say that 33 organisations have now signed up as Fairwork Supporters and 6 organisations have become Fairwork Partners.



The Fairwork Pledge is open to all kinds of organisations, including research and training institutions, businesses, investors and public administrations, for example. Interested organisations are invited to contact us at **www.fair.work/pledge**

# The Workers' Centre



**IS THE APP STEALING FROM YOU?**
**YOUR TIME IS WORTH MORE**
PLATFORM WORKERS DESERVE FAIR PAY

Fairwork engages with a range of stakeholders to make the platform economy fairer and more equitable. In particular, Fairwork seeks to be a resource for platform workers, and those looking to improve working conditions on platforms. For this reason, the team regularly works with local platform workers, unions and labour advocates to develop materials that support their efforts in campaigning for better conditions in the platform economy.

These resources are permanently available on our website's dedicated Workers' Centre page.

There are two central aims for the Workers' Centre:

- to build awareness among workers and labour advocates of useful projects and campaigns, local regulatory responses, platform practices and effective strategies for platform workers to thrive.

- to build solidarity among networks of platform workers.

The Centre is currently built around several resources that are continually updated, which include:

## Unions contacts database

A publicly available database of unions and worker's associations in different sectors of the platform economy. This provides support to unions in their work, helps platform workers seek advice and resources from associations near them, and builds solidarity among workers.

## Resources and tools

A compiled list of resources and tools that may be useful for workers navigating work in the platform economy. This includes tools that can help workers keep track of active work time and connect to others working in the sector as well as sources of information about worker rights, platform policies, and tools that can be used by labour advocates to organise more efficiently.

## Whistle-blower form

This form allows platform workers to report malpractice and poor workplace conditions. Platform workers can also provide feedback on existing ratings and share evidence if a platform is no longer fulfilling the conditions of an awarded point.

## Fairwork principles visual campaign

The Fairwork Principles represent the minimum standards of decent work that all platform workers deserve. The principles cover basic protections that



**RISKING YOUR LIFE FOR SOMEONE ELSE'S DINNER?**
**THEIR PROFITS ARE NOT WORTH YOUR HEALTH**
PLATFORM WORKERS DESERVE FAIR CONDITIONS



**CAN'T REACH YOUR BOSS?**
**NOT ALL PROBLEMS CAN BE SOLVED WITH AUTOMATED RESPONSES**
PLATFORM WORKERS DESERVE FAIR MANAGEMENT



**WHO'S REALLY IN CONTROL?**
**WORKER POWER WORKS**
PLATFORM WORKERS DESERVE FAIR REPRESENTATION



**¿LA PLATAFORMA TE ROBA?**
**EL TIEMPO DE ESPERA ES TIEMPO DE TRABAJO**
TE MERECES UN PAGO JUSTO

guarantee workers a living wage, protection from work-related risks and access to their labour rights. In order to better communicate the importance of these principles and challenge opposing narratives, Fairwork have worked collaboratively on designing a series of graphics on the Fairwork principles. In order to ensure the campaign was grounded on the local context and experiences of workers, we worked with five artists from five different countries: Vicente Reyes Montealegre (UK), Leigh Cupido (South Africa), Juan Pablo Dueñas (Colombia), Kruthika N. S. (India) and Awo Tsegah (Ghana). Each of the artists, some of whom had personal experiences with platform work, created a local interpretation of the principles' message in collaboration with the local Fairwork teams, workers, and local associations. The resulting graphics are being distributed among workers, organisers, and consumer groups across the network in the form of posters, stickers, t-shirts, social media posts, etc.

## The Fairwork podcast

In November, we launched the second series of the Fairwork Podcast. This series of eight episodes features the stories from workers and researchers across
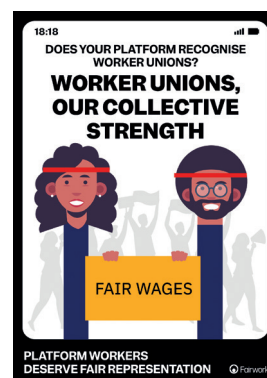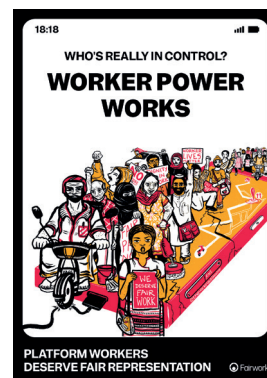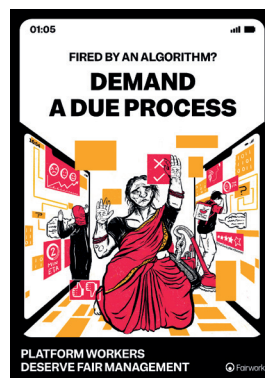
three continents, focusing on cloudwork platforms like YouTube to OnlyFans to microwork platforms like Appen and Scale. The series presents a diversity of individual experiences that exist within the planetary labour market, with the aim of providing a nuanced perspective of how different workers across the world experience online platform work.

The podcast form gives us the freedom to explore creative ways of engaging people within debates surrounding the platform economy. It also gives us a chance to place the worker's voice as central, and we hope it will empower workers to see that their experiences are important and worthy of being heard.

## Visual worker stories

Workers' testimonies are at the core of Fairwork's research, and we want them to be a core part of our communications and outreach too. We are therefore working in a number of different countries, including Brazil and Germany, to produce a series to visual worker stories that will capture the real experiences of working in the platform economy. These stories will soon be available online.
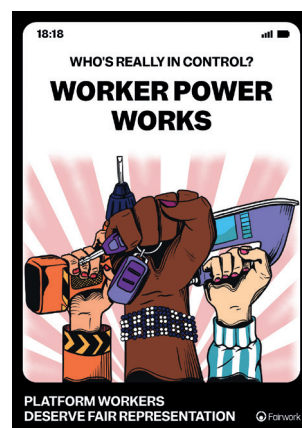
**20:20** — کسی کے کھانے کے لئے اپنی زندگی خطرے میں نہ ڈالیں

کمپنی کا منافع آپ کی سلامتی سے زیادہ قیمتی نہیں!

پلیٹ فارم ورکرز منصفانہ اور سازگار حالات کے تحت کام کرنے کے مستحق ہیں۔

---

**19:02** — کیا آپ کو اس کام میں منصفانہ آمدنی ہو رہی ہے؟

آپ کا وقت انتہائی قیمتی!

پلیٹ فارم ورکرز منصفانہ معاوضے کے مستحق ہیں۔

---

**20:20** — لمبی زندگی زیادہ رائیڈز اور ڈیلیورِز سے بہتر ہے

بونس سے زیادہ آپ کی صحت و سلامتی ضروری!

پلیٹ فارم ورکرز منصفانہ اور سازگار حالات کے مستحق ہیں۔

---

**19:02** — کام کے دوران گزارا گیا ہر لمحہ قیمتی

کام کے دوران گزارے گئے وقت کے لئے منصفانہ معاوضہ لازم!

پلیٹ فارم ورکرز منصفانہ معاوضے کے مستحق ہیں۔

---

**18:18** — طاقت کا سرچشمہ کون؟

اصل قوت ورکرز کی قوت!

پلیٹ فارم ورکرز منصفانہ نمائندگی کے مستحق ہیں۔

---

**01:05** — کیا آپ کو ایپ سے بلاک کردیا گیا ہے؟

منصفانہ اپیل کے حق کے لیے آواز اٹھائیں۔

پلیٹ فارم ورکرز منصفانہ انتظامات کے تحت کام کرنے کے مستحق ہیں۔

---

**20:20**

باوقار روزگار سب کا حق

پلیٹ فارم ورکرز باوقار روزگار کے مستحق ہیں۔

---

**01:05** — کمپنی سے رابطہ نہیں ہو پارہا؟

رٹے رٹائے جوابات ہر مسئلے کا حل نہیں

پلیٹ فارم ورکرز منصفانہ انتظامات کے تحت کام کرنے کے مستحق ہیں۔

---

**01:05** — کمپنی سے رابطہ نہیں ہو پارہا؟

رٹے رٹائے جوابات ہر مسئلے کا حل نہیں

پلیٹ فارم ورکرز منصفانہ انتظامات کے تحت کام کرنے کے مستحق ہیں۔

# Fairwork Public Outreach Campaigns in Brazil and Colombia

In 2022, Fairwork conducted two public campaigns in Colombia and Brazil with the aim to increase the visibility of the Fairwork ratings and the Fairwork Pledge in both countries. The public campaigns were built around three elements in each country: (1) a poll with consumers about their perception of fairness in the platform economy, (2) production of worker photo stories portraying workers' experiences in the platform economy, (3) public campaigns combining physical billboards and digital content or exclusively building on digital content in social media. The campaigns were carried out between April and November 2022.

The polls showed overwhelming support from Brazilian and Colombian citizens for fairer platform work: 93 percent of the people polled in São Paulo and 77 percent of people polled in the Colombian cities of Bogotá, Medellín and Cali said they believe that platform workers deserve better protections and pay.

Through these campaigns, we were able to raise broad awareness of platform workers' conditions in both countries: In Brazil, the poll results[10] and the photo story of Juliana,[11] a 34-year-old delivery driver, were published in one of Brazil's top newspapers, Folha de São Paulo, with more than 360,000 issues in April. In November 2022, a new window of opportunity opened in Brazil to position platform workers' rights at the top of the political agenda with the victory of left-wing candidate 'Lula' da Silva. To seize this opportunity, we used the poll results and the photos of Juliana to spark a new wave of public attention for platform workers' conditions with a series of physical billboards. Three billboards were put up in the periphery of São Paulo

with references to precarious and dangerous working conditions on digital platforms and a call to consumers to sign the Fairwork Pledge. In addition, a billboard truck cruised through the city centre of São Paulo on 5 November, informing pedestrians about the precarious working conditions of platform workers and highlighting poll results that showed broad support from São Paulo citizens for stronger regulation of platform work.


Rafael Vilela

In Colombia, the poll results were disseminated in the form of a digital outreach campaign on Fairwork's social media channels, conducted in collaboration with the local digital campaigning agency Camino. The social media campaign ran from mid-October until the end of November 2022 and covered a broad range of topics related to working conditions in the Colombian platform economy through focused content on Twitter, Facebook and Instagram, building on the Fairwork principles and the Fairwork Colombia ratings. The campaign also promoted the Fairwork Pledge. More than 2,100,000 Colombians saw the posts and more than 70,000 interacted with them through likes, shares or comments.

# Platform Changes

Platforms have the ability to improve conditions for their workers, while continuing to provide income opportunities. In consultation with the Fairwork team, the following platforms agreed to implement changes to their policies or practices:

| Country | Principle | Platform | Commitment/action |
|---|---|---|---|
| Austria | 1.1 | Extrasauber | Committed to a new auditing procedure to ensure that subcontractors (partner companies) comply with the principles of fair working conditions. This procedure consists of several measures. |
| Austria | 2.1 | Extrasauber | Committed to a new auditing procedure to ensure that subcontractors (partner companies) comply with the principles of fair working conditions. |
| Austria | 3.1 | Mjam | Developed an audit process for subcontractors, and will begin implementation in 2022. More precisely, subcontractors will be audited annually by means of a questionnaire (e.g. on the type and number of workers) and of supporting documents to be submitted (e.g. work contracts). |
| Austria | 4.2 | Mjam | New approaches to fight discrimination and to promote inclusion are being adopted by Mjam. For instance, an anti-harassment guideline as well as a whistle-blower hotline are now advertised through various channels to make riders aware of them and to motivate them to use these instruments in case of need. |
| Belgium | 1.1 | Ring Twice | Ring Twice has increased the minimum pay for workers in the lowest paying categories (pet sitting and babysitting) from 5€ to 7€, based on the minimum suggested by 'la ligue des familles'. Ring Twice also adapted the 'recommended price' that workers get to see when setting their pay level. Before this used to be the technical minimum, this is now an average, depending on the price rate for each job category. |
| Belgium | 4.1 | Ring Twice | Ring Twice has formalized an appeal process that is communicated via email to workers when they are deactivated. |
| Belgium | 4.2 | Ring Twice | Ring Twice has implemented an anti-discrimination policy and communicated it to workers. |

| Country | Principle | Platform | Commitment/action |
|---------|-----------|----------|-------------------|
| Brazil | 1.1 | 99 | 99 made a public statement assuring that no worker earns less than minimum wage after costs, and that they are continually reviewing workers' earnings to guarantee that all workers will continue to earn above the minimum wage during their active working hours and after subtracting work-related costs. |
| Brazil | 2.1 | 99 | 99 has updated its policies regarding worker safety on its website, making information about all safety resources such as safety cameras and emergency buttons easily accessible to drivers and customers. The platform has also made information about the accident insurance it offers for drivers available on their website. In addition, 99 communicated these resources to all drivers through the app. |
| Brazil | 3.1 | 99 | 99 will implement a new policy on deactivation aiming to enhance transparency for workers. |
| Brazil | 2.1 | iFood | iFood aims to further expand its support and rest point initiative to major cities in Brazil throughout 2022. |
| Brazil | 3.1 | iFood | iFood created accessible and illustrated terms and conditions. The platform also reviewed the content of its terms and conditions to clarify that all changes are subject to a 30-day notice to workers. |
| Brazil | 5.1 | iFood | iFood created a "Riders' Forum" to initiate collective dialogue with delivery worker organisers and activists. |
| Cloudwork | 2.2 | Clickworker | Clickworker added to its General Terms and Conditions for Clickworkers that the platform will not "post any project descriptions in the Workplace whose processing is necessarily associated with special risks." |
| Cloudwork | 4.1 | Clickworker | Clickworker updated its FAQ with information about the workers' support channels. It also clarified the scope of its dispute resolution process to make clear that an independent Ombuds office was available to all workers to resolve disputes with the platform. |
| Cloudwork | 1.1 | Jovoto | Jovoto abandoned the contest model in which workers have to compete to produce work in response to a brief, meaning they may not have their work selected by the client, and thus compensated. Although they still have some projects which provide non-monetary prizes, they have committed to increasing the proportion of projects with guaranteed monetary payments. |
| Cloudwork | 4.1 | Jovoto | Jovoto added wording in job invitations stating that refusal of jobs/tasks will not impact future work opportunities on the platform. |
| Cloudwork | 3.1 | Prolific | Prolific added a clause in their T&Cs to give 30-days advance notice of changes. |
| Cloudwork | 4.1 | Prolific | Prolific adopted a mediation system for researchers who are consistently reported to the management team. Researchers are warned that if they repeatedly breach the platform's rules, their accounts will be put on hold until the issue is resolved, and can be permanently banned as a final measure. |

| Country | Principle | Platform | Commitment/action |
|---------|-----------|----------|-------------------|
| Cloudwork | 4.1 | Prolific | Prolific implemented an appeals system for disciplinary actions that are perceived to be unfair. |
| Cloudwork | 4.2 | Prolific | Prolific has added wording in their Terms and Conditions stating that discrimination or abuse will not be tolerated, and will result in the termination of the client's account. |
| Cloudwork | 2.2 | Translated | Translated has included a clause in the Terms and Conditions prohibiting clients from uploading hateful or derogatory content, and requiring clients to flag potential triggering material upon placing the order request. |
| Cloudwork | 3.1 | Translated | Translated extended the notice period for changes to Terms and Conditions from seven days to four weeks. |
| Cloudwork | 3.2 | Translated | Translated implemented additional measures to encourage clients to provide contextual information for translators, e.g. about the intended audience of the document to translate, whether it is public or private, potential trigger warnings etc. |
| Cloudwork | 4.1 | Translated | Translated updated its FAQ section with comprehensive information about the quality assessment framework and the process for appealing reviews. |
| Cloudwork | 4.2 | Translated | Translated included a non-discrimination clause in the Terms and Conditions to mitigate the risk of platform employees or clients discriminating |
| Cloudwork | 2.1 | Transcribeme | Transcribeme added a line to the worker FAQs to inform workers lacking work about the possibility of contacting the support team to be directed to a workflow with available jobs. |
| Cloudwork | 2.2 | Transcribeme | Transcribeme added a sentence to clients' Terms and Conditions stating the penalties applied to clients who violate the prohibition to upload potentially harmful, abusive or harassing content. |
| Cloudwork | 3.1 | Transcribeme | Transcribeme introduced a notice period of four weeks for changes to the Terms of Service. |
| Cloudwork | 3.2 | Transcribeme | Transcribme implemented additional measures to encourage clients to provide contextual information for transcribers about how the transcript will be used. |
| Ghana | 2.1 | Glovo | Glovo has improved the way they communicate to their workers about strategies taken to mitigate risks. Some of these include sending out regular newsletters to workers, periodic safety seminars and courses to educate riders of dangers on the job, and free online learning resources and facilities to encourage workers to learn alternative skills. |
| Ghana | 4.2 | Glovo | Glovo has included an anti-discrimination policy. |

| Country | Principle | Platform | Commitment/action |
|---|---|---|---|
| Ghana | 3.1 | The Black Ride | The Black Ride has included the name of the company in its terms and conditions for clarity. |
| Ghana | 4.1 | The Black Ride | The Black Ride followed up on its written commitment to codify communication channels and processes within their terms and conditions. Contact numbers within the contracts are included in cases of appeals. |
| Ghana | 4.1 | The Black Ride | The Black Ride committed to not suspending or deactivating a worker's account without a fair hearing within two days of violations, except in extreme cases. |
| Ghana | 5.2 | The Black Ride | The Black Ride has signed a memorandum of understanding (MOU) with various digital driver unions in the country to promote a safe and fair working environment for digital drivers. |
| Morocco | 3.1 | Glovo | Glovo's T&C have been translated to Moroccan Arabic. |
| Pakistan | 3.1 | Foodpanda | Foodpanda translated the contract from English into the national language, Urdu, to make it more understandable for workers, and added it to the website so it's always accessible. |
| Pakistan | 4.2 | Gharpar | Gharpar developed an anti-discrimination policy. |
| South Africa | 1.1 | GetTOD | GetTOD has reduced the commission they claim for labour (25%) and materials (5%) on each work engagement, to 20% on labour only. |
| South Africa | 2.1 | GetTOD | As part of their commitment to upskilling their tradespeople, getTOD has trained more than 60 small companies across South Africa on how to install smart devices, and it continues to do so. |
| South Africa | 5.1 | GetTOD | GetTod continues to reach out in attempts to identify associations willing to work with them to assist workers to organise, collectively express their wishes and be listened to. |
| South Africa | 1.1 | Mr D | Besides an inflationary increase to base delivery fees this year, Mr D has introduced a variable fuel surcharge to compensate drivers for additional costs arising from fuel increases. Several increases in line with changes in the fuel price have been made since the surcharge was introduced at the end of 2021. |
| South Africa | 4.2 | Mr D | Mr D is making continuous progress in contracting more females into their workforce. Female driver representation has increased from 11.5% in 2021, to 13.9% in 2022. |
| South Africa | 3.1 | SweepSouth | SweepSouth has structured the contract differently, reorganised the content, and simplified the language to make terms and conditions clearer for workers. |
| South Africa | 4.1 | SweepSouth | SweepSouth have changed their terms and conditions to include the process for workers to appeal low ratings, non-payment, payment issues, deactivations, and other penalties and disciplinary actions. |

| Country | Principle | Platform | Commitment/action |
|---------|-----------|----------|-------------------|
| South Africa | 5.1 | SweepSouth | SweepSouth made a public statement in 2021 confirming their willingness to engage in collective bargaining and published this in a blog. SweepSouth have now agreed to find a better way of conveying this commitment to platform workers, like possibly making the statement part of their platform onboarding presentation. |
| UK | 3.2 | Amazon Flex | Amazon Flex introduced a policy that does not hold delivery drivers liable for lost, stolen, or damaged parcels; a major problem couriers have been experiencing in the sector. |
| UK | 2.2 | Deliveroo | While still using self-employment contracts, Deliveroo have introduced sickness insurance schemes and other measures that approximate a social safety net. Deliveroo pays its riders £35 per day for up to 14 days of illness, backdated to the first day they were unable to work. They also offer new parents (including those adopting children) a lump sum payment of £1000 on the birth of a new child. |
| UK | 1.2 | Pedal Me | Pedal Me implemented a London Living Wage guarantee. |
| UK | 4.2 | Pedal Me | Pedal Me agreed to add an equality and diversity policy to their onboarding process for all new staff. |
| UK | 5.1 | Pedal Me | Pedal Me agreed to the election of a workers' representative who will liaise between the riders and the platform management. The representative will provide workers' input to company decisions and will provide the management with feedback on any issue or concern workers may experience. |
| UK | 2.2 | Stuart | While still using self-employment contracts, Stuart has introduced sickness insurance schemes and other measures that approximate a social safety net. |
| UK | 4.1 | Stuart | Stuart have started a review of the existing deactivation appeals process to assess its overall visibility, accessibility, and ease of use with a view to making improvements to the process and how it is communicated to couriers. |
| India | 1.1 | Big Basket | Big Basket has implemented a policy ensuring all its workers make a local hourly minimum wage after costs. Big Basket reimburses any worker should they make below this threshold. |
| India | 2.1 | Big Basket | Big Basket has modified their workers' contract to remove preemptive consent for future regulation regarding data protection |

| Country | Principle | Platform | Commitment/action |
|---------|-----------|----------|-------------------|
| India | 2.2 | Big Basket | Big Basket has implemented a loss of pay policy that provides a safety net to its workers during periods of medical illnesses |
| India | 3.2 | Big Basket | Big Basket has modified their workers' contract to ensure symmetric liability and provide workers the autonomy to appoint a mutually agreed upon arbitrator to resolve disputes |
| India | 2.2 | Swiggy | Swiggy has implemented a loss of pay policy that provides a safety net to its workers during periods of medical illnesses |
| India | 1.1 | Urban Company | Urban Company has implemented a policy ensuring all its workers make an hourly minimum wage after costs. Urban Company sets their ratecards by factoring in the local minimum wages and reimburses any worker should they make below this threshold. |
| India | 3.1 | Urban Company | Urban Company has modified their workers' contract to include a fixed notice period for any changes made to their terms. |
| India | 3.2 | Urban Company | Urban Company has amended their T&Cs to monetarily limit workers' liability against the platform.<br><br>Urban Company has incorporated a reverse liability clause which entitles workers to seek liability benefit if they suffer losses due to the platform's negligence .<br><br>Urban Company has amended the arbitration clause to ensure that workers have a say in the choice of the arbitrator. |
| India | 4.2 | Urban Company | Urban Company has implemented audits by an external body to check for bias in their work allocation process. Urban Company has also committed to implement a process to regularly parse consumer ratings and complaints to check for any discrimination. |
| India | 3.2 | Zepto | Zepto has modified their worker contracts to monetarily limit the worker liability against the platform. |

| Country | Principle | Platform | Commitment/action |
|---------|-----------|----------|-------------------|
| India | 2.1 | Zomato | Zomato has instituted a toll-free number that enables workers to reach out to Zomato using any number (deviating from the requirement of a registered number for grievance redressal) in case of any emergencies. |
| India | 3.1 | Zomato | Zomato has modified their worker contracts to include a fixed notice period for any changes made to their terms. |
| India | 3.2 | Zomato | Zomato has modified their worker contracts to monetarily limit the worker liability against the platform. |

# Fairwork Principle Changes Framework

The Fairwork Scoring System uses both **principles** and **thresholds** to define 'fair' platform work. The project has five principles (concerning pay, conditions, contracts, management, representation) and ten thresholds (each principle having a basic threshold and a more advanced threshold).

In order to be able to develop an effective comparative framework for the study of digital labour and continue to set international standards of fair work in the platform economy, we strive to keep our principles and thresholds broadly comparable across our country case studies. We do however, allow thresholds to be operationalised differently in different places.

We recognise that as the platform economy evolves, there is a concomitant need to evolve the principles and thresholds we use to define fair platform work. The Fairwork framework actively allows for these changes to be made through an internal system of voting for all team members.



## Annual principle changes cycle and protocol

- As teams finish fieldwork and scoring, they should consider what worked well and what did not, and any potential principle changes arising from the fieldwork experience.

- Because principle changes stem from experience with the fieldwork and scoring processes, only teams that have been with the project for more than a year are able to propose and vote on principle changes.

- Proposed principle changes to be registered with the central team following the proposal format.

- Central team engages in external consultation, collates proposals and circulates to all teams.

- Teams hold internal meetings and provide initial feedback on proposals, to be collated and circulated by the central team.

- Annual Fairwork Summit: Discussion and voting on proposed changes.

- Teams notify all platforms that they are in contact with of the agreed changes, to allow them time to work towards compliance.

## Voting thresholds

We conceptually distinguish between three types of changes, for which different voting thresholds are used:

See Appendix II for a detailed list of the latest changes to the platform work principles

*Fairwork principle changes voting criteria*

| Type of Change | Voting Threshold |
| --- | --- |
| Changes to the broad principles (e.g. changing 'Fair Pay' to something else). | A three-quarter majority amongst all country teams and agreement of the Director needed to change |
| Changes to the wording of threshholds of principles (e.g. changing 'There is a collective body of workers that is recognised, and that can undertake collective representation and bargaining' to something else) | Two-thirds majority amongst all country teams needed to change |

# Varieties of Exploitation – Platform Profits and Worker Debt

**Are platform workers exploited? The answer to this question depends on how exploitation is defined. The root word 'exploit' comes from the Old French esploitier, espleiter, 'to carry out, perform, accomplish'.[12] While 'exploit' had a positive connotation early on, during the 1830s to 1850s the term came to refer more to the 'productive working' of something, and accumulated a rather more negative meaning. This negative turn was likely due to the influence of French socialists like Saint Simon and Charles Fourier, and later Karl Marx.**

Marx's conception of exploitation generally refers to exploitation of labour, which takes place in the production process and relies on unpaid labour-time. He also refers to secondary forms of exploitation, which take place outside production and rely on unequal exchange, rents, interest, etc.[13] Today, in mainstream policy circles, exploitation primarily refers to extreme forms forced labour, labour trafficking and modern slavery. Some of this is the result of the influence of certain schools of neo-classical economics,[14] that assume all market exchanges are perfectly competitive, reciprocal and voluntary, effectively denying the existence of exploitation. Such approaches ignore the ways in which market power

and institutions shape the bargain between labour and capital and in turn, working conditions.

Working conditions on digital labour platforms, and the question of exploitation, have been at the centre of recent academic and policy debates across the world. In Fairwork's studies of digital labour platforms, we have found strong evidence of a variety of forms of exploitation in different geographical contexts. In the advanced capitalist world of platform labour, these forms of exploitation include unpaid active time, unpaid waiting time, unpaid training time, unpaid transit time between jobs, and unpaid entitlements.[15] However, there are two forms worker exploitation that are particularly

**PLATFORMS TAKE ADVANTAGE OF LOOSE LABOUR MARKET REGULATIONS TO EXTERNALISE RISKS AND COSTS TO WORKERS.**

Janet Alamisi Dabire

characteristic of platform work: (1) externalisation of production costs (fuel, vehicle insurance, etc.) and (2) the expropriation of data.

Externalising the costs of production onto workers is typically achieved using "self-employment" contracts (which treat every individual as an independent business) and promissory notes (a legally binding contract for payment). For example, workers on digital labour platforms often must use their own means of production – their car when working for Uber, bicycle when working for Deliveroo, and computer and internet when working from home – and shoulder the costs, which creates revenue streams for middlemen or even for the platform itself.

In low- and middle-income countries, workers are subject to weak institutions and lack of enforcement of regulatory standards, and high levels of informality have put platform workers in a vulnerable position. Fairwork has found that in countries like Egypt, Bangladesh, Nigeria, India, Philippines and Singapore, platforms take advantage of loose labour market regulations to externalise risks and costs to workers while retaining their fees and profits.

In Egypt, platforms pay for the cost of the food (to McDonalds, for example) upfront, but workers are

treated as middlemen who must pay this cost back to the platforms plus the percentage of the delivery fee. This puts all liability on the worker to collect the cost of the food and the fee from the customer to pay it back to the platform. Workers are forced to sign promissory notes[16] as part of their onboarding process. Promissory notes are legally transferable and move with a worker who carries debt from one employer to another. They have a notorious history of trapping workers, especially manual labourers, in intergenerational debt. Similarly, in Nigeria with ride-hailing platforms like Bolt, the app calculates the earnings and what drivers owe to the platform as a percentage of those earnings for using the app. This margin does not consider any mitigating factors like costs of leasing a vehicle from a middleman (a common practice), cost of insurance, maintenance, fuel, or if the customer fails or refuses to pay in full. Often this leads to a persistent level of debt. If workers exceed the platform's debt threshold, they are deactivated until they can pay it back, creating a form of debt-bonded platform servitude. If there is a problem with the delivery, the worker is liable and must pay out of pocket, ensuring the platform retains its profit and avoids any liability.

Platform debt is an emerging form of exploitation that refers to a situation when platform workers' monthly work-related costs exceed their earnings. Fairwork

researchers found that ridesharing workers were often caught in a debt trap due to promissory notes, work-related costs, high platform commission fees, and the cut taken by non-driving partners. In many Asian countries, it is common for platform workers to be contracted to non-driving partners or fleet partners, that is, vehicle owners who rent their cars to platform workers through a private and informal arrangement, which can be exploitative as they appropriate a larger share of their earnings. Platforms abdicate their responsibility to drivers and legal liabilities by allowing such practices. As a result, these platform workers pay commissions to both the platform companies and the non-driving partners.

Our findings from Bangladesh show that the net income deficit of the workers we interviewed ranged between BTD 66,100 to BTD 100,00 (or 533 to 807 GBP). However, indebted workers choose to work for various platforms to generate regular cash flow through established payment processes, complicating the debt trap. Despite the precarity, workers still use digital labour platforms because informal work does not ensure payment. Though trapped in debts that exhibit features of modern slavery, these workers know platforms still provide a regular cash flow. They risk indebtedness for work. Our findings from Egypt, Bangladesh, Nigeria, India, Philippines and Singapore demonstrate that platform debt is a pattern and not an exception.

Finally, there are new forms of secondary exploitation through rents that platforms are increasingly refining, with the datafication of labour leading to the production of intangible assets for the platforms. Datafication refers to the fact that mobile technologies, sensors, and digital infrastructure are now integral to global infrastructure, capturing data about everything from mouse movement to human movement, spoken conversations, financial transactions and collective behaviour. Digital labour platforms require data supply chains from both workers and consumers to train and develop the AI-driven virtual machinery of their apps. This means workers are not only a resource of profit for capital in the traditional sense but are also contributing an extra cut in the form of recorded data about their activities. In other words, platform work is also data work. This enables dual value production,[17] which points to the ways in which intangible assets are transforming value chains through rentierism.[18][19]

Through investigating the various forms of exploitation that occur through digital labour platforms, Fairwork provides opportunities for organised labour, social movements, and political parties to soberly analyse the present and anticipate the futures of capitalism. The platformisation of (infra)structures is reshaping social relations and how labour must respond. AI and data-driven platform infrastructures must be held accountable. Just as capital must be controlled, so too must the flows of data, for the safety and good of all. Without analysis of the way in which platforms are reshaping labour, it will continue to be on the backfoot. Understanding how exploitation occurs is the condition of possibility of overcoming it.



RIDESHARING WORKERS WERE OFTEN CAUGHT IN A DEBT TRAP DUE TO PROMISSORY NOTES, WORK-RELATED COSTS, HIGH PLATFORM COMMISSION FEES, AND THE CUT TAKEN BY NON-DRIVING PARTNERS

Yasin Hasan / Shutterstock

# Conclusion

While Fairwork began in 2018 as a small project in a handful of countries funded by the ESRC to investigate the working conditions of platform workers, it has expanded massively in four years to cover platform work in 38 countries, as well as a global Cloudwork project and the Fairwork AI project. Understanding the nature of platform work and the wide range of models that platforms use to organise work, is an essential first step in the process to regulate these new labour relations and improve working conditions. This is why we began the project with in-depth qualitative interviews triangulated with desk research and management consultations. But this standard academic methodology is not enough on its own, so we incorporated a ratings system that provides both a service to the public and an incentive to companies to improve their working conditions.

Our ratings have rapidly expanded the knowledge of how digital labour platforms treat their workers. Accompanying this work, over the past year we have developed a range of other campaigns and policy work – from domestic workers in the MENA region and ride hailing in Nigeria to presenting the Fairwork project at the Ecuadorian Congress, consulting on the European Commission proposal directive on platform work and providing evidence to the UK Parliamentary via the Department of Culture Media and Sport Committee, among others – as summarised above. Our communications team has been hard at work disseminating our findings. In November, we launched the second series of the Fairwork Podcast, comprising eight episodes featuring stories from workers and researchers across three continents. In order to better communicate the importance of the Fairwork principles and challenge opposing narratives, Fairwork also worked collaboratively on a visual campaign with five artists from five countries.

Finally, our work would not have the impact it does without communication with workers. First, we have provided a whistle-blower form that allows platform workers to report malpractice and poor workplace conditions so that we can connect them with a trade union and get them the support they need. Platform workers can also provide feedback on existing ratings and share evidence with us if a platform is no longer fulfilling the conditions of an awarded point. We continue to expand our relationships with trade unions in Europe, South Asia and Latin America. Without building solidarity with trades unions and other workers organisations, our research risks becoming unmoored from the foundations of the labour movement and its aims. We therefore end this report with a call to all workers to unite and exert their collective power to abolish relations of domination and exploitation and through doing so find liberation.

Further details on the thresholds for each principle, and the criteria used to assess the collected evidence to score platforms can be found in the Appendix.

# Fairwork Scoring System

## Which companies are covered by the Fairwork principles?

The International Labour Organisation (ILO) defines a "digital labour platform" as an enterprise that mediates and facilitates "labour exchange between different users, such as businesses, workers and consumers".[20] That includes digital labour "marketplaces" where "businesses set up the tasks and requirements and the platforms match these to a global pool of workers who can complete the tasks within the specified time".[21] Marketplaces that do not facilitate labour exchanges - for example, Airbnb (which matches owners of accommodation with those seeking to rent short term accommodation) and eBay (which matches buyers and sellers of goods) are obviously excluded from the definition. The ILO's definition of "digital labour platform" is widely accepted and includes many different business models.[22]

Fairwork's research covers digital labour platforms that fall within this definition that aim to connect individual service providers with consumers of the service through the platform interface. Fairwork's research does not cover platforms that mediate offers of employment between individuals and employers (whether on a long-term or on a temporary basis).

Fairwork distinguishes between two types of these platforms. The first, is 'geographically-tethered' platforms where the work is required to be done in a particular location such as delivering food from a restaurant to an apartment, driving a person from one part of town to another or cleaning. These are often referred to as 'gig work platforms'. The second is 'cloudwork' platforms where the work can, in theory, be performed from any location via the internet.

The thresholds for meeting each principle are different for location-based and cloudwork platforms because location-based work platforms can be benchmarked against local market factors, risks/harms, and regulations that apply in that country, whereas cloudwork platforms cannot because (by their nature) the work can be performed from anywhere and so different market factors, risks/harms, and regulations apply depending on where the work is performed.

The platforms covered by Fairwork's research have different business, revenue and governance models including employment-based, subcontractor, commission-based, franchise, piece-rate, shift-based, subscription models. Some of those models involve the platforms making direct payments to workers (including through sub-contractors).

# How does the scoring system work?

The five Principles of Fairwork were developed through an extensive literature review of published research on job quality, stakeholder meetings at UNCTAD and the ILO in Geneva (involving platform operators, policymakers, trade unions, and academics), and in-country meetings with local stakeholders.

Each Fairwork Principle is divided into two thresholds. Accordingly, for each Principle, the scoring system allows the first point to be awarded corresponding to the first threshold, and an additional second point to be awarded corresponding to the second threshold (see Table 1). The second point under each Principle can only be awarded if the first point for that Principle has been awarded. The thresholds specify the evidence required for a platform to receive a given point. Where no verifiable evidence is available that meets a given threshold, the platform is not awarded that point.

A platform can therefore receive a maximum Fairwork score of ten points. Fairwork scores are updated on a yearly basis; the scores presented in this report were derived from data pertaining to the 12 months before the publication of this report.

*Table 1 Fairwork Scoring System*

| Principle | First point | | Second point | |
|---|---|---|---|---|
| Fair Pay | 1 | + | 1 | = |
| Fair Conditions | 1 | + | 1 | = |
| Fair Contracts | 1 | + | 1 | = |
| Fair Management | 1 | + | 1 | = |
| Fair Representation | 1 | + | 1 | = |

**Maximum possible Fairwork Score**    Fairwork **10**/10

# Principles for Geographically-Tethered Digital Labour Platforms

## Principle 1: Fair Pay

### 1.1 – Ensures workers earn at least the local minimum wage after costs (one point)

Platform workers often have substantial work-related costs to cover, such as transport between jobs, supplies, or fuel, insurance, and maintenance on a vehicle.[23] Workers' costs sometimes mean their take-home earnings may fall below the local minimum wage.[24] Workers also absorb the costs of extra time commitment, when they spend time waiting or travelling between jobs, or other unpaid activities necessary for their work, which are also considered active hours.[25] To achieve this point platforms must ensure that work-related costs do not push workers below local minimum wage

The platform takes appropriate steps to ensure the following:

• Payment must be on time and in-full.

• Workers earn at least the local minimum wage, or the wage set by collective sectoral agreement (whichever is higher) in the place where they work, in their active hours, after costs.[26]

### 1.2 - Ensures workers earn at least a local living wage after costs (one additional point)

In some places, the minimum wage is not enough to allow workers to afford a basic but decent standard of living. To achieve this point platforms must ensure that work-related costs do not push workers below local living wage.

The platform takes appropriate steps to ensure the following:

• Workers earn at least a local living wage, or the wage set by collective sectoral agreement (whichever is higher) in the place where they work, in their active hours, after costs.[2728]
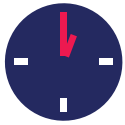
## Principle 2: Fair Conditions

### 2.1 – Mitigates task-specific risks (one point)

Platform workers may encounter a number of risks in the course of their work, including accidents and injuries, harmful materials, and crime and violence. To achieve this point platforms must show that they are aware of these risks and take steps to mitigate them.

The platform must satisfy the following:

- Adequate equipment and training are provided to protect workers' health and safety from task-specific risks.[29] These should be implemented at no additional cost to the worker.

- The platform mitigates the risks of lone working by providing adequate support and designing processes with occupational safety and health in mind.

### 2.2 – Provides a safety net (one additional point)

Platform workers are vulnerable to the possibility of abruptly losing their income as the result of unexpected or external circumstances, such as sickness or injury. Most countries provide a social safety net to ensure workers don't experience sudden poverty due to circumstances outside their control. However, platform workers usually don't qualify for protections such as sick pay, because of their independent contractor status. In recognition of the fact that most workers are dependent on income they earn from platform work, platforms should ensure that workers are compensated for loss of income due to inability to work. In addition, platforms must minimise the risk of sickness and injury even when all the basic steps have been taken.

The platform must satisfy BOTH of the following:

- Platforms take meaningful steps to ensure that workers do not suffer significant costs as a result of accident, injury or disease resulting from work.

- Workers should be compensated for income loss due to inability to work commensurate with the worker's average earnings over the past three months.

- Where workers are unable to work for an extended period due to unexpected circumstances, their standing on the platform is not negatively impacted.

- The platform implements policies or practices that protect workers' safety from task-specific risks. In particular, the platform should ensure that pay is not structured in a way that incentivizes workers to take excessive levels of risk.

## Principle 3: Fair Contracts

### 3.1 – Provides clear and transparent terms and conditions (one point)

The terms and conditions governing platform work are not always clear and accessible to workers.[30] To achieve this point, the platform must demonstrate that workers are able to understand, agree to, and access the conditions of their work at all times, and that they have legal recourse if the other party breaches those conditions.

The platform must satisfy ALL of the following:

- The party contracting with the worker must be identified in the contract, and subject to the law of the place in which the worker works.

- The contract/terms & conditions are presented in full in clear and comprehensible language that all workers could be expected to understand.

- Workers have to sign a contract and/or give informed consent to terms of conditions upon signing up for the platform.

- The contracts/terms and conditions are easily accessible to workers in paper form, or via the app/platform interface at all times.

- Contracts/terms & conditions do not include clauses that revert prevailing legal frameworks in the respective countries.

- Platforms take adequate, responsible and ethical data protection and management measures, laid out in a documented policy.

### 3.2 – Ensures that no unfair contract terms are imposed (one additional point)

In some cases, especially under 'independent contractor' classifications, workers carry a disproportionate amount of risk for engaging in a contract with the service user. They may be liable for any damage arising in the course of their work, and they may be prevented by unfair clauses from seeking legal redress for grievances. To achieve this point, platforms must demonstrate that risks and liability of engaging in the work is shared between parties.

Regardless of how the contractual status of the worker is classified, the platform must satisfy ALL of the following:

- Every worker is notified of proposed changes in clear and understandable language within a reasonable timeframe before changes come into effect; and the changes should not reverse existing accrued benefits and reasonable expectations on which workers have relied.

- The contract/terms and conditions neither include clauses which exclude liability for negligence nor unreasonably exempt the platform from liability for working conditions. The platform takes appropriate steps to ensure that the contract does not include clauses which prevent workers from effectively seeking redress for grievances which arise from the working relationship.

- In case platform labour is mediated by subcontractors: The platform implements a reliable mechanism to monitor and ensure that the subcontractor is living up to the standards expected from the platform itself regarding working conditions.

- In cases where there is dynamic pricing used for services, the data collected and calculations used to allocate payment must be transparent and documented in a form available to workers.

## Principle 4: Fair Management

### 4.1 – Provides due process for decisions affecting workers (one point)

Platform workers can experience arbitrary deactivation; being barred from accessing the platform without explanation, and potentially losing their income. Workers may be subject to other penalties or disciplinary decisions without the ability to contact the service user or the platform to challenge or appeal them if they believe they are unfair. To achieve this point, platforms must demonstrate an avenue for workers to meaningfully appeal disciplinary actions.

The platform must satisfy ALL of the following:

- There is an easily accessible channel for workers to communicate with a human representative of the platform and to effectively solve problems. This channel is documented in the contract and available on the platform interface. Platforms should respond to workers within a reasonable timeframe.

- There is a process for workers to meaningfully and effectively appeal low ratings, non-payment, payment issues, deactivations, and other penalties and disciplinary actions. This process is documented in a contract and available on the platform interface.[31]

- In the case of deactivations, the appeals process must be available to workers who no longer have access to the platform.

- Workers are not disadvantaged for voicing concerns or appealing disciplinary actions.

### 4.2 – Provides equity in the management process (one additional point)

The majority of platforms do not actively discriminate against particular groups of workers. However, they may inadvertently exacerbate already existing inequalities in their design and management. For example, there is a lot of gender segregation between different types of platform work. To achieve this point, platforms must show not only that they have policies against discrimination, but also that they seek to remove barriers for disadvantaged groups, and promote inclusion.

Platforms must satisfy ALL of the following:

- The platform has an effective anti-discrimination policy laying out a clear process for reporting, correcting and penalising discrimination of workers on the platform on grounds such as race, social origin, caste, ethnicity, nationality, gender, sex, gender identity and expression, sexual orientation, disability, religion or belief, age or any other status.[32]

- The platform has measures in place to promote diversity, equality and inclusion on the platform. It takes practical measures to promote equality of opportunity for workers from disadvantaged groups, including reasonable accommodation for pregnancy, disability, and religion or belief.

- Where persons from a disadvantaged group (such as women) are significantly under-represented among a pool of workers, it seeks to identify and remove barriers to access by persons from that group.

- If algorithms are used to determine access to work or remuneration or the type of work and pay scales available to workers seeking to use the platform, these are transparent and do not result in inequitable outcomes for workers from historically or currently disadvantaged groups.

- It has mechanisms to reduce the risk of users discriminating against workers from disadvantaged groups in accessing and carrying out work.

## Principle 5: Fair Representation

### 5.1 – Assures freedom of association and the expression of worker voice (one point)

Freedom of association is a fundamental right for all workers, and enshrined in the constitution of the International Labour Organisation, and the Universal Declaration of Human Rights. The right for workers to organise, collectively express their wishes – and importantly – be listened to, is an important prerequisite for fair working conditions. However, rates of organisation amongst platform workers remain low. To achieve this point, platforms must ensure that the conditions are in place to encourage the expression of collective worker voice.

Platforms must satisfy ALL of the following:

- There is a documented mechanism[33] for the expression of collective worker voice that allows ALL workers, regardless of employment status, to participate without risks.

- There is a formal, written statement of willingness to recognise, and bargain with, a collective, independent body of workers or trade union, that is clearly communicated to all workers, and available on the platform interface.[34]

- Freedom of association is not inhibited, and workers are not disadvantaged in any way for communicating their concerns, wishes and demands to the platform, or expressing willingness to form independent collective bodies of representation.[35]

### 5.2 – Supports democratic governance (one additional point)

While rates of organisation remain low, platform workers' associations are emerging in many sectors and countries. We are also seeing a growing number of cooperative worker-owned platforms. To realise fair representation, workers must have a say in the conditions of their work.  This could be through a democratically governed cooperative model, a formally recognised union, or the ability to undertake collective bargaining with the platform.

The platform must satisfy at least ONE of the following:

- Workers play a meaningful role in governing it.

- In a written document available at all times on the platform interface, the platform publicly and formally recognises an independent collective body of workers, an elected works council, or trade union. This recognition is not exclusive and, when the legal framework allows, the platform should recognise any significant collective body seeking representation.[36]

# Principles for Cloudwork Platforms

## Principle 1: Fair Pay

### 1.1 - Workers are paid on time and for all completed work (one point)

Workers must have full confidence that they will be paid for the work they do. Workers can sometimes face the risk of a client not paying for work that has been completed. To achieve this point platforms must guarantee that this is not possible. Where a client considers that work is not completed satisfactorily, there must be a clear and reasonable process for rejection decisions. Additionally, timeliness and regularity of payment are crucial to evidencing fair pay.

The platform must satisfy all of the following:

- There is a mechanism to ensure workers are paid.

- Non-payment for completed work is not an option for clients.[37] Payments are made within an agreed timeframe.

- Workers can choose to be paid in a recognised national currency.

- Workers can request funds from their account on a regular basis with reasonable withdrawal thresholds.

### 1.2 - Workers are paid at least the local minimum wage (one additional point)

The rate of pay after costs (like platform fees) must meet the minimum legal threshold in the place where the worker works, regardless of whether the worker earns an hourly wage, or engages in piece-rate work.

The platform must satisfy either 1) or 2) depending on their payment model:

1. For hourly-paid work, workers earn at least their local minimum wage after costs.

2. For piece-rate work:

- The vast majority of workers earn at least their local minimum wage after costs[38]

- A reasonable estimate of the time it takes to complete each task is provided to each worker before they accept the work

## Principle 2: Fair Conditions

### 2.1 - Precarity and overwork are mitigated (one point)

Workers may spend a significant amount of their working day applying for jobs, especially if they are competing with a lot of other workers. This can include sending credentials to prospective clients, or developing pitches. This constitutes working time, but it is time that the worker is not being paid for. In order to reduce this unpaid working time, platforms should ensure that jobs are available to workers on the platform, and there is not an unmitigated oversupply of labour.

The platform must satisfy the following:

• The allocation of work and/or supply of new workers is managed to promote job availability, and reduce unpaid work and overwork.[39]

### 2.2 - Healthy and safety risks are mitigated (one additional point)

Health and safety risks to workers can include amongst other things exposure to psychologically harmful material, financial scams, and breaches of data privacy and security. To achieve this point, the platform must demonstrate policies and processes that minimise risks to workers.

The platform must satisfy all of the following:

• There are policies to protect workers from risks that arise from the processes of work.

• There are processes for job-related health and safety risks (including psychological risks) to be identified and addressed.

• Risks related to a specific job are flagged to workers before they accept the job (such as indicating that they might be exposed to violent content).

• There are clear reporting channels and documented penalties for clients who jeopardise workers' health and safety.

• There are adequate and ethical data privacy and security measures applicable to workers, laid out in a documented policy.[40]

## Principle 3: Fair Contracts

### 3.1 - Clear terms and conditions are available (one point)

The terms and conditions governing platform work are not always clear and accessible to workers. To achieve this, point the platform must demonstrate that workers are able to understand, agree to, and access the conditions of their work, and that they have legal recourse if the platform breaches those conditions.

The platform must satisfy all of the following:

- The contract is written in clear and comprehensible language that the worker could be expected to understand.

- The contract is available for workers to access at all times.

- Workers are notified of proposed changes in a reasonable timeframe before changes come into effect.

- Changes should not reverse existing accrued benefits and reasonable expectations on which workers have relied.

- The contract does not require workers to waive rights to reasonable legal recourse against the platform.

### 3.2 - Contracts are consistent with the workers' terms of engagement on the platform (one additional point)

Platforms mediate the contact and the transaction between workers and clients. Therefore, they have a responsibility for oversight of the relationship between workers and clients, and to protect workers' interests. This also includes a duty of care in ensuring that direct contracts (such as NDAs) raised between clients and workers do not unfairly disadvantage the worker or reduce the worker's labour market prospects. Additionally, where workers are self-employed, contracts should allow for freedom to choose their own working schedules, and the jobs they accept or refuse on the platform.

The platform must satisfy ALL of the following:

- Clients are encouraged to inform workers about how their work will be used.

- The worker is not subject to non-compete clauses

Except in cases where the worker is in a standard employment relationship the platform makes clear to workers and clients that:

- Working schedules cannot be imposed upon workers.[41]

- The worker retains the freedom to choose which tasks to accept or refuse.

- Refusal of offered tasks by workers does not punitively impact a workers' rating or reputation.

## Principle 4: Fair Management

### 4.1 - There is due process for decisions affecting workers (one point)

Platform workers can experience deactivation; being barred from accessing the platform, sometimes without due process, and losing their income. Workers may be subject to other penalties or disciplinary decisions without the ability to contact the platform to challenge or appeal them if they believe they are unfair. To achieve this point, platforms must demonstrate an ability for workers to meaningfully appeal disciplinary actions.

The platform must satisfy all of the following:

- There is a channel for workers to communicate with a human representative of the platform. This channel is documented in policies that are easily accessible to workers, and communications are responded to within a reasonable timeframe.

- Workers receive an explanation for all punitive actions including reductions in their rating/platform standing, non-payment, work rejections, penalties, account blocks, deactivation and any other disciplinary actions.

- Explanations for punitive actions and work rejections include information on how they can be appealed.

- The process for workers to appeal punitive actions and work rejections is non-arduous, documented in the contract, and available to workers who no longer have access to the platform.

### 4.2 - There is equity in the management process (one additional point)

The majority of platforms do not actively discriminate against particular groups of workers. However, they may inadvertently exacerbate already existing inequalities through their design and management. To achieve this point, platforms must show that they have policies against discrimination that can occur between different user groups, and that workers are assured that they will not be disadvantaged through management processes.

The platform must satisfy all of the following:

- There is a policy which guarantees that the platform will not discriminate against persons on the grounds of racial, ethnic, social or minority background, caste, religion or belief, political or any other opinion, language, gender, gender identity, sex, sexual orientation, disability, age, geographical location, or any other status.

- There are mechanisms to reduce the risk of clients discriminating against workers on any basis listed above.

- The platform specifies the methods used to manage and allocate work (including when algorithms are used). Substantive changes to methods of managing and allocating work are preceded by a worker consultation.

## Principle 5: Fair Representation

### 5.1 - Workers have access to representation, and freedom of association (one point)

To observe workers' right to fair representation, platforms must ensure that workers have information about their options for representation in a dispute, as well as ensuring they have access to an independent advocate. Platforms must also guarantee that workers have freedom of association, as enshrined in the constitution of the International Labour Organisation and the Universal Declaration of Human Rights.

The platform must satisfy all of the following:

- The platform commits to a process of dispute resolution in which workers have access to an independent advocate who is freely chosen by the worker, or by an independent workers' body.[42][43]

- Freedom of association is not inhibited and groups of workers are not disadvantaged in any way for communicating their concerns, demands and wishes to management.

.

### 5.1 - There is collective governance or bargaining (one additional point)

The ability for workers to organise and collectively express their voice is an important prerequisite for fair working conditions. Workers must be able to assert their demands through a representational body which is free from any influence by platform management. Where such a body does not exist, it is incumbent on platforms to ensure workers' voices can be represented by encouraging its formation.

The platform must satisfy all of the following:

- It is democratically governed by workers.

- It publicly and formally recognises an independent collective body of workers, an elected works council or trade union, and has not refused to participate in collective representation or bargaining. New workers are advised of the existence of this body, and of how to join.

- If such a body does not exist, it formally communicates to workers its willingness to recognise, or bargain with, a representative body of workers or trade union.

# APPENDIX II: SUMMARY OF 2022 PRINCIPLE CHANGES

## Principle 1:

1) For 1.1: Addition of "(such as mandatory training)" in order to ensure workers are remunerated for mandatory training that is required to access work on the platform. Addition of 'and undertaking mandatory training (i.e. training activities that must be completed for workers to continue accessing work on the platform).' to footnote 3 to clarify change 1.

2) Removal of pay calculation table and associated notes. The principle now calls for platforms to provide evidence of mechanisms/policies to ensure workers earn a minimum/living wage. We do not need the information from the table for that. Furthermore, the table was very complicated to explain to platforms and the retrieved data very difficult to validate.

## Principle 2:

1) For 2.1: Moved "In addition, platforms must show that they seek to improve working conditions even when basic risks are addressed." to 2.2 as part of simplifying the point to refer only to risk mitigation via equipment and training.

2) For 2.1: Clarified that subsidising of equipment is not sufficient for this point

3) For 2.1: Added specific point on lone working support.

4) For 2.2: Introduced "Platforms take meaningful steps to ensure that workers do not suffer significant costs as a result of accident, injury or disease resulting from work." This sets a minimum threshold for all accident/health insurance schemes re. "significant costs".

5) For 2.2: Safety policies beyond training and equipment are now contained in 2.2. We explicitly give the example of pay structures to address the way that, for example, payment per delivery in courier work can incentivize workers to put themselves in unsafe situations in pursuit of higher wages.

## Principle 3:

1) For 3.1: Second bullet point reworded to signal that we expect the language of the country the worker works in, BUT also the languages of relevant migrant groups.

2) For 3.1: Reworded third bullet point to indicate that workers have to consent to contracts/T&C when signing up for a platform.

3) For 3.1: Added a fourth threshold to indicate that contracts/T&C should not revert prevailing legal frameworks with regard to labour, in order to account for cases of misclassification/recent court decisions.

4) For 3.1: Added a fifth threshold on data security/privacy. This item was shifted here from 2.2 in order to have all data-related issues under Principle 3.

5) For 3.1/3.2: Moved first bullet point from 3.1 to 3.2 for reasons of clarity between 3.1 and 3.2: "Changes to the contracts/terms and conditions are explained in clear and understandable language within a reasonable time before changes come into effect; and the changes should not reverse existing accrued benefits and reasonable expectations on which workers have relied".

6) For 3.2: Changed the wording of second bullet point to include a "neither, nor" formulation.

7) For 3.2: Added a fourth bullet point to make clear that platforms are required to monitor/control subcontractors and that they will be rated according to what the subcontractor is offering to the workers: "In case the platform is working with subcontractors: The platform implements a reliable mechanism to monitor and ensure that the subcontractor is living up to the standards expected from the platform itself".

8) Added a fifth bullet point to 3.2 to account for data transparency issues with regard to dynamic pricing models: "In cases where there is dynamic pricing used for services, the data collected and calculations used to allocate payment must be transparent and documented in a form available to workers"

## Principle 4:

1) For 4.1: Added to first bullet point that channel for workers to communicate with management should be "easily accessible" and apt to "effectively solve problems". With these additions we seek to make clear that it is not enough that a communications channel with a human representative exists, the communication channel must also have certain qualities (easily accessible, effective to solve problems). This way, we would not award the point, if a platform has a support centre with humans, but the information on how to contact that centre is not widely spread and if the support centre frequently tells workers they cannot solve their problems.

2) For 4.1: Added to second bullet point that appeals process should allow workers to "effectively" appeal low ratings etc. to stress that workers should be able to make an impact/ achieve results through the appeals process.

3) For 4.1: Added to fourth bullet point the following sentence: "Workers have communication channels for voicing concerns with the management or with each other, without management restrictions." We felt it is important for platforms to provide communication channels also among workers, without restrictions (e.g. there should be no restrictions that for example certain words or topics are blocked).

4) For 4.2: Added to first bullet point: "The platform has measures in place to promote diversity, equality and inclusion on the platform and to mitigate discrimination. This includes an anti-discrimination policy laying out a clear process for reporting, correcting and penalising discrimination of workers on the platform..." The first sentence was added after a discussion in the core team meeting where it was expressed that principle 4 should generally be framed more about diversity, equality and inclusion. With the second sentence we seek to strengthen the requirement for having an anti-discrimination policy. Merely having a mention in the T&C that discrimination is not allowed on the platform should not be enough to get this point. Platforms need to have a clear process in place for how this policy is implemented in practice. We suggest to keep the full enumeration of different potential lines of discrimination, including e.g. sexual orientation. However, should country teams deem it unsafe to have one of the terms in the report, single elements could be taken out, but they would still be covered in spirit and would guide our evaluation and data analysis, as expressed in the words "on grounds SUCH AS" and "ANY OTHER STATUS".

## Principle 5:

1) For 5.1: Added to first bullet point the requirement to have the statement available on the platform interface.

2) For 5.1: Added further explanation to documented mechanism for collective worker voice "that allows ALL workers to participate without risks".

3) For 5.1: Added footnote: "A mechanism for the expression of collective worker voice will necessarily involve empowering workers to participate in the setting of agendas so as to be able to table issues that most concern them. This mechanism can be in physical or virtual form (e.g. online meetings) and should involve meaningful interaction (e.g. not surveys). It should also allow for ALL workers to participate in regular meetings with the management".

4) For 5.2: Added a clause covering worker's requests to establish independent worker bodies (not management-led ones)

5) For 5.2: Removed thresholds two and three to replace with: "In a written document available at all times on the platform interface, the platform publicly and formally recognises an independent collective body of workers, an elected works council, or trade union. This recognition is not exclusive and, when the legal framework allows, the platform should recognise any significant collective body seeking representation".

6) For 5.2: Added footnote: "If workers choose to seek representation from an independent collective body of workers or union that is not readily recognized by the platform, the platform should then be open to adopt multiple channels of representation, when the legal framework allows, or seek ways to implement workers' queries to its communication with the existing representative body".

# ENDNOTES

1.  See Cole, M., Cant, C., Ustek Spilda, F. and Graham, M. (2022). 'Politics by Automatic Means? A Critique of Artificial Intelligence Ethics at Work'. Frontiers in Artificial Intelligence. 5. https://www.frontiersin.org/articles/10.3389/frai.2022.869114 (accessed22 July 2022)

2.  OECD (2019). Recommendation of the Council on Artificial Intelligence. https://legalinstruments.oecd.org/en/instruments/OECD-LEGAL-0449

3.  See Cant, C, Graham, M, Cole, M and Ustek-Spilda, F. (2022), AI for Fair Work Report November 2022 - GPAI Tokyo Summit. Available at: https://www.gpai.ai/projects/future-of-work/AI-for-fair-work-report.pdf

4.  See https://publicpolicy.rs/slider/146/da-li-platforme-mogu-da-ponude-bolje-uslove-radnicima-koji-rade-preko-njih#.Y34-uezP1hF

5.  See https://publications.parliament.uk/pa/ld5801/ldselect/ldcvd19/263/26302.htm

6.  See https://committees.parliament.uk/event/15059/formal-meeting-oral-evidence-session/

7.  See https://fair.work/ai-uk

8.  See https://publicpolicy.rs/slider/146/da-li-platforme-mogu-da-ponude-bolje-uslove-radnicima-koji-rade-preko-njih#.Y34-uezP1hF

9.  See https://fair.work/en/fw/unions/

10. See https://www1.folha.uol.com.br/mercado/2022/04/trabalho-por-aplicativo-deve-ser-regulado-dizem-87-dos-paulistanos.shtml

11. See https://www1.folha.uol.com.br/mercado/2022/04/na-rua-nao-tem-pra-onde-correr-vai-comer-o-pao-que-o-diabo-amassou.shtml

12. Harper, D. (2017). Exploit. 2017. Online Etymology Dictionary. http://www.etymonline.com/index.php?term=exploit&allowed_in_frame=0 (accessed12 May 2017).

13. Cole, M. (2018). 'Exploitation'. In: A. Pendakis, I. Szeman, and J. Diamanti (eds.). The Bloomsbury Companion to Marx. London: Bloomsbury Publishing, pp. 303–10. http://dx.doi.org/10.5040/9781474278737.ch-032.

14. See the Austrian and Lausanne Schools, for example

15. Fairwork (2021). Fairwork UK Ratings 2021: Labour Standards in the Gig Economy. Oxford, United Kingdom: Oxford Internet Institute. https://fair.work/wp-content/uploads/sites/131/2021/06/Fairwork-UK-Report-2021.pdf.

16. In England and Wales, a promissory note is defined by the § 83. Bills of Exchange Act 1882. Part IV as an "an unconditional promise in writing made by one person to another signed by the maker, engaging to pay, on demand or at a fixed or determinable future time, a sum certain in money, to, or to the order of, a specified person or to bearer".

17. van Doorn, N. and Badger, A. (2020). 'Platform Capitalism's Hidden Abode: Producing Data Assets in the Gig Economy'. Antipode. 52 (5): 1475–95. doi:10.1111/anti.12641.

18. Haskel, J. and Westlake, S. (2017). Capitalism without capital the rise of the intangible economy. Princeton University Press. Princeton University Press, 2017, doi:10.1515/9781400888320.

19. Joyce, S. (2020). 'Rediscovering the cash nexus, again: Subsumption and the labour–capital relation in platform work'. Capital & Class. 0 (0).  doi:10.1177/0309816820906356.

20. ILO (2021). World Employment and Social Outlook: The role of digital labour platforms in transforming the world of work. Geneva: International Labour Organization. p. 31. Available at: https://www.ilo.org/global/research/global-reports/weso/2021/WCMS_771749/lang--en/index.htm.

21. ILO 2021 report, p.107

22. De Stefano, V. (2016). The rise of the 'just-in-time workforce': On-demand work, crowdwork and labour protection in the 'gig-economy'. Geneva: International Labour Organization. p. 1.

23. Work-related costs include direct costs the worker may incur in performing the job. This may include, for instance, transport in between jobs, supplies, vehicle repair and maintenance, fuel, road tolls and vehicle insurance. However, it does not include transport to and from the job (unless in-between tasks) nor taxes, social security contributions or health insurance.

24. The ILO defines minimum wage as the "minimum amount of remuneration that an employer is required to pay wage earners for the work performed during a given period, which cannot be reduced by collective agreement or an individual contract." Minimum wage laws protect workers from unduly low pay and help them attain a minimum standard of living. The ILO's Minimum Wage Fixing Convention, 1970 C135 sets the conditions and requirements of establishing minimum wages and calls upon all ratifying countries to act in accordance. Minimum wage laws exist in more than 90 per cent of the ILO member states.

25. In addition to direct working hours where workers are completing tasks, workers also spend time performing unpaid activities necessary for their work, such as waiting for delivery orders at restaurants and travelling between jobs and undertaking mandatory training (i.e., training activities that must be completed for workers to continue accessing work on the platform). These indirect working hours are also considered part of active hours as workers are giving this time to the platform. Thus, 'active hours' are defined as including both direct and indirect working hours.

26. In order to evidence this, where the platform is responsible for paying workers the platform must either: (a) have a documented policy that ensures the workers receive at least the local minimum wage after costs in their active hours; or (b) provide summary statistics of transaction and cost.

27. Where a living wage does not exist, Fairwork will use the Global Living Wage Coalition's Anker Methodology to estimate one.

28. In order to evidence this, where the platform is responsible for paying workers the platform must either: (a) have a documented policy that ensures the workers receive at least the local living wage after costs in their active hours; or (b) provide summary statistics of transaction and cost data evidencing all workers earn

a minimum wage after costs.

29. Where the platform directly engages the worker, the starting point is the ILO's Occupational Safety and Health Convention, 1981 (C155). This stipulates that employers shall be required "so far as is reasonably practicable, the workplaces, machinery, equipment and processes under their control are safe and without risk to health", and that "where necessary, adequate protective clothing and protective equipment [should be provided] to prevent, so far as is reasonably practicable, risk of accidents or of adverse effects on health."

30. The ILO's Maritime Labour Convention, 2006 (MLC 2006), Reg. 2.1, and the Domestic Workers Convention, 2011 (C189), Articles 7 and 15, serve as helpful guiding examples of adequate provisions in workers' terms and conditions, as well as worker access to those terms and conditions.

31. Workers should have the option of escalating grievances that have not been satisfactorily addressed and, in the case of automated decisions, should have the option of escalating it for human mediation.

32. In accordance with the ILO Convention No. 111 concerning Discrimination in Respect of Employment and Occupation and applicable national law.

33. A mechanism for the expression of collective worker voice will allow workers to participate in the setting of agendas so as to be able to table issues that most concern them. This mechanism can be in physical or virtual form (e.g. online meetings) and should involve meaningful interaction (e.g. not surveys). It should also allow for ALL workers to participate in regular meetings with the management.

34. For example, "[the platform] will support any effort by its workers to collectively organise or form a trade union. Collective bargaining through trade unions can often bring about more favourable working conditions."

35. See ILO (2021) World Employment and Social Outlook 2021: The role of digital labour platforms in transforming the world of work International Labour Office – Geneva

36. If workers choose to seek representation from an independent collective body of workers or union that is not readily recognized by the platform, the platform should then be open to adopt multiple channels of representation, when the legal framework allows, or seek ways to implement workers' queries to its communication with the existing representative body.

37. As a guideline for ensuring non-payment is not an option, see criteria developed by Harmon and Silberman in their 2018 'Rating working conditions on digital labour platforms', as follows: In cases where rejection mechanisms exist for delivered work
   • Workers should be able to contest rejection decisions
   • Workers receive a clear and reasonable explanation for any rejections
   • Workers may attempt to redo rejected work at least once
   • If the worker contests the rejection decision, the case is reviewed (a second time) by a neutral third party, who makes a binding decision; the platform agrees not to punish the worker in any way if the third party decides in favor of the worker

   • If the work is rejected it is not able to be used by the client.

38. This can be evidenced either through a policy, or by provision of aggregated earnings data. The 'vast majority' of workers is understood as 85% or more of all workers engaged on the platform. This is in recognition of the fact that all the time between when a worker starts and submits a task may not necessarily be working time. We compare worker's piece-work earnings against minimum wages based on UK government guidelines. The calculation is as follows:
   • Number of tasks of a given kind completed by workers on average per hour = A
      • This number is divided by 1.2 to calculate A*, an estimated average number of tasks completed per hour that accounts for the disadvantage that relatively inexperienced workers face.
         • Therefore, A* = 0.83A
      • Local minimum hourly wage = M,
         • This figure varies across jurisdictions.
         • Where a jurisdiction's laws do not specify a minimum wage, a reasonable alternative can be used.
      • Fair piece rate corresponding to the minimum wage = F = (M ÷ 0.83A).This calculation must be repeated across task types. To receive this point, platforms operating on a piece-work model must demonstrate that 85% or more of workers on their platform earn more than F per hour in each task type.

39. This could include regular guaranteed hours, managed supply and demand, or minimum and maximum hours.

40. To fulfil this criterion, platforms must have clear policies about what kind of data is collected from workers, when it is collected, how long it is kept, and how it is processed. They must take responsibility of data handling, storing and management processes, and ensure that personal data is kept safe and secure and is not sold or shared with third parties, without workers' specific consent.

41. The platform shall encourage clients to adopt working time arrangements that are consistent with the contractual terms of the worker-client relationship. While workers may be required to meet project deadlines or to attend meetings, in the absence of an employment relationship, the platform shall discourage clients from unreasonably interfering with a worker's ability to choose their own working time schedule.

42. Some platforms have committed to using the following text in their contracts: "[company] will support any effort by its workers to collectively organise or form a trade union. Collective bargaining through trade unions can often bring about more favourable working conditions". Platforms are also required to provide a directory of local labour unions and advocates to workers on request.

43. An example is the German Trade Union IG Metall's Ombuds Office, which arbitrates disputes between workers and platforms that have signed up to the Crowdsourcing Code of Conduct

# Credits and funding

## Authors

Matthew Cole, Alessio Bertolini, Tatiana López, Pablo Aguera Reneses, Jonas Valente, Patrick Feuerstein, Murali Shanmugavelan, Mark Graham.

## Fairwork Team

Jana Ababneh, Pablo Agüera Reneses, Iftikhar Ahmad, Gina Alaschkar, Maria Belen Albornoz, Luis Pablo Alonzo, Moritz Altenried, Oğuz Alyanak, Hayford Amegbe, Branka Andjelkovic, Viridiana Ángel, Thomas Anning-Dorson, Marcos Aragão, María Arnal, Arturo Arriagada, Daniel Arubayi, Tat Chor Au-Yeung, Ahmad Awad, Adam Badger, Marina Benedine, Ariane Berthoin Antal, Alessio Bertolini, Gautam Bhatia, Virgel Binghay, Richard Boateng, Manuela Bojadzijev, Ameline Bordas, Álvaro Briales, Joseph Budu, Callum Cant, Rodrigo Carelli, Eiser Carnero Apaza, Eduardo Carrillo, Chris King Chi Chan, Henry Chavez, Aradhana Cherupara Vadekkethil, Andrea Ciarini, Matthew Cole, Antonio Corasaniti, Pamela Custodio, Kavita Dattani, Olayinka David-West, Nadia De Jesús Pacheco, Luisa De Vita, Alejandra S. Y. Dinegro Martínez, Brikena Kapisyzi Dionizi, Markieta Domecka, Marta D'Onofrio, Elvisa Drishti, Darcy du Toit, Veena Dubal, Nagham El Houssamy, Haya El Zayat, Batoul ElMehdar, Elisa Errico, Fabian Ferrari, Pia Garavaglia, Chana Garcia, Beatriz García, Sharon Geeling, Navneet Gidda, Shikoh Gitau, Slobodan Golusin, Saúl Gomez, Mark Graham, Markus Griesser, Rafael Grohmann, Martin Gruber-Risak, Julieta Haidar, Khadiga Hassan, Richard Heeks, Mabel Rocío Hernández Díaz, Kelle Howson, Francisco Ibáñez, Shahidul Islam, Neema Iyer, Tanja Jakobi, Athar Jameel, Abdul Bashiru Jibril, Ermira Hoxha Kalaj, Zeynep Karlidag, Lucas Katera, Mishal Khan, Bresena Dema Kopliku, Maja Kovac, Anjali Krishan, Martin Krzywdzinski, Amela Kurta, Ilma Kurtović, Morad Kutkut, Arturo Lahera-Sánchez, Sebastian Lew, Jorge Leyton, Tatiana López Ayala, Georgina Lubke, Bilahari M, Raiyaan Mahbub, Amruta Mahuli, Oscar Javier Maldonado, Laura Clemencia Mantilla León, Claudia Marà, Paolo Marinaro, Ana Flavia Marques, Margreta Medina, Caterina Morbiato, Nacef Mouri, Jamal Msami, Baraka Mwaura, Bonnita Nyamwire, Oluwatobi A. Ogunmokun, Kemi Ogunyemi, Caroline A Omware, Leonhard Plank, Frederick Pobee, Valeria Pulignano, Jack Linchuan Qiu, Ananya Raihan, Antonio Ramírez, Juan-Carlos Revilla, Alberto Riesco-Sanz, Nabiyla Risfa Izzati, Nagla Rizk, Moisés K. Rojas Ramos, Cheryll Ruth Soriano, André Sobczak, Kristin Thompson, Kiko Tovar, Pitso Tsibolane, Wing Yin Anna Tsui, Funda Ustek-Spilda, Jonas Valente, Jean-Paul Van Belle, Giulia Varaschin, Eduardo Vargas, Daniel Vizuete, Laura Vogel, Jing Wang, Robbie Warin, Nadine Weheba a Najlae Zhani. Wirawan Agahari, Sami Atallah, Ladin Bayurgil, Maren Borkert,Joe Buckley, Maria Catherine, Hussein Cheaito, Ana Chkareuli, Adriansyah Dhani Darmawan,

**A COLLABORATION BETWEEN**

OXFORD INTERNET INSTITUTE

UNIVERSITY OF OXFORD

WZB
Wissenschaftszentrum Berlin
für Sozialforschung
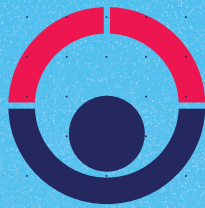
**Fairwork**

# Find out more

🔍 fair.work

✉ info@fair.work

𝐟 @TowardsFairWork

🐦 @TowardsFairWork