

PLATFORM WORK IN EASTERN PARTNERSHIP COUNTRIES



Ukraine



Armenia



Belarus



Moldova



Georgia



Azerbaijan

Most registered platform workers per capita were found in **Ukraine**, and fewest in **Azerbaijan**.



TYPICAL PLATFORM WORKER AND MAIN SERVICES PROVIDED



REMOTE

Mostly young, below 40
Mostly tertiary
75% male
Mostly secondary job
Capitals and large cities

AGE
EDUCATION
GENDER

MAIN OR SECONDARY JOB
LOCATION

ON-LOCATION

All age groups, but majority young
Various levels
98% male
Mostly secondary job
Capitals and large cities



Software development and technology



Creative and multimedia



Sales and marketing support



Driving



Delivery



Home services



SKILLS NEEDS

Digital skills and internet literacy
Occupational/ technical skills

English and Russian language skills
Self-regulatory learning and independent working



STRENGTHS

New jobs at all skills levels on national and international labour markets
Low entry barriers and flexibility
Competitive salaries and additional income
Development of soft/transversal skills



WEAKNESSES

Limited access to quality and affordable digital infrastructure
Insufficient digital, occupational/ technical and English language skills protection due to regulatory frameworks
Absence of upskilling and reskilling opportunities
Prevalence of informality and limited social protection due to regulatory frameworks



OPPORTUNITIES

Employment for young graduates, women, remote areas
Skills development for internal and international labour markets
Addressing migration and brain drain
Development of new local business models



THREATS

Lack of reliable data and transparency of platforms
Mirroring already existing labour market vulnerabilities, e.g. skills polarisation and gender gap
Insufficient attention from policy makers and labour market policies
Unclear career development paths



PLATFORM WORK is all labour provided through, on, or mediated by online platforms in a wide range of sectors, where work can be of varied forms, and is provided in exchange of payment.
European Commission, Directorate General for Employment, Social Affairs & Inclusion
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