**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

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

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**TYPICAL PLATFORM WORKER AND MAIN SERVICES PROVIDED**

<table>
<thead>
<tr>
<th>Remotely</th>
<th>On-location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>All age groups, but majority young</td>
</tr>
<tr>
<td>Education</td>
<td>Various levels</td>
</tr>
<tr>
<td>Gender</td>
<td>98% male</td>
</tr>
<tr>
<td>Main or secondary job</td>
<td>Mostly secondary job</td>
</tr>
<tr>
<td>Location</td>
<td>Capitals and large cities</td>
</tr>
</tbody>
</table>

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

**On-location**
- Mostly young, below 40
- Mostly tertiary
- Mostly secondary job
- Capitals and large cities
- 98% male

**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 skill 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

**Platforms**
- Freelancehunt
- Upwork
- Freelancer
- Яндекс Такси
- Glovo
- Bolt

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Icons adapted from Flaticon.com