

# 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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