



PLATFORM WORK IN GEORGIA



TYPICAL PLATFORM WORKER

AGE
Mostly young, below 40

EDUCATION
Mostly tertiary

GENDER
70% male

MAIN OR SECONDARY JOB
Mostly secondary

LOCATION
T'bilisi and larger cities



AGE
All age groups, but majority young

EDUCATION
All levels

GENDER
99% male

MAIN OR SECONDARY JOB
Mostly secondary

LOCATION
T'bilisi and larger cities



MAIN SERVICES PROVIDED



Creative and
multimedia



Software development
and technology



Professional
services



Transportation



Delivery



Home
services

upwork

freelancer

guru

Bolt

Яндекс Такси

Glovo



CHALLENGES

Gaps in access to quality and affordable digital infrastructure

Insufficient pool of digital and English language skills and limited upskilling opportunities

Informality and limited social protection



OPPORTUNITIES

Chance for young people to enter the labour market

Strengthening of soft skills among young graduates

Institutional support to innovation and digital skills development



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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