ETF Working together Learning for life

European Training Foundation

PLATFORM WORK IN
UKRAINE

TYPICAL PLATFORM WORKER

REMOTE

AGE
Mostly young, below 40

EDUCATION
Mostly tertiary

GENDER
70% male

MAIN OR SECONDARY JOB
Mostly secondary

LOCATION
Kyiv, Kharkiv, Dnipro, Lviv, Odesa, Vinnytsia and other cities

ON-LOCATION

AGE
All age groups, but majority young

EDUCATION
All levels

GENDER
95% male

MAIN OR SECONDARY JOB
Mostly secondary

LOCATION
Kyiv, Kharkiv, Dnipro, Lviv, Odessa, Vinnytsia and other cities

MAIN SERVICES PROVIDED

Creative and multimedia

Software development and technology

Sales and marketing support

Transportation

Delivery

Home services

upwork   **freelancehunt** работа в твоём формате   **Weblancer**   **Uber**   **Glovo**   **КАБАНЧИК**

CHALLENGES

Disguised employment and informality

Territorial divides in access to ICT infrastructure

Insufficient English language skills and limited upskilling opportunities

OPPORTUNITIES

Specific Digital Agenda to develop ICT infrastructure and digital skills

Relatively competitive pool of digital and occupational skills

New jobs on Ukrainian platforms and new business models

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

PPMi

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