PLATFORM WORK IN UKRAINE

TYPICAL PLATFORM WORKER

**AGE**
Mostly young, below 40

**REMOTE**

**ON-LOCATION**

**EDUCATION**
Mostly tertiary

**GENDER**
70% male

**MAIN OR SECONDARY JOB**
Mostly secondary

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

MAIN SERVICES PROVIDED

- Creative and multimedia
- Software development and technology
- Sales and marketing support
- Transportation
- Delivery
- Home services

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*