

Digital opportunities and challenges

Smart Factory - final conference

7 July 2017, Stuttgart

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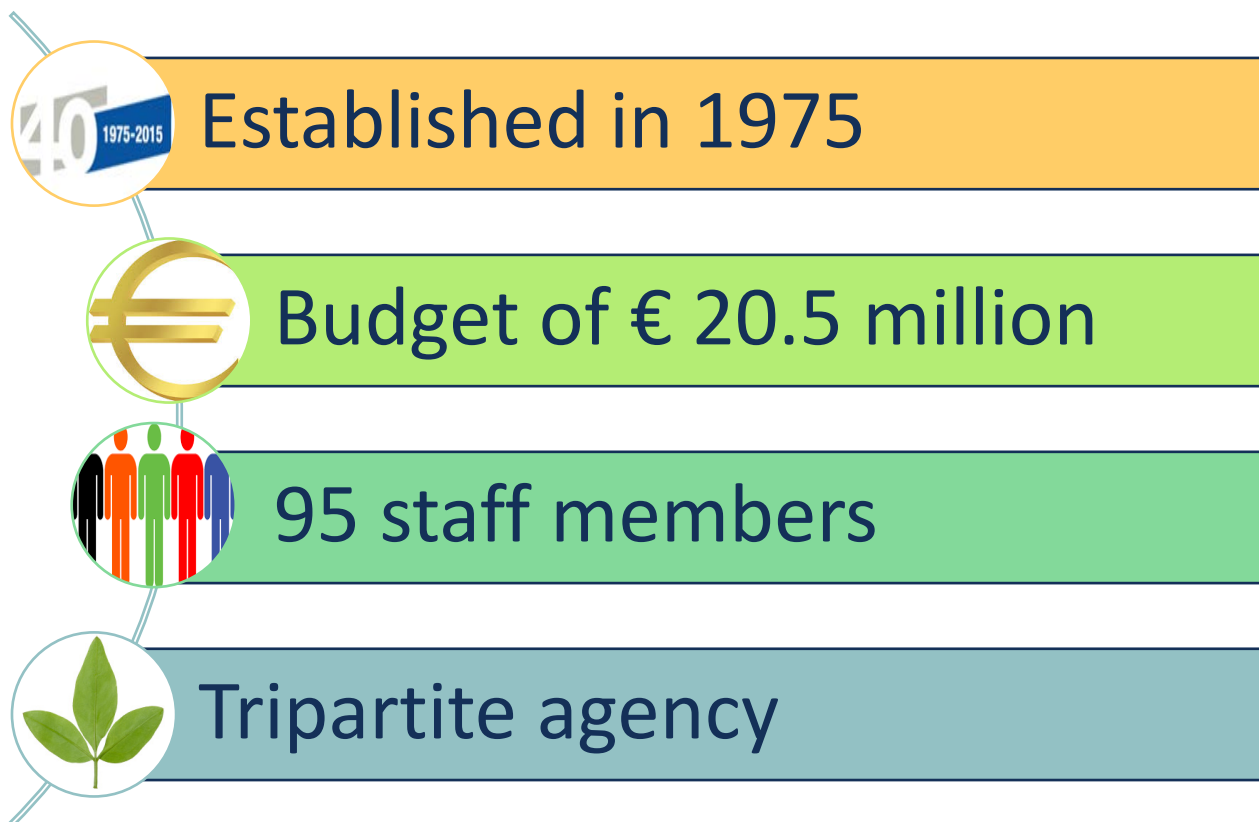
Outline presentation:

1. Eurofound
2. Conceptual framework for work and employment in digital age
3. Opportunities and challenges of digital age:
 - 3.1. Work and employment
 - 3.2. Working conditions
 - 3.3. Social dialogue
4. Perspectives for future

1. Eurofound



European Foundation
for the Improvement of
Living and Working
Conditions



Eurofound and its 'digital age' activity

- Four year activity in 2017-2020 work programme
- Aim: forward-looking analysis of trends
- Conceptual framework on 'digital age' (2017)
- Specific projects on:
 - ▶ Crowd employment (2017-2018)
 - ▶ Platform economy (2018-2019)
 - ▶ Web portal (2019)
 - ▶ Nature of work in digital work places (2019-2020)
- Results?

2. Conceptual framework on digital age

- From digital revolution to digital age!
- Three 'power lines' of change:
 - ▶ Automation: Replacing human input
 - ▶ Digitisation: Translate part of production/distribution into digital domain
 - ▶ Platforms: Economic transactions in algorithmic way
- Implications for work and employment:
 - ▶ Division of labour
 - ▶ Conditions of work
 - ▶ Conditions of employment
 - ▶ Industrial relations

3. Opportunities and challenges

Opportunities:

- Revitalises/creates specific forms of employment
- Contributes to economic growth
- Formalising undeclared work

Challenges:

- Job losses
- Skills levels
- Pay and working conditions
- Status of platform workers
- Level playing field for companies
- Social protection
- Recalibrating welfare states

3.1. Work and employment

- **Opportunities**
 - ✓ *Contribution to economic and job growth*
 - ✓ *Revitalises/creates “new forms of employment”*
- **Challenges**
 - ✓ *Risk of job losses due to automation/digitalisation*
 - ✓ *Skills levels*
- **Digital platforms**
- **Telework/ICT Mobile work**

Digital platforms

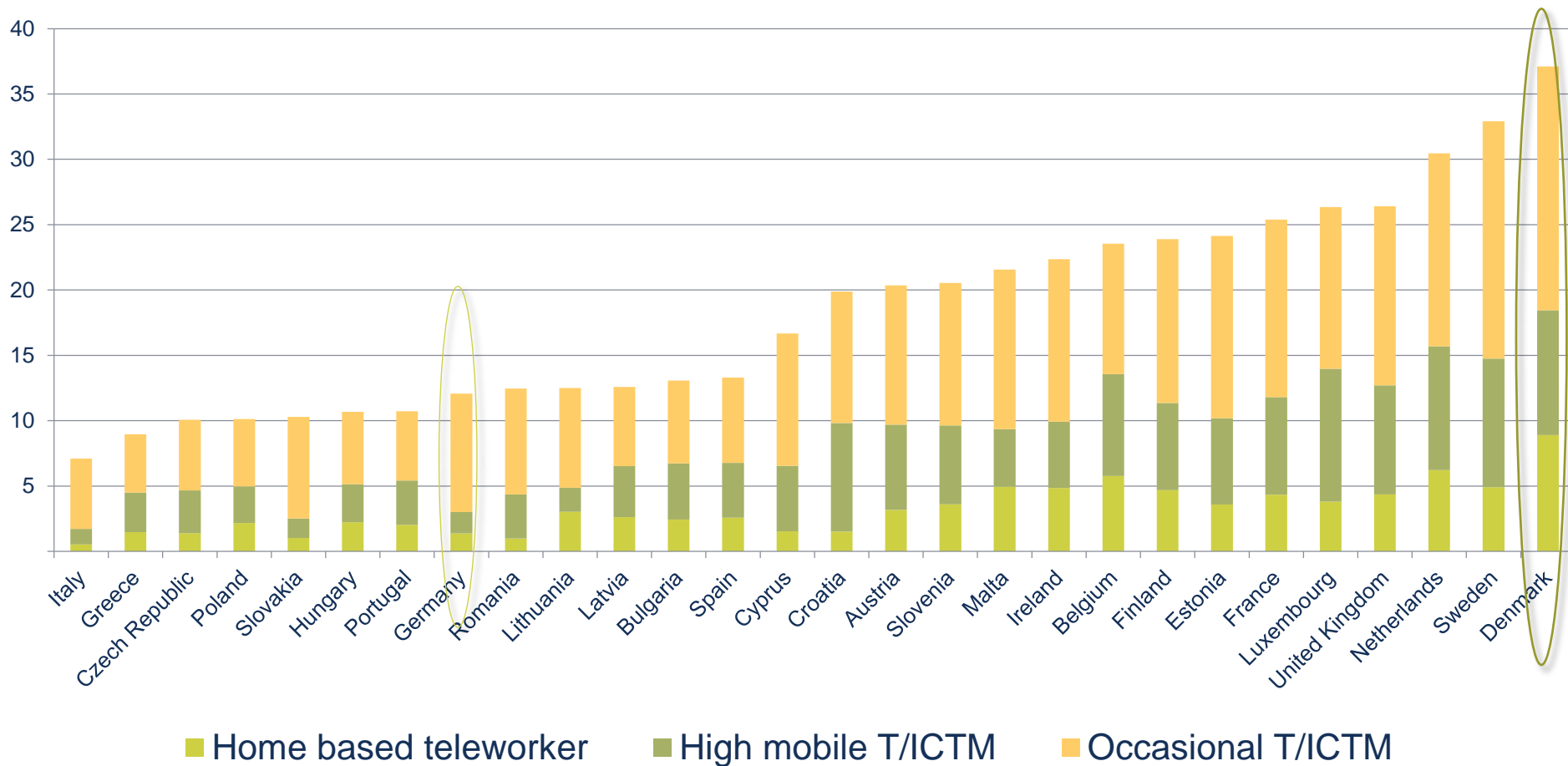
- **What characteristics?**
 - ✓ *Paid work organised through on line platforms*
 - ✓ *Matchmaking role of the platform*
- **Who works there?**
 - ✓ *Rather “**under-employed**” or the “**self-employed**”*
 - ✓ *Platforms do not attract the **unemployed** or **inactive***
 - ✓ *Overrepresentation of the **young***
- **What motives?**
 - ✓ *Attitudes to platforms are rather positive*
 - ✓ *Often a very marginal activity*

Telework/ICT Mobile Workers

- Characteristics?
- Who works there?
- What motives?



Incidence of Telework /ICT Mobile work : Employees in the EU-28 (EWCS)



3.2. Working conditions

- Impact of digitalisation
- Earlier reports Eurofound:
 - 6th European Working conditions Survey – overview report 2016
 - Foundation Seminar Series 2016
 - Highly mobile ICT-workers



3.2. Impact of telework on working conditions

- Ambiguous
- Depending on 'shape'
- Impact on:
 - Working time
 - Work-life balance
 - Work intensity
 - Stress
 - Ergonomics
 - Social isolation
 - Performance
- Good practice?

Job quality as a tool to monitor and guide future developments in the world of work

Physical environment

- Posture-related
- Ambient
- Biological and chemical

Social environment

- Adverse social behaviour
- Social support
- Management quality

Work intensity

- Quantitative demands incl. emotional
- Pace determinants and interdependency

Skills and discretion

- Cognitive dimension incl. computer use
- Decision latitude
- Organisational participation
- Training

Working time quality

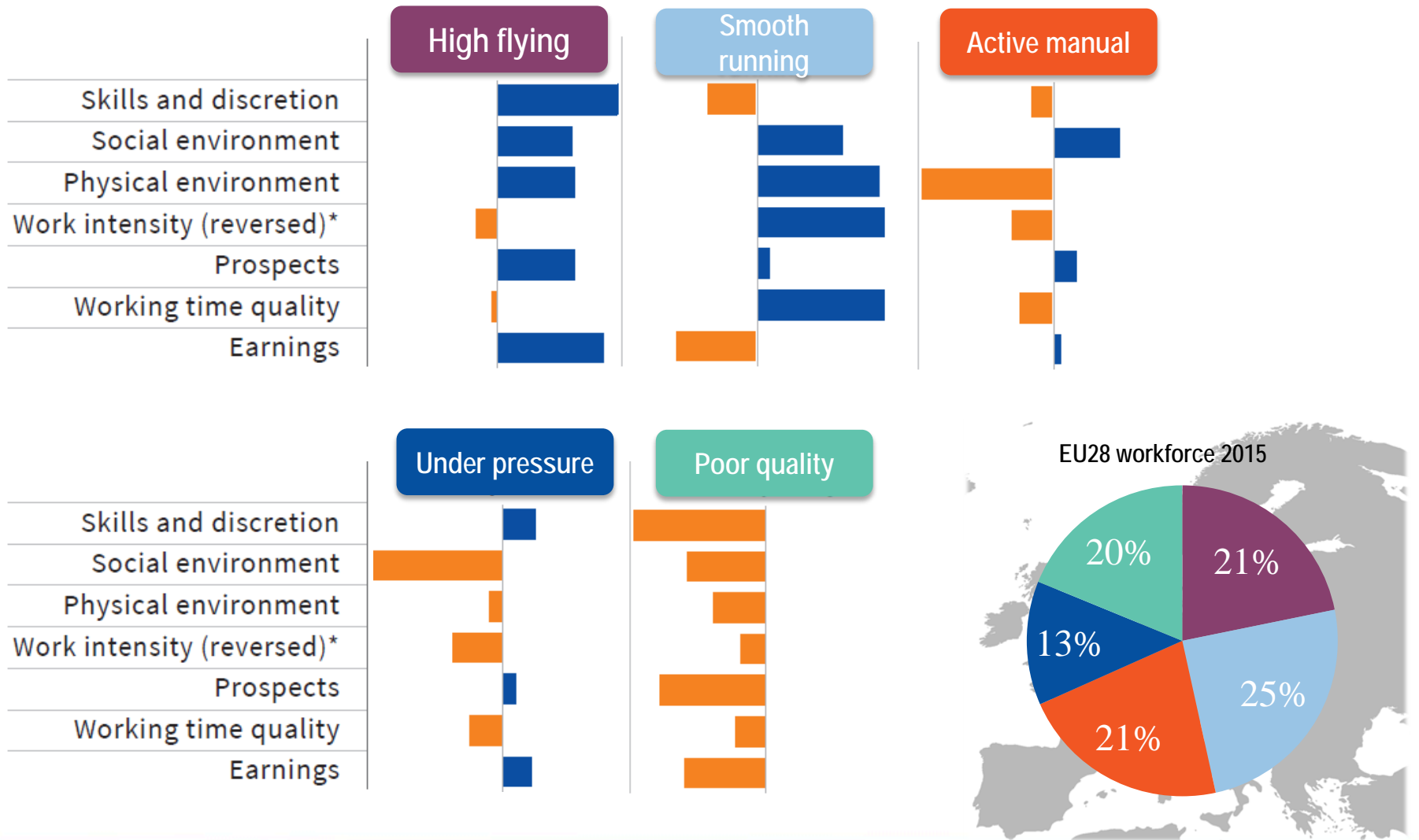
- Duration
- Atypical working time
- Working time arrangements
- Flexibility

Prospects

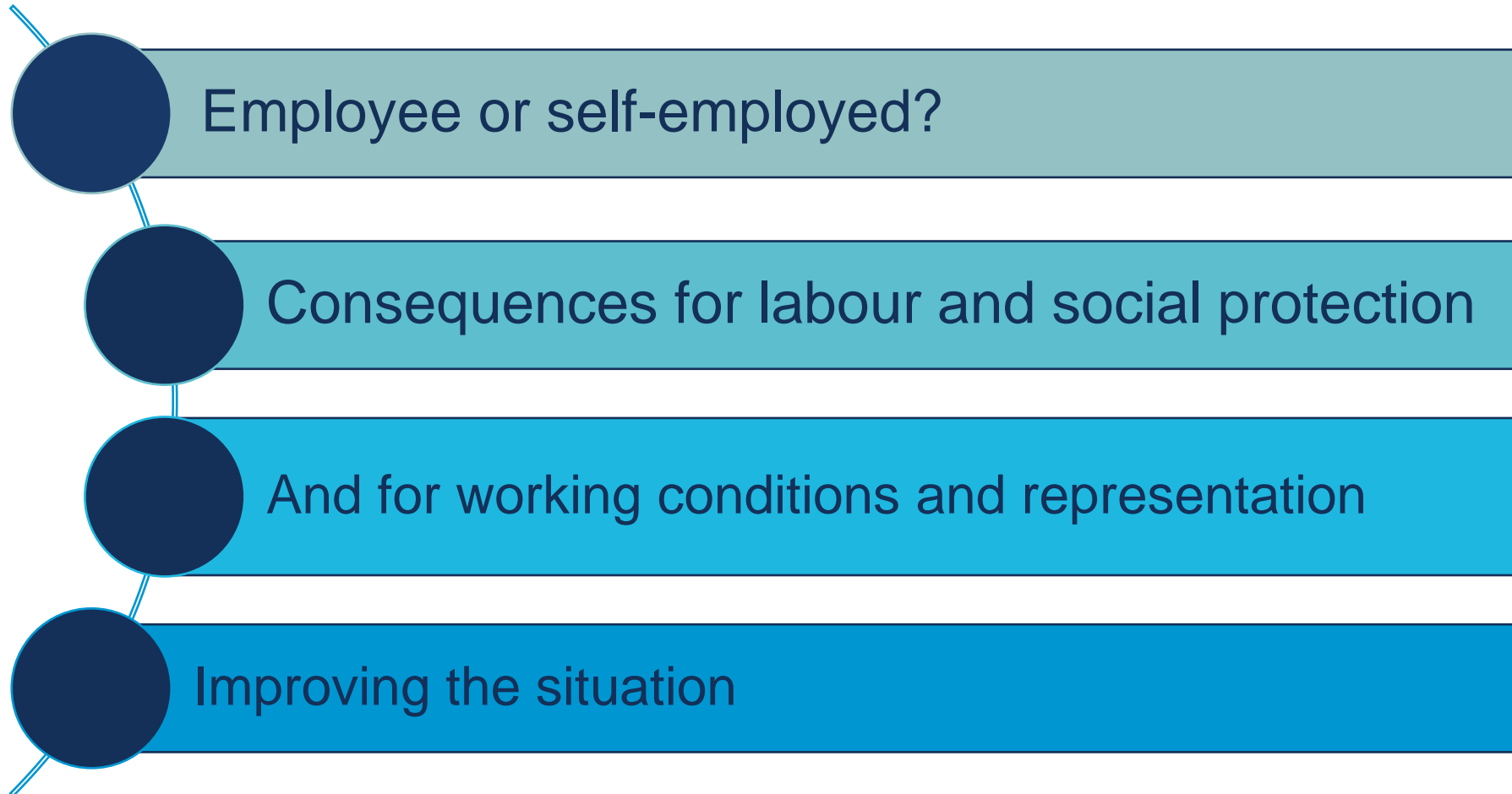
- Career prospects
- Employment status
- Job security
- Downsizing

Earnings

Job quality profiles : what jobs do we want to make in the future?



Status of platform work:



3.3. Social dialogue

- Digitalization: impacts on workers and companies
- Implications for social dialogue
- What are new issues?

3.3. Social dialogue

Implications of automation:

Effects:

- Wages and productivity
- Collective workers' rights, and I&C practices
- skills and training
- Specific health and safety effects and liability issues
- Deep change in production patterns - working environment

Challenges:

- Negotiating (re)distribution of productivity gains
- Room for collective bargaining
- Rethinking work organisation
- e-privacy at workplace level
- Workplace ground rules

3.3. Social dialogue

Implications of digital platforms:

Effects:

Trade unions: no workers' voice (anymore?)

Employers: emerging new actors

Local digital platforms directly competing with Temp Agency Work

Defining and eventually regulating employment status in crowdwork

Challenges:

Trade unions need to fully readdress their strategies: alliances and cooperation

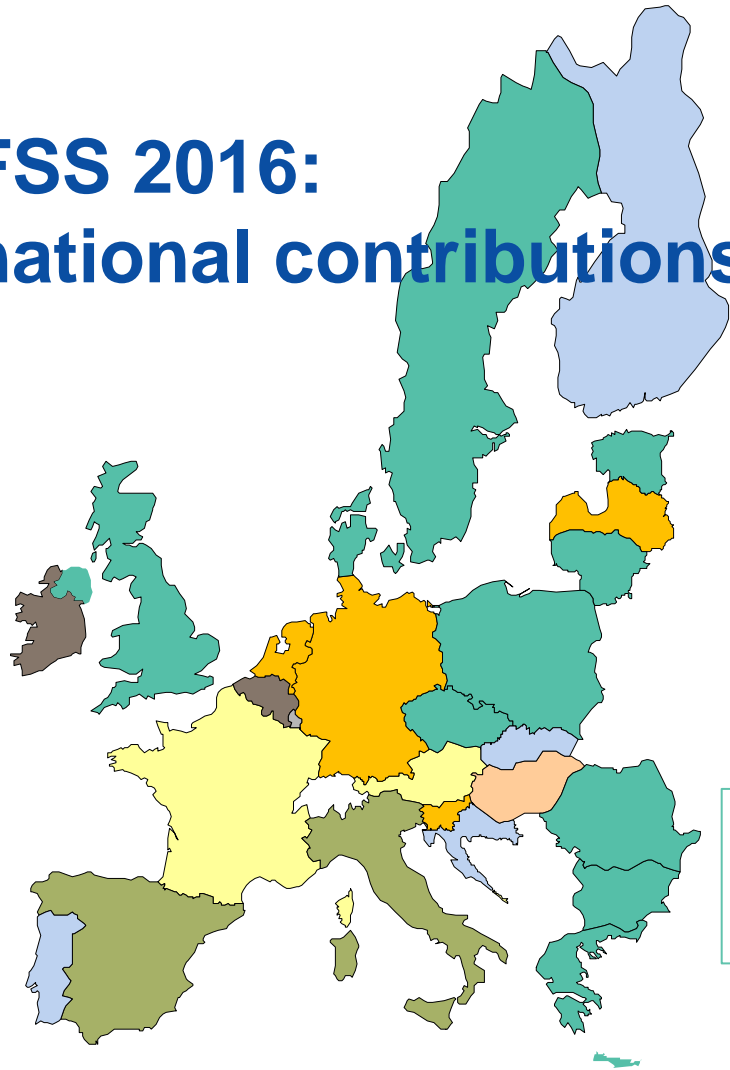
- But potential conflict of interest?
- Emerging rank-to-file unions
- New ways of industrial action

Traditional employers need to adapt to digital competition

Self-regulation? Codes of conduct?

3.3. Social dialogue

FSS 2016: national contributions



National approaches to digital implementation



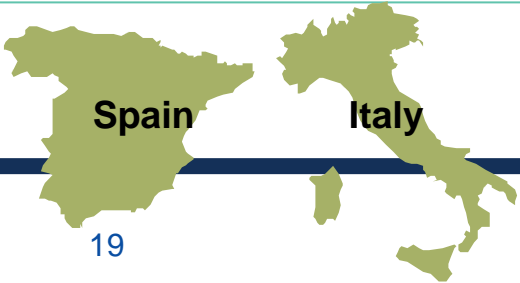
New forms of work, crowd work



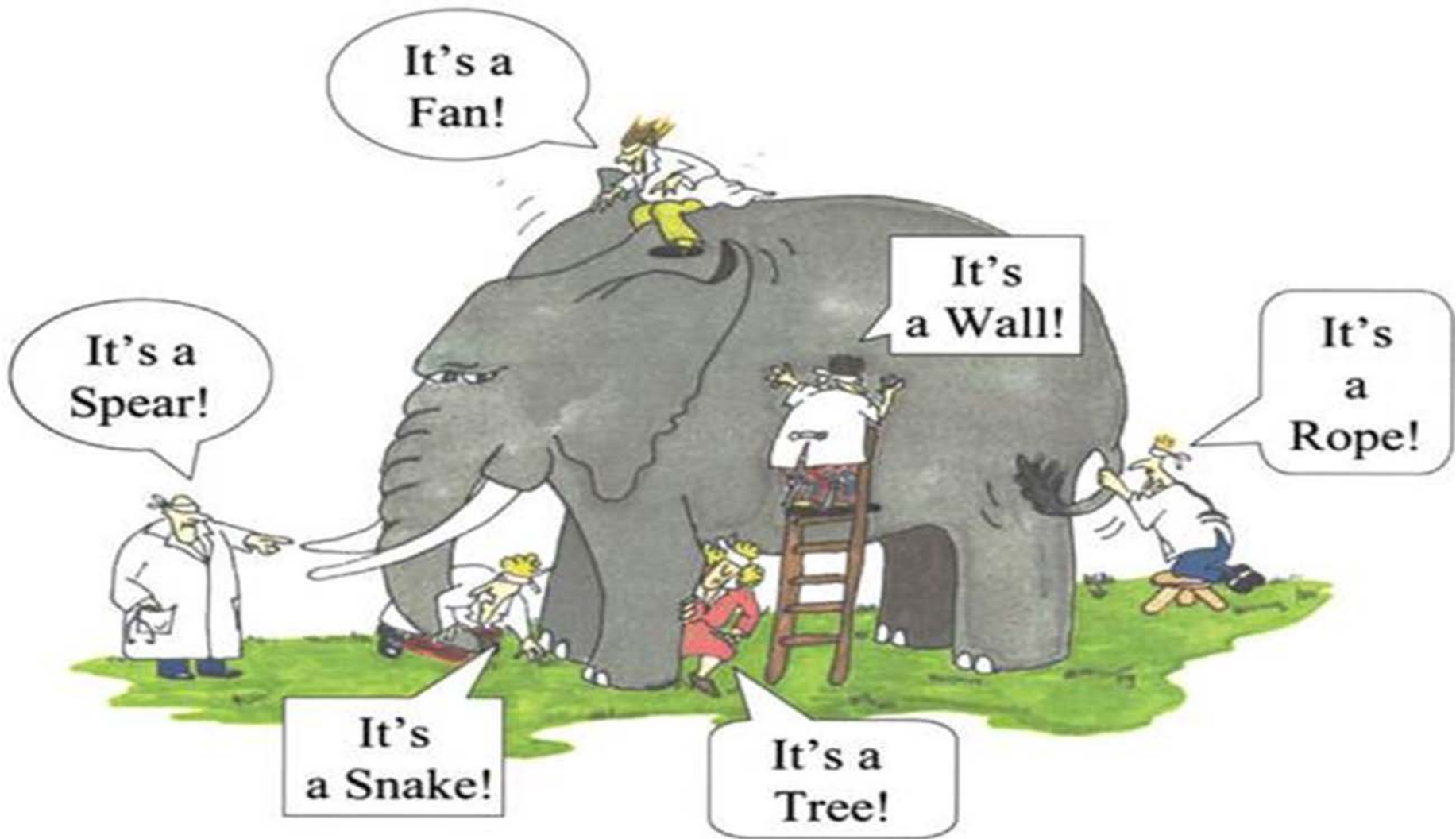
Impact on working conditions, Occupational H&S



Strategies to increase e-skills and overcome mismatches



Controversy and different views



4. Perspectives for the future?

- Digitalisation: positive aspects and concerns
- No exclusive technological determinism
- It's also about **shaping** the new world of work!
- Labour and social protection of future 'new workers'
- Role for many actors in this
- No 'one size fits all' approach
- New regulations (EU Pillar of Social Rights)
- Involve companies/workers and practise social dialogue
- Invest in (ICT-) 'skills, skills and skills'!
- Monitor change

Thank you

Website: eurofound.europa.eu

Overview report 6th EWCS:

<https://www.eurofound.europa.eu/publications/report/2016/working-conditions/sixth-european-working-conditions-survey-overview-report>

Joint ILO-Eurofound report: Working Anytime, Anywhere:
The Effects on the World of Work, 2016

Foundation Seminar Series 2016: The Impact of Digitalisation on Work

Forthcoming: Exploring self-employment in the European Union