

GIGS OF THEIR OWN

While there are proponents and critics of platform cooperatives as an antidote to the ailments of the gig economy, research on actual cases paints a nuanced picture. Lessons can be learned to strengthen platform cooperatives, but also to shape other interventions in the gig economy.



Can platform cooperatives work?

Challenge: The gig economy is known as an individualized and competitive context, so is collective action even possible?



Yes!

Under the right conditions platform cooperatives can work.

Investor-owned platforms are the dominant model in the gig economy, but they face controversy around...

- ⚠ Insecure working conditions
- ⚠ Power asymmetry
- ⚠ Offering a glimpse at the future of work which we may not like

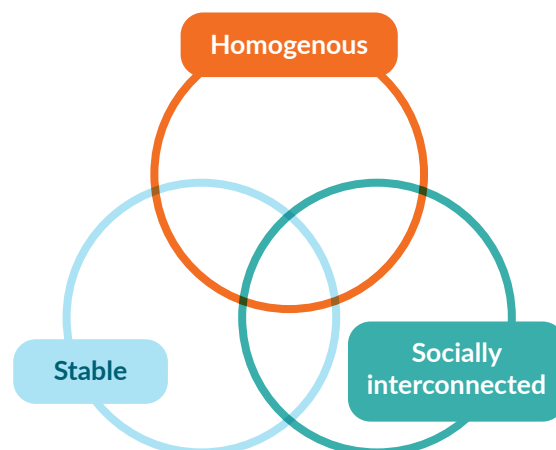


Do Better!

If platform cooperatives can “do better” as small players, why not demand the same of major investor-owned platforms?

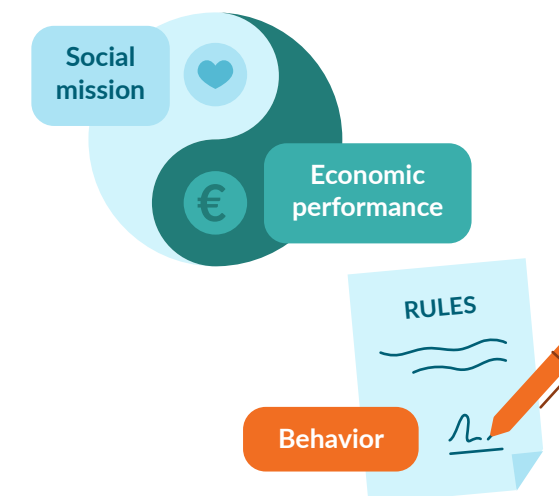


Owned and controlled by gig workers themselves



CONDITION 1 Find a workable niche

Finding a workable niche in the gig economy can be difficult for platform cooperatives. They thrive with a workforce that is stable, homogeneous and socially interconnected, but these conditions are uncommon in the gig economy.



CONDITION 2 Create good governance

Platform cooperatives are able to create practices of good governance. These include the management of competing demands by embracing tensions inherent to platform cooperatives and the design of rules against opportunistic member behavior.