

External Crowdfunding – Options of Influence for Worker Participation

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The topic should fit perfect in the sub-theme number 3.

The global online market is growing very fast. Especially the online outsourcing market will grow up to \$25 billion in revenue regarding to the World Bank report 2015.¹

In the online outsourcing market occur many different forms of work. The most popular ones are online freelancing or microtasking. Global players in microwork like *Amazon Mechanical Turk* or *CrowdFlower* set some standards about labor standards and wages. The members of such platform, who apply and do the published jobs are called *Crowdworker*.

The users love the flexibility and the employers the 24h productivity. The possibility to act global but also brings some risks to the users/ employees. There are several questions arising like: Should there be global minimum wages in Crowdfunding? Are full-time Crowdworker only users or already have a status as an employee? Do the Crowdworkers have rights like employees regarding to health insurance, sick pay or holiday?

In this paper is focusing at the German market of external Crowdfunding and the different forms.

The challenges for worker participation are quite huge. First of all they have to make sure, that the core workers will not be replaced by the use of Crowdfunding. The German labor law gives them a lot of opportunities to act proactive in this process. The main goal should be not to just block the new forms of online working, furthermore to influence them from the beginning and to make sure that it is fair for both sides. The paper will show and analyze the tools in detail.

This paper will also have a look on terms and conditions of operating online Crowdfunding platforms.

In fact the online outsourcing market is very new; there is almost no regulation at all. This paper will also show, what members of workers councils can do in order to place their topics in the companies, online-platforms, unions and politics.

Although that paper gives an overview about the German online market, many of the opportunities for action can be transferred in other systems.

¹ World Bank Report, 2015, p.3.