



GIG

ENTERING THE
GIG ECONOMY

Tool
Roleplay debate

Taxi drivers were traditionally employed by companies. Since the rise of the platform 'Uber' people can use their own car to make money as a driver. If you own a car you can choose to drive around as a taxi for a few hours on a busy and high-paying day or time. Anyone with a car could link up with people who needed a ride.

The first company that turned this supply and demand for rides into a viable business model was Uber, which offered drivers the ability to make a few bucks driving other people around. It was advertised as something you could do part time to earn a little extra money instead of sitting home playing games on your smartphone. Thousands and thousands of people jumped at the opportunity. But a funny thing happened on the way to the gig economy revolution. The people doing the actual driving found they were spending their entire day behind the wheel and making far less money than they thought they would...

There are also Gig economy food-delivery companies that offer home delivery of food from local supermarkets or restaurants. Typically, customers use a gig company's smartphone app or website to select and pay for products. The gig companies hire workers to deliver the goods. However, instead of classifying some of these workers as employees, many companies require drivers to sign agreements that label them "independent contractors."

Role: Gig worker

What is the hourly rate you want to charge? Consider all the things you need to pay from this hourly rate (daily spendings but also savings for future, time it takes to find new gigs, insurances, travel costs, etc.)

What working conditions do you want to handle?

Are there platforms that can facilitate your work? Which ones?

What are the pros and cons of working in this sector for a gig worker?

Drivers & Delivery

Taxi drivers were traditionally employed by companies. Since the rise of the platform 'Uber' people can use their own car to make money as a driver. If you own a car you can choose to drive around as a taxi for a few hours on a busy and high-paying day or time. Anyone with a car could link up with people who needed a ride.

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Role: Customer

What is the hourly rate you want to pay?
What are the prices that traditional companies ask for this type of work?

What working conditions do you offer the gig worker? Are there facilities (e.g. office, equipment) you will provide them with?

Are there platforms that can facilitate the relationship between you and the gig worker? Which ones? What are the pros and cons of these platforms?

What are the pros and cons of working in this sector for a paying customer?

People can have multiple jobs as a cleaner, without working for a large cleaning company. This is not a new phenomenon, people have been working as cleaners on a flexible basis for years.

Also handymen and handywomen can work as giggers by offering small jobs like hanging paintings or furniture assembly. If you're good at fixing things, the gig economy is a great fit for you. Many people are hiring someone to lend a hand for different projects, so handymen have many options in the gig economy. From setting up a new appliance, to fixing some pipes, or just moving something heavy, there are a huge variety of needs to be met.

There is an ever-growing need for people who can work with their hands and fix things, and are available on-demand. If you fit this criteria, you should consider getting regular gigs and creating connections and opportunities to create a real gig economy system through this kind of work.

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Traders

The Gig economy offers a huge opportunity for B2B relationships of purchasing products with a good price which is not published to the general public. Therefore, you can become a trader in the Gig economy. Gig economy offers a new type of trading: drop shipping. This means selling your products online without owning any physical inventory. You are an intermediary between the customers and the suppliers. Here is the process:

find the wholesale dropship supplier(s) that match your products -> make an online store to sell the products

connect your store with the supplier(s) using a dropship software when someone places an order on your store, the order will be sent to your supplier

your supplier will then send the order directly to your customer on your behalf.

With this kind of trading, the supplier will charge you the wholesale cost and probably dropship and order fees (depending on the suppliers). The difference between the cost(s) you have to pay and the product's selling price is your profit.

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Role: Costumer

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(Artistic) Craftsmen

Craftsmen and makers create objects and sell it directly to their buyers without the interference of a shop, art gallery or other mediator. Craftsmen may use match-platforms to find their customer but the item is directly sold to the customer, creating a very short supply chain.

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Farm workers and seasonal jobs

Of course, some areas of work, such as seasonal agricultural work, have always been and always will be performed on a seasonal basis.

As technology advances, it has become easier to work independently while working from the comfort of our home, but sometimes we want some fresh air, some outdoors and to get away from our homes. Examples of other farm-gig are fruit picking, wine making and other agricultural jobs.

In addition to the labour gigs as mentioned above, more and more agriculture flex-workers are agricultural engineers that solve technical problems that affect agricultural efficiency and production.

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The construction workers can get many construction/ building contracts during the on-demand time. With the workers from gig economy, the companies do not have to consider labour resource constraints that could prevent them from doing the work. In the low-demand time, these workers may have less contracts. What usually happens at this time is the construction workers will make a portfolio about themselves and their previous buildings and register it at the working agencies that connect homeowner with local service workers to carry out home improvement, maintenance and renovation, or they take some small jobs from the news, social media hiring posts.

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With a gig model, healthcare organizations would be able to hire a professional for one day, several days or a few months based on their staffing needs. This enables providers to hire fewer full-time staff, which gives them a pool of workers to tap into as needed. But the rising trend of gig workers also establishes a large pool of adults - many of whom are not making much more than minimum wage - who are without regulated benefits and legislative protection when it comes to healthcare. Combine this with the rise in patient financial responsibility (e.g. caused by high-deductible health plans -HDHPs- in the UK or the *persoonsgebonden budget* -pgeb- in the Netherlands) it is clear that the new wave of “gig patients” will have a deep impact on the business of healthcare.

For healthcare employers, talent shortages are the primary motivating factor. Healthcare workers are more and more represented by millennials, a generation that wants to work flexibly.

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Increasingly, highly educated and experienced professionals are also working as freelancer. Gig IT professionals would be one of the most lucrative gig workers. Individuals can work wherever and whenever they want. When working independently, they can set a fee for the services they do for their client. IT professionals can also temporarily work for other IT companies when the companies are running few projects at the same time and don't have enough employees.

Some companies are hiring "penetration testers" on a freelance basis. Basically, these cybersecurity professionals will test a company's network for vulnerabilities. They will try to hack in, and see if an actual cybercriminal could hack in. Then, they help create systems that will protect data and keep hackers out. These independent contractors have important skills that make them vital for companies. This kind of gig is extremely lucrative, and very niche.

Some companies need website and developer help, but don't want to hire a whole workforce of IT professionals to do the work. This is where freelance programmers come in. Organizations often will have very specific tasks or projects that need to be done by a freelance programmer, making it easy for you to know exactly what's expected and what work needs to be done.

An important factor when looking at how the gig economy affects the IT sector is that workers can be recruited (and can work from) anywhere. IT professionals thus compete for their gigs with IT professionals from all over the world, including Top Technology countries like Russia, China and Singapore.

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It's completely possible to be an accountant in the gig economy if you have the proper education, certifications, qualifications and experiences. Some freelance jobs in this field are: small business financial consultant, financial educator, retirement planning (e.g. for individuals or other freelancers). There are many ways to create a solid gig economy system as an accountant. More and more customers and businesses want to find a single independent contractor who can help them get their finances on track, and aren't interested in trying to find a full-time person or an entire firm to do the work for them. Gig economy accountants are the perfect solution.

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Hair & beauty workers

Hair and beauty workers that work as freelancers can either be beauty specialists that work directly for the customer or on-demand stylists and beauty workers that work for owners of established salons. Gig economy allows beauty artists, who have very limited ability to work in a salon or build their own freelance business (due to its costly expenses) to earn some money.

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Gardeners

People who want a beautiful landscape/garden outside of their home can hire a gardener or landscape designer. Landscape designers can have but not always require formal education. Recommendations resulting from their experience of design work or other gardening work can certify them. Gardening requires knowledge (from experience or education) in several natural processes, including soil ecology, climates, plant physiology, water drainage, and pest infestations.

Gardeners can work whenever and wherever they want. Their jobs may differ depending on their skills as the time of year (designing, cleaning, planting, maintaining, etc.). When working independently, they can set a fee for the services they do for their clients.

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Bed & Breakfast owners

The gig or share economy is sometimes includes activities that involve sharing under-used resources, such as spare rooms or an entire house when people are on vacation. The owners of these resources (the providers) make them available to other individuals (the consumers)

Until recently, the travel and accommodation industry was almost entirely organised in a linear fashion, in the sense that services were provided by companies with their own means of production and hiring their own staff. An intermediate sector complemented the industry, consisting of travel agencies that booked and distributed seats and rooms, and helped travellers find their way through multiple alternatives. Today a whole new type of intermediaries has emerged, offering travellers services similar to those of linear businesses, but in a very different way. The most prominent examples in the tourism sector is Airbnb with short-term accommodations.

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Hospitality workers

Also in the hospitality sector, the gig economy is booming. Chefs, waiters, runners, baristas & mixologists are increasingly working as freelancer.

In the hospitality sector, temporary staff can provide support and a helping hand to a hospitality business during periods of staff absence such as sickness, emergencies or holidays. Traditionally, restaurants, hotels and cafés rely on traditional temp agencies for flexible staff. Now, gig workers offer themselves through on-demand, short-term labour platforms.

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**Creative jobs
(film makers,
photographers,
journalists).**

The gig economy allows freelancers to fulfill small projects outsourced by companies big and small. Individually, these jobs wouldn't provide a full income, but they do allow creatives to try out new skills and pick and choose the tasks they want to do.

The number of creative candidates that are moving to freelance work is increasing. A LinkedIn study found that Arts & Design and Media & Communications were the top industries for freelance workers (more than 80%). Companies that look to incorporate these gig workers are likely to be more agile and efficient and may find it easier to find the right talent for the job.

The gig economy particularly fits these creative individuals, as they can pick the projects that they feel will add to their portfolios and/or that they feel truly passionate about. Like other jobs, they will have more flexibility in their job, which results in better work-life balance.

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