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MINISTRY OF HUMAN RESOURCES



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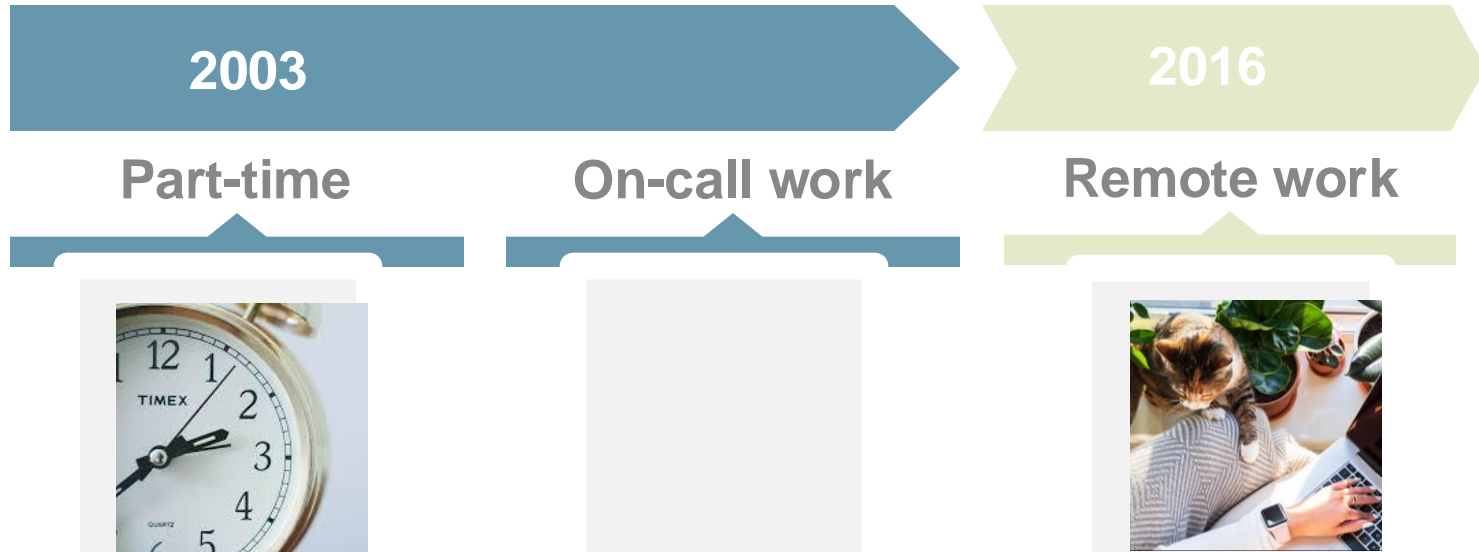
Deepening active labour market policies in response to digitalization and gig economies: Experience and good practice of Türkiye

Zeynep GÜNDER, Group Manager of the Protocols and Entities
Social Security Institution, Türkiye

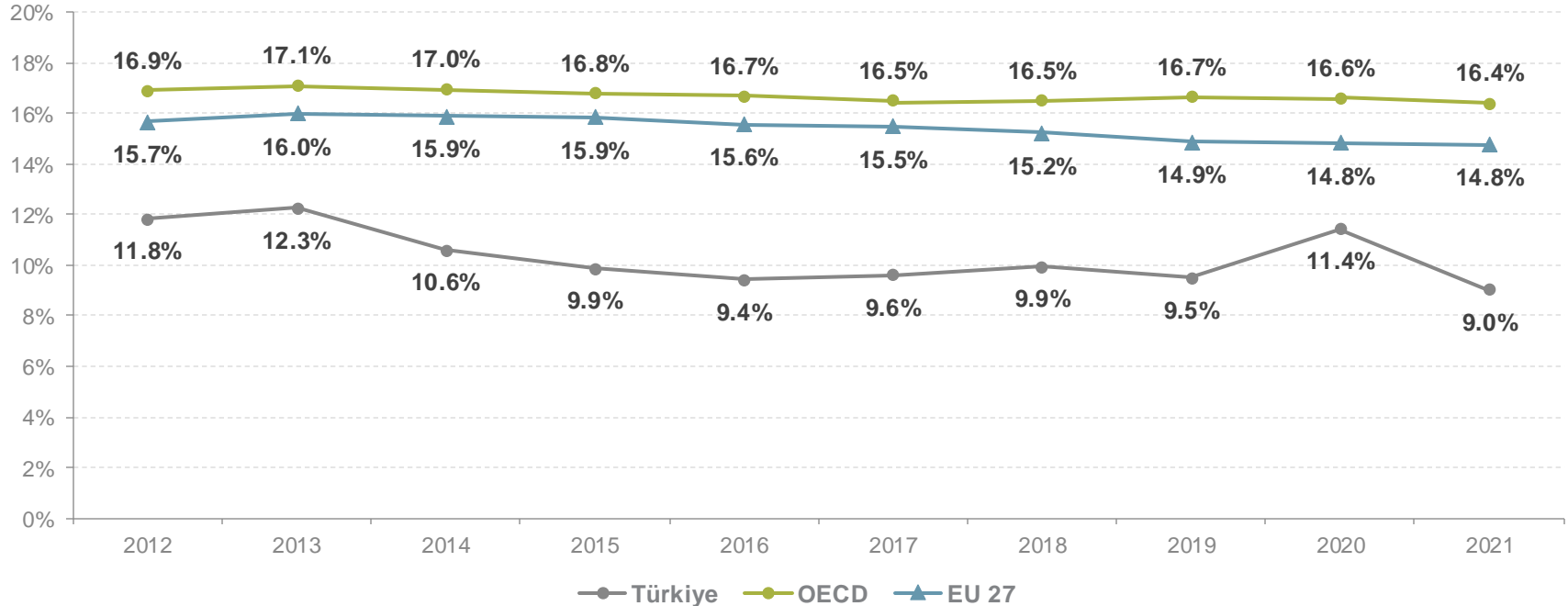
Social security for the self-employed and platform workers
Kuala Lumpur, Malaysia, 27–28 August 2024 | ISSA Technical Seminar



Evolving non-standard forms of employment in Türkiye

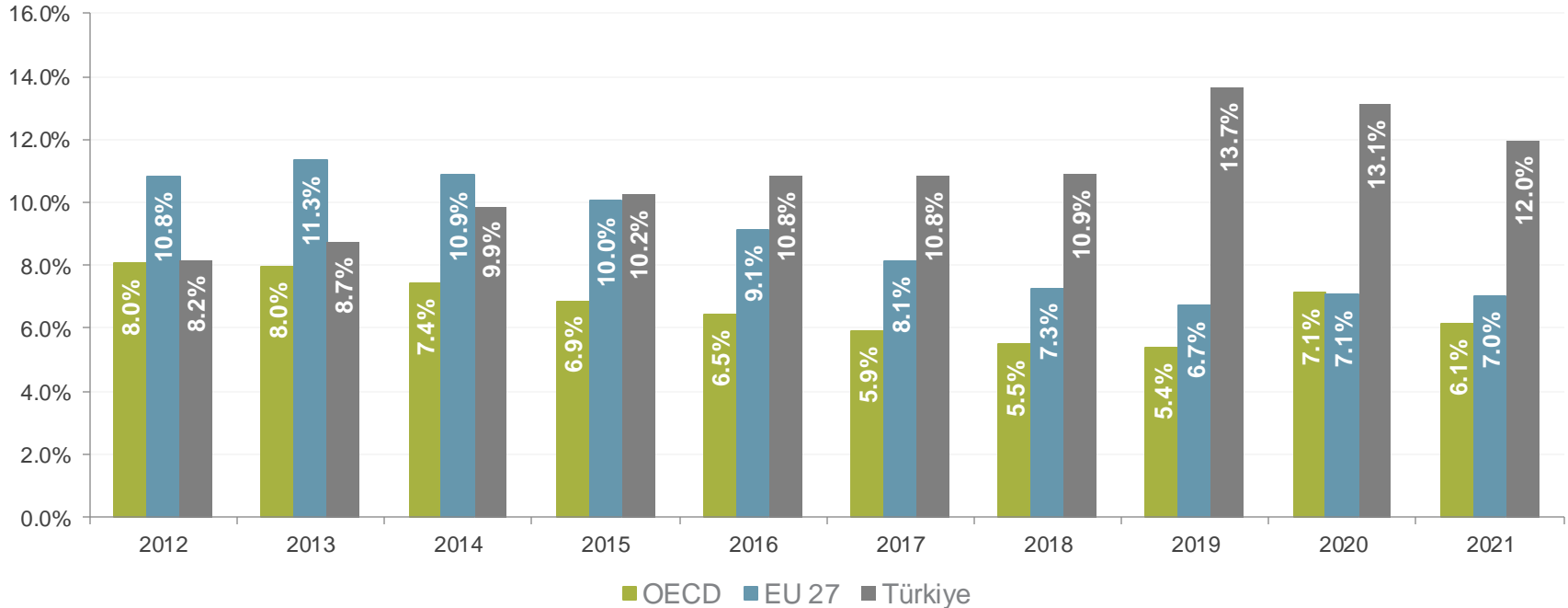


Part-time employment as a percentage of employment



Source: OECD Labour Force Statistics 2022 (Latest Edition).

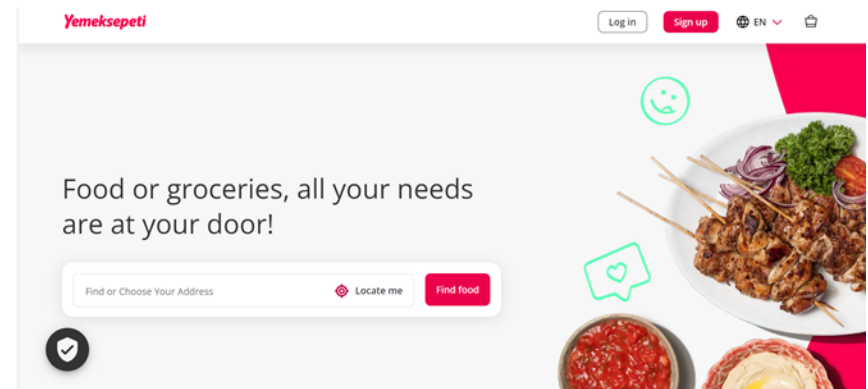
Unemployment as a percentage of labour force



Source: OECD Labour Force Statistics 2022 (Latest Edition).

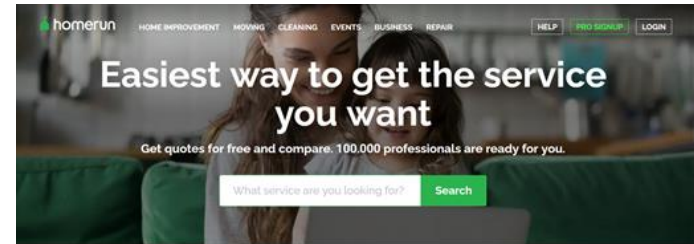
Rising of digital platforms in Türkiye

- Yemeksepeti
- Founded in 2001 as Türkiye's first online food-ordering platform.
- 18 thousand employees and 90 thousand business partners.
- Serves over 30 million users.

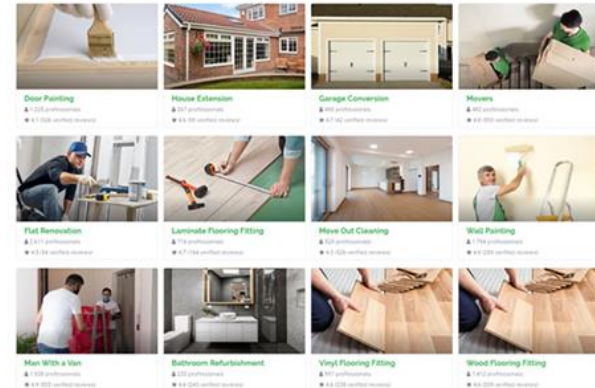


Rising of digital platforms in Türkiye

- HomeRun
- Operates in 14 countries with over 1.5 million professionals.
- Offering 22 thousand different services, such as cleaning, repairs, moving, assembly, private lessons, health care, and weddings.



This Week's Trending Services



Visibility of platform workers

- The widespread use of the platforms and the news of motorcycle delivery workers' deaths increased the visibility of platform workers.
- E-commerce gained 2 million new customers in 2023.
- In 2021, 30 motorcycle delivery workers lost their lives while working in Türkiye; this number increased to 68 in 2023.



Source: Türkiye Delivery Worker Rights Association.



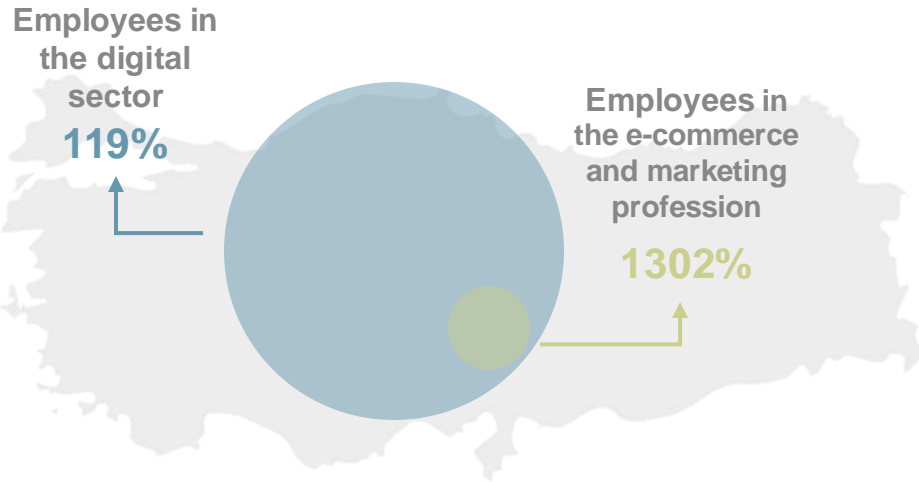
Pros & Cons



Source: Zeid, Ramy Yasser Mohamed; Alrayess, Dana Jasmine; Ajwad, Mohamed Ihsan; Soytaş, Mehmet Ali; Rivera Guivas, Nayib (2024). The Gig Economy and the Future of Work : Global Trends and Policy Directions for Non-Standard Forms of Employment (English). Social Protection and Jobs Policy and Technical Note Washington, D.C. : World Bank Group.

	Advantages	Disadvantages
 <p>For firms</p>	<ul style="list-style-type: none"> • Flexibility to hire by task • Quicker response to shocks • A wider pool of talent of more specialized labor • Lower labor costs 	<ul style="list-style-type: none"> • Firm-specific skills not accumulated • Combining tasks can be challenging and may result in overwork and mismanagement • High turnover rates
 <p>For workers</p>	<ul style="list-style-type: none"> • Low barriers to entry • Potential pathway to full-time job opportunities • Highly flexible, allowing individuals to customize their schedule, location, and level of commitment. 	<ul style="list-style-type: none"> • Higher risk of unemployment and job insecurity compared to their standard counterparts • Less opportunities for professional development due to lack of training and feedback • Lower earnings in some occupations or jobs of certain skill levels

Employment impact of digitalization in Türkiye



The number of employees in the digital sector increased from 1.8 million to 4 million in 2023, compared to 2016.

The number of employees in the e-commerce and marketing professions has seen remarkable growth, from 4.8 thousand to 67.5 thousand.

The employment statistics for platform workers in Türkiye are currently unavailable, highlighting the need for more comprehensive data.

Source: İŞKUR (2023). Thematic Report on Outlook of the Labour Market in the Scope of Digitalization (Turkish).

ALMPs in Türkiye

- İŞKUR is the Institution for the execution of ALMPs in Türkiye.

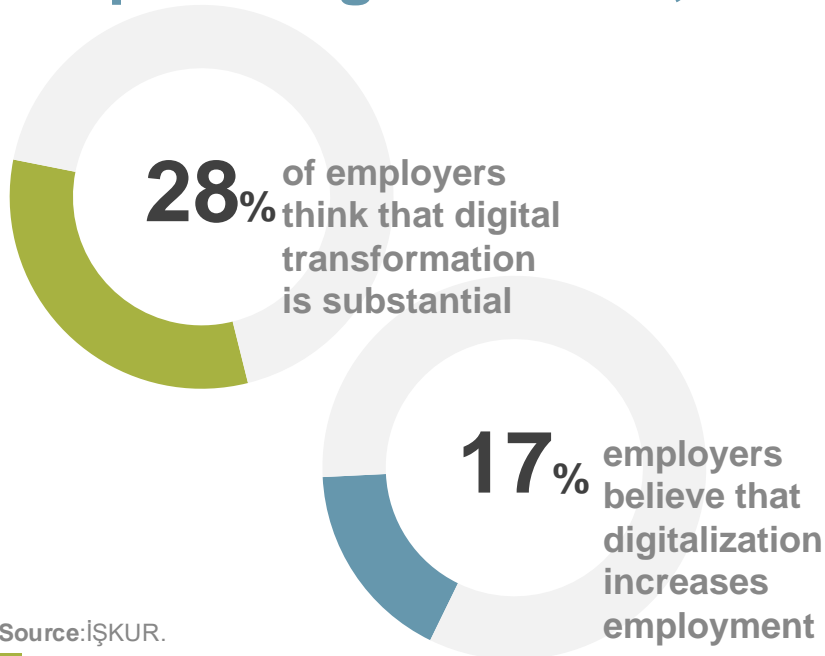


- Vocational training courses
- On-the-job training programmes
- Entrepreneurship training programmes
- Social work programmes
- Grant for persons with disabilities and ex convicts
- Social work programmes
- Job and vocational counselling services

ALMPs in Türkiye : 9.996 training programs

	Aims	Financial Rights
Vocational training courses	training the unemployed who do not have a profession, who have a profession but cannot find a job in their profession or who are not qualified in their profession	<ul style="list-style-type: none"> - essential costs of trainees paid for each training day
On-the-job training programmes	training the unemployed on the job in private workplaces	<ul style="list-style-type: none"> - general health insurance premium - accidents at work and occupational disease insurance premium
Entrepreneurship training programmes	supporting persons to start up and develop their businesses	
Grant for persons with disabilities and ex convicts	supporting people with disabilities and ex-convicts to start up their businesses	<ul style="list-style-type: none"> - max 11,790\$ in 2024
Social work programmes	improving the skills of higher education students in the areas of conservation of nature, the restoration, protection, and promotion of cultural heritage, the maintenance of libraries, and supporting cultural and social services	<ul style="list-style-type: none"> - daily minimum wage for each day training day - Social Security premiums

Thematic report on outlook of the labour market in the scope of digitalization, 2023



The Most Demanding Profession

- 01 Digital accountant
- 02 Social media developer
- 03 E-commerce specialist
- 04 Sales specialist
- 05 Computer engineer

Deepening ALMPs in response to digitalization and gig economies

- IT workshops were conducted with sector representatives.
- The courses for data analysis, business analysis, and application development were created to meet the specific needs of the industry and ensure practical applicability.
- Software development, program and network, systems analysis, enterprise resource planning (ERP), web and app development, cybersecurity, cloud computing, and computer game development courses were implemented, and 10.689 participants attended these vocational courses.

Deepening ALMPs in response to digitalization and gig economies

- The duration of on-the-job training programs for young people (aged 18-29) has been extended from 3 months to 9 months for future professions.
- Since 2018, 13,686 individuals have benefited from Future Professions' on-the-job training programs.
- Vocational training courses are organized to close the skill gap of employees of employers who want to implement digital transformation in the workplace but need human resources.

Deepening ALMPs in response to digitalization and gig economies

“

I learned about HomeRun through a woman who worked there.

She told me, “I take three-to four-hour jobs at HomeRun.”

I asked her, “Is there such a job? Who will pay for that short a time?”
... So, I was attracted by the possibility of a short-hours job.

In that way, I can take extra jobs.

”

Source: Uysal, Kadir; Boyraz, Cemil (2023). Autonomy and Control in the Gig Economy and Platform Work: Domestic and Home Repair Workers in Turkey (English). Journal of Balkan and Near Eastern Studies.

- Job and career counselling services were developed to raise awareness among the unemployed about platform work.



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