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Enriching lives, opening minds.



BOOKLET FOR THE PROJECT

UBERIZATION OF LABOR



22- 27 August 2023
Ankara, Türkiye



UBERIZATION IN TURKEY

One of the first examples of uberization aka gig economy is “hemeniş” that was founded in 2019.

The application made it possible for both job seekers and employers to create posts.

Hemenis offered a diverse range of roles, including teachers, caretakers, drivers, and more, contributing to Turkey's Gig Economy.

The app was location-based and easy to use, therefore people liked it and adapted to it easily

Another example from Turkey is the application called
ARMUT

It was founded in 2011 and their vision was to make
online services just as easy as buying a book from
amazon.

Both of these apps changed the perspective on jobs
and employment in Turkey.

OVERVIEW OF THE GIG ECONOMY IN TURKIYE

Although the gig economy is still a relatively new phenomena in Turkey, it is expanding quickly. Approximately 2 million Turkish citizens are estimated to be employed in the gig economy, according to a 2022 study by the Turkish Statistical Institute. By 2025, this number is projected to increase to 3 million.

The most popular sectors in gig economy are:

- Transportation
- Food delivery
- Retail

trendyol
express



About Getir



hepsiburada

BiTaksi

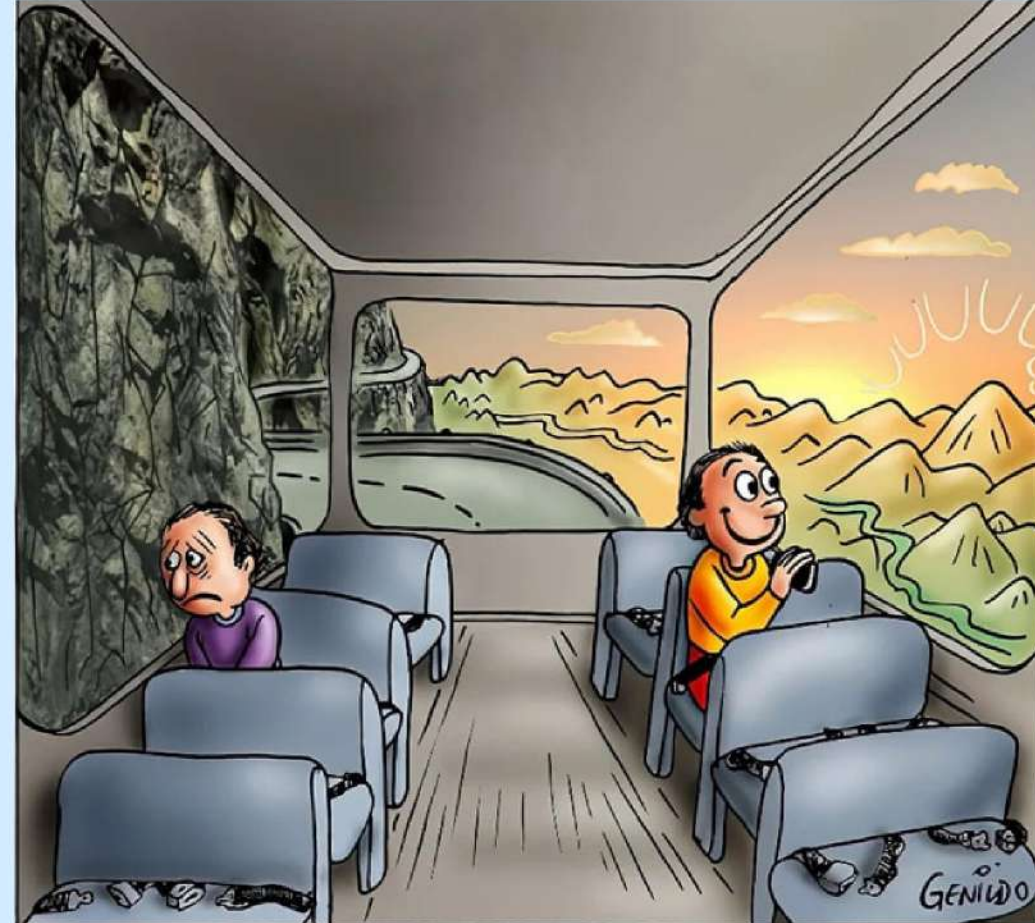


Yemeksepeti

HOW DIGITAL PLATFORMS IMPACTED THE LABOR MARKET

Decline in traditional jobs...

- **Angry taxi drivers!**
- **Restaurant work :(**

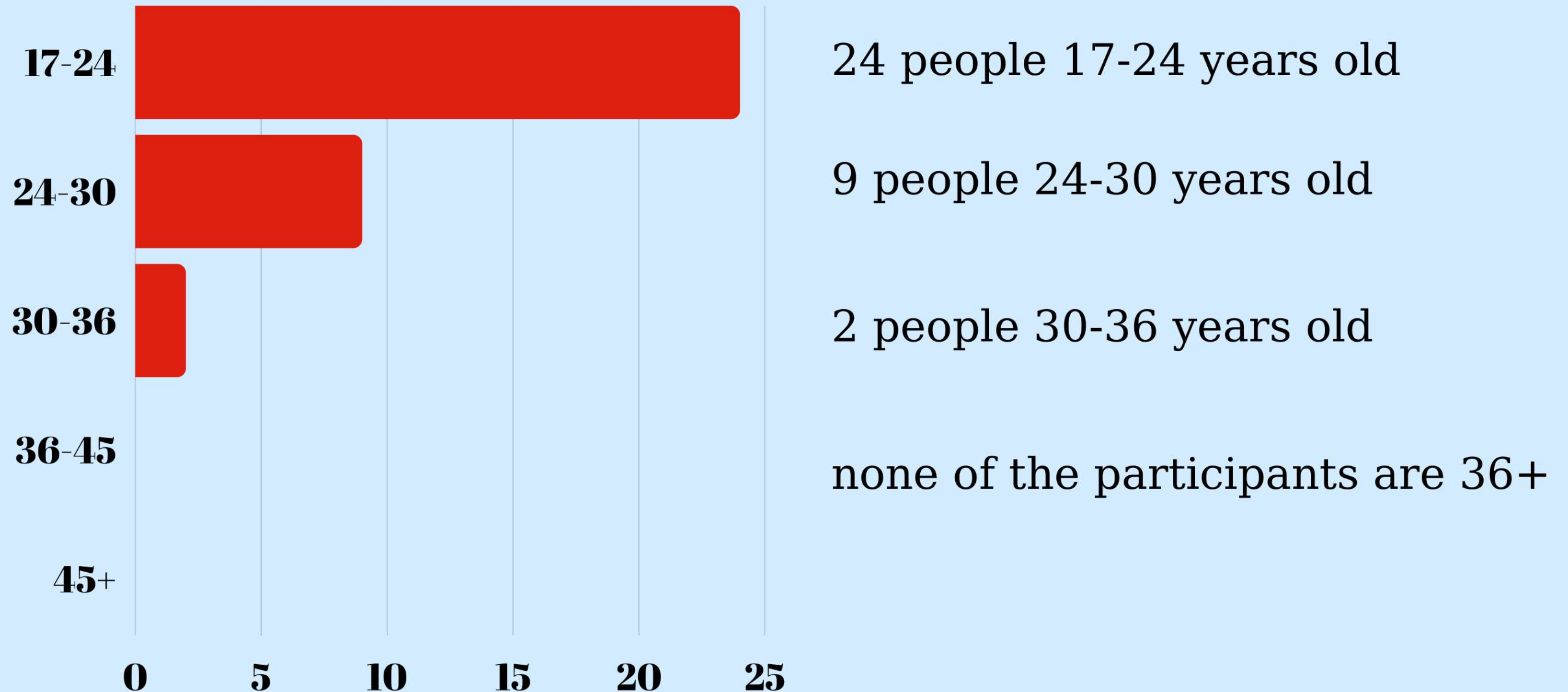


New opportunities!

- **Ride-hailing**
- **Food delivery**
- **Ghost kitchens**

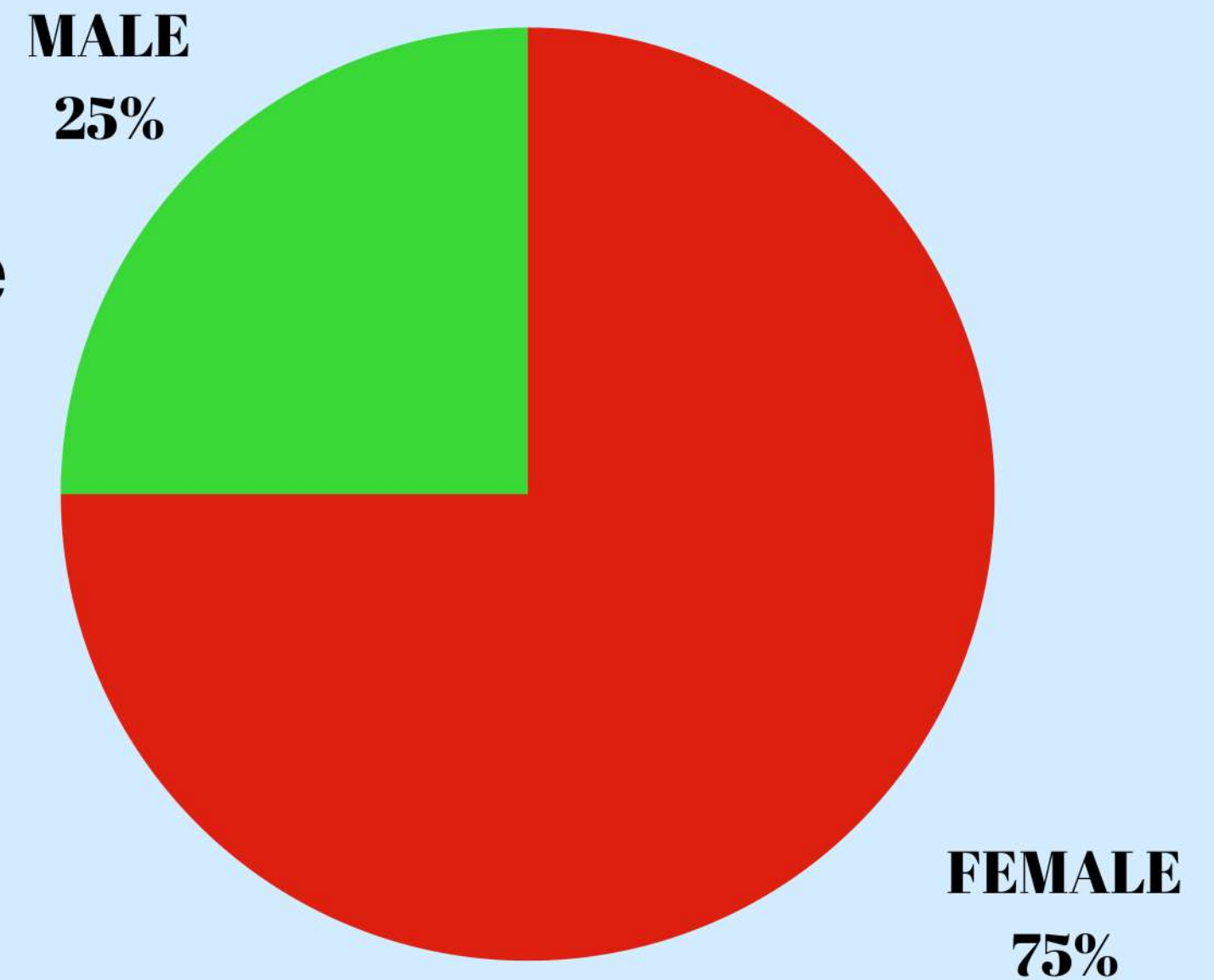
SURVEY RESULTS

35 people from Turkey have participated in the survey.



9 males and 26 females have participated in the survey

rate: 25% of the participants are male and 75% are female.

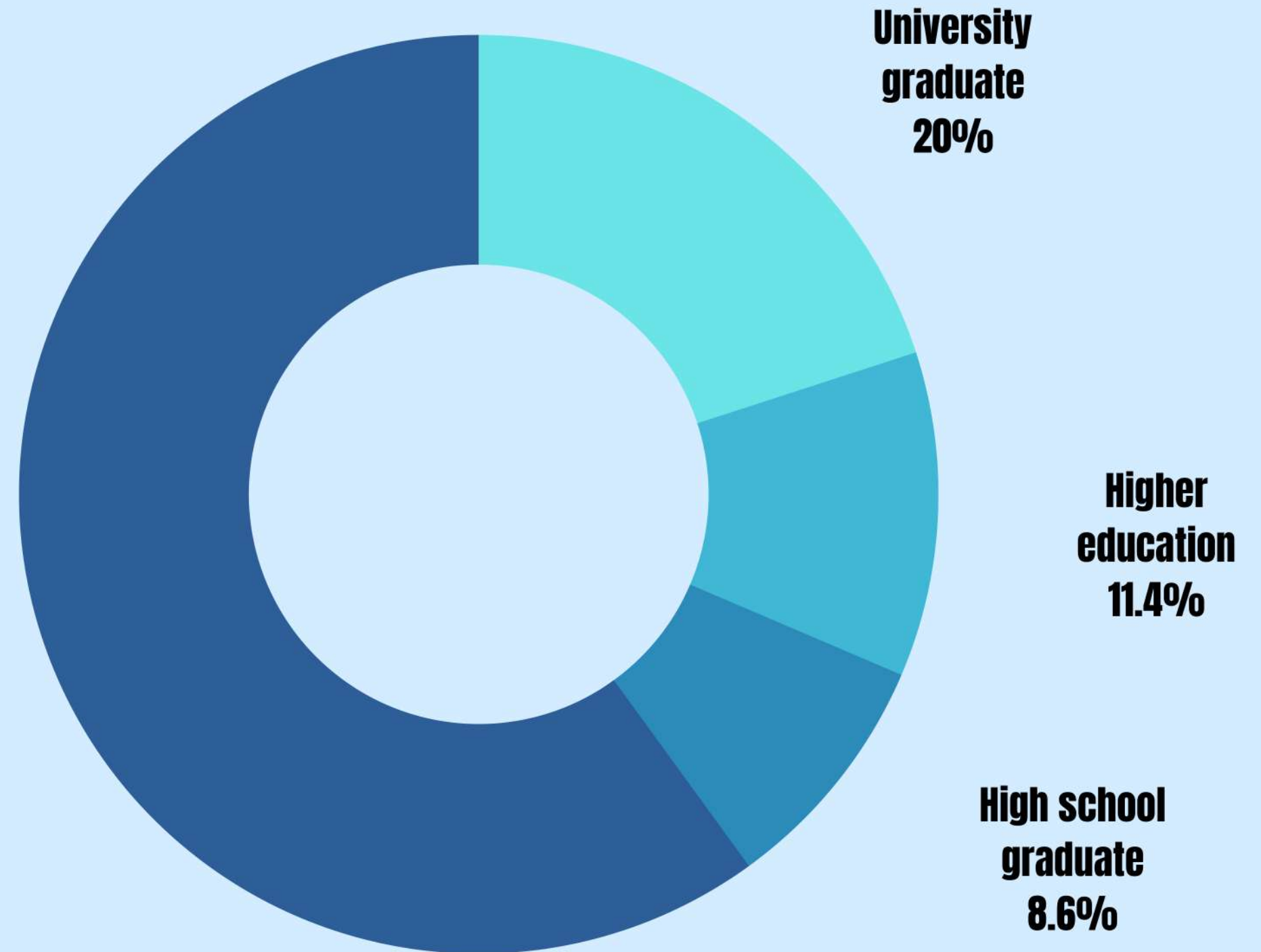


education level

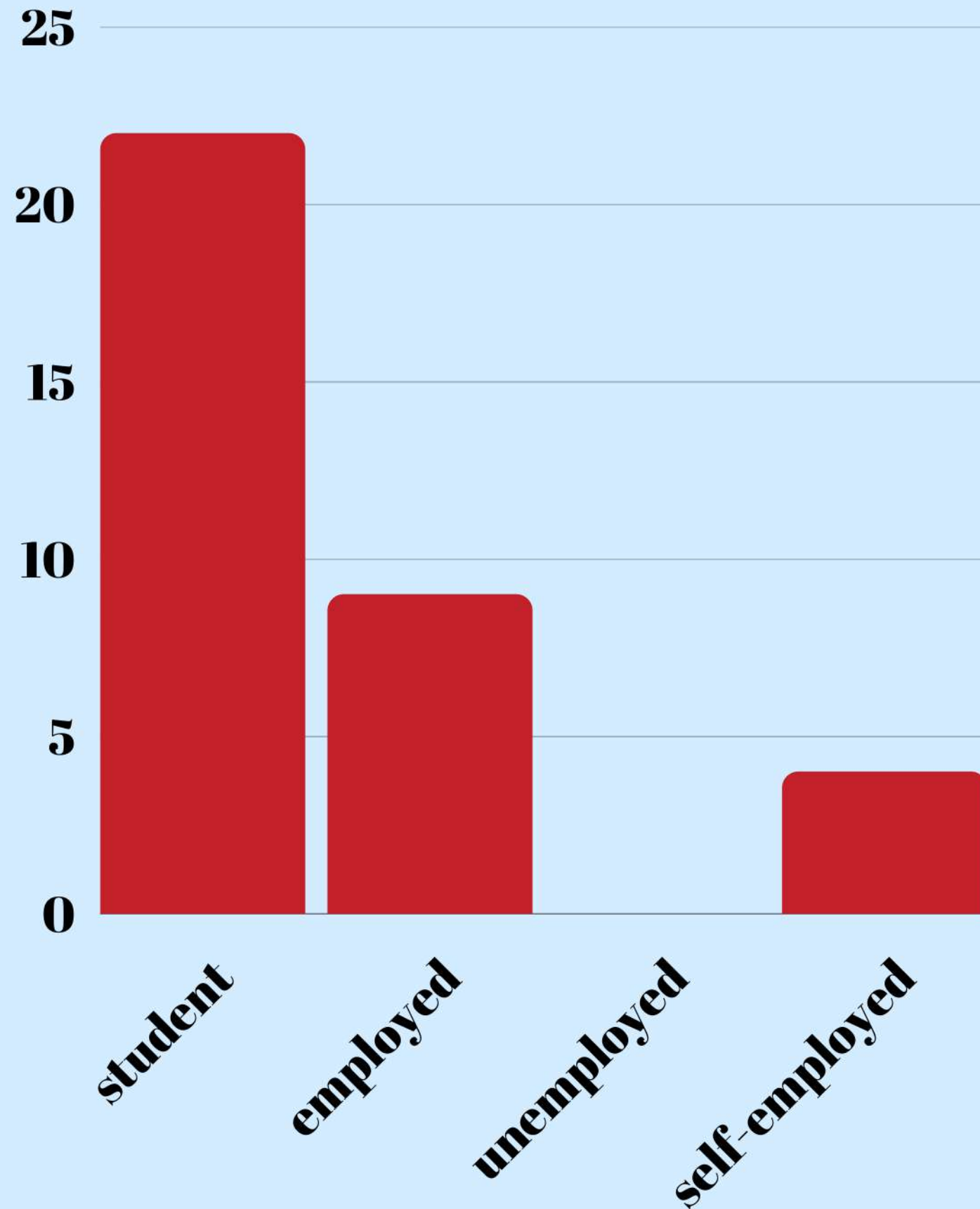
7 of the participants are university graduates while 21 of them are still university students.

**University student
60%**

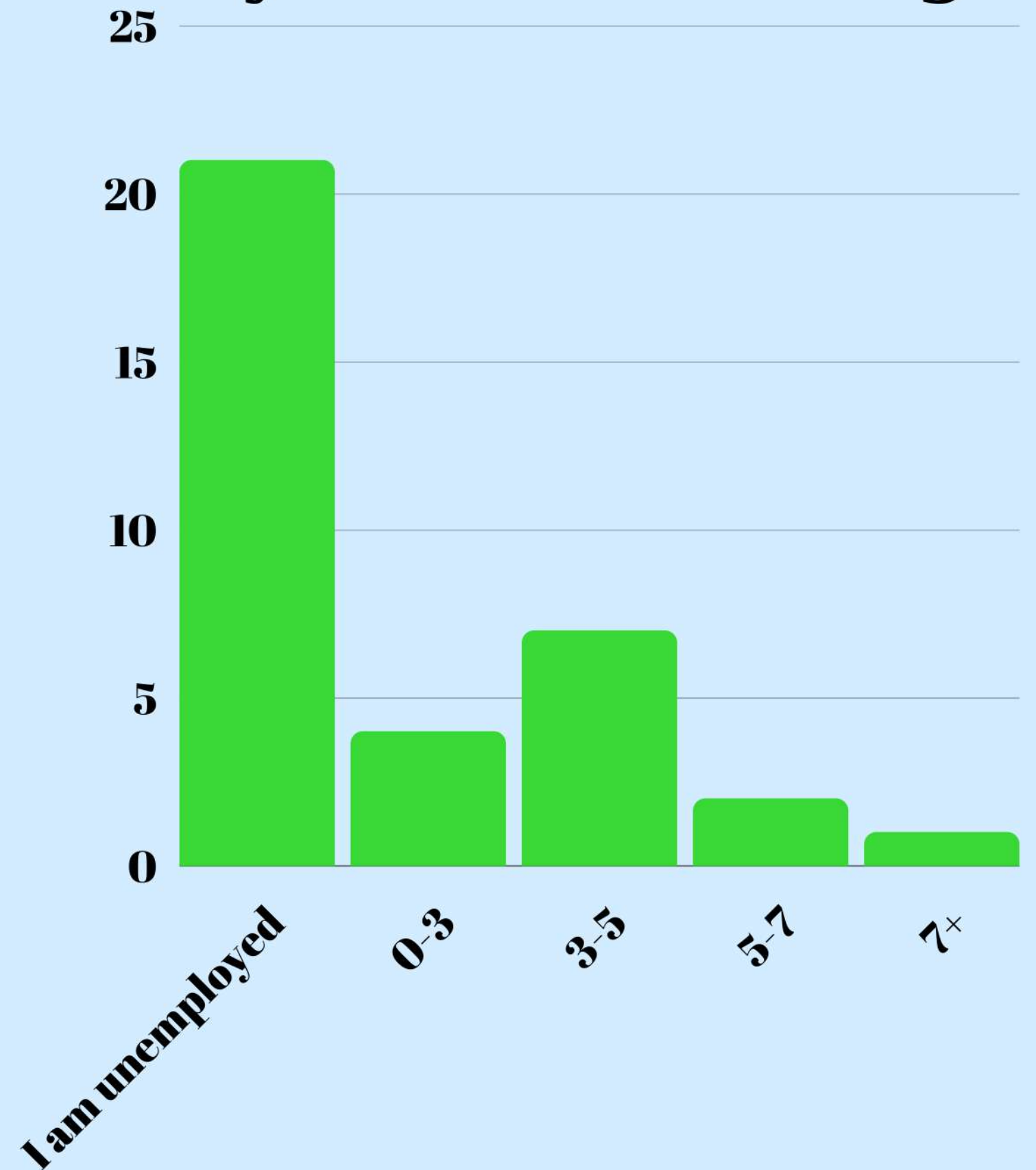
The education level of the 4 participants is higher education and 3 participants are high school graduates.

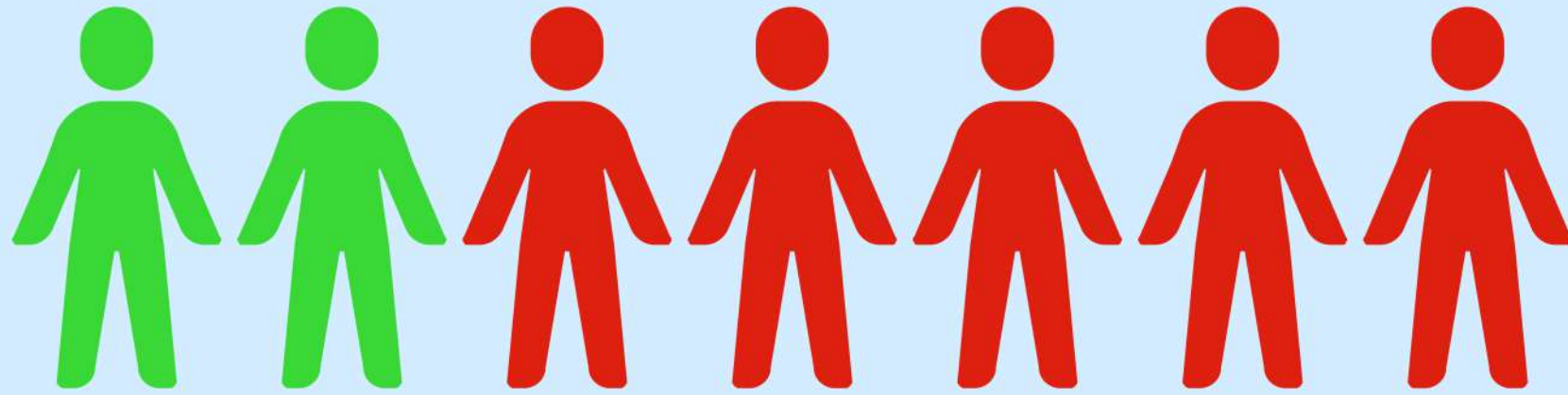


employment status



how long have you been working



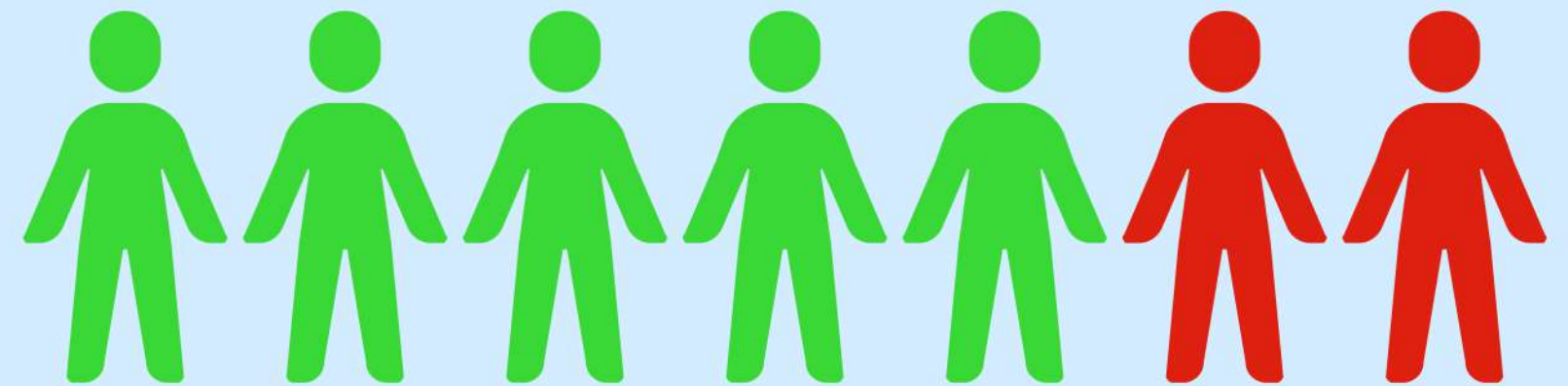


10 out of 35 participants know what
the uberization of labor is.

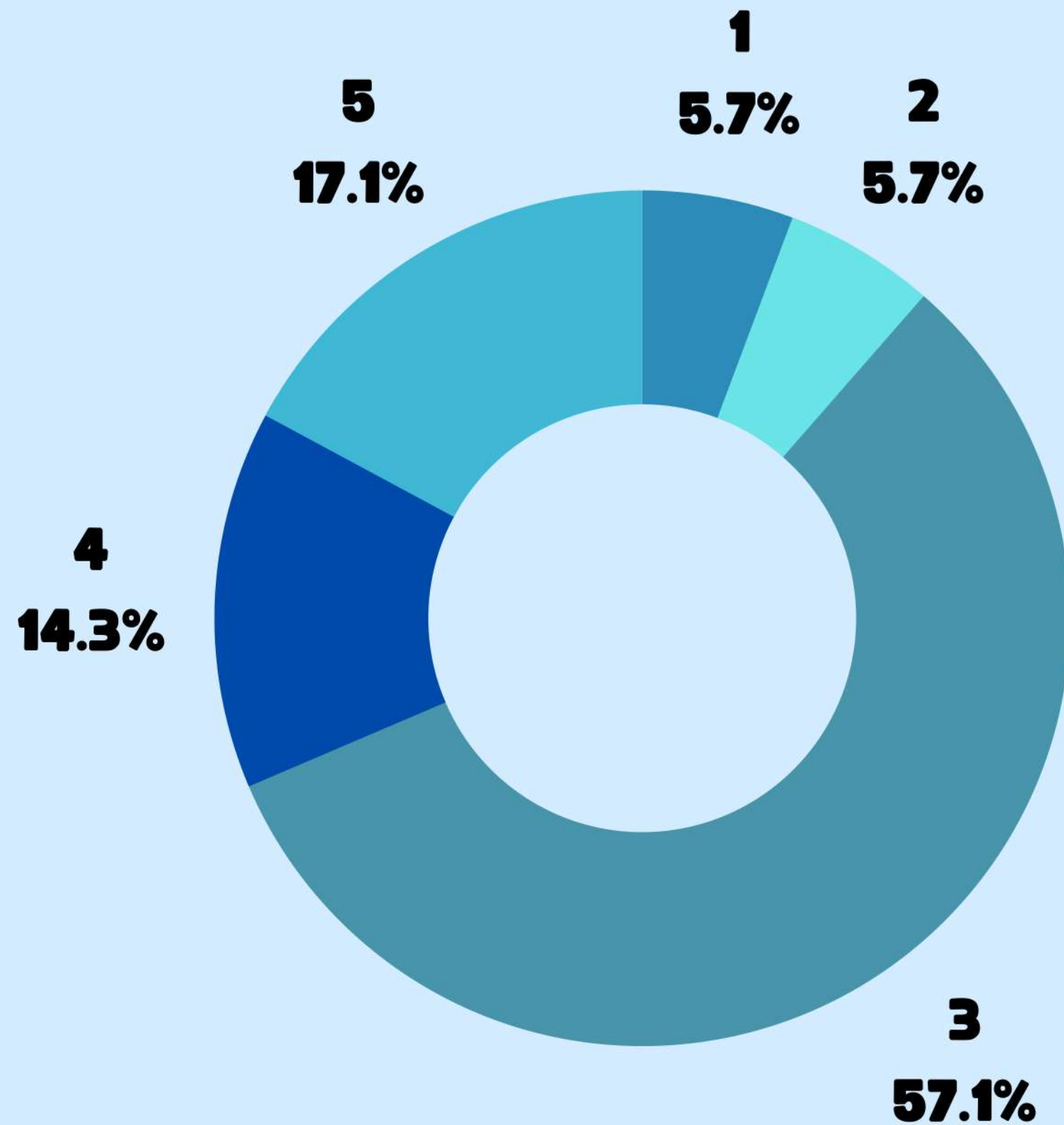
rate: % 28.6 said yes
%71.4 said no.

23 out of 35 participants
know their rights as an
employee.

rate: % 65.7 said yes
%34.3 said no



from 1-5 how safe do you feel in your job?



2 people said 1
2 people said 2
20 people said 3
5 people said 4
6 people said 5

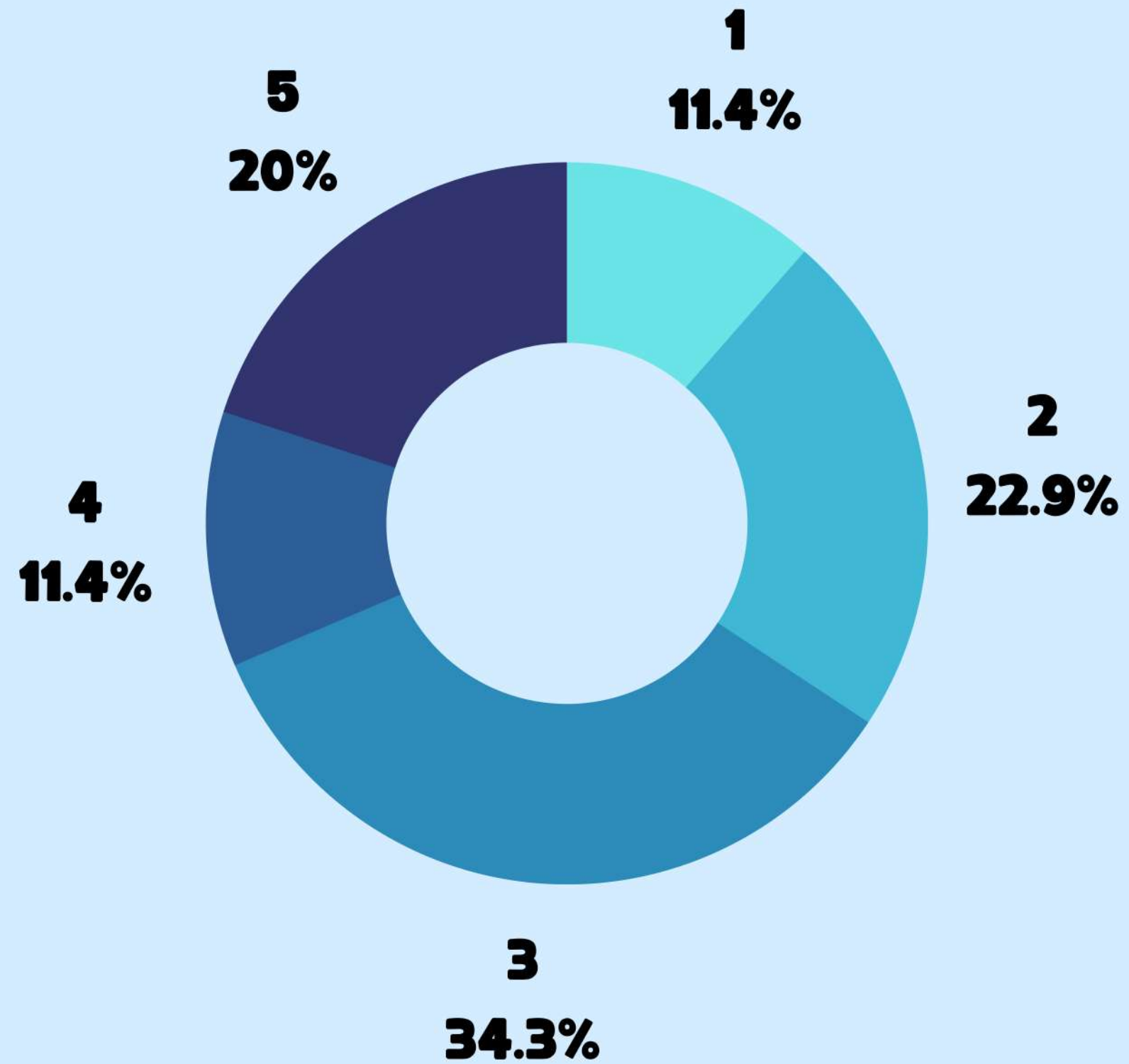
In conclusion, while most people feel "good" at their jobs, less than a quarter feel completely safe and %5.7 of them feel unsafe.

would you like to be self-employed?

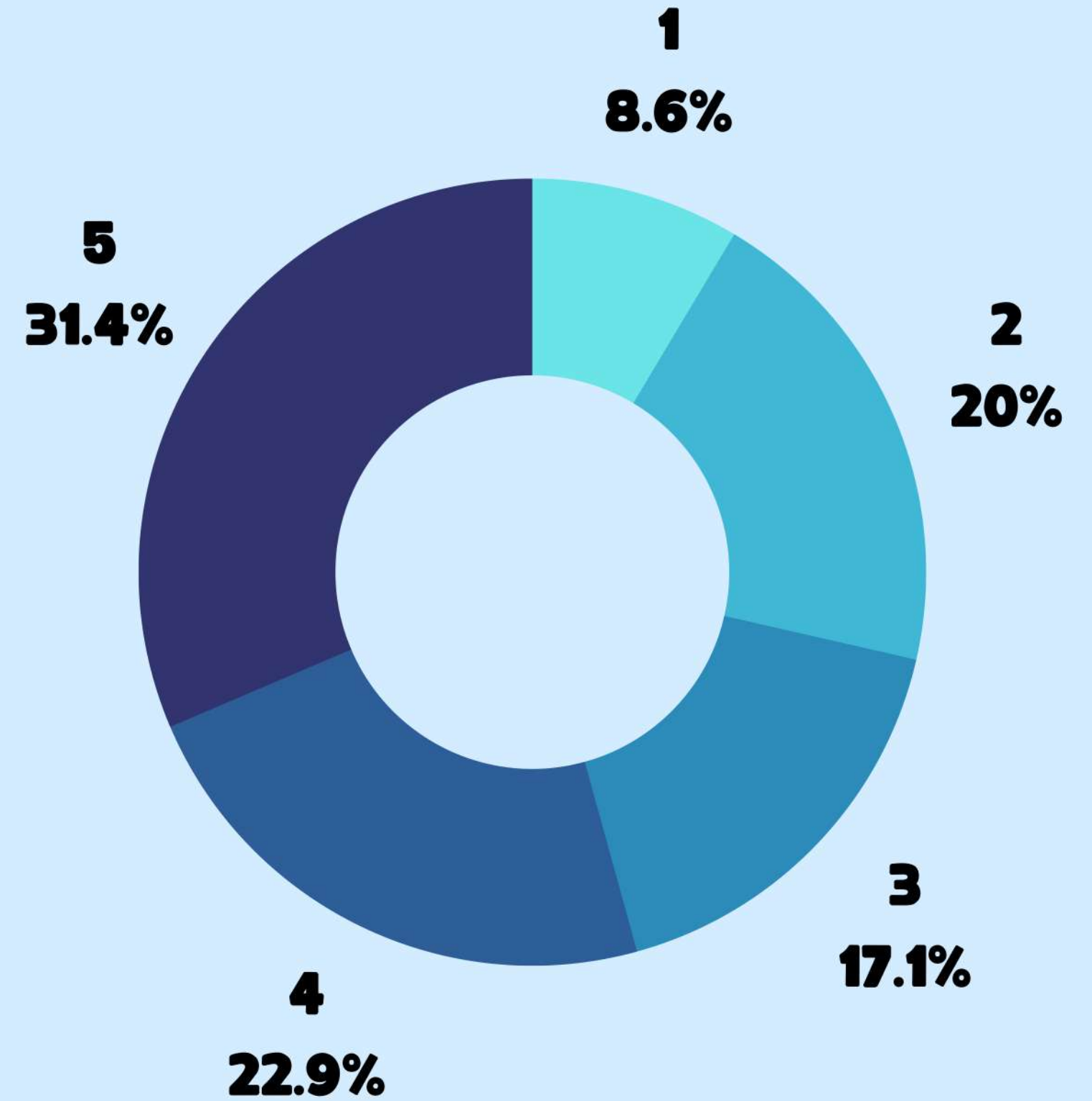


Almost half of the participants want to be self-employed,
6 out of 35 do not want to be self-employed, and the
remaining 12 are unsure of the situation.

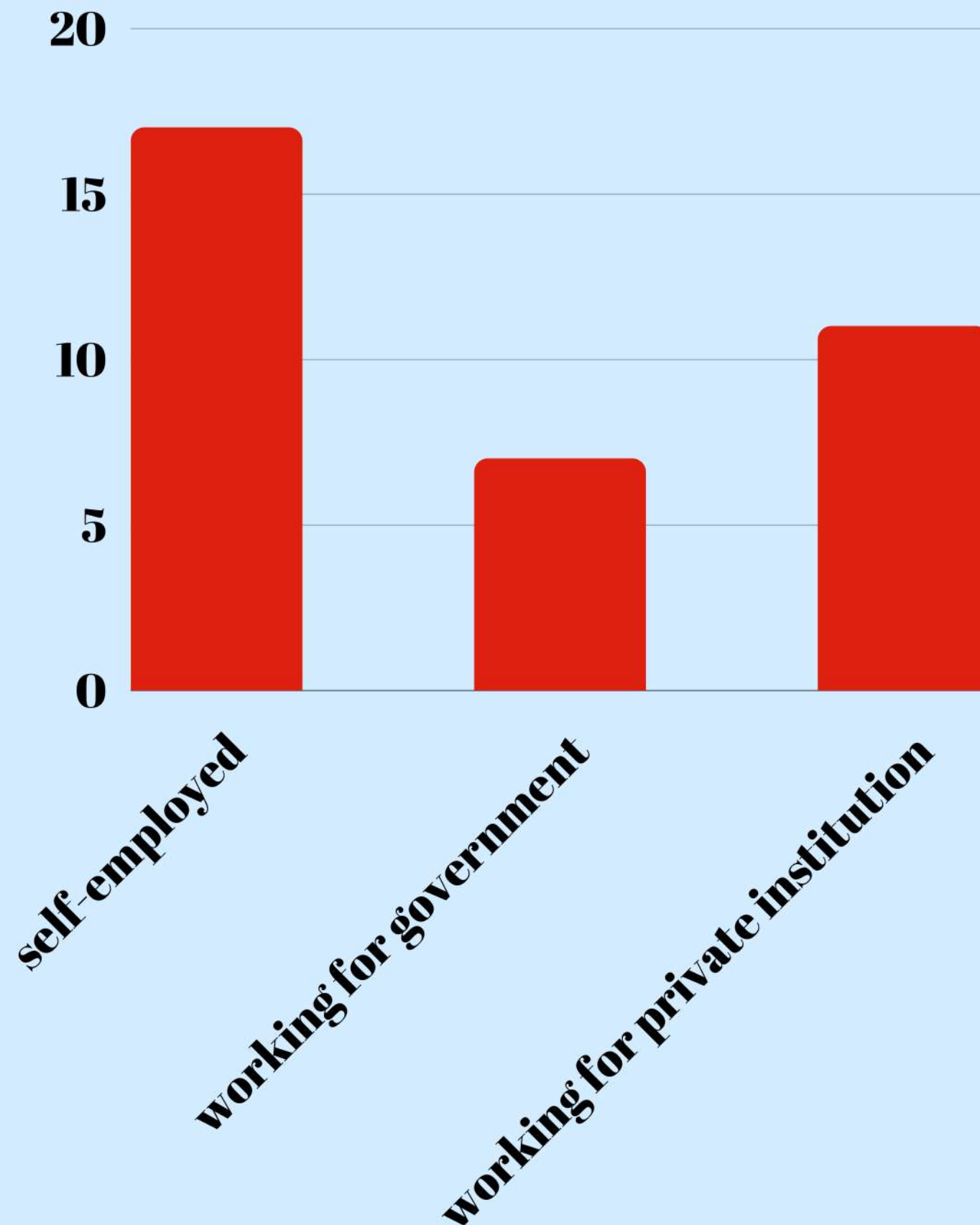
how safe would you feel as a freelancer?



how safe would you feel working for the government?



If you can change your employment status which one would you prefer?



While nearly half of the participants (17/35) prefer to be self-employed, 7 out of 35 participants prefer to work in government and 11 in private institutions.

UBERIZATION OF LABOUR IN HUNGARY

2023.08.25.

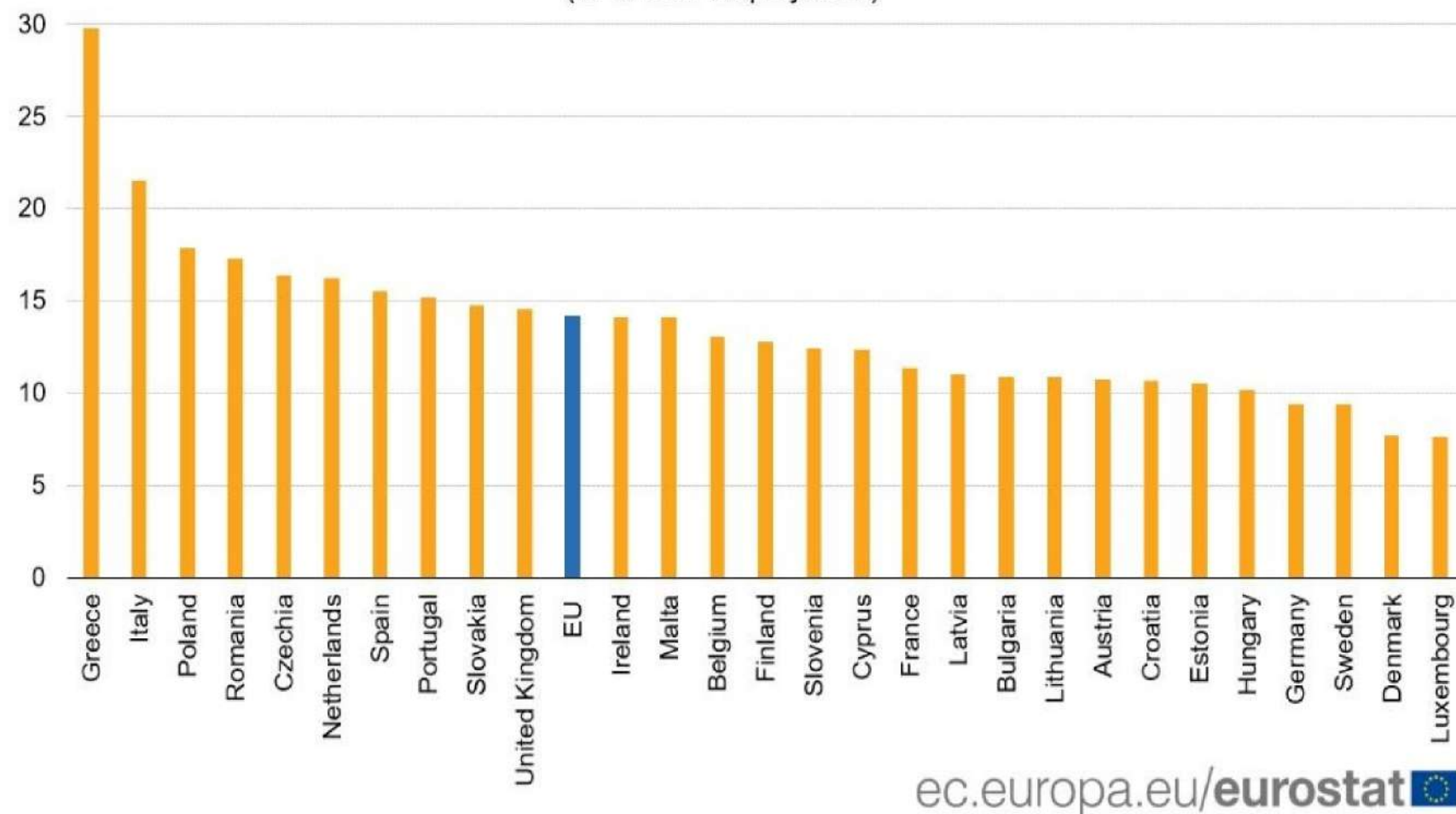


FREELANCERS IN HUNGARY

- Mainly IT, marketing, graphic design, delivery services
- 4000 people in 2018
- Many foreigners
- Maszek & kaláka



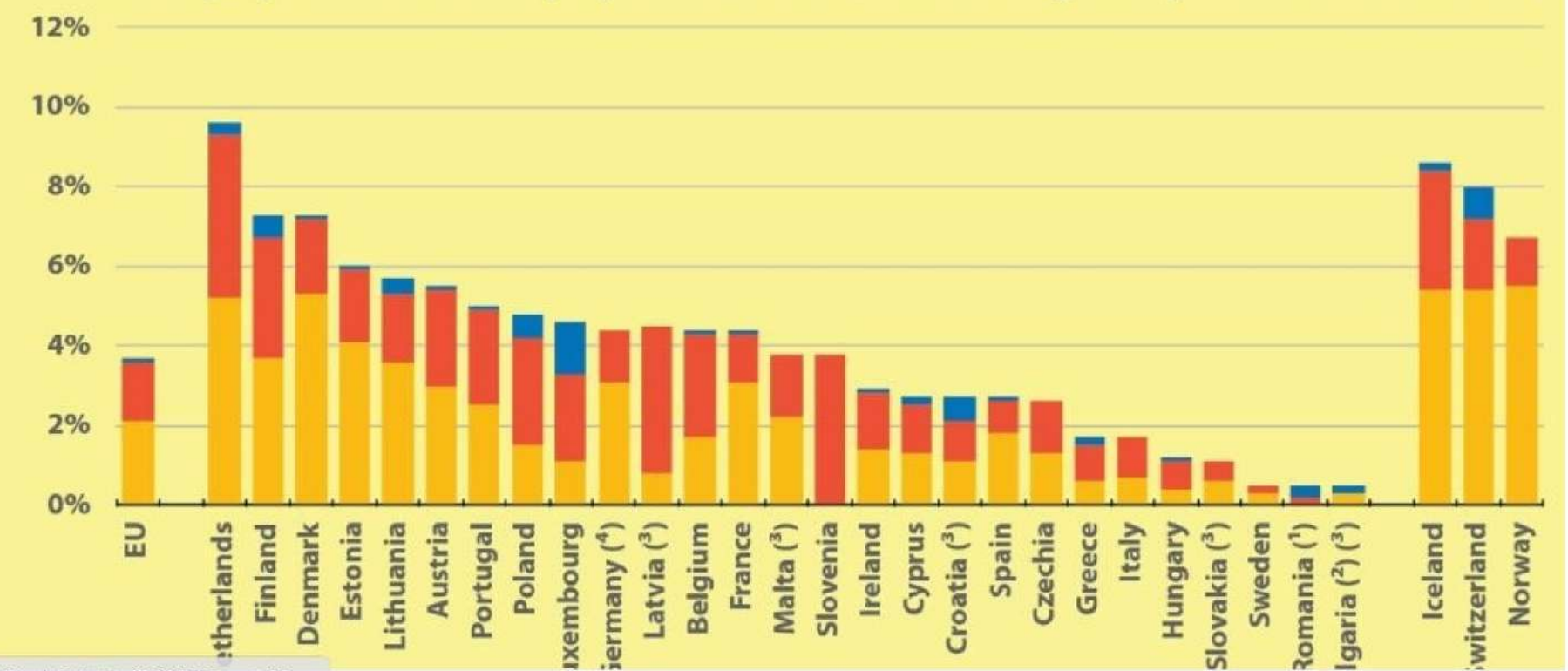
Self-employed persons aged 15 to 74 in the EU Member States, 2018
(% of total employment)



ec.europa.eu/eurostat

Employed people having a second job by professional status of the second job and country, Q2 2021

(in % of employed people aged 20-64, non-seasonally adjusted data)



KATA LAW

- Self-employed entrepreneur pays a flat rate monthly
- Since July 2022 income tax depends on the revenue (15% of the gross wage) KATA
- tax users can only work for private individuals
- Only SMEs can work for companies



POPULAR PLATFORMIZED COMPANIES IN HUNGARY.

- Mainly foreign companies
- Vatera, Jófogás, FoodPanda, Wolt, Bolt, Oszkár
- Ghost restaurants, e.g. Pizzahut



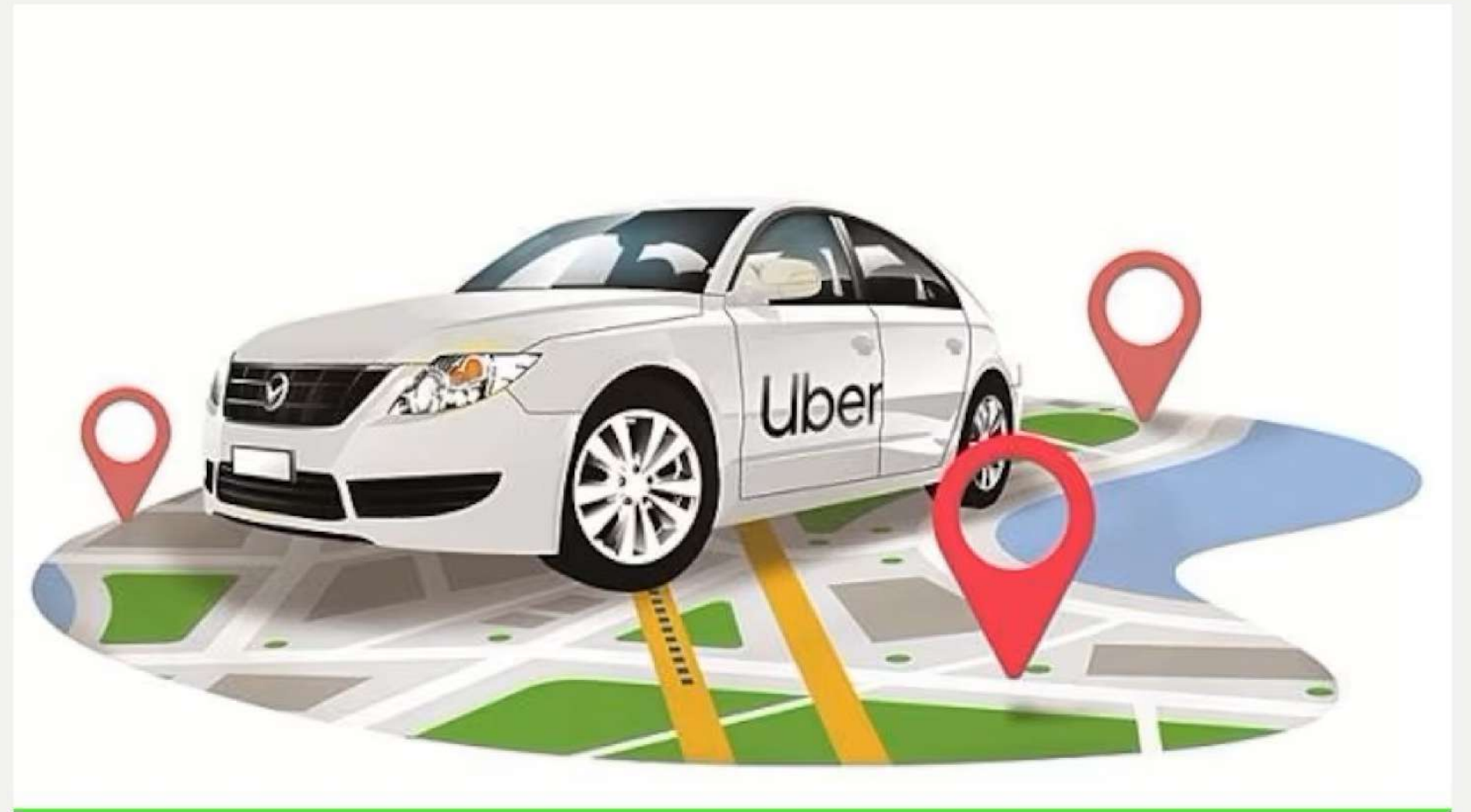
vatera



THE UNSUCCESSFUL ENTRY OF UBER



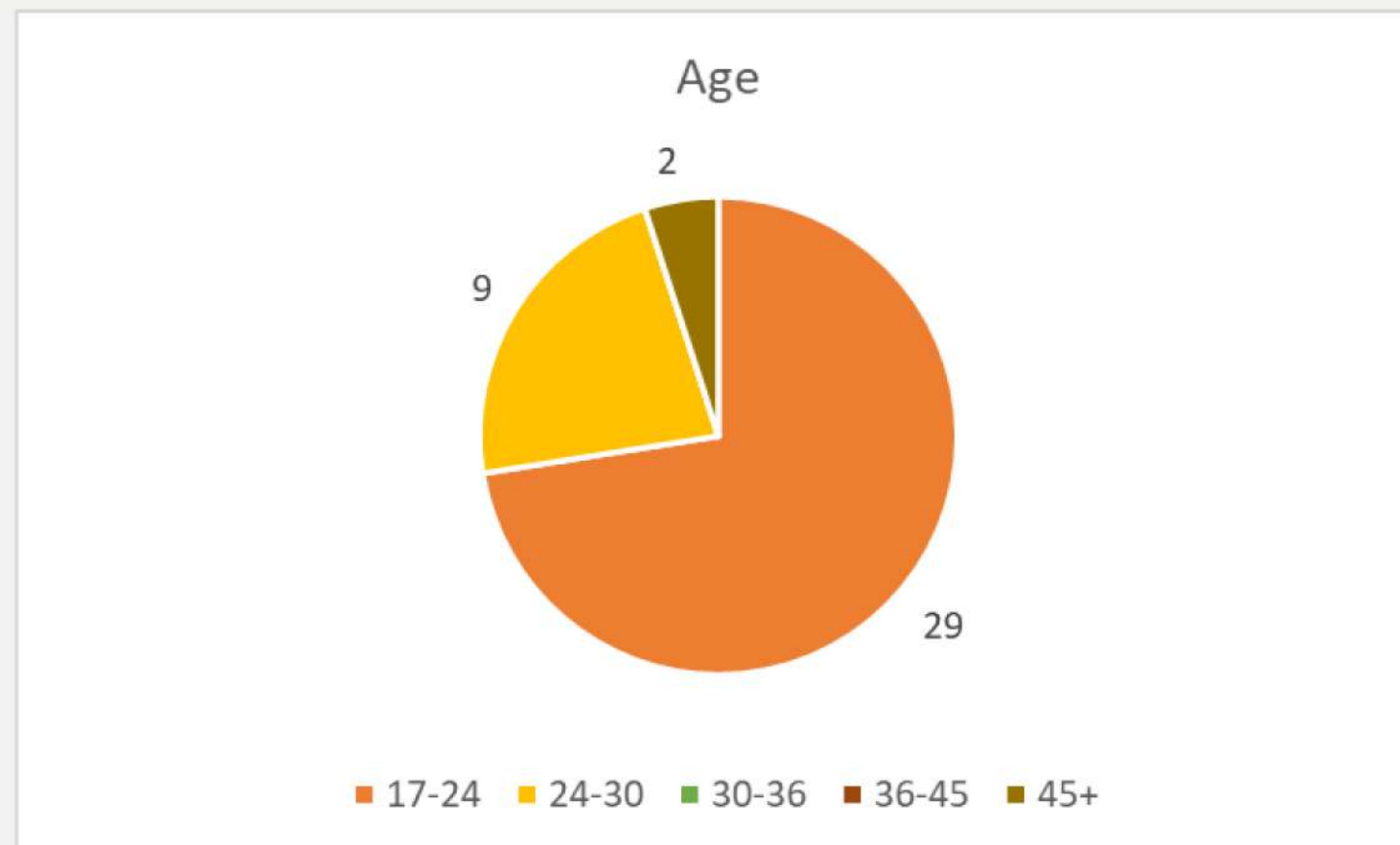
„Ban Uber!”



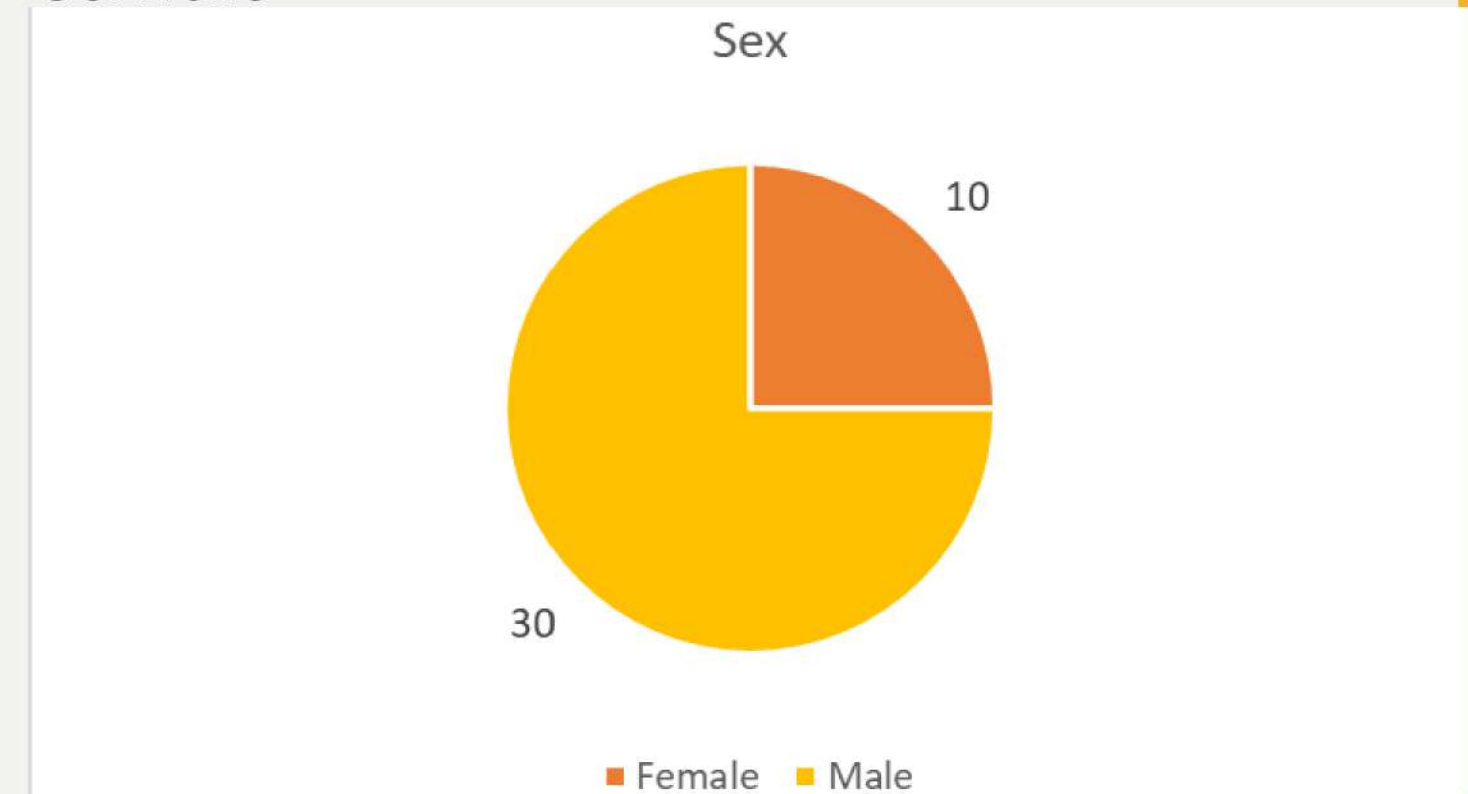
Data about the respondents

• 40 responses from Hungary

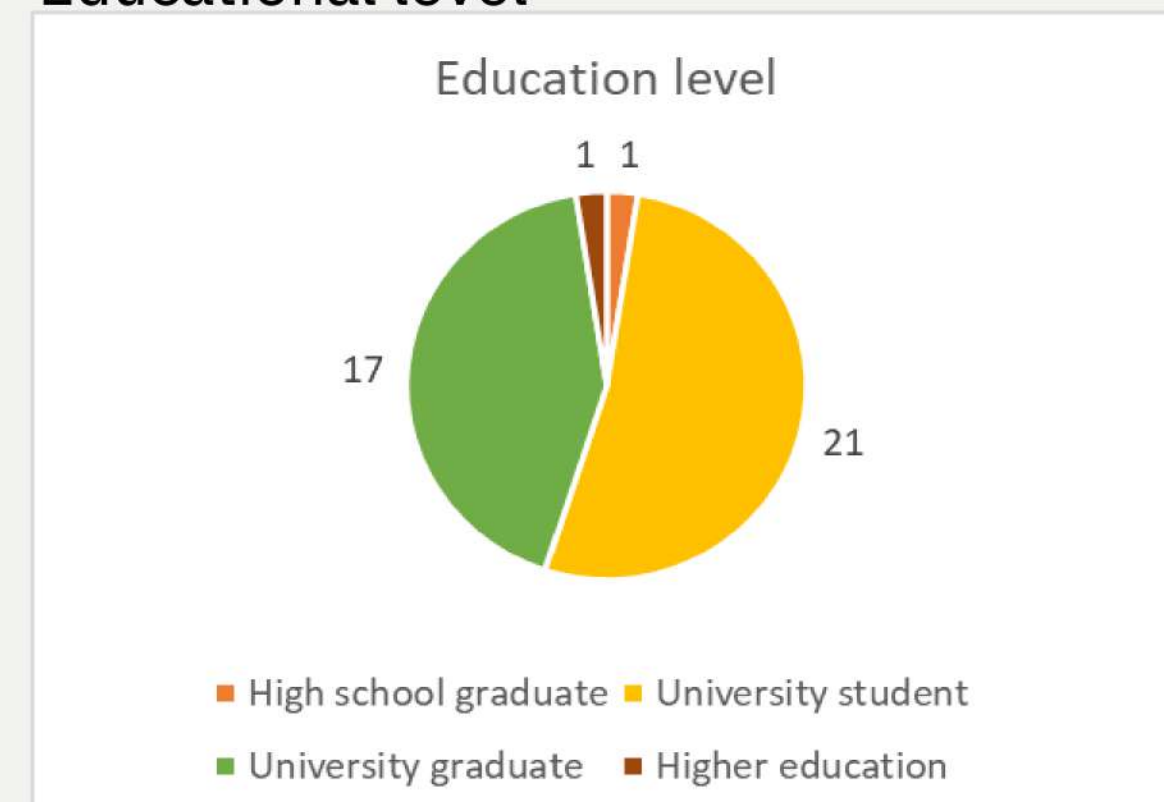
Age distribution



Sex rate

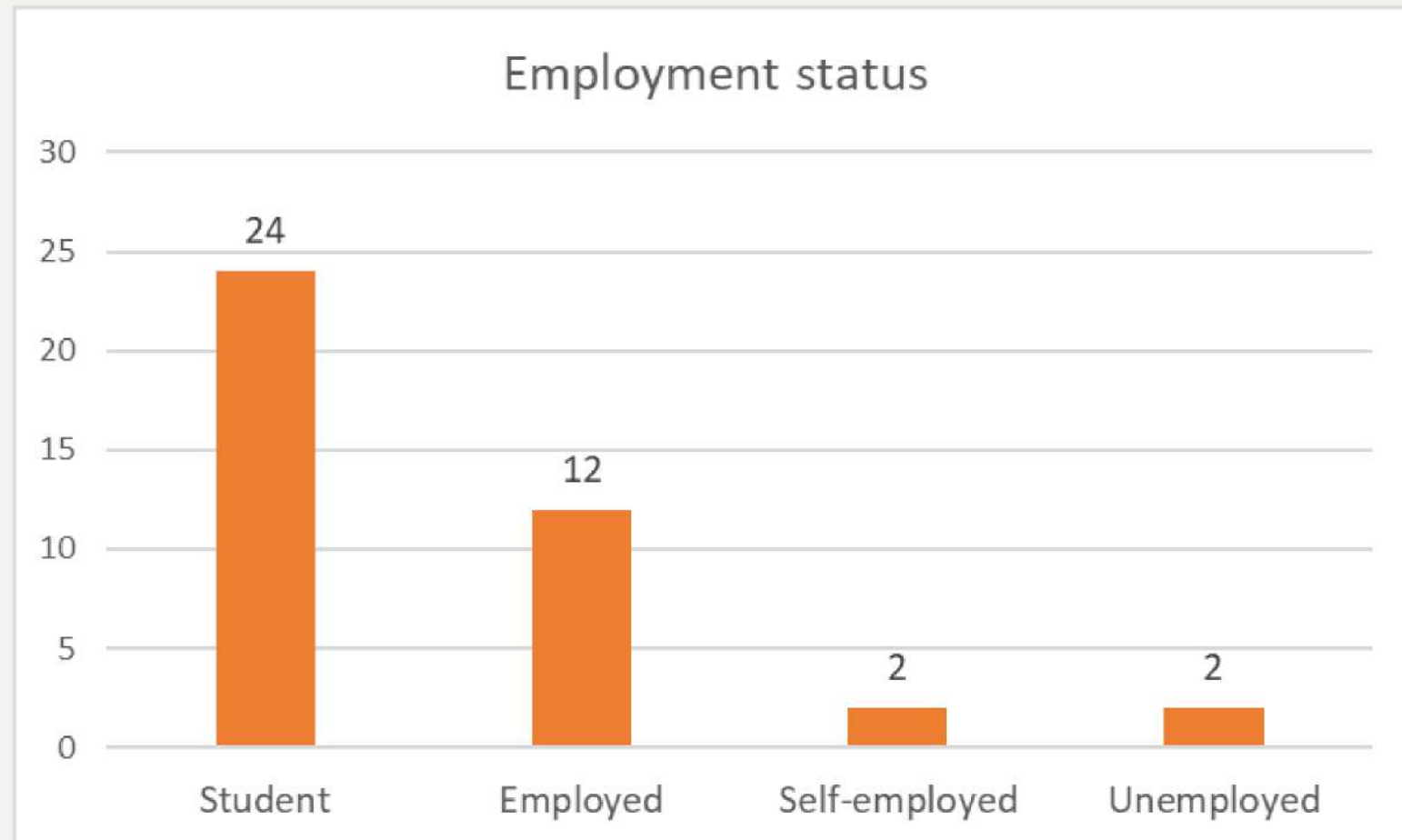


Educational level

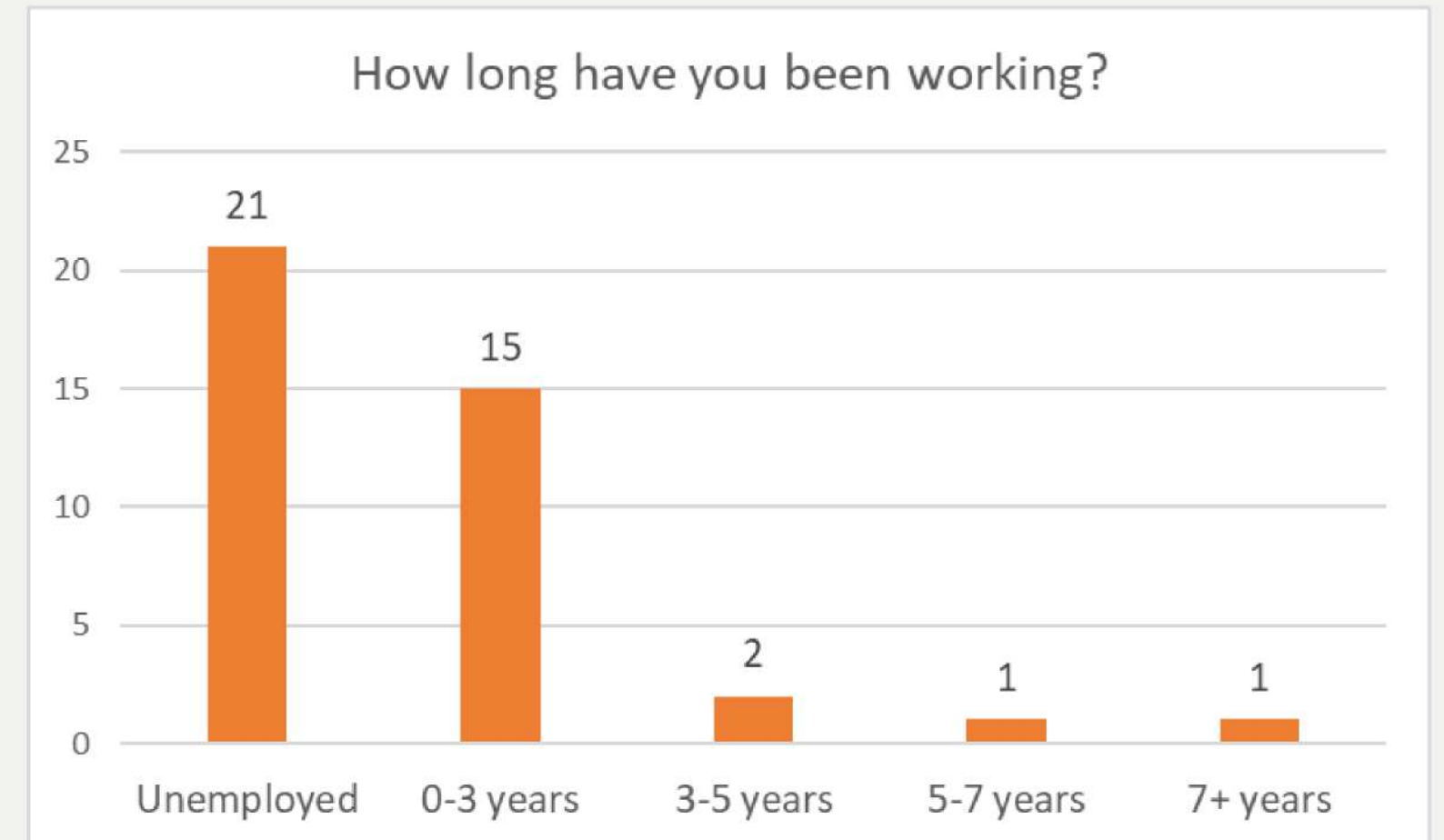


Data about employment

Employment status



Yearsof employment



Job security and the dilemma of self-employment

Job security Preferences



THANK YOU
FOR THE
ATTENTION!





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ACTIVITIES FROM THE PROJECT





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ACTIVITIES FROM THE PROJECT





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SOME PHOTOS FROM FROM THE PROJECT





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SOME PHOTOS FROM FROM THE PROJECT





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CULTURE NIGHTS FROM THE PROJECT





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CULTURE NIGHTS FROM THE PROJECT





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TRIP DAYS FROM THE PROJECT





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TRIP DAYS FROM THE PROJECT

