

Online Platforms and Platform Work Serbia

- ✓ ✗ Legally binding definition of online platforms
- ✓ ✗ Specific register of online platforms
- ✓ ✗ Specific regulation applicable to online platforms
- ✓ ✗ Online platforms are considered to be employers

Platform workers performing remote work, e.g. software development, copywriting, translation, data entry, etc., **are registered as independent contractors**, while platform workers working in the area of food delivery or passenger transportation tend to be sub-contracted through agencies or they are self-employed.



30%

Platform workers performing remote work tend to be young and highly educated. **Software development accounts for 30% of the services provided**, followed by translation, copywriting, design and multimedia.



Serbia is among the **top 10 countries** in the world in terms of the total number of online freelancers.



Platform workers specifically involved in transportation tend to be **middle-aged men** with relatively long work experience and with secondary or higher education.



The Serbian market is dominated by international platforms, such as **Wolt** and **Glovo**.



Donesi (founded in 2006) was at first the only Serbia-based company operating in the food delivery sector. In 2019, **Wolt** and **Glovo** entered the Serbian market. **Donesi** was sold to **FoodPanda** in 2015, but without changing the name or business model. In May 2021, **Glovo** bought **Donesi** and transferred all of its customers to its platform.



Car:Go is another Serbian platform operating in the transport sector and was founded in Belgrade in 2015. The platform has around 200,000 customers.

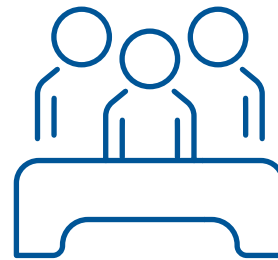




Public discussion surrounding the rights of platform workers has been largely absent in the public discourse. Some non-governmental organisations have been attempting to initiate a discussion about platform work as a non-standard type of employment. Their outreach is often limited to a small group of professionals who are interested in this issue, however.



There have been no legal proceedings in Serbia relating to platform work.



Serbian freelance workers have organised themselves in the [Association of Internet Workers](#). The association has had several rounds of negotiations with government representatives regarding the disclosure of their income to the tax authorities.

A group of platform workers at Glovo tried to form a union, but did not succeed. They opened [a website](#) to exchange ideas, criticise working conditions and propose new solutions.

Two industrial actions have taken place in Serbia. In January 2020, individuals working for the Glovo platforms called a strike when their salaries were reduced.

Drivers for “Car:Go” organised a similar industrial action demanding payment of unpaid salaries. **The strike was only partially successful**, as workers received only a small portion of their unpaid income.