Fairwork

FAIRWORK COLOMBIA RATINGS

INFORMALITY AND TECHNOLOGICAL DEPENDENCE

COLOMBIA

2025

Internet Society Foundation

Contents

Executive Summary

This report presents the findings of the fourth Fair work assessment of digital labour platforms in Colombia, following previous editions published in 2021, 2022, and 2023. Together, these reports provide a longitudinal view of how platform-mediated work has evolved in a national context marked by high informality, inequality, migration, and regulatory uncertainty. This 2025 edition evaluates working conditions across five platforms operating in delivery, ride-hailing, and domestic work, using Fair work's five principles: Fair Pay, Fair Conditions, Fair Contracts, Fair Management, and Fair Representation.

Overall, the findings show limited but significant progress, alongside persistent structural challenges. Only two platforms—Hogarú and Cabify—achieved meaningful scores, with Hogarú leading the ranking at 8 out of 10 points and Cabify scoring 5 points. The remaining platforms, including major delivery and ride-hailing services, were unable to demonstrate compliance with even minimum Fairwork fairness thresholds. This reinforces a central conclusion of previous reports: most platform work in Colombia continues to rely on business models that externalise risk, costs, and insecurity onto workers.

In terms of Fair Pay, only Hogarú and Cabify demonstrated that workers earn at least the legal minimum wage after deducting work-related costs. When assessed against the local living wage, only Cabify met the required threshold. Fair Conditions remain highly uneven: while Hogarú provides social security, sick leave, and maternity benefits in line with Colombian law, most platforms classify workers as independent contractors and offer little or no social safety net. Similar patterns are observed under Fair Contracts and Fair Management, where transparent terms, due process, and anti-discrimination policies are the exception rather than the rule.

A key development highlighted in this report is the growing organisation of delivery workers, particularly through the union UNIDAPP, which has played a crucial role in securing recognition, visibility, and partial regulatory advances. Recent labour reforms and policy debates have introduced new measures aimed at protecting delivery workers, reflecting the impact of sustained worker mobilisation and public scrutiny.

However, this report also finds that these advances remain sector-specific. Ride-hailing drivers, beauty and care workers, and cloud workers continue to face significant gaps in labour protection, representation, and regulatory recognition. The expansion of the platform economy into new sectors has not been matched by an equivalent expansion of rights. Indeed, this report highlights how digital platforms work in Colombia continues to expand within a context of deep labour informality, where platforms operate as key sources of income but offer limited social protection and regulatory clarity. At the same time, workers face growing technological dependence, as opaque algorithmic systems shape access to work, income stability, and autonomy, reinforcing asymmetries of power between platforms and workers.

Fairwork has shown that fairer platform work is possible, but not inevitable. Progress depends on collective organisation, regulatory action, and continued pressure on platforms to adopt responsible labour standards. Extending these protections across all forms of platform work remains an urgent priority for policymakers, platforms, and society as a whole.

Fairwork Colombia

SCORES 2025

Score (out of 10)

Platform	Score
Hogarú	8/10
Cabify	5/10
InDriver	0
Rappi	0
Uber	0

KEY FINDINGS

Fair Pay: This principle assesses whether platforms ensure fair pay for workers after accounting for work-related costs and unpaid time. To earn the first point, platforms must ensure payments are made fully and on time, and that workers earn at least the local minimum wage (or a higher collectively agreed wage) for all active hours, after deducting work-related costs such as transport, fuel, equipment, insurance, maintenance, waiting time, travel between jobs, and mandatory training. To earn the second point, platforms must ensure that workers' earnings, after costs and for active hours, meet or exceed the local living wage (or a higher sectoral agreement wage) in the place where the work is performed.

Two of the five platforms evaluated —Hogarú and Cabify—showed that they ensure an income equal to or higher than the minimum wage, which in 2025 was COP 6470/hour (1.68 USD). When assessing the minimum wage, the scores also took into account work-related costs, which are typically paid by workers out of pocket. The scores also took into account wait and login times. If we add to this these additional costs (i.e. unpaid waiting time, travel expenses, vehicles, petrol, mobile phone data and insurance), the first point of this principle could not be unequivocally awarded to the other three platforms due to a lack of sufficient evidence. By extending this net calculation to consider the living wage (currently assessed at COP 17090/hour for 2025, 4,43 USD) [1], only Cabify was able to evidence that it ensures workers earn at least the equivalent of the living wage after costs.

Fair Conditions: This principle evaluates how platforms address occupational risks and worker protection. To earn the first point, platforms must mitigate the risks workers face—such as accidents, injuries, exposure to harm, or violence—and take basic measures to reduce them. To earn the second point, platforms should support workers when they lose income due to unexpected circumstances (e.g. sickness or parenthood).

Fair Contracts: This principle assesses whether platform contracts are transparent, accessible, and fair, and whether they protect workers from disproportionate risk. To earn the first point, platforms must ensure that workers can easily understand, access, and agree to their contracts. Contracts must not undermine existing legal protections, and platforms must apply responsible and ethical data protection practices through documented policies. To earn a second point, platforms must ensure that contractual risks and liabilities are fairly shared. This requires advance notice of contract changes without undermining accrued rights, avoiding clauses that exclude platform liability or block workers' access to legal remedies, monitoring subcontractors' compliance with platform standards, and ensuring transparency in algorithmic systems that affect pay, ratings, bonuses, or job allocation.

Two platforms (Hogarú and Cabify) could demonstrate to offer clear and accessible terms and conditions. An important criterion for awarding points for fair contracts is for platforms to recognise Colombian law as the applicable law to address worker-related issues. As a result, the other three platforms that could not show that they apply Colombian law were unable to get this point. In addition, platforms must take adequate, responsible, and ethical data protection and management measures, set out in a documented policy. Hogarú was the only platform that could demonstrate that it provides permanent contracts to its workers and does not impose unfair contractual conditions on them.

Fair Management: This principle evaluates whether platforms manage workers fairly, transparently, and without discrimination. To earn the first point, platforms must protect workers from arbitrary decisions such as unexplained deactivations or penalties. This requires accessible communication channels with human representatives, clear and documented processes to appeal ratings, payment issues, deactivations, and other disciplinary actions (including for deactivated workers), timely responses, and safeguards ensuring workers are not penalised for raising concerns or filing appeals. To earn the second point, platforms should promote equity and inclusion.

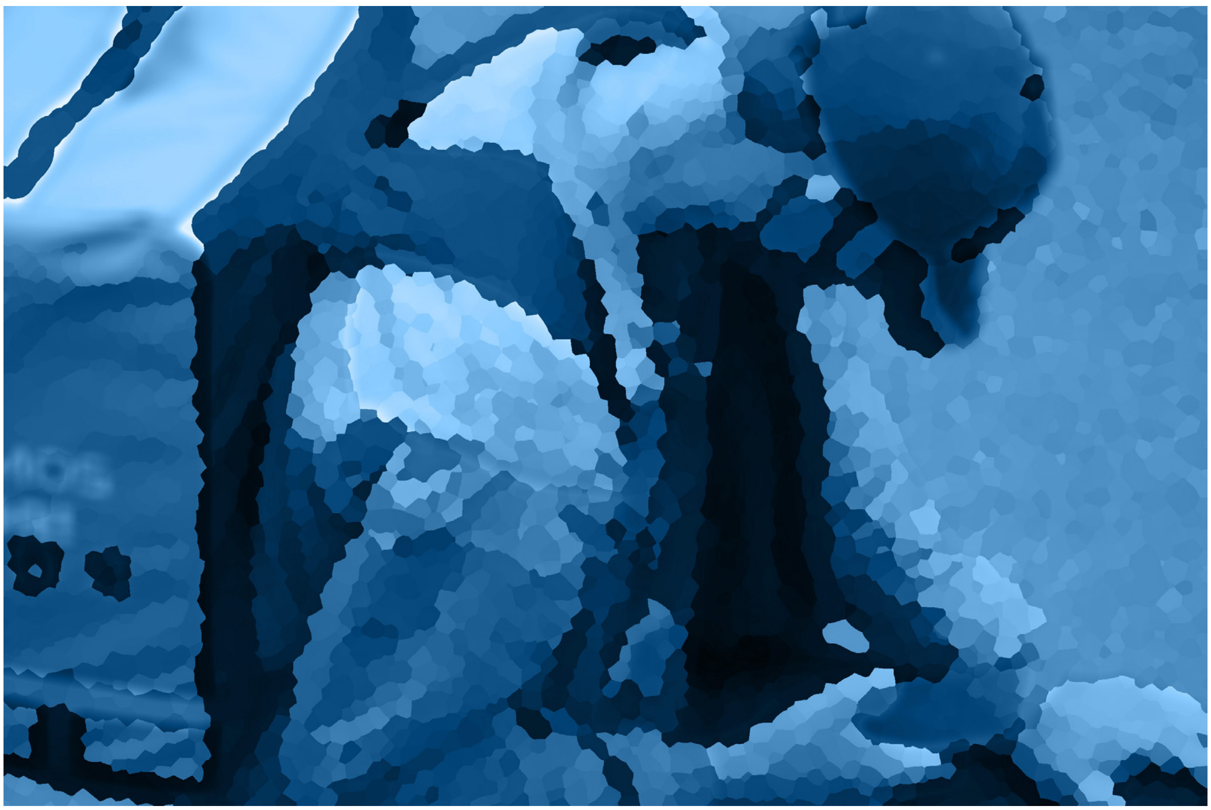
Two platforms—Hogarú and Cabify—could show they have effective communication channels and due process systems for decisions that may affect their workers, including a clear and documented process for workers to meaningfully appeal low grades, non-payment, payment problems, deactivations and other sanctions and disciplinary actions. Hogarú also demonstr ated that it not only has policies against discrimination, but also that it seeks to remove barriers for disadvantaged groups and promote inclusion.

Fair Representation: This principle assesses whether platforms respect workers' rights to organise and participate collectively in decisions that affect their work. To earn the first point, platforms must create safe and inclusive conditions for collective worker voice. To earn the second point, platforms must ensure democratic governance by enabling workers to meaningfully influence working conditions.

Collective organisation and representation is a fundamental right for workers and employees in most countries, but self-employed workers lack this right in Colombia. Only Hogarú obtained a point for principle 5.1. This is mainly due to the efforts of the platform to recognise the collective representation of workers, regulated through established organisations such as COPASST (Joint Committee on Safety and Health at Work), as well as their right to elect their own representatives. None of the platforms evaluated meet criterion 5.2 on democratic governance, as there was no evidence that workers have formal mechanisms for representation, collective voice, or participation in setting the conditions of their work. While incipient workers' associations and cooperative initiatives are beginning to emerge across different platform sectors, these efforts remain marginal and are not yet recognised by platforms through collective bargaining, union engagement, or democratically governed models.

EDITORIAL

Fairwork Colombia 2025: Four Years of Evidence, Struggle, and Uneven Progress



This is the fourth Fairwork Colombia report, following earlier ratings published in 2021[2], 2022[3], and 2023 . Together, these reports offer a cumulative and longitudinal perspective on how digital labour platforms have reshaped work in Colombia—and how workers, institutions, and regulators have responded. Looking back across these four editions, one lesson is clear: while platform work remains deeply unequal and fragmented, change has not come from technological innovation alone, but from worker organisation, political struggle, and sustained public debate.

Over the past four years, the most visible transformations have taken place in the delivery sector. Couriers have moved from being portrayed as isolated “independent partners” to being increasingly recognised as workers with collective interests and shared vulnerabilities. A key driver of this shift has been the emergence and consolidation of UNIDAPP (Unión de Trabajadores de Plataformas), the national union of delivery platform workers. Through organising, public protest, legal action, and dialogue with state institutions, delivery workers have challenged the narrative of flexibility that long justified the absence of labour protections. Their struggles have made visible the risks of algorithmic management, unpaid waiting time, exposure to traffic accidents, and the transfer of operational costs onto workers themselves.

This cycle of mobilisation has also intersected with changes in the regulatory landscape. While Colombia has not yet achieved a comprehensive and settled framework for platform work, recent labour regulation debates and reforms have introduced a new set of measures aimed at protecting delivery workers[4]. These include clearer obligations around social security contributions, occupational risk insurance, transparency in algorithmic management, and the recognition of worker voice. Importantly, these advances did not emerge in a vacuum: they are the result of pressure from organised workers, sustained advocacy by unions, and the accumulation of empirical evidence—of which Fairwork has been one part—about working conditions in the platform economy.

Yet, this fourth report also underscores a sobering reality. Progress has been uneven and sector-specific. While delivery work has gained political visibility and partial regulatory attention, many other platform workers remain largely excluded from these protections. Ride-hailing drivers continue to operate in a grey zone, facing police harassment, regulatory uncertainty, and ambiguous employment status. Beauty and care workers, often women, experience chronic exhaustion, low pay, and limited bargaining power despite being formally contracted in some cases. Cloud workers, performing data annotation, content moderation, and micro-tasks for global platforms, remain almost entirely invisible to Colombian labour law, despite contributing to the backbone of the global AI economy.

From this perspective, the Fairwork Colombia 2025 report should be read not as a conclusion, but as a checkpoint. Four years of ratings show that standards can improve, but only when platforms are pushed to change—by workers, by regulation, and by public scrutiny. Extending labour protections beyond delivery work and across the full diversity of platform labour remains an urgent task. The challenge ahead is to ensure that dignity, safety, and collective voice are not privileges reserved for a few sectors, but rights guaranteed to all platform workers.

THE FAIRWORK PROJECT:

Towards Decent Labour Standards in the Platform Economy

Fairwork evaluates and ranks the working conditions of digital platforms. Our ratings are based on five principles that digital labour platforms should ensure in order to be considered to be offering basic minimum standards of fairness.

We evaluate platforms annually against these principles to show not only what the platform economy is today, but also what it can be. The Fairwork ratings provide an independent perspective on labour conditions of platform work for policymakers, platform companies, workers, and consumers. Our goal is to show that better, fairer jobs are possible in the platform economy.

The Fairwork project is coordinated from the Oxford Internet Institute, University of Oxford, and the WZB Berlin Social Science Centre. Our network of researchers has rated platforms in 38 countries across five continents. In every country, Fairwork collaborates closely with workers, platforms, advocates and policymakers to promote a fairer future of platform work. In Colombia, this research is led by researchers at DISORLAB, Universidad del Rosario.

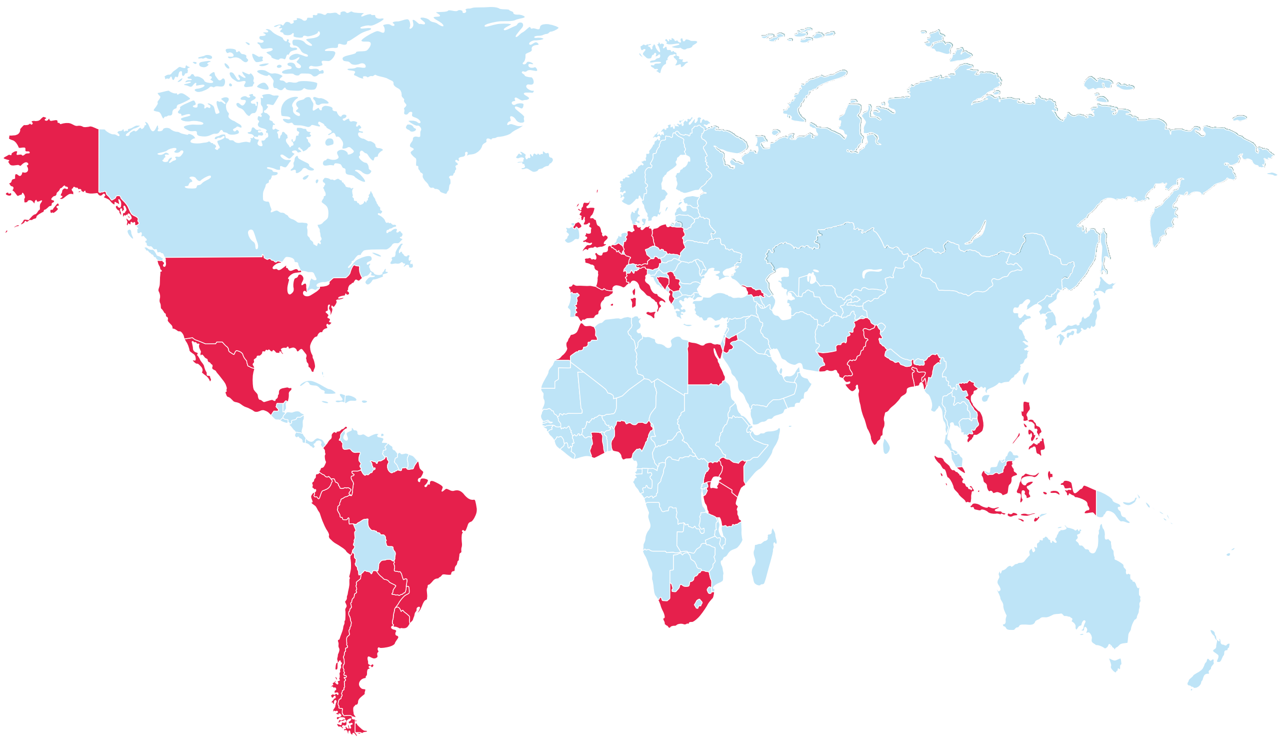


Figure 1: Map of Fairwork countries

AFRICA:

Egypt, Ghana, Kenya, Morocco, Nigeria, South Africa, Tanzania, Uganda

ASIA:

Bangladesh, India, Indonesia, Jordan, Lebanon, Pakistan, Philippines, Singapore, Thailand, Vietnam

EUROPE:

Albania, Austria, Belgium, Bosnia and Herzegovina, Croatia, France, Georgia, Germany, Italy, Poland, Serbia, Spain, UK

SOUTH AMERICA:

Argentina, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay

NORTH AMERICA:

Mexico, US

The Fairwork Framework

Fairwork evaluates the working conditions of digital labour platforms and ranks them on how well they do. To do this, we use five principles that digital labour platforms should ensure to be considered as offering 'fair work'. The five Fairwork principles were developed through a multi-stakeholder workshop at the International Labour Organisation (ILO), and many more workshops in various countries. In the years since then, the principles and their operationalisation have been further fine-tuned. Further details on the thresholds for each principle, and the criteria used to assess the collected evidence to score platforms, can be found in the Appendix.

The five principles

1. Fair Pay

Workers, irrespective of their employment classification, should earn a decent income in their home jurisdiction after taking account of work-related costs. We assess earnings according to the mandated minimum wage in the home jurisdiction, as well as the current living wage.

2. Fair Conditions

Platforms should have policies in place to protect workers from foundational risks arising from the processes of work and should take proactive measures to protect and promote the health and safety of workers.

3. Fair Contracts

Terms and conditions should be accessible, readable and comprehensible. The party contracting with the worker must be subject to local law and must be identified in the contract. Regardless of the workers' employment status, the contract should be free of clauses which unreasonably exclude liability on the part of the service user and/or the platform.

4. Fair Management

There should be a documented process through which workers can be heard, can appeal decisions affecting them, and be informed of the reasons behind those decisions. There must be a clear channel of communication to workers involving the ability to appeal management decisions or deactivation. The use of algorithms should be transparent and result in equitable outcomes for workers. There should be an identifiable and documented policy that ensures equity in the way workers are managed on a platform (for example, in the hiring, disciplining, or firing of workers).

5. Fair Representation

Platforms should provide a documented process through which worker voice can be expressed. Irrespective of their employment classification, workers should have the right to organise in collective bodies, and platforms should be prepared to cooperate and negotiate with them.

Methodology Overview

The Fairwork project uses three approaches to effectively measure fairness of working conditions on digital labour platforms: desk research, approaching platforms for evidence, and worker interviews. Through these three methods, we seek evidence on whether platforms operate in accordance with the five Fairwork Principles.

Desk research

Each annual Fairwork ratings cycle starts with desk research to map the range of platforms to be scored, identify points of contact with management, develop suitable interview guides and survey instruments, and design recruitment strategies to access workers. For each platform, we gather and analyse a wide range of publicly available documents including contracts, terms and conditions, published policies and procedures, as well as digital interfaces. Desk research also flags any publicly available information that could assist us in scoring different platforms: for instance, the provision of particular services to workers, or the existence of past or ongoing disputes.

Once the list of platforms has been finalised, each platform is invited to participate in Fairwork's annual ranking study and provided with information about the process. This year, five prominent platforms operating in Bogotá, Medellín, Cali, Barranquilla and Villavicencio were identified based on their visibility in their specific sector and the scale of their operation.

Platform evidence

The second method involves approaching platforms for evidence. Platform management are invited to submit evidence and discuss the platform's degree of compliance with each of the Fairwork principles. Evidence may include published policies and/or standard operating procedures, public commitments, and website/app functionality. This evidence provides insights into the operation and business model of the platform, while also opening up a dialogue through which the platform could agree to implement changes based on the principles. In cases where platform managements do not agree to participate in the research, we limit our scoring to evidence obtained through desk research and worker interviews.

Worker interviews

The third method is interviewing platform workers directly. In Colombia, 30 workers were interviewed across five cities:Bogotá, Medellín, Armenia and Cartagena. These interviews do not aim to be a statistically representative set of experiences. Rather, they are worker case-studies to examine platforms' policies and practices in the field as they pertain to the Fairwork principles. Specifically, they seek to gain insight into how work is carried out and how work processes are managed and experienced, on platforms. The interviews situate platform work in the careers of workers by understanding their motivation for entry into a platform, how long they envision undertaking work on the current platform before seeking an alternative, either on another platform or in a different sector, and how their experience of platform work is shaped by their interaction with fellow workers and the external labour market. These interviews also enable Fairwork researchers to see copies of the contracts issued to workers and to access the app interface, including payout and support screens. This method alerts the team to the presence of issues, but not the frequency or likelihood of their occurrence.

The worker interviews are semi-structured and make use of a series of questions relating to the 10 Fairwork (sub)principles. In order to qualify for the interviews, workers have to be over the age of 18 and have worked with the platform for at least three months. In Colombia, these interviews were conducted in Spanish.

Putting it all together

This threefold approach provides a way to cross-check the claims made by platforms, while also providing the opportunity to collect evidence from multiple sources. Final scores are collectively decided by the Fairwork team based on all three forms of evidence. Points are only awarded if sufficient evidence exists on each threshold.

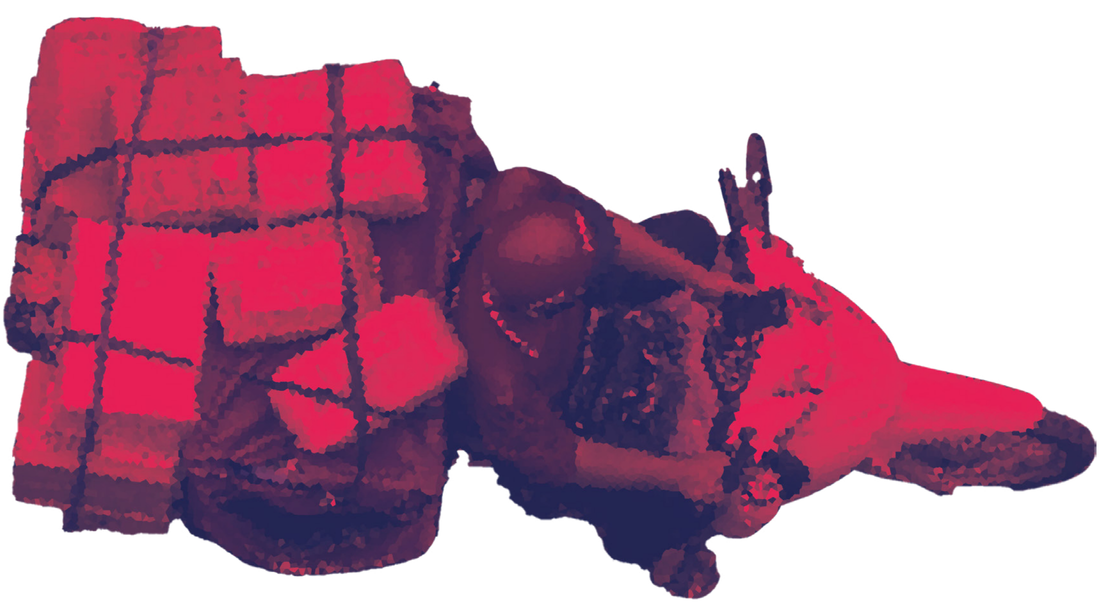
How we score

Each of the five Fairwork principles is broken down into two points: a first point, and a second point that can only be awarded if the first point has been fulfilled. Every platform receives a score out of 10. Platforms are only given a point when they can satisfactorily demonstrate their implementation of the principles. Failing to achieve a point does not necessarily mean that a platform does not comply with the principle in question. It simply means that we are unable to evidence its compliance.

The scoring involves a series of stages. First, the in-country team collates the evidence and assigns preliminary scores. The collated evidence is then sent to external reviewers for independent scoring. These reviewers are both members of the Fairwork teams in other countries, as well as members of the central Fairwork team. Once the external reviewers have assigned their scoring, all reviewers meet to discuss the scores and decide final scoring. Platforms are given the opportunity to submit further evidence to earn points that they were initially not awarded. These scores then form the final annual scoring that is published in the annual country Fairwork report.

Before the publication of this report, companies rated were given the opportunity to review and comment on the findings of this report. All responses are included in Appendix II.

Further details on the Fairwork scoring system are in the Appendix.



COUNTRY CONTEXT:

Digital Labour Platforms in Colombia

The platform economy in Colombia has flourished in a context of informality, migration, and increasing diversification in the sectors in which it operates, focusing primarily on low-skilled jobs. Colombia, like other middle-income countries, depends on exports of non-renewable raw materials such as oil and coal and is highly vulnerable to external shocks. Additionally, the country has one of the highest levels of inequality (GINI index 0.523) and informality in the labour market (more than 60% of total employment) in Latin America[5]. Since a considerable portion of the population works in the informal sector, many lack basic social protection and pension rights. Although unemployment remains high (8.8%, April 2025), according to the National Administrative Department of Statistics (DANE), the unemployment rate has been declining (it was 10.6% in April 2024)[6].

Another key factor is Venezuelan migration. In the last decade, Colombia has received approximately 2.5 million Venezuelan migrants[7]. Both Colombians and Venezuelans have found platform work to be a way to earn a living in a context of informality and relatively high unemployment. However, after the boom in digital work platforms during the pandemic, the sector has experienced a decrease in demand and a more difficult financial environment, with investors less willing to finance the expansion of these platforms.

It is difficult to calculate the exact number of platform workers in Colombia, as well as their extent and real contributions to the economy. According to Fedesarrollo[8], there are approximately 200,000 people working on food delivery and transportation platforms in Colombia[9]. In fact, this study states that platform work represents 0.2% of Colombia's Gross Domestic Product (GDP), although this estimate is highly contested. In 2024, Rappi, one of the main platforms operating in the country, stated, in the context of discussions on new labour regulation, that they had around 130,000 couriers[10]. An analysis carried out by the International Labour Organisation (ILO) in 2021 found a high participation of migrants in digital platforms, particularly in courier and delivery activities, thanks to the low barriers to income generation in this subsector[11]. In Colombia, migrant participation is 22% in courier and delivery platforms, 5% in traditional courier sector activities, and 2% in digital and non-digital mobility activities[12]. In general, platform workers tend to be younger and have a higher level of education than the average workforce in the country. However, there are significant differences between courier and delivery workers and mobility workers, such as the lower average age (35 vs. 38 years for mobility workers) and the lower prevalence of university degrees (15% vs. 23% for mobility workers[13]). These age and education differences between subsectors are repeated globally, but they are exacerbated in the Colombian context.

In the urban mobility sector, ride-hailing platforms have achieved significant market penetration. Uber, Cabify, DiDi, and InDrive compete for users of private transportation services (ride-hailing) by offering app-managed trips. Uber and DiDi have diversified their operations to include food delivery (Uber Eats, DiDi Food), while Cabify maintains a corporate and safety focus. Finally, InDrive centres its offering on direct fare negotiation. This plurality of options makes it a highly competitive market, creating tension with public transportation systems and the taxi industry. This has also generated regulatory challenges related to access to licenses, formalising drivers, and tax contributions.

The delivery sector is one of the most visible aspects of the platform economy in the country. Rappi, a ''super app'' of Colombian origin[14], leads the sector by offering services from restaurants, supermarkets, pharmacies, and various errands, including bill payments and cash transfers. More traditional markets like Merqueo deliver only groceries from their own warehouses using low-cost models. Meanwhile, Uber Eats and DiDi Food have established themselves as extensions of ride-hailing platforms, leveraging their driver networks. At the same time, specialised services like Mensajeros Urbanos and Picap focus on urban courier services and light motorcycle transport, covering "last mile" needs for businesses and individuals.

Another key sector is platform-mediated domestic work. Apps like Hogarú, AUX, and AseoYa stand out here. These platforms, specialising in cleaning and home maintenance, connect workers (the vast majority of whom are women) with the households and individuals who request their services. The platforms are responsible for issues such as wage and benefit payments, social security affiliations, and staff training. Regulations governing domestic work in Colombia require platforms to provide a minimum level of social security and basic working conditions that are lacking in other sectors[15]. The integration of rating systems and verified profiles provides greater confidence to employers, although it can be an additional burden for workers. Furthermore, debates persist regarding contractual conditions (payment by the day and hour), social protection, and the impact of commuting within the city on the health and well-being of the workers.

Likewise, the platform economy has been expanding into other sectors such as logistics and various data work modalities, especially micro-work. In freight logistics, projects like Liftit have focused on first-mile and last-mile delivery operations for B2B (business-to-business) clients[16]. The microwork or cloudwork sector has also experienced remarkable growth. Global platforms such as Appen, Remotasks, Clickworker, and Toloka have recruited thousands of workers in Colombia to perform tasks such as data tagging, transcription, content classification, and software testing. This crowdsourcing model for training algorithms and artificial intelligence systems has created flexible employment opportunities; however, it also offers precarious working conditions characterised by task fragmentation, piece-rate pricing, and a lack of social benefits. In parallel, freelancing marketplaces like Workana, Upwork, and Fiverr are consolidating their position, connecting professionals with diverse profiles (designers, developers, consultants, writers) with projects paid by the hour or by deliverable. Unlike micro-task platforms, these apps tend toward larger projects and corporate clients.

Latin America's Regulatory Context: A Fragmented Debate

Regulatory interest in addressing the realities of the platform economy extends to numerous Latin American countries, with some making significant progress in establishing national regulatory regimes. As shown in Table 2, different regulations address the issue of platform work in various ways. Some resolve the debate over the dependency of workers on both delivery and ride-hailing platforms, while others officially codify the narrative of independent work in law. Additionally, some regulations clearly outline the need for platforms to establish a legal presence in the country, while others do not address this topic. Lastly, Table 2 reveals a fragmented debate where workers' associations have different interpretations of what regulation of the platform economy should look like.

Table 1. Latin America's Regulatory Context.

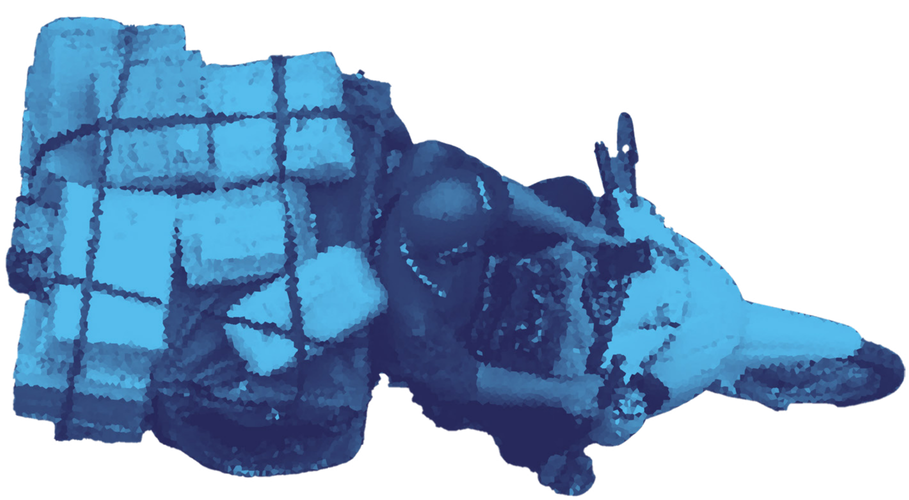
Initiative/ Law	**Country**	**Approved?**	**Summary**
Law No. 20,396 (2025)	Uruguay	Yes	**Origin of the initiative:** Ministry of Labour and Social Security. **Dependency/autonomy of working people:** It doesn't resolve the issue. It allows for dependent and independent contracts. **Worker support:** The trade union center (PIT-CNT) has expressed its rejection. **Rights and obligations for the platform ecosystem:** Common rights: Transparency of algorithms and monitoring systems; the right to an explanation; the right to the intangibility of digital reputation and data portability; terms and conditions must be transparent, concise, and easily accessible. Platform obligations: Risk assessment and preventive measures, as well as worker training. Companies are not required to establish a legal entity in the country. However, disputes between workers living in Uruguay and platforms must be submitted to national courts. Rights of dependent workers: 48-hour weekly work limit; minimum wage. Rights of independent workers: Occupational accidents and diseases; social security benefits (simplified tax regime); freedom of association and collective bargaining.

Initiative/ Law	Country	Approved?	Summary
Bill "Labor Modernization Law" 35/2025	Argentina	In process	**Origin of the initiative:** Executive branch (Officialist bloc). Introduced in Congress as part of a broader labor reform bill. **Dependence/autonomy of workers:** It creates the category of "independent service provider", explicitly excluding these workers from any presumption of an employment relationship. **Worker support:** trade unions reject the proposal while atomized workers' positions are mixed. **Rights and obligations for the platform ecosystem:** Platform obligations: respect freedom of connection; offer safety information; facilitate access to safety equipment; maintain a digital complaints mechanism; and ensure access to human operators able to justify decisions affecting workers. Platforms must also disclose ranking criteria "in clear language," subject to commercial secrecy limits. Workers' rights: right to reject orders, connect without any minimum frequency, and freely choose their schedules, routes, and use of the app. They may exercise data portability rights, receive free training, and benefit from a personal accident insurance policy. They also receive full payment for their services and 100% of tips.
Bill "Regulating work in digital mobility and home delivery platform companies"	Paraguay	In process	**Origin of the initiative:** Legislative power **Dependency/autonomy of workers:** The employment relationship remains unresolved, resulting in a generic category of individuals providing mobility and delivery platform services. **Worker support:** Delivery and transportation workers participated in the debate, with split positions on the project, particularly on the job status discussions. **Rights and obligations for the platform ecosystem:** Workers' rights: A Permanent Working Group is established where workers can participate, and guarantees are established against discrimination. It also establishes a guarantee that workers carry out their activities in working conditions that prevent occupational hazards and ensure health. Platform obligations: A person must establish a legal entity in the country and a physical space to serve workers. It is mandatory to establish identity verification mechanisms for all individuals in the platform ecosystem. It is compulsory to develop anti-discrimination measures on the platform, as well as measures for protecting personal data.

Initiative/ Law	Country	Approved?	Summary
Law 2466 of 2025 Congress of the Republic of Colombia	Colombia	Yes	**Origin of the initiative:** Ministry of Labour (Executive) and Legislative Power. **Dependence/autonomy of workers:** It doesn't solve the problem. It allows workers to choose between being employees and independent contractors at their discretion. The reform refers to digital delivery platform workers. It doesn't include other sectors of the platform economy (such as transportation and cloud work although it includes a specific chapter for teleworking). **Worker support:** Mixed reactions. Acceptance from some unions that supported the project's development, and opposition from some delivery organisations. **Rights and obligations for the platform ecosystem:** Workers' rights: Social Security: For dependent workers, payments are established according to the comprehensive social security system, in the proportions defined by current regulations. For independent workers, a shared contribution system is established between the company and the worker. The company must ensure coverage for occupational risk. Platform obligations: Clearly inform employees about the scope of the work modality through the digital delivery platform or the technological tool to which they have access. Notice of contract modification prior to its entry into force, right to file complaints, and verification. Enterprise must register workers with the Ministry of Labor and report on the use of automated systems for managing and distributing tasks.
Bill No. 018 "Law that recognizes labor benefits for workers who provide delivery, courier, and mobility services through digital platforms."	Peru	In Process	**Origin of the initiative:** Congress of the Republic **Dependence/autonomy of workers:** Establishes dependency for workers with a work day of no less than 4 hours per day or 20 hours per week. **Worker support:** The Trade Union Central (CATP by its Spanish acronym) showed its support. **Rights and obligations for the platform ecosystem:** Workers' rights: A 48-hour work week with a 30-minute break is established. Overtime is considered if the established time is exceeded. Contracts are awarded, and accident, disability, and death insurance, as well as health insurance, is provided. Labor inspections are carried out by the SUNAFIL. Platform obligations: Creation of a registry of workers on delivery, transportation, and logistics platforms. Delivery and periodic renewal of personal protective equipment. Establishment of a system for handling complaints and reporting of acts of sexual harassment and/or discrimination. Respect for freedom of association. Issuance of employment certificates.

Initiative/ Law	Country	Approved?	Summary
PLP 12/2024	Brazil	In Process	**Origin of the initiative:** Federal government. **Dependence/autonomy of workers:** Does not resolve. Allows for dependent and independent contracts. **Worker support:** The bill arose from a dispute with government, business, and labor representatives. Organizations such as the Brazilian Association of Labor Studies (ABET by its portuguese acronym) and the Public Ministry of Labor (MPT by its portuguese acronym) point to potential unconstitutionalities and rights violations in the bill. **Rights and obligations for the platform ecosystem:** Although the PLP (Complementary Bill) recognizes the category of “self-employed platform worker,” which applies to app-based drivers. The bill does not establish an employment relationship along the lines of the CLT (Consolidation of Labor Laws) between drivers and platform companies. The proposal does not specify the requirement for the company to have its formal headquarters in Brazil in order to operate. Workers’ rights: It limits the working day to 12 hours; it includes the definition of a minimum wage per kilometer traveled; it establishes Social Security contributions, with 8% of the minimum income being paid by the worker and 20% by the platform; Platform obligations: It focuses exclusively on ride-hailing app drivers and does not cover delivery drivers or motorcyclists; it establishes mandatory union representation mechanisms for collective bargaining, reducing work-related risks, and eliminating all forms of discrimination, violence, and harassment at work.
Law 21.431	Chile	Yes	**Origin of the initiative:** Legislative power **Dependence/autonomy of workers:** Allows contracts as dependent and independent. **Worker support:** The project emerged from various legislative initiatives presented by political parties and from rounds of negotiations and presentations by platform companies. **Rights and obligations for the platform ecosystem:** This law regulates the relationships between digital platform workers and digital platform companies providing services in the country. Workers’ rights: The use of automated decision-making mechanisms for discrimination is prohibited. Workers must have access to training and protective equipment. Collective rights of workers are also established. Platform obligations: The platform has a duty to protect workers, including regulating the length of the workday, ensuring fair compensation or fees, and guaranteeing access to the social security system. Workers have the right to disconnect and must receive prior notice of contract termination. The company is also required to provide information about the service offered. A basis for calculating legal severance pay in the event of dismissal is also established.

Initiative/ Law	Country	Approved?	Summary
Bill to Regulate the Employment Relationship of Workers with Digital Platform Companies	Ecuador	In the legislative process (report for the second plenary debate)	**Origin of the initiative:** Legislative power. **Dependence/autonomy of workers:** Recognises delivery work mediated by digital platforms as a form of dependent work recognised by the Labour Code. **Worker support:** T: In earlier stages of this bill, the platform workers' collective FRENAPP expressed its opposition to the creation of two categories of workers—dependent and independent—and advocated for the general recognition of platform workers. The collective "Unión de trabajadores de plataformas Quito" also rejected the bill, arguing that it could "destroy jobs." **Rights and obligations for the platform ecosystem:** The original initiative was merged with two other bills, modifying the initial proposal. The report for the committee's second debate includes: Common rights: establishment of a dependency relationship, right to disconnection, right to free association. Obligations of companies: Designation of an official channel for worker complaints and objections, establishment of a physical office, maintenance of an updated worker database, provision of ongoing training for workers, user awareness, provision of work implements free of charge, and availability of information regarding evaluations by users and businesses. Workers' rights: social security and all rights recognised to employees. **Use:** In December 2024, a party introduced a bill titled "Organic Law for the Protection of Digital Service Platform Workers." This bill proposes mandatory employment contracts between workers and companies, recognising the employment relationship. Additionally, it proposes the establishment of a physical office and a virtual channel, the provision of supplies and free internet access, as well as life insurance. The bill has not been assigned to any committee, so its public debate has not yet begun.



The Legal Context: The Forward March of Labour Stunted

There have been multiple attempts in Colombia to regulate platform work, and several bills have been introduced in Congress over the past eight years, but none have become law. The first bills, Bill 110 of 2016 and Bill 082 of 2018, sought to regulate the platform economy as a separate and distinct sector, defining platforms as intermediaries operating through mobile applications[17]. Bill 110 of 2016 aimed to legally define the digital economy as an economic model in which a digital intermediary company (DIC) provides a service through a technological application or platform. It also defined a "digital worker" as a natural person who, habitually, personally, directly, on their own account, and within an environment organised by a DIC, carries out an economic or professional activity for profit. This work was required to provide the digital worker with a monthly income of at least two current legal minimum wages. Both bills sought to encourage the direct hiring of workers by the digital intermediary company (i.e., the platform) and made their affiliation as contributors to the social security system mandatory.

A second generation of bills was introduced in 2019 and 2020. In this case, however, instead of seeking to regulate platform work in general, they focused on the private transportation and food delivery sectors, where most platform work in Colombia is concentrated. For example, Bill 292 of 2019 attempted to create a new category of public transportation service provided primarily by individuals and mediated by platforms. The platforms included in this proposal would be responsible for the service provided and the associated risks. The same points were addressed in Bill 003 of 2020, with an additional emphasis on taxation and fair competition with other transportation providers. All of these bills failed[18].

Finally, a third generation of projects falls within the framework of the social reforms of President Gustavo Petro's administration (2022-2026). In early 2023, Petro's government presented three major reforms to Congress, concerning health, labour, and education. These reforms aim to reverse 40 years of neoliberal policies implemented by previous administrations. From the beginning of this administration in August 2022, then-Minister of Labour Gloria Ramírez emphasised the need to regulate working conditions on digital work platforms. One of the first actions was to include this discussion in the National Development Plan, presented to and approved by Congress as Law 2294 of 2023[19]. The National Plan underscores the implementation of a "Public Policy for Decent Work," whose main purpose is to promote social protection agreements and formalisation through contracts that guarantee an employment relationship, job stability, and freedom of association (Congress of Colombia, 2023). This policy has five pillars: (i) Generation and protection of employment and income; (ii) Social protection and expanded social security with adequate and broad coverage; (iii) Guarantee of fundamental workers' rights in relation to the promotion and effectiveness of the right to freedom of association; (iv) Social dialogue, promoting tripartism as a public policy instrument; and (v) National and territorial coordination with differentiated attention to citizens and citizens in the territories and productive sectors. Platform workers were also included in this framework.

On March 16, 2023, the government submitted its first draft of a Labour Reform Bill to Congress. The bill (PL 166 of 2023C) included a chapter on digital delivery platforms, aiming to regulate and formalise the employment of platform workers. The bill encompassed regulations regarding contract types (dependent and independent contractor), automated monitoring systems, a designated contact point for worker concerns, and the implementation of non-discrimination policies and worker registration with the Ministry of Labour. The proposal sparked controversy among platform workers themselves and the Platform Companies Association (Alianza Inn), with debates centred on whether these platforms should adhere to traditional labour laws or if alternative legal relationships could be established. Despite the government's efforts, the bill was withdrawn before the end of the legislative session. On August 24, 2023, a revised version of the bill, PL 166 2023C, was reintroduced to Congress[20]. This new project reaffirms its commitment to decent work and seeks to strengthen strategies for job stability and formalisation, based on values of social justice. The bill contains 92 articles. Its objective is to align national legislation with the standards of the International Labour Organisation (ILO), the obligations of international human rights treaties ratified by Colombia, and the rulings of Colombian courts regarding the protection of labour rights.

The government's labour reform was initially shelved in March 2025 by the Senate's Seventh Committee, where eight of the 14 senators voted against it, citing significant cost increases for businesses. In response, the government decided to bypass Congress and, on June 11, signed a decree calling for a referendum in August, with 12 questions on labour issues[21]. The measure drew strong criticism from legal experts, the opposition, and the Attorney General's Office, who accused it of violating the separation of powers and bordering on an "abuse of power" (El País Colombia, June 11, 2025). Meanwhile, in the Senate, the reform was revived: on May 14, the plenary appealed the decision of the Seventh Commission and revived its discussion, giving way to the fourth and final debate in committee and plenary before June 20, the deadline to approve or reject it for lack of procedure (El Tiempo, May 14, 2025). Finally, on June 17, 2025, the Senate plenary approved in its fourth and final debate, with 57 votes in favour and 31 against, the labour reform bill presented by the government of President Gustavo Petro[22].

Apart from these developments, the most significant development in the last twelve months has been the introduction of a new bill for ride-hailing platforms, Bill 136 of 2024[23]. The bill was filed in the Senate on August 20, 2024, and the report for the first debate was published on November 27, 2024. On December 11, 2024, the Senate's Sixth Committee approved the first debate. More recently, on March 25, 2025, the National Association of Industrialists of Colombia (ANDI) issued its institutional opinion on the initiative, which is still pending further legislative processing to advance to the second debate and its eventual presidential approval. Before this bill, the Bogotá City Council enacted Agreement 607 of 2024, which aims to improve the application of the sanctioning procedure for infraction D12, imposed for the unauthorised provision of public transportation services by drivers of digital platforms, guaranteeing a fair and respectful process[24]. The D12 infraction is one of the main reasons for police persecution of ride-hailing drivers and constitutes a source of social conflict.

This new bill in Congress aims to regulate private transportation services operated through apps, ensuring safe and unrestricted mobility for everyone. The bill proposes the following: a) Guaranteeing freedom of movement, allowing travel to any destination at any time. b) Protecting the rights, safety, and quality of service for all users. c) Continuously improving the user experience with each use of these apps. d) Establishing an official registry of all companies and platforms providing these services. However, for the regulation to be comprehensive and fair, it must also explicitly address the rights, protections, and representation of platform workers who make these services possible.

Fairwork Colombia

SCORES 2025

Score (out of 10)

Platform	*Score*
Hogarú	8/10
Cabify	5/10
InDriver	0
Rappi	0
Uber	0

The scores in this report rely on data collected using the Fairwork Framework as described in an earlier section. Following desk research, the Fairwork Colombia team interviewed 30 workers from five platforms in five cities and collected evidence from the management of platforms who engaged with us.[25] Appendix I provides further details of the evidence used to score each point in 2025 and how it was collected.

EXPLAINING THE SCORES

Fair Pay

To earn the first point, platforms must ensure payments are made fully and on time, and that workers earn at least the local minimum wage (or a higher collectively agreed wage) for all active hours, after deducting work-related costs such as transport, fuel, equipment, insurance, maintenance, waiting time, travel between jobs, and mandatory training. To earn the second point, platforms must ensure that workers' earnings, after costs and for active hours, meet or exceed the local living wage (or a higher sectoral agreement wage) in the place where the work is performed.

Two of the five platforms evaluated—Hogarú and Cabify—showed that they ensure workers earn at least the minimum wage, which in 2025 was COP 6470/hour (1.68 USD). When assessing the minimum wage, the scores also took into account work-related costs, which are often paid by workers on their own. The scores also took into account waiting and login times. If we add to this various additional costs (i.e. travel expenses, vehicles, petrol, mobile phone data and insurance), the first point of this principle could not be unequivocally awarded to the other three platforms.

By extending this net calculation to consider the living wage (currently assessed at COP 17090/hour for 2025, 4.40 USD), only Cabify was able to evidence that it pays its workers the equivalent of the living wage after costs.

We recognise the efforts made by Hogarú to improve workers' incomes through measures such as bonuses to cover public transport journeys and compensation for vacation days, which represent important steps toward acknowledging the costs and risks borne by workers. However, the available evidence remains insufficient to assess whether these measures are applied consistently, transparently, and at a scale that guarantees a fair and reliable income for all workers. As a result, there is not enough evidence at this stage to award a point to Hogarú under this principle.

Fair Conditions

To earn the first point, platforms must mitigate the risks workers face—such as accidents, injuries, exposure to harm, or violence—and take basic measures to reduce them. To earn the second point, platforms should support workers when they lose income due to unexpected circumstances (e.g. sickness or parenthood).

Two platforms—Hogarú and Cabify—could demonstrate that they take measures to protect workers from the risks that arise in their work. Specifically, the study found evidence that these platforms provide safety equipment, that emergency response systems are implemented, and that private insurance for accidents is free.

Hogarú demonstrated compliance with Colombian labour law by providing social security coverage, sick leave, and maternity leave to its workers. In contrast, the other platforms classify workers as independent contractors or collaborators, thereby treating the provision of social protection and safety nets as outside the company’s responsibility.

Fair Contracts

To earn the first point, platforms must ensure that workers can easily understand, access, and agree to their contracts. Contracts must not undermine existing legal protections, and platforms must apply responsible and ethical data protection practices through documented policies. To earn a second point, platforms must ensure that contractual risks and liabilities are fairly shared. This requires advance notice of contract changes without undermining accrued rights, avoiding clauses that exclude platform liability or block workers’ access to legal remedies, monitoring subcontractors’ compliance with platform standards, and ensuring transparency in algorithmic systems that affect pay, ratings, bonuses, or job allocation.

Two platforms (Hogarú and Cabify) could offer clear and accessible terms and conditions. A key requirement for awarding points for fair contracts is that platforms explicitly recognise Colombian law as the applicable legal framework for resolving worker-related issues. Consequently, platforms that were found to rely on the legislation of other countries were not awarded this point. In addition, Hogarú implements adequate, responsible, and ethical data protection and management practices, clearly defined in a documented policy.

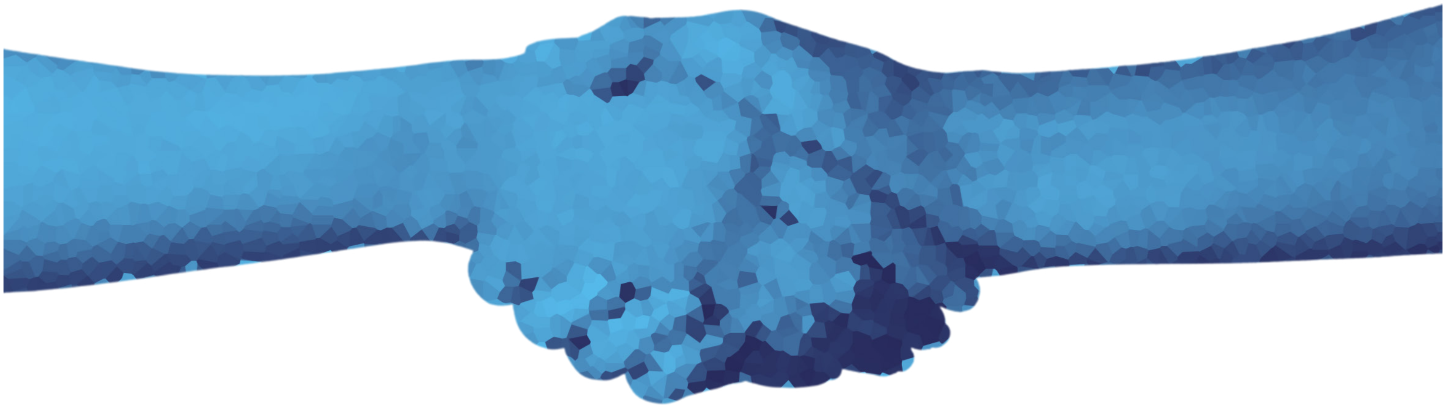
Hogarú could demonstrate that it offers its workers permanent employment contracts and does not impose unfair or one-sided contractual conditions. This approach provides greater job stability, clearer rights and obligations, and a higher level of protection compared to the more precarious contractual arrangements commonly used by other platforms in the sector. The other platforms do not provide fair contracts, as their terms and conditions contain unclear, incomplete, or inaccessible clauses that place disproportionate risks on workers. Contracts often fail to clearly identify the contracting party under local law, are written in complex legal language that workers cannot reasonably be expected to understand, and are subject to unilateral changes without adequate notice. In several cases, workers are required to accept terms through implied consent, with limited ability to review or retain copies of the contract. Moreover, these contracts frequently include clauses that shift liability for accidents, damages, or service failures entirely onto workers, restrict access to legal remedies, or lack transparency regarding how algorithms determine pay, ratings, or job allocation.

Fair Management

This principle evaluates whether platforms manage workers fairly, transparently, and without discrimination. To earn the first point, platforms must protect workers from arbitrary decisions such as unexplained deactivations or penalties. This requires accessible communication channels with human representatives, clear and documented processes to appeal ratings, payment issues, deactivations, and other disciplinary actions (including for deactivated workers), timely responses, and safeguards ensuring workers are not penalised for raising concerns or filing appeals. To earn the second point, platforms should promote equity and inclusion.

Two platforms–Hogarú and Cabify–could demonstrate that they have an effective due process system for decisions that may affect their workers, including a clear and documented process for workers to meaningfully appeal low grades, non-payment, payment problems, deactivations and other sanctions and disciplinary actions, providing workers with greater recourse.

Hogarú was the only platform to demonstrate having an effective anti-discrimination policy that establishes a clear process for reporting, correcting and punishing discrimination against platform workers on the basis of race, social origin, caste, ethnicity, nationality, gender, sex, gender identity and expression, sexual orientation, disability, religion or belief, age or any other status. In addition, it has measures in place to promote diversity, equality and inclusion on the platform, promoting equal opportunities for workers from disadvantaged groups, including reasonable accommodations for pregnancy, disability and religion or belief. When people from a disadvantaged group (such as women) are significantly underrepresented among a group of workers, the platforms could demonstrate that it seeks to identify and remove barriers to access for people in that group. Work and pay scales are available for workers who wish to use the platform. These are transparent and do not result in unequal outcomes for workers from historically or currently disadvantaged groups.



Fair Representation

This principle assesses whether platforms respect workers' rights to organise and participate collectively in decisions that affect their work. To earn the first point, platforms must create safe and inclusive conditions for collective worker voice. To earn the second point, platforms must ensure democratic governance by enabling workers to meaningfully influence working conditions.

Collective organisation and representation is a fundamental right for workers and employees in most countries, but self-employed workers lack this right in Colombia. Only Hogarú obtained a point under Principle 5.1. This is mainly due to the platform's demonstrated efforts to recognise collective worker representation through formally established bodies such as COPASST (Comité Paritario de Seguridad y Salud en el Trabajo), a joint committee mandated by Colombian law that brings together elected worker representatives and employer representatives to oversee occupational health and safety conditions. Through COPASST, workers have the right to elect their own representatives, participate in the identification and prevention of workplace risks, and engage in dialogue with the company on health and safety matters, providing an institutionalised channel for collective voice that remains absent in the other assessed platforms.

None of the platforms evaluated meets criterion 5.2 on democratic governance. Although platform workers' associations are gradually emerging in Colombia and in other countries, and there is growing international experience with cooperative and worker-owned platform models, these developments have not yet been meaningfully integrated into the governance structures of the assessed platforms. In practice, workers could not be found to play a substantive role in decision-making, nor do they have influence over the rules, algorithms, or conditions that shape their work.

Moreover, none of the platforms could demonstrate that they publicly and formally recognise, through written and accessible documentation on their interfaces, an independent collective body of workers, an elected works council, or a trade union. Where collective initiatives exist, recognition is informal, partial, or absent, and platforms do not engage in collective bargaining or shared governance arrangements. As a result, workers lack institutionalised mechanisms to exercise democratic voice, whether through cooperatives, unions, or other representative bodies, and no platform qualifies for a point under this criterion.

PLATFORM IN FOCUS:

Hogarú

Principle		First Point		Second Point	Total
Principle 1 Fair Pay	1	Ensures workers earn at least the local minimum wage after costs	0	Ensures workers earn at least a local living wage after costs	1
Principle 2 Fair Conditions	1	Mitigates task-specific risks	1	Ensures safe working conditions and a safety net	2
Principle 3 Fair Contracts	1	Provides clear and transparent terms and conditions	1	Ensures that no unfair contract terms are imposed	2
Principle 4 Fair Management	1	Provides due process for decisions affecting workers	1	Provides equity in the management process	2
Principle 5 Fair Representation	1	Assures freedom of association and the expression of worker voice	0	Supports democratic governance	1

Hogarú's total score

Fairwork

8 /10

Hogarú stands out within Colombia's domestic services platform economy for its proactive efforts to promote dignified working conditions aligned with the Fairwork principles. In this 2025 Fairwork Colombia assessment, Hogarú achieved a total score of eight points out of ten, reflecting substantial commitments to fair pay, safe working conditions, transparent contracts, fair management, and worker representation.

One of Hogarú's most significant strengths lies in its approach to fair pay. The platform provided documented evidence that workers are paid in a timely and complete manner, ensuring that earnings during active working hours meet or exceed the local minimum wage after deducting work-related costs. Fairwork recognises the platform's seriousness and compliance with Colombian labour regulations regarding salary payments. While the platform could not yet show that it reaches the local living wage benchmark for Bogotá, Hogarú demonstrates transparency in its remuneration structure and could demonstrate having established a solid wage floor that goes beyond many informal arrangements common in the domestic work sector.

In terms of fair conditions, Hogarú could evidence having implemented robust measures to protect workers' health and safety. The platform could demonstrate providing appropriate equipment and training to mitigate task-specific risks, at no additional cost to workers. It could also show that it addresses the risks associated with lone work by designing support mechanisms that take occupational health and safety into account. Importantly, Hogarú could demonstrate that it's taking steps to prevent workers from bearing significant costs resulting from work-related accidents, injuries, or illnesses, contributing to a meaningful safety net in a sector historically characterised by vulnerability and informality.

Hogarú also performs strongly under the fair contracts principle. The platform could show that it offers clear, transparent, and accessible terms and conditions, ensuring that workers are informed of contractual changes in understandable language and within legally established timeframes. Contracts could be shown not to include clauses that unfairly exempt the platform from liability or prevent workers from seeking redress. Notably, Hogarú does not rely on dynamic pricing or opaque algorithmic management systems, reducing uncertainty and reinforcing predictability in workers' labour relations.

Regarding fair management, Hogarú could evidence having established effective due process mechanisms for decisions affecting workers. The platform could demonstrate maintaining accessible communication channels with human representatives, including call centres and designated "godmothers," which are clearly documented in contracts, policies, and the platform interface. Workers could be shown to receive responses within reasonable timeframes, and formal appeal processes are in place. Hogarú also incorporates workers' feedback, particularly regarding client-related issues, into service scheduling decisions. Furthermore, the platform could demonstrate that it has adopted explicit policies to address discrimination, promote diversity and inclusion, and improve algorithmic transparency, reflecting responsiveness to Fairwork Colombia's recommendations.

Finally, Hogarú could show that it supports fair representation through legally protected mechanisms such as COPASST, which enables workers to collectively express concerns and participate in workplace safety governance without fear of retaliation. While there remains room to strengthen democratic governance structures, Hogarú's existing practices demonstrate a meaningful commitment to worker voice and collective expression in the domestic services sector.

Workers' Stories:

Paula Rappi* is 26 years old and has been a Rappi delivery worker in Armenia, Quindío, since the onset of the pandemic. As a mother of two, her search for equilibrium between economic subsistence and caregiving has led her to confront a platform that, after promising temporal freedom, systematically penalises the time required for her maternal duties.

Prior to her tenure as a ''rappitendera'', Paula managed a food and gaming establishment, drawing on her incomplete studies in Business Administration. She joined the platform during the pandemic, a time when the only means of generating income was through the few active economic sectors, such as delivery services. Currently, the primary driver for her continued involvement is her role as a mother to an infant and a young girl, a situation that precludes her from fulfilling traditional full-time employment. After six years of service, Paula now describes how the narrative of being one's "own boss" is a myth that conceals the technical subordination of the application, alongside the mistreatment from users and the hostile ecosystems in which she must provide her services.

Paula works an average of forty hours per week, divided into daily shifts of six to eight hours, or more, depending on the platform's minimum activation requirements or the volume of orders and income generated at the time: "Sometimes you stay out from 7:00 AM to 10:00 PM just to make 50,000 pesos (13 USD). And from that, you have to pay for gasoline."

Despite the platform's promise of "flexibility," her testimony reveals a paradox: to "activate"—that is, to begin receiving orders—Paula must reserve slots a week in advance. She complains that failure to log on during these reserved hours results in sanctions and account blocks. She says this is due to a tier-based system (Bronze, Silver, and Diamond) adapted by the application to monitor "collaborator" performance. If Paula chooses to dedicate an entire morning to attending school meetings or her daughters' medical appointments, she says that the app, upon her log in, assigns her fewer and lower-value services—often as low as the minimum rate of $3500 pesos (1 USD). Consequently, she often ends up connecting for longer hours than intended to recover her "status". "To keep the job, you must be there every day as if it were a normal job," she asserts.

In addition to the temporal pressures of remaining active, she says she is forced to maintain nearly impossible rhythms. On several occasions, she notes, the application sends "harassment-style" messages, reminding her that an order is late and demanding she accelerate the delivery. Furthermore, Paula must internalise operational overhead that the platform ignores. She estimates monthly expenditures of approximately $650,000 pesos (168 USD) on fuel, maintenance, mobile data plans, and insurance. A specific hurdle she faces in her city is the cost of parking at shopping centres, as most prohibit parking outside without risking traffic fines: *"In many areas, there is nowhere to park to pick up from restaurants. If you park outside, it's a certainty that transit authorities will arrive and fine you. (...) It is unjust that, as a delivery worker, I cannot park in a shopping centre because I am not a 'customer'... without the courier, their deliveries will not function."*

Added to the risks inherent in platform labour are traffic accidents that, she argues, the company refuses to acknowledge. Paula denounces that the reflective delivery bag Rappi mandates for use—which must be purchased with her own income—does not comply with safety standards, exposing her to accidents in the rain or at night. Regarding communication during such incidents, she complains that the platform's support is an inefficient automated bot. This has led her to take legal action, as she claims the platform lacks the institutional will to improve both preventive and corrective conditions: *"I feel that it is only because people have spoken up and reached negotiation tables that they have felt obligated. But I haven't truly seen it. Not like they are going to offer a course or meet with us, nothing. They don't care about any of that."*

Paula has found a space to mitigate these hardships by actively participating in national debates on the rights of platform workers through the Sinatrap union [26]. Although she hopes to transition to a role outside of the gig economy once her infant grows and requires less constant attention—ideally within her field of administration—she plans to remain committed to union life. For her, the current system and the algorithmic logic of these platforms are dehumanising, as they disregard the basic needs for safety, dignity, and health of those who make the service profitable. She demands empathy in the face of human vulnerability: *"How can you punish me because I had an accident? There should be a way to say 'look, I am sick' so they don't lower your level."*

Silvia Hogarú* is 41 years old and has been providing house cleaning services in Bogotá through the Hogarú platform for six years. Although she values the type of contract this platform provides her, she is affected by the time it demands, the exhaustion, and the economic survival it entails. She has always worked in domestic work, but unlike Hogarú, the traditional companies she worked with previously offered “work-for-hire” contracts (contratos por obra), which forced her to re-register and lose benefits and continuity every year. This was the reason she chose to start working with Hogarú, which offered her an indefinite-term contract with social security, punctual payments, and access to benefits like bank credit and the family compensation fund.

Even so, contractual stability has not guaranteed an improvement in her economic condition or prevented her from assuming health risks and physical and mental exhaustion; moreover, her expectations of spending more time with her family have not been met. Despite having all legal benefits, her remuneration is the legal minimum wage in Colombia (COP 1600,000, USD 420). She recounts that she “adjusts and survives on what she earns, “because a minimum wage is not much. You pay rent, utilities, transport, and save for food. It’s barely enough, living just on

the edge (muy al ras).” In addition to this, she describes how the company often exerts subtle control through a monthly “compliance bonus”. She complains that this is deducted if she is absent, even if this is due to medical leave. In practice, the company requires her to complete all contracted hours in order to access even a minimal additional benefit.

During her shifts, she says she sometimes has to face the system of “split shifts” (turnos partidos), which have become a central conflict regarding time management and the lack of recognition from the company for the displacement time between one service and the next. “The time you spend commuting from one service to the next in the split shifts is lost time… that whole time you are just out there. The whole day is a frantic rush (todo el día es una corredera),” she explains.

This dynamic, which generates chronic exhaustion, is compounded, according to her, by the obligation to work faster due to the recent 20-minute reduction in the daily shift and the platform’s GPS tracking of her movements: “They control the clock-in and clock-out. They know the time you mark, for example, when you leave the house, so the client knows you are already on your way to the service. The control starts right there.”

Silvia has a very conscious relationship with her work, as she remembers that it holds fundamental value despite how society perceives it. She affirms that the worker is the main foundation of any company and points out that social discrimination risks still exist, that this application does not yet know how to mitigate or support colleagues, like hers, who have been affected by “rude and classist” comments from users. However, although her aspiration for the future is not necessarily to earn more—as she assures no company would pay more for her work—Silvia wishes to find a less exhausting job or type of work, as she already feels that her hands have been affected by “the repetitive motions of cleaning and cleaning.” And although Hogarú provides access to medical test every year for its workers before requesting vacation, it cannot be shown to intervene in the workload placed upon them by the users.

***Names changed to protect worker identity.**

Theme in Focus: Informality and technological dependency: key challenges for the digital platforms sector in Colombia

The digital labour platforms sector in Colombia has undergone significant transformation over the past five years. After a rapid expansion during the COVID-19 pandemic, when delivery, mobility, and on-demand services became essential, platforms have now consolidated their presence as key intermediaries in urban economies and everyday life. Yet this consolidation brings to the forefront two persistent and interconnected challenges: high levels of informality, which continue to shape labour conditions, social protections, and regulatory uncertainty; and growing technological dependency, as workers, businesses, and public institutions rely on opaque algorithmic systems and foreign-owned digital infrastructures. These dynamics frame the sector's current trajectory and underscore the need for policies that address structural vulnerabilities while enabling fair and sustainable innovation.

Digital platforms and informality

The informal economy in Colombia has been a matter of public interest and has affected a large percentage of the country's working population. According to Aguilar and Mahecha (2023)[27], the DANE (National Administrative Department of Statistics) established that 49% of the working population was employed informally in 2005, and this figure has remained above 50% in recent years. In 2024, 55.4% of the workforce was in informal employment, earning a living in jobs without a formal employment contract, without legal protections or access to social security[28]. More recent evidence from an intersectional labour market perspective (DANE, 2023: 54) shows that Indigenous populations consistently experience the highest levels of labour informality in Colombia, both in 2019 and 2021. Afro-descendant populations and non-ethnic groups follow, with comparatively lower—but still significant—levels of informality. This pattern holds at the national level and across all 23 metropolitan areas analysed. In the four metropolitan areas where Indigenous populations are not represented due to their low prevalence in the sample, Afro-descendant populations exhibit the highest informality rates. Informality in 2025 decreased for the general population, but this did not happen among Indigenous and Afro-descendant populations, where informality increased by 11.0% and 15.0%, respectively, while for non-ethnic groups it decreased by 0.8%. This condition of inequality deepens the poverty and vulnerability of significant segments of Afro-descendant and Indigenous populations due to the precarious nature of their jobs, the predominance of informal self-employment, and the persistence of unpaid family work in the home and other households.

The digital platform sector has experienced significant growth since the pandemic, representing 0.2% of Colombia's GDP in 2021, according to estimates by Fedesarrollo[29]. In total, considering labour compensation and capital gains from partner businesses, the contribution of digital platforms to GDP is estimated at 0.23%. It is estimated that 47% of workers in the sector are enrolled in pension plans. Approximately half of these contributions are made exclusively from platform income, while an additional 15% are from mixed contributions. The percentage of contributors to Occupational Risk Insurance (ARL) reaches only 33% of the total[30].

In the case of the domestic sector, informality is close to 80%, that is, 24 percentage points higher than the average for informal employment across all sectors[31]. If we add to this that approximately 370,000 are self-employed domestic workers, a further challenge appears: to understand the labour market dynamics for self-employed or independent people in the domestic employment sector, mostly because of the lack of statistics and public information. In contrast with other realms of the platform economy, domestic work platforms have played a more significant role in promoting labour formalisation. By mediating employment relationships through digital infrastructures, these platforms have facilitated the use of written contracts, regularised payments, and compliance with labour regulations such as social security contributions and paid leave. While important challenges remain—particularly around power asymmetries, surveillance, and income stability—platforms in the domestic work sector have, in some cases, reduced levels of informality compared to traditional arrangements, marking a distinctive trajectory within the broader platform economy.

The Illusion of Innovation: Technological Dependency in Colombia's Platform Economy

The rapid proliferation of digital platforms for delivery, transportation, and gig work in Colombia, ranging from global giants like Uber and DiDi to regional heavyweights like Rappi, is often heralded as a triumph of innovation. However, a critical analysis reveals a structural vulnerability that contradicts this narrative of progress: a profound technological dependency. This phenomenon is characterised not merely by the usage of foreign apps, but by a systemic lack of strong national capabilities to develop the core technological components of these platforms, coupled with an overwhelming reliance on international capital.

At the heart of this dependency lies the "black box" of the platform economy: the algorithms and information systems. These complex digital infrastructures determine pricing, match supply with demand, manage logistics, and surveil the workforce[32]. In the Colombian context, the capacity to develop, maintain, and audit these sophisticated algorithms is virtually non-existent. Whether the platform is a Silicon Valley transport app or a delivery service funded by foreign venture capital, the intellectual property and the high-level engineering take place in global tech hubs, not in Bogotá or Medellín. Consequently, the "brain" of the operation resides abroad, while Colombia provides only the "muscle"; the physical labour and the data.

This technological deficit creates a dynamic where local platform operations function essentially as brokers for multinationals. Instead of being genuine technology companies that foster local research and development (R&D), the Colombian branches act as logistical outposts. Their primary role is to manage the local workforce, navigate regulatory frameworks, and ensure customer acquisition. They are intermediaries selling access to a foreign technological infrastructure. As a result, the high-value activities, software architecture, artificial intelligence training, and data science, remain offshore, preventing the transfer of knowledge and skills to the local workforce.

Furthermore, this dependency is cemented by international capital. The aggressive expansion models of these platforms require massive liquidity, which the Colombian financial system cannot provide. Consequently, the sector is entirely beholden to global investment funds (e.g., SoftBank, Sequoia). This financial tether dictates that the strategic direction of these platforms aligns with the interests of global shareholders rather than national development goals. Even "local" success stories are often so heavily capitalised by foreign entities that their technological roadmap and intellectual property ownership become entangled with international interests.

The implications for Colombia's national innovation ecosystem are stark. Because the country acts primarily as a market for consumption and a source of low-cost labour rather than a producer of technology, these platforms contribute very little to local innovation. They extract vast amounts of data, a critical asset for future AI development, but the value derived from that data is captured elsewhere. Ultimately, without state policies to foster indigenous digital sovereignty and develop local capacity in algorithmic design, Colombia risks remaining a digital colony, dependent on foreign code and capital to organise its own economy.

Pathways of Change

Fairwork's theory of change relies on a humanist belief in the power of empathy and knowledge. If they have the economic means to choose, many consumers will be discerning about the platform services they use. Our yearly ratings give consumers the ability to choose the highest scoring platform operating in a sector, thus contributing to pressure on platforms to improve their working conditions and their scores. In this way, we leverage consumer solidarity with workers' allies in the fight for fairer working conditions. Beyond individual consumer choices, our scores can help inform the procurement, investment and partnership policies of large organisations. They can serve as a reference for institutions and companies who want to ensure they are supporting fair labour practices.

This is the fourth annual round of Fairwork ratings for Colombia, and we are seeing increasing influence and impact. In this regard, we see four pathways to change (Figure 1).

MOVING FORWARD:

Platform Changes

This section brings together the changes that platforms have agreed to make in their policies and practices to improve the conditions of their workers.

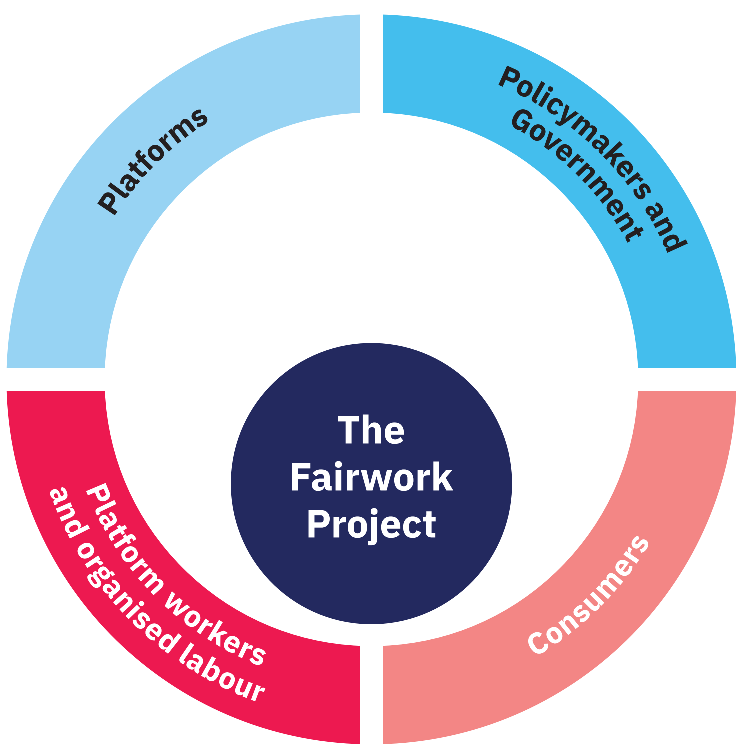


figure 1. Fairwork's Pathways to Change

Our first and most direct pathway to improving working conditions in digital labour platforms is by engaging directly with platforms operating in Colombia. Many platforms are aware of our research, and eager to improve their performance relative to last year, and to other platforms. For instance, Hogarú has introduced permanent full-time contracts for all its workers. We also engage with policy makers, government and unions to advocate for extending appropriate legal protections to all platform workers, irrespective of their legal classification. We provided evidence about platform working conditions for the Ministry of Labour during the Congress discussion of the new regulation, and to the Supreme Court regarding a lawsuit brought against Rappi by its workers[33].

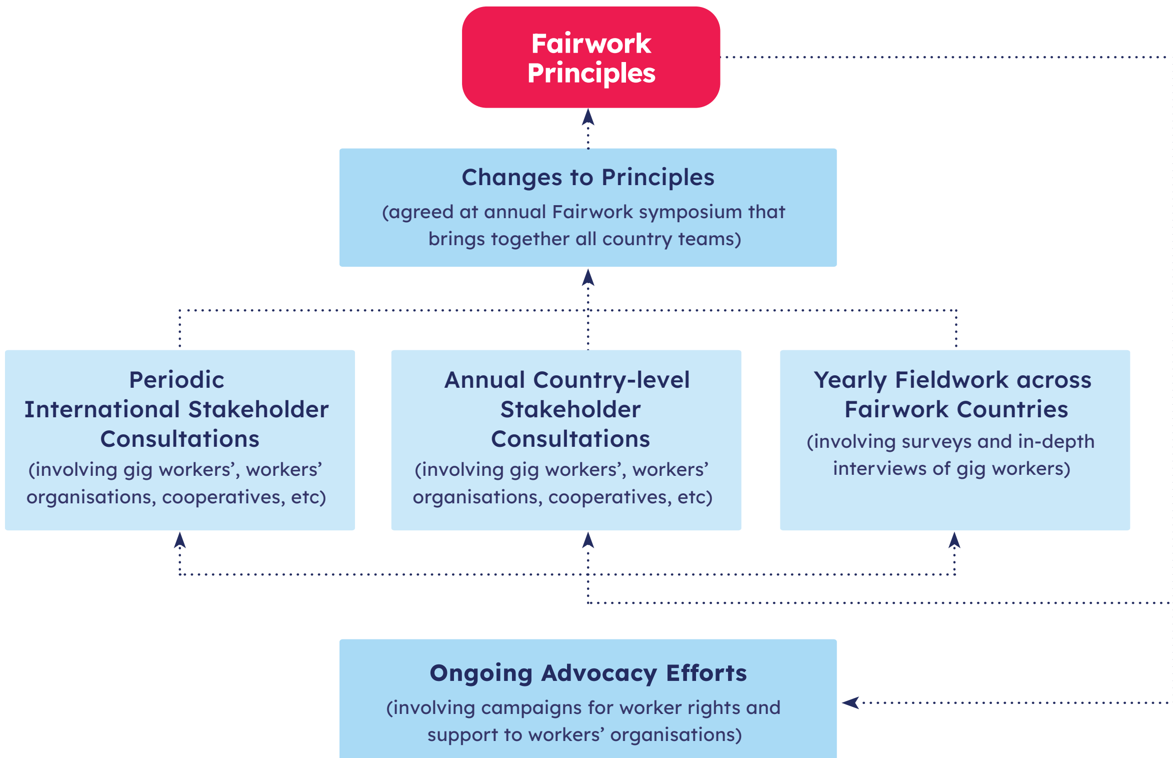


figure 2. Fairwork Principles: Continuous Worker-guided Evolution

There is nothing inevitable about poor working conditions in the platform economy. Despite their claims to the contrary, platforms have substantial control over the nature of the jobs that they mediate. Workers who find their jobs through platforms are ultimately workers, and there is no basis for denying them the key rights and protections that their counterparts in the formal sector have long enjoyed. Our scores show that the platform economy, as we know it today, already takes many forms, with some platforms displaying greater concern for workers' needs than others. This means that we do not accept low pay, poor conditions, inequity, and a lack of agency and voice as the norm. We hope that our work – by highlighting the contours of today's platform economy – paints a picture of what it could become.

The Fairwork Pledge

As part of this process of change, we have introduced the Fairwork pledge. This pledge leverages the power of organisations' procurement, investment, and partnership policies to support fairer platform work. Organisations like universities, schools, businesses, and charities who make use of platform labour can make a difference by supporting the best labour practices, guided by our five principles of fair work. Organisations who sign the pledge get to display our badge on company organisational materials.

The pledge constitutes two levels. This first is as an official Fairwork Supporter, which entails publicly demonstrating support for fairer platform work, and making resources available to staff and members to help them in deciding which platforms to engage with. A second level of the pledge entails organisations committing to concrete and meaningful changes in their own practices as official Fairwork Partners, for example by committing to using better-rated platforms where there is a choice.

MORE INFORMATION ON THE PLEDGE, AND HOW TO SIGN UP, IS AVAILABLE AT

fair.work/pledge

Fairwork
Official Partner
Together for Fair Platform Work

Appendix:

Fairwork Scoring System

Which companies are covered by the Fairwork principles?

The ILO defines a "digital labour platform" as an enterprise that mediates and facilitates "labour exchange between different users, such as businesses, workers and consumers".[34] That includes digital labour "marketplaces" where "businesses set up the tasks and requirements and the platforms match these to a global pool of workers who can complete the tasks within the specified time".[35] Marketplaces that do not facilitate labour exchanges - for example, Airbnb (which matches owners of accommodation with those seeking to rent short term accommodation) and eBay (which matches buyers and sellers of goods) are obviously excluded from the definition. The ILO's definition of "digital labour platform" is widely accepted and includes many different business models.[36]

Fairwork's research covers digital labour platforms that fall within this definition that aim to connect individual service providers with consumers of the service through the platform interface. Fairwork's research does not cover platforms that mediate offers of employment between individuals and employers (whether on a long-term or on a temporary basis).

Fairwork distinguishes between two types of these platforms. The first, is 'geographically tethered' platforms where the work is required to be done in a particular location such as delivering food from a restaurant to an apartment, driving a person from one part of town to another or cleaning. These are often referred to as 'gig work platforms'. The second is 'cloudwork' platforms where the work can, in theory, be performed from any location via the internet.

The thresholds for meeting each principle are different for location-based and cloudwork platforms because location-based work platforms can be benchmarked against local market factors, risks/harms, and regulations that apply in that country, whereas cloudwork platforms cannot because (by their nature) the work can be performed from anywhere and so different market factors, risks/harms, and regulations apply depending on where the work is performed. The platforms covered by Fairwork's research have different business, revenue and governance models including employment-based, subcontractor, commission-based, franchise, piece-rate, shift-based, subscription models. Some of those models involve the platforms making direct payments to workers (including through sub-contractors).

How does the scoring system work?

The five Principles of Fairwork were developed through an extensive literature review of published research on job quality, stakeholder meetings at UNCTAD and the ILO in Geneva (involving platform operators, policymakers, trade unions, and academics), and in-country meetings with local stakeholders.

Each Fairwork Principle is divided into two points. Accordingly, for each Principle, the scoring system allows the first to be awarded corresponding to the first threshold, and an additional second point to be awarded corresponding to the second threshold (see Table 1). The second point under each Principle can only be awarded if the first point for that Principle has been awarded. The thresholds specify the evidence required for a platform to receive a given point. Where no verifiable evidence is available that meets a given threshold, the platform is not awarded that point.

A platform can therefore receive a maximum Fairwork score of 10 points. Fairwork scores are updated on a yearly basis; the scores presented in this report were derived from data pertaining to the eight months between August and October 2025 and are valid until June 2026.

Principle	First Point		Second Point		Total
Principle 1 **Fair Pay**	1	Ensures workers earn at least the local minimum wage after costs	1	Ensures workers earn at least a local living wage after costs	2
Principle 2 **Fair Conditions**	1	Mitigates task-specific risks	1	Ensures safe working conditions and a safety net	2
Principle 3 **Fair Contracts**	1	Provides clear and transparent terms and conditions	1	Ensures that no unfair contract terms are imposed	2
Principle 4 **Fair Management**	1	Provides due process for decisions affecting workers	1	Provides equity in the management process	2
Principle 5 **Fair Representation**	1	Assures freedom of association and the expression of worker voice	1	Supports democratic governance	2

Maximum possible Fairwork Score: Fairwork 10 /10

Principle 1:

Fair Pay

1.1 - Ensures workers earn at least the local minimum wage after costs (one point)

Platform workers often have substantial work-related costs to cover, such as transport between jobs, supplies, or fuel, insurance, and maintenance on a vehicle.[37] Workers' costs sometimes mean their take-home earnings may fall below the local minimum wage.[38] Workers also absorb the costs of extra time commitment, when they spend time waiting or travelling between jobs, or other unpaid activities necessary for their work, such as mandatory training, which are also considered active hours.[39] To achieve this point platforms must ensure that work-related costs do not push workers below local minimum wage.

The platform takes appropriate steps to ensure both of the following:

- Payment must be on time and in-full.
- Workers earn at least the local minimum wage, or the wage set by collective sectoral agreement (whichever is higher) in the place where they work, in their active hours, after costs.[40]

1.2 - Ensures workers earn at least a local living wage after costs (one additional point)

In some places, the minimum wage is not enough to allow workers to afford a basic but decent standard of living. To achieve this point platforms must ensure that work-related costs do not push workers below local living wage. The platform takes appropriate steps to ensure the following:

- Workers earn at least a local living wage, or the wage set by collective sectoral agreement (whichever is higher) in the place where they work, in their active hours, after costs.[41][42]

Principle 2:

Fair Conditions

2.1 - Mitigates task-specific risks (one point)

Platform workers may encounter a number of risks in the course of their work, including accidents and injuries, harmful materials, and crime and violence. To achieve this point platforms must show that they are aware of these risks and take basic steps to mitigate them.

The platform must satisfy the following:

- Adequate equipment and training are provided to protect workers' health and safety from task-specific risks.43 These should be implemented at no additional cost to the worker.
- The platform mitigates the risks of lone working by providing adequate support and designing processes with occupational safety and health in mind.
- Platforms take meaningful steps to ensure that workers do not suffer significant costs as a result of accident, injury or disease resulting from work.

2.2 - Ensures safe working conditions and a safety net (one additional point)

Platform workers are vulnerable to the possibility of abruptly losing their income as the result of unexpected or external circumstances, such as, for example, sickness, or parenthood. Most countries provide a social safety net to ensure workers don't experience sudden poverty due to circumstances outside their control[44]. However, platform workers usually don't qualify for protections such as sick pay, because of their independent contractor status. In recognition of the fact that most workers are dependent on income they earn from platform work, platforms should ensure that workers are compensated for loss of income due to inability to work. In addition, platforms must minimise the risk of sickness and injury even when all the basic steps have been taken.

The platform must satisfy ALL of the following:

- Platform takes meaningful steps towards the social protection of its workers.
- Where workers are unable to work for an extended period due to unexpected circumstances, their standing on the platform is not negatively impacted.
- The platform implements policies or practices that protect workers' safety from task-specific risks. In particular, the platform should ensure that pay is not structured in a way that incentivizes workers to take excessive levels of risk.

Principle 3:

Fair Contracts

3.1 - Provides clear and transparent terms and conditions (one point)

The terms and conditions governing platform work are not always clear and accessible to workers.[45] To achieve this point, the platform must demonstrate that workers are able to understand, agree to, and access the conditions of their work at all times and that they have legal recourse if the other party breaches those conditions.

The platform must satisfy ALL of the following:

- The party contracting with the worker must be identified in the contract, and subject to the law of the country/state/region in which the worker works.
- The contract/terms & conditions are presented in full in clear and comprehensible language that all workers could be expected to understand.
- Workers have to sign a contract and/or give informed consent to terms of conditions upon signing up for the platform.
- The contracts/terms and conditions are easily accessible to workers in paper form, or via the app/platform interface at all times.
- Contracts/terms & conditions do not include clauses that revert prevailing legal frameworks in the respective countries.
- Platforms take adequate, responsible and ethical data protection and management measures, laid out in a documented policy.46

3.2 - Ensures that no unfair contract terms are imposed (one additional point)

In some cases, especially under 'independent contractor' classifications, workers carry a disproportionate amount of risk for engaging in a contract with the service user. They may be liable for any damage arising in the course of their work, and they may be prevented by unfair clauses from seeking legal redress for grievances. To achieve this point, platforms must demonstrate that risks and liability of engaging in the work is shared between parties.

Regardless of how the contractual status of the worker is classified, the platform must satisfy ALL of the following:

- Every worker is notified of proposed changes in clear and understandable language within a reasonable timeframe before changes come into effect; and the changes should not reverse existing accrued benefits and reasonable expectations on which workers have relied.

- The contract/terms and conditions neither include clauses which exclude liability for negligence nor unreasonably exempt the platform from liability for working conditions. The platform takes appropriate steps to ensure that the contract does not include clauses which prevent workers from effectively seeking redress for grievances which arise from the working relationship.
- In case platform labour is mediated by subcontractors: The platform implements a reliable mechanism to monitor and ensure that the subcontractor is living up to the standards expected from the platform itself regarding working conditions.
- In cases where algorithms are used to determine pricing, bonuses, ratings and/or allocate jobs, the data collected, and calculations used must be transparent and documented in a form available to workers in clear and comprehensible language that all workers could be expected to understand.

Principle 4:

Fair Management

4.1 - Provides due process for decisions affecting workers (one point)

Platform workers can experience arbitrary deactivation; being barred from accessing the platform without explanation, and potentially losing their income. Workers may be subject to other penalties or disciplinary decisions without the ability to contact the service user or the platform to challenge or appeal them if they believe they are unfair. To achieve this point, platforms must demonstrate an avenue for workers to meaningfully appeal disciplinary actions.

The platform must satisfy ALL of the following:

- There is an easily accessible channel for workers to communicate with a human representative of the platform and to effectively solve problems. This channel is documented in the contract and available on the platform interface. Platforms should respond to workers within a reasonable timeframe.
- There is a process for workers to meaningfully and effectively appeal low ratings, non-payment, payment issues, deactivations, and other penalties and disciplinary actions. This process is documented in a contract and available on the platform interface.
- In the case of deactivations, the appeals process must be available to workers who no longer have access to the platform.
- Workers are not disadvantaged for voicing concerns or appealing disciplinary actions.

4.2 - Provides equity in the management process (one additional point)

The majority of platforms do not actively discriminate against particular groups of workers. However, they may inadvertently exacerbate already existing inequalities in their design and management. For example, there is a lot of gender segregation between different types of platform work. To achieve this point, platforms must show not only that they have policies against discrimination, but also that they seek to remove barriers for disadvantaged groups and promote inclusion.

Platforms must satisfy ALL of the following:

- The platform has an effective anti-discrimination policy laying out a clear process for reporting, correcting and penalising discrimination of workers on the platform on grounds such as race, social origin, caste, ethnicity, nationality, gender, sex, gender identity and expression, sexual orientation, disability, religion or belief, age or any other status.47
- The platform has measures in place to promote diversity, equality and inclusion on the platform. It takes practical measures to promote equality of opportunity for workers from disadvantaged groups, including reasonable accommodation for pregnancy, disability, and religion or belief.
- Where persons from a disadvantaged group (such as women) are significantly under-represented among a pool of workers, it seeks to identify and remove barriers to access by persons from that group.
- If algorithms are used to determine access to work or remuneration or the type of work and pay scales available to workers seeking to use the platform, these are transparent and do not result in inequitable outcomes for workers from historically or currently disadvantaged groups.
- It has mechanisms to reduce the risk of users discriminating against workers from disadvantaged groups in accessing and carrying out work.

Principle 5:

Fair Representation

5.1 - Assures freedom of association and the expression of worker voice (one point)

Freedom of association is a fundamental right for all workers, and enshrined in the constitution of the International Labour Organisation, and the Universal Declaration of Human Rights. The right for workers to organise, collectively express their wishes – and importantly – be listened to, is an important prerequisite for fair working conditions. However, rates of organisation amongst platform workers remain low. To achieve this point, platforms must ensure that the conditions are in place to encourage the expression of collective worker voice.

Platforms must satisfy ALL of the following:

- There is a documented mechanism48 for the expression of collective worker voice that allows ALL workers, regardless of employment status, to participate without risks.
- There is a formal, written statement of willingness to recognise, and bargain with, a collective, independent body of workers or trade union, that is clearly communicated to all workers, and available on the platform interface.
- Freedom of association is not inhibited, and workers are not disadvantaged in any way for communicating their concerns, wishes and demands to the platform, or expressing willingness to form independent collective bodies of representation.

5.2 - Supports democratic governance (one additional point)

While rates of organisation remain low, platform workers' associations are emerging in many sectors and countries. We are also seeing a growing number of cooperative worker-owned platforms. To realise fair representation, workers must have a say in the conditions of their work. This could be through a democratically governed cooperative model, a formally recognised union, or the ability to undertake collective bargaining with the platform.

The platform must satisfy at least ONE of the following:

- Workers play a meaningful role in governing it.
- In a written document available at all times on the platform interface, the platform publicly and formally recognises an independent collective body of workers, an elected works council, or trade union. This recognition is not exclusive and, when the legal framework allows, the platform should recognise any significant collective body seeking representation.

Appendix II: Comments from Companies Rated

Prior to publication, all companies rated were given an opportunity to review this report and provide a comment. Below are all of the responses we received from the companies. The quotes have been edited for brevity.

Company comments go here.

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Hilda Mwakatumbula, Huynh Thi Ngoc Tuyet, Iftikhar Ahmad, Ilma Kurtovi, Jack Linchuan Qiu, Jackeline Gameleira, Jaka Primorac, Jamal Msami, Jana Ababneh, Janaki Srinivasan, Janice Roman Tamesis, Jayvy R. Gamboa, Jing Wang, Jelena Ostojić, Jenica Villanueva, Jeremy Tintiangko, Joe Buckley, Jonas Valente, Jorge Leyton, Joshua Baru, Juan-Carlos Revilla, Julice Salvagni, Karol Muszyński, Katarina Jaklin, Katie J. Wells, KemiOgunyemi, Khadiga Hassan, Khatia Dzamukashvili, Kiko Tovar, Ladin Bayurgil, Laura Valle Gontijo, Laureano Martínez, Lola Brittain, Lucas Katera, Luis Pablo Alonzo, Luisa De Vita, Luke Troynar, Maja Kovac, Manzer Imam, Mar Maira, Marcos Aragão, Maren Borkert, Margreta Medina, María Arnal, María Belén Albornoz, Maria Catherine, María Inés Martínez Penadés, Maria Laura Birgillito, Maricarmen Sequera, Mark Graham, Marta D'Onofrio, Martin Krzywdzinski, Massimo De Minicis, Matías Dodel, Meghashree Balaraj, Milena Franke, Mitchelle Ogolla, Moisés K. Rojas Ramos, Morad Kutkut, Mubassira Tabassum Hossain, Nabila Salwa Fitri, Nadine Weheba, Nagla Rizk, Name, Natalia Muniz, Neema Iyer, Nermin Oruc, Nur Huda, Olayinka David-West, Olebogeng Selebi, Oluwatobi A. Ogunmokun, Oscar Javier Maldonado Castañeda, Pablo Aguera Reneses, Pablo Egaña, Pablo Meseguer, Pamela Custodio, Patrick Feuerstein, Pía Garavaglia, Rafael Grohmann, Raiyaan Mahbub, Raktima Kalita, Razan Ayesha, Revin Muhammad Alsidais, Revaz Karanadze, Ricardo Festi, Richard Heeks, Rodrigo Carelli,, Rusudan Moseshvili, Sami Atallah, Sami Zoughaib, Sandra Fredman, Sean Kruger, Seemab Haider, Shamarukh Alam, Shanza Sohail, Shilpa Joseph, Shikoh Gitau, Sidra Nizambuddin, Slobodan Golusin, Sopo Japaridze, Tanja Jakobi, Tariq Ahmed, Tasmeena Tahir, Tat Chor Au-Yeung, Teo Matković, Tony Mathew, Úrsula Espinoza Rodríguez, Valeria Pulignano, Veena Dubal, Victor Riesgo, Virgel Binghay, Wasel Bin Shadat, Wassim Maktabi, Wesley Rosslyn-Smith, Wirawan Agahari, Zeynep Karlıdağ, Zuzanna Kowalik..

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Endnotes

1 We have followed the standards of the Coalition for a Living Wage to arrive at our calculations for a living wage. Specifically, we followed the calculation of the Anker Foundation for a Living Wage in Colombia (2021). https://www.globallivingwage.org/living-wage-benchmarks/living-wage-for-caribbean-coast-of-colombia/ However, this calculation has only been made for the Caribbean Coast region. To project a living wage for the central region (Bogotá, Medellín, and Cali), see https://repositorio.banrep.gov.co/handle/20.500.12134/6336, we have increased the Anker Living Wage by 25%. The Living Wage for the central region in 2025 was estimated at COP 3007897 (780 USD) All benefits, such as bonuses, allowances and severance pay, are added to the salary and contribute to the living wage. The minimum monthly wage is divided into 192 hours (48 hours is the legal working week in Colombia).

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14 A superapp is a single mobile or web application that bundles numerous diverse services—like messaging, payments, e-commerce, ride-hailing, food delivery—into one platform, acting as an all-in-one digital ecosystem.

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20 https://www.senado.gov.co/index.php/documentos/senado-prensa/agenda-legislativa-actual/8873-agenda-legislativa-del-9-al-13-de-junio-de-2025/file

21 https://elpais.com/america-colombia/2025-03-18/el-congreso-le-da-la-espada-a-las-marchas-de-petro-y-hunde-la-reforma-laboral-sin-siquiera-discutirla.html

22 https://www.senado.gov.co/index.php/el-senado/noticias/6565-senado-aprueba-reforma-laboral

23 https://leyes.senado.gov.co/proyectos/index.php/textos-radicados-senado/p-ley-2024-2025/3292-proyecto-de-ley-136-de-2024

24 https://concejodebogota.gov.co/concejo-de-bogota-aprueba-acuerdo-607-de-2024/cbogota/2024-12-04/085956.php

25 This year, the platforms included Hogarú, Cabify, Rappi, Uber and InDrive. The Fairwork project is bound by a non-disclosure agreement with some of these platforms. As a consequence, the discussions with the platforms, and their submissions and verbatim commitments, are not cited explicitly in the report. Instead, they have been paraphrased, leaving their essence and spirit unchanged.

26 Sinatrap (SINATRAPOFICIAL) is a Colombian labour union organisation that represents and advocates for the rights of digital platform workers, organising workers across multiple regions to raise their voices and defend better pay and conditions. The union engages in collective actions, public advocacy, and alliances with broader labour movements (such as the Confederación de Trabajadores de Colombia) to address issues like minimum wage, worker protections, and platform labour rights in Colombia.

27 https://periodico.unal.edu.co/articulos/informalidad-laboral-en-colombia-la-necesidad-de-explorar-formas-diversas-y-atipicas

28 Ibidem.

29 https://www.repository.fedesarrollo.org.co/handle/11445/4159?locale-attribute=en

30 Ibidem.

31 https://trabajodomestico.org/dia-del-trabajo-informalidad-laboral-y-empresarial-en-colombia/

32 https://brill.com/view/journals/jlso/25/1/article-p33_3.xml

33 https://www.facebook.com/share/p/1QiXE-YUg66/

34 International Labour Organisation. (2021) World Employment and Social Outlook: The role of digital labour platforms in transforming the world of work. Geneva: International Labour Organisation. p. 31. Available at: https://www.ilo.org/global/research/global-reports/weso/2021/WCMS_771749/lang--en/index.htm . (Accessed: 28 September 2023).

35 Ibid.

36 De Stefano, V. (2016) The rise of the 'just-in-time workforce': On-demand work, crowdwork and labour protection in the 'gig-economy'. Geneva: International Labour Organisation. p. 1. Available at: https://www.ilo.org/travail/info/publications/WCMS_443267/lang--en/index.htm. (Accessed: 28 September 2023).

37 Work-related costs include direct costs the worker may incur in performing the job. This may include, for instance, transport in between jobs, supplies, vehicle repair and maintenance, fuel, road tolls and vehicle insurance. However, it does not include transport to and from the job (unless in-between tasks), nor taxes, social security contributions or health insurance.

38 The ILO defines minimum wage as the "minimum amount of remuneration that an employer is required to pay wage earners for the work performed during a given period, which cannot be reduced by collective agreement or an individual contract." Minimum wage laws protect workers from unduly low pay and help them attain a minimum standard of living. The ILO's Minimum Wage Fixing Convention, 1970 C135 sets the conditions and requirements of establishing minimum wages and calls upon all ratifying countries to act in accordance. Minimum wage laws exist in more than 90 per cent of the ILO member states.

39 In addition to direct working hours where workers are completing tasks, workers also spend time performing unpaid activities necessary for their work, such as waiting for delivery orders at restaurants and travelling between jobs and undertaking mandatory training (i.e., training activities that must be completed for workers to continue accessing work on the platform). These indirect working hours are also considered part of active hours as workers are giving this time to the platform. Thus, 'active hours' are defined as including both direct and indirect working hours.

40 In order to evidence this, where the platform is responsible for paying workers the platform must either: (a) have a documented policy that ensures the workers receive at least the local minimum wage after costs in their active hours; or (b) provide summary statistics of transaction and cost.

41 Where a living wage does not exist, Fairwork will use the Global Living Wage Coalition's Anker Methodology to estimate one.

42 In order to evidence this, where the platform is responsible for paying workers the platform must either: (a) have a documented policy that ensures the workers receive at least the local living wage after costs in their active hours; or (b) provide summary statistics of transaction and cost data evidencing all workers earn a minimum wage after costs.

43 The ILO recognises health and safety at work as a fundamental right. Where the platform directly engages the worker, the starting point is the ILO's Occupational Safety and Health Convention, 1981 (C155). This stipulates that employers shall be required "so far as is reasonably practicable, the workplaces, machinery, equipment and processes under their control are safe and without risk to health", and that "where necessary, adequate protective clothing and protective equipment [should be provided] to prevent, so far as is reasonably practicable, risk of accidents or of adverse effects on health."

44 The ILO's Social Security (Minimum Standards) Convention, 1952 (No. 102), establishes nine classes of benefit (medical care and benefits in respect of sickness, unemployment, old age, employment injury, family, maternity, invalidity and survivors). Source: https://webapps.ilo.org/public/english/revue/download/pdf/ghai.pdf, p.122.

45 The ILO's Maritime Labour Convention, 2006 (MLC 2006), Reg. 2.1, and the Domestic Workers Convention, 2011 (C189), Articles 7 and 15, serve as helpful guiding examples of adequate provisions in workers' terms and conditions, as well as worker access to those terms and conditions.

46 As stated in international standards, ethical data protection includes aspects such as legitimacy and lawfulness, proportionality, purpose limitation, transparency, quality, data subject's rights (access, rectification, evaluation, erasure, and portability), accountability, and collective rights. Also, when using AI, the rights to be informed about it and to have a human interface.

47 In accordance with the ILO Convention No. 111 concerning Discrimination in Respect of Employment and Occupation and applicable national law.

48 A mechanism for the expression of collective worker voice will allow workers to participate in the setting of agendas so as to be able to table issues that most concern them. This mechanism can be in physical or virtual form (e.g. online meetings) and should involve meaningful interaction (e.g. not surveys). It should also allow for ALL workers to participate in regular meetings with the management.

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