

Long abstract – Monographic section

EXPLOITATION OF WORK, RIGHTS AND HEALTH IN CONTEMPORARY SOCIETY

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Digitalization and migrations: IT platforms and agricultural work

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Migrant workers are essential for the agri-food sector and COVID-19 has further emphasized it. The critical issues related to the intermediation of labour and the conditions of farm workers, however, continue to persist, despite their growing relevance in recent policies at the Italian national and regional level.

Among the main solutions, digital platforms to meet supply and demand in agriculture have been implemented, with a dual objective: to combat labour exploitation and to cope with labour shortages.

However, digital platforms have had little response from potential users. The research focuses on the factors that led to the disuse of digital matching platforms in agriculture, particularly on the interests and risks perceived by agricultural enterprises.

For this purpose, two case studies are analysed: the platform of the project F.A.M.I. Buona Terra, tested in Saluzzo (Piedmont Region), and the app Fair Labor, implemented in Latina (Lazio Region). The two case studies show a different picture of risks and benefits for agricultural enterprises.

The database Buona Terra of Piedmont was conceived as an internal project portal, where data had to be entered manually by operators and companies.

This generated costs for entrepreneurs, as data entry required a certain level of digital skills and a considerable investment of time.

On the contrary, agricultural enterprises were incentivised to register on the Fair Labor App of Lazio thanks to a financial contribution provided to companies that hire workers through the App, in order to bear the costs related to recruitment, thus increasing the benefits received by employers.

Cite me: Sara Korbi, Digitalizzazione e migrazioni: piattaforme informatiche e lavoro agricolo in "WELFARE E ERGONOMIA" 1/2024, pp 137-147,
DOI: 10.3280/WE2024-001010