



5TH EUROPEAN CONFERENCE

ON PERSONAL AND HOUSEHOLD SERVICES

**PERSONAL AND HOUSEHOLD SERVICES :
HOW TO FULLY EXPLOIT THEIR BENEFITS FOR OUR SOCIETIES ?**

June 2014

This publication is a verbatim report of the 5th European Conference on personal and household services which took place in Brussels on the 11th and 12th of November 2013. It comprises of a record of everything that was said by the various speakers excluding debates with the audience.

These views are not necessarily those of the organisers, namely the European Economic and Social Committee and the European Federation for Services to Individuals.

Reproduction in whole or in part is permitted, provided that full credit is given to the European Federation for Services to Individuals (EFSI) and that any such reproduction, whether in whole or in part, is not sold unless incorporated in other works.

©EFSI, June 2014

**PERSONAL AND HOUSEHOLD SERVICES : HOW TO FULLY
EXPLOIT THEIR BENEFITS FOR OUR SOCIETIES ?**

**PROCEEDINGS OF THE 5TH EUROPEAN CONFERENCE ON
PERSONAL AND HOUSEHOLD SERVICES**

**Organised by the Consultative Commission on
Industrial Change (CCMI) of the European Economic
and Social Committee (EESC) and the European
Federation for Services to Individuals (EFSI)**

Brussels, 11th and 12th November 2013

WELCOME MESSAGES

CARLOS TRIAS PINTÓ

President of the Consultative Commission on Industrial Change (CCMI) of the EESC

"As President of the Consultative Commission on Industrial Change (CCMI), I would like to welcome you to the 5th European Conference on personal and household services. I also would like to welcome all the speakers and I thank you for your willingness to share your knowledge and experience in order to have a complete representation of stakeholders in all the developments of personal and household services in Europe.

In December 2012 this Committee, the Economic and Social Committee, adopted and published its own initiative opinion on the trends and consequences of future developments in the area of personal, social, health and educational services industry in the European Union. We had the honor of counting on the co-rapporteur Mr. Jarré. We therefore were delighted when the EFSI requested our partnership to organise a conference on PHS and I want to thank them for their initiative. The CCMI brings together different stakeholders: employers, employees and various interest groups. Our members and delegates strive together to respond and to anticipate the industrial change that we witness in Europe every day. Please, allow me to explain it in more detail.

The CCMI is the direct successor to the European Coal and Steel Communities Consultative Committee. In view of the expiration of the ECSC treaty in 2002, the EU industry Council asked the European Commission to submit its ideas on the future of the structure allowed in the areas covered by that Treaty and the Commission proposed the creation of a specific structure within the EESC that could not only permit the retention of valuable expertise in this area of coal and steel, but could be expended gradually to cover all issues relating to industrial change. The CCMI is made of 48 EESC members and 48 external delegates. Here you can see a very good representation of these interests. Hence we now have a wide range of knowledge and experience gained in a variety of social occupational organisations in various sectors affected by the modernisation of the economy. Thanks to the creation of the CCMI, the EESC is now able to build up opinions as part of a direct and structured dialogue between its members and representatives of various interest groups affected by the changes of the industry. This enables problems to be examined from an economic and social angle as well in relation to environmental protection or sustainable development. They are dealt with as part of the normal EU decision making process by means of references from the Institutions, that could be a possible request for exploratory opinions, this is the case for the next Greek Presidency ; or own-initiative opinions, this is case in the referred opinion .

Regarding the topic of today, very briefly, this Committee believes that in Europe personal, social, health and educational services form an important cornerstone of the European social model. They play a key role in both integrating people into society and for serving social cohesion. Additionally the sector contributes substantially to the EU gross domestic private offer, raising employment prospects and is capable of delivering innovative quality responses to the structural changes and needs in the European society. The EESC calls for a fully flexible strategy on innovative and intelligent social and health services in Europe together with the promotion of greater efficiency in the use of financial and human resources. Notably in the use of various structural funds available. This is very important for the next period of the structural funds programming. Finally, the EESC considers it to be important to establish a constructive and well-structured social dialogue amongst all levels. It is one of the main roles of this committee to facilitate this dialogue between civil society and institutions as well as local, national or European levels.

In all sectors of the personal services industries, I hope that hosting this conference will contribute to this end. Therefore the Committee enthusiastically welcomes today's conference and believes the different interesting debates will enrich the discussions on use and access to personal and household services.

I thank you again for having accepted our invitation and I hope that you will experience a very good discussion."

EESC's own initiative opinion on the trends and consequences of future developments in the area of personal, social, health and educational services industry in the European Union is available [here](#).

AURÉLIE DECKER

Director fo the European Federation for Services to Individuals (EFSI)

"Ladies and Gentleman,

On behalf of EFSI, it is with great pleasure that I welcome you today at the 5th European Conference on personal and household services which gather more than one hundred eighty participants representing twenty four European countries. I would sincerely like to thank Mr. Trias Pinto and the Consultative Commission on Industrial Change of the EESC for their support and help in organizing this event. My thanks go also to the European Commission and the European Parliament for their high patronage to the conference.



As the European Federation for Services to Individuals, EFSI brings together national federations and associations as well as private companies involved in the development of personal and household services across Europe. We seek to promote and defend the PHS sector through various initiatives. Exchanging best practices and seeking to build a better knowledge of the sector at the EU level is one core activity within EFSI.

Over the past decades, we have noticed a growing political interest to actively promote the development of PHS. The benefits of the sector in terms of job creation potential, social inclusion and work-life balance reconciliation have been stressed on several occasions. However, the sector's potential still remains largely untapped in certain domains.

This is why, this fifth edition of the European Conference on Personal and Household Services will offer all of us the opportunity to explore new ways to further exploit PHS contribution to our societies. As such, the conference will comprise of four roundtables which will question by turns the sector's added value for our societies and how universality of access and providers' complementarities is the best way to fulfill PHS users' needs. Tomorrow, debates will explore ways to make the PHS sector more attractive for workers and will focus on companies' role in the sector's development. The program is rich and varied and I would like to thank all speakers for their contribution toward the success of this conference. A report of the debates will be published by EFSI by the end of the year.

Last but not least, EFSI took the opportunity of this conference to present a White Book on personal and household services - you should all have received it in the file that was given to you at the entrance. This White Book presents measures supporting the formal provision of personal and household services in ten EU Member States, namely Austria, Belgium, Finland, France, Germany, Italy, the Netherlands, Spain, Sweden and the United-Kingdom.

By describing in the more practical way and by exploring the relative strengths and weaknesses of measures such as the service voucher scheme in Belgium, the Minijob in Germany, the Spanish new regulation for domestic employees or the Childcare voucher implemented in the United-Kingdom, EFSI seeks to contribute to a better recognition and understanding of the PHS sector. In addition, this White Book was the opportunity to shed lights on innovative solutions implemented by some regional authorities and which deserve to be known such as the day care centre voucher system implemented in Hamburg or the AsSAp project implemented in Italian Southern Regions.

We do hope that this White Book will favor best practices exchanges among national and EU stakeholders, European Institutions and public authorities as well as academics and foster further networks on the issue. This White Book is built on EFSI members' expertise as well as on contributions from various public authorities. It will be published by the end of the year and we warmly invite all of you to express your views on the information stated in it and to provide any additional data you may find useful on the practices described.

In conclusion, I look forward to interesting discussions over the next two days and I wish everyone a successful and fruitful conference. Thank you very much."

EFSI's White Book on personal and household services in ten EU Member States is available [here](#).



PERSONAL AND HOUSEHOLD SERVICES: WHAT ADDED VALUE FOR OUR SOCIETIES ?

JEAN-NOËL LESELLIER

Independent expert, France

"What I suggest is that each speakers begin by introducing him or herself. I am an independent expert and that is because I do not currently belong to any organisation. I worked in a university laboratory as an associate researcher. I am going to begin the presentation. I will be followed by Mrs. Sarti and then we should go with Mr. Horecky and we will finish with Mr. Richardson.

I will try to be very brief because I have been asked to concise myself to ten minutes. So personal and household services are all activities that go back to the beginning of the world ever since family existed, these activities are very varied and they are provided essentially at home and involve social and family links. I got here the text of the European definition which covers a wide range of services contributing to the well being of families, like looking after children, the long term care of the elderly, household, gardening, assistance at home or away from it. This is the definition that the Commission uses. Now let me begin by making a distinction between a job and a profession. A profession is a bit different from a job. A profession involves the purpose of an activity. Let's take building as an example. Now this is a profession that consists of several different jobs such as masons, electricians, plumbers and so on and so forth. And with these services we are talking about the same think. It is a number of different people with common objectives covering several different jobs.

The second point I would make is about the emergence of a profession. It always happens by ways of externalisation of some other jobs or activities and they are no exception to this. My example may seems rather awkward to you but I think it will help you out understand and I am thinking of bakers, people who make bread. Ever since towns came into existence, the 9th or the 11th century, then every household has his own bread oven. But when towns came into existence, then that was no longer possible because everybody was very closed together and there was not enough room for everyone to have a bread oven. So there had to be a collective bread oven which has to be run by a town or a corporation. And everyday the family mother will take her dough to the baker. Now, until such time, running on a basis of solidarity you have someone whose jobs it was to look after the oven and he took over making the bread. It was then the baker came into existence and if you transpose that elsewhere you see how it happens.

Let me compare to with what happens today. You do something or you get something done partially or totally but the important thing is how you get from one to the other. I do it, I get someone to do it and there is a transition involved which is based on solidarity because the person who dealt which looking after the collective bread oven was providing a service within the community and was paid for it. It was a collective service. It was a non-profit making service if you like. So it went from doing something from having something done and from profit making. So it is quite interesting to see it how it does. That began with bakers but you could extent that to all sorts of other activities. Now what characterizes a profession ? It is the same objective as I was saying. Everyone has the same objective. The second characteristic is that there are numbers of relevant ethics rules, everyone has the same ethic. That comes from the Greek word ethos which means morality. In Western societies, it all basically originates from Moses' Decalogue long before the Flood. Again, you have a professional code of conduct, this is Greek as well. It lays done what has to be done. It is the rules that apply and in all professions there are rules of this kind. A third characteristic is that you have a chain involving training, a recognition of professionalization and then fourthly you have a process common to this services. So this is a common element in all personal and households services. It begins by listening, reception, analyzing needs, it goes on which considering who can do what and how they are going to do it this done and then it is evaluated. That is the process that everyone goes through in personal and household services. And finally there is what we might call a social status, a collective status for all those who are participants and giving them a profession. So that what a profession is.

We are now considering how all this appear and something that disrupted the contemporary world which is household electrical goods beginning with washing machines and refrigerators. I am a men so I will talk mostly about women which may seems out of place. But let's say my wife wants to work outside the home. Then our household electrical goods enable her to be done in a completely new form. And we then had the question of schooling and education of women which results in the liberation of women. There are then other changes, demographic and economic changes, in particular people living longer, dependency, geographical mobility and so on. A all series of fact that I don't' t go to go through at this stage. Currently personal and household services are provided by very different participants. There is things I do myself and then you got the externalization factor which have well developed professionalism. I have things done and it can be this done in several different ways. It can be a question of family solidarity or of neighborhood solidarity. It can be direct employment which are maybe legal as in northern Europe and less legal as in southern Europe. Or there might be public providers, very common in some countries, particularly countries where they have an interventionist social democratic tradition and there are other countries with a social market economy where they may have cooperatives referred to as the third sector and lastly business. Business are relatively recent in Europe, certainly in personal and households services.

8



This sector has grown up by between five and ten percent over the last ten years. It represents about one point to two point five percent of GDP in some countries and some ten millions employees - and 2.5 millions if you look at full time equivalent - about 240 millions full time workers in Europe. Now is there a European model of personal and household services ? I think the answer to that is no, it probably still remains to be created. But in all European countries there are things in commons. We do see more and more state intervention and regulation in this particular sector. We find that there is a basically a family model in Southern Europe, services are provided in the English speaking world which is the basic model in northern Europe. It is very open but it does involve some basic public funding. Then lastly we got what I would called a complex model which is typically French. Here it is mix of family based model and English speaking model mentioned previously.

And there is one question which arises, which is of services of general interest at European level. There is a bit of problem here which act occasionally with the European directive on free circulation and provision of services. There is a problem because in some countries it is said that some services are essentials and others are not. There is unequal treatment between providers and no real freedom of choice for consumers. So there are a number of difficulties which has to do with the kind of foundation, association or non-profit making organisation you are talking about, the socialization of dependency help, the kind of services provided, the role of insurers, public procurement, how to reduce undeclared work and all sorts of other issues which I don't need to go into.

But there are points that we do have in common in Europe such as aging population, dependency, the arrival of new technologies, difficulties over recruitment because it is a sector where it is difficult to recruit and a sector with a very poor image. And it has a very poor image for one very simple reason. Generally speaking in Europe, this work in most cases rightly or wrongly, is performed by women, as if there was a social injunction for these jobs to be performed by women. This gives rises to difficulty because if you are a women and if you do this kind of work such as cleaning, childcare or assisting your mother you have not been trained to do it, you got no qualifications and you are not paid for it. So how can a mother have a professional image of an activity that she undertakes; which is why it said that professionalism depends on externalization. And by that I mean complete externalization. Then not all countries have any kind of training which prepares managers to look after these activities.

Another common thing is the development of vouchers in a very larger numbers of European countries. In social terms, all countries are confronted by the same problem. They have the same kind of demography they have, the same problems related to purchasing power and technological change. What is important I think as an expert in this area is that consumers - as citizens - should be given the free choice of what they want to do. I can have something done, I can do it myself and if I have it done I should have the freedom of choice on the way that happens, whether I hire directly the worker, whether I use an association, whether I use a business or whether I use a public service. One point I think is particularly important, which is that amongst the major principles, we must distinguished between the ideal of a services provider, a funder and a regulator. I do not think very helpful for the funder to be the provider and at the same time the regulator and evaluator. It seems to me to be a fundamental principle and the distinction should be clear.

And we come now to the major issue of added value beginning with a paradox. In all countries with almost no exception, the State does intervene, it does assist families or individuals to procure this services. So talking about added value may seem a bit paradoxical. We are talking about a sector which benefits from an aid for each citizens. The problem is that very often, reasoning is falsified. You take the costs and you forget all the receipts that lies behind it. When you got someone in work he is going to pay social security contributions and there is a redistribution of income. There is less unemployment and less unemployment benefit payroll. So if you reason on the basis of added value you have to do it across the board looking at costs and receipts. If everyone worked illegally in the sector, then in twenty five or forty years they get no pensions, they have to be paid for by society. It is very important to reason globally on what it costs to the State and what it contributes to the economy as a whole. You need to look at what happens immediately and then look forward in time. Unfortunately apart from a few studies that had been done and which will be mentioned by some of the speakers of this table, there had been no macro-economic studies on the whole of Europe covering all European countries in terms of the added value of the sector.

I will just mentioned a few things that might shock some of you. I will take an example that there is also such a thing such has indirect economic added value also very difficult to quantify. Let's take the example of a mother of a family with a very high level of education, say school leaving plus eight or plus ten. And say she decides to look after her children, which is a very honorable thing to do, imagine the economic cost to the Nation in terms of investment in her person for fifteen or eighteen years. Is it in the nation interest to quite simply facilitate getting her into work, to get a return on the investment for the collectivity? One could ask that question.

Lastly, let me mention three sociologists. I am not sure they all was, the first one certainly was. Michel Crozier in the "Actor in the system". His point is that the organisation of the personal and household services sector will be determined by the State and the citizens, because we –as citizens - affect the system which in turns affect our behavior. Then I would like to mention Edgar Morin. He was a French sociologist who tells us that all world of society evolves in the basis on two principles: metamorphosis and complexity. Metamorphosis because services always existed, beginning with slavery and getting more and more complex. But it is always the same service. Lastly I mentioned Pierre Teilhard de Chardin who is a French –I am sorry I could not thing of anybody else who was not French. Frankly he is more a paleontologist and he was also a Jesuit and a Christian philosopher. He felt that the French society and indeed world society generally was developing with two parallel principles: socialization and personalisation. Every individuals developed over time and must be seen in himself as someone personally responsible but at the same time in solidarity with the society which he is part of. Personal and household services are at the crossroads of the two tendencies previously mentioned, namely socialization and an increased personalisation. And I wanted to conclude with that. I am now going to leave the floor to the next speaker."

Jean-Noël Lesellier's presentation is available [here](#).

RAFFAELLA SARTI
Researcher, University of Urbino

"I am Raffaella Sarti, I am an Italian researcher at the University of Urbino. I am a historian and so probably I may have a different outlook. I am an expert on paid domestic work and have written extensively on this subject. I was also a promoter of the so-called Servant Project funded by the European Commission (The Socio-economic Role of Domestic Service as a Factor of European Identity, Project funded by the EC within the Key Action Improving the Socio-economic knowledge Base, 2001-2004, Contract HPSE-CT2001-50012).

As we are in Brussels, I have decided to start my intervention by mentioning a Belgian author, Gringoire, who - about a century ago - argued that the old servant was going to disappear thanks to electricity: "she would become a 'legendary being' whose very existence, in the future, was to be questioned by some intellectual", he wrote.

Actually, things went rather differently. If we analyse the "lessons of history", some questions will arise. For a long time, paid domestic work and care work had been expected to disappear because of modernisation: electricity, technological change, Taylorism applied to the domestic sphere but also communism, new arrangements for family life, development of communal life instead of private life were variously thought to lead to the disappearance of domestic and care work. Instead, from the 1980s and 1990s of the last century, domestic and care work have been experiencing a kind of resurgence. Why? What were/are the continuities and discontinuities in domestic and care work in the past and present? Which were/are the similarities and differences as far as the economic, social and cultural roles of domestic and care work in various European countries are concerned? Obviously, in ten minutes, I cannot delve very deeply into these issues. However, I'll try to give you some information about these themes drawn from my historical research.

This graph, based on population censuses data, shows the percentage of domestic workers in the economically active population in several European countries from the mid-19th to the 20th centuries. As you can see, there are important differences among European areas in different periods. In particular, in the pre-industrial era and still in the 19th century, there were more domestic workers in Northern and Central Europe than in Southern Europe.

In the 19th century, domestic and care work experienced important changes. There was a strong feminization and it became an almost exclusively female job, whereas in early modern times many men also worked as servants. More and more domestic workers were people who migrate from rural villages to the cities, thus contributing to urbanization. To understand the development of domestic work, it must also be stressed that, especially from the late 18th century onwards, being a servant was increasingly stigmatized. One of the several reasons for this stigmatization was the fact that it was not considered "real work" at a time when productive (i.e. especially factory work) rather than "unproductive" work was considered real work.

Industrialization and modernisation at the end of the 19th and at the beginning of the 20th centuries contributed to the so-called "servant question". Many girls no longer wanted to be maids and preferred to be factory workers. It was in this context that the idea spread that domestic service- in particular live-in domestic work -was going to disappear. At the time, there really was a drop in the percentage of domestic and care workers within the economically active population. But in the 1920s and 1930s, because of the economic crisis and because of specific policies pursued in several countries to expand domestic work, in several countries there actually was a revival of paid domestic work. After the Second World War, from the 1950s to the 1980s there was again a decrease in the numbers of domestic workers, especially live-ins, and a lot of people thought that the



time had finally arrived when paid domestic work would disappear and modernisation would eliminate the need for domestic and care work.

Yet in the last thirty years there has been a new revival in paid domestic and care work. The household has become again the place of new jobs and new inequalities. The “revival” of domestic work is particularly strong in Southern Europe –especially in Italy and Spain –but also in other countries such as Sweden, i.e. a country where domestic workers had almost disappeared, there is a kind of resurgence of paid domestic and care work.

Which are the reasons for this expansion? The expansion of paid domestic and care work is a consequence of demographic, social and economic changes: the ageing of population, the growing female employment not accompanied by a fair re-distribution of care work between men and women; the growing imbalance between rich and poor/impoverished countries, etc. Specific policies, too, play a crucial role, in particular (insufficient) gender equality policies, which may lead to a kind of “re-genderisation”; insufficient public welfare; policies aiming at expanding proximity services in order to fight unemployment; cash-for-care policies; migration policies-for instance in Italy there were regularizations of undocumented immigrant especially targeted at domestic workers.

To stress the importance of welfare policies, I would like to go back to the eighties and make an interesting comparison between Spain and Sweden. At that that time, in Spain a rather high percentage of the economically active population was still employed in domestic and care work, whereas in Sweden this percentage was almost zero. Very often people say that a family - this is particularly a common topic this afternoon – a family needs private domestic workers because of the growing involvement of women in extra domestic work. If you look at this data you can see that in the eighties there was a rather high percentage of paid domestic workers in Spain where the female labour force participation rate was very low whereas there were almost no domestic workers in Sweden where the female labour force participation rate was extremely high. If we compare the public social expenditure - particularly for the family - we can see that in Spain this expenditure was very low whereas in Sweden it was high. So I think that welfare policies are crucial in shaping the domestic service sector.

As already mentioned, today domestic and care work are often undeclared, particularly in Southern Europe. For the future it is therefore necessary to develop policies leading to the reduction of undeclared work performed by both migrant and native workers. At the same time, it has to be stressed that declared domestic and care workers, too, in many countries, suffer from legal discrimination if compared with other workers, and enjoy only limited social protection. This is one of the reasons why this job is not particularly attractive and people often leave it as soon as they can. Thus we clearly need an improvement in the rights and social protection of these workers. It is necessary to overcome any discrimination, particularly today, after the ILO, too, with Convention No. 189/ 2011 on decent domestic work has addressed this issue.

I think that it is also important to eliminate live-in domestic work, something which has experienced a kind of resurgence in the last years. People who don't have private lives will not stay in this job for long. It is necessary to improve the quality of domestic work - and to professionalize domestic workers - by organizing courses particularly for babysitters and carers for the elderly, and to give formal recognition to this professionalization. It is important to give domestic workers the opportunity to have a career, to move to better places and to overcome the private relationship between employer and employee thanks to cooperatives and other service providers. It is also crucial to establish uniform salary scales to guarantee equal remuneration for equal tasks, in particular in order to stop racialization and ethnicization –salaries cannot be negatively affected by the “race” and nationality of the workers. A final crucial point is to reduce the cost of employing domestic and care-workers by families thanks to public contributions to the population which is more in need of help and care, for example through vouchers or fiscal intervention.

We are here discussing the importance of personal and household services. In my view, on the one hand new services for families are certainly welcome. Yet on the other hand, we must try to reduce the need for services and to make people as independent as possible thanks, for instance, to technological solutions. Today there are a lot of new opportunities to be developed, for instance thanks to tools to control what happens in the private homes of elderly people. Moreover, it is very important to reduce the so-called "do-it-yourself" welfare solutions and the recourse to private solutions. I firmly believe that the State and public authorities still have an important role to play in this sector to develop new public services. Thank you very much."

Raffaella Sarti's presentation is available [here](#).

12

Jiří HORECKÝ

President of the Union of Employers' Association of Czech Republic

"Good afternoon ladies and gentleman, my name is Jiří Horecký. I would like to present the current situation about personal and household services in Czech Republic, because we are now at the crossroads, we are now seeking or trying to implement a quite new concept known from country such as Belgium, Finland, Sweden or France. I will be talking today from the point of view of two organisations I represent and stand for. The first one is the association of social care providers of the Czech Republic which gathers more than 930 organisations and 2300 social services organisations such as care homes, home care, daily care centers but also the services for social prevention. The other organisation I represent here today is the unions of employers association in Czech Republic. This is the second biggest organisation in Czech Republic that gathers more than 7 300 organisations with more than 700 000 employees covering actually the public sector, so covering completing health services in Czech Republic, social services but also culture, education and other public services. I also work as adviser to the Minister of Labour and Social Affairs in the Czech Republic.

We in the Czech Republic are now very seriously thinking about of a new concept of personal and household services to realize the added value, to change this all system and I would like to present you why are we in the middle of this process, what are our intentions and why are the reasons that we would like to follow the examples of countries that I mentioned, most of all from the Belgian model. The current situation in Czech Republic is as follows. We have three sectors that provide personal and household services. The first one is home care divided into social and health home care. This is very similar in many countries of the European Union. We have a straight divided system, we have very strong distribution between social and health system. And the third sector is the private entrepreneurs and companies. With the private companies, you can start doing personal and household services very easily. Everything you need is a sort of free trading licence, but there is a law amendment which will change this condition and from 2014 only household services will be eligible with free trading licence. Private business companies will have to stop providing the personal services, and the personal services should be provided since 2014 only by registered home care companies.

Speaking about the first segment – social home care – and just for your imagination Czech Republic has 10.5 million inhabitants. So in Czech Republic we have 747 organizations that offer and provide social home care services with a total number of employees of 3 200 and approximately 115 000 clients. The content of "social" home care is very much similar to other European countries. Basically it is meals on wheels, it is household services such as cleaning, shopping, offices - I mean enabling the contact with the offices taking care of personal issues and personal problems - and then we have personal care which could be defined very briefly such as assistance of daily living activities. This is pretty much comparable to other European countries.

Then we have the "health" home care as I mentioned. It is strictly divided because of the money and not only because of the money and the financing system but also because we have two ministries, the Health Ministry and

the Ministry for Labour and Social Affairs and they do not communicate that well between each other that we would like to in the Czech Republic. Although they stand fifty meters next to each other and they are connected with a secret tunnel under the ground it does not work. The total number of the providers of the health home care is 472 organisations, the number of employees is pretty much the same as in the social sector with 3 000, the number of the clients is also similar with 150 000 and the total number of visits is more or less 6 million a year. The content of the health home care is the nursing care, so this care is provided by a nurse like giving the client an injection or measuring the blood pressure or basic care activities as for example care of the stomach, rehabilitation care, etc.

We are now thinking that this is first of all not good enough and that we should move forward. At the beginning of this conference, there was a White Book mentioned with ten countries and as you list among these countries, you noticed that there is no country from Central and Eastern Europe, the so-called post communist countries. And we do seriously realise that what works very well in Belgium, Finland, Sweden, France and other countries may not work that well in the Czech Republic that there are some other conditions, some other history, some other different attitudes to family life, some other values and that we have very deeply do some pilot projects that we have think about what could work and what could work not. We have started with the last months and even in the last months there were a number of prejudices, and obstacles and misunderstandings we had to deal with.



In Czech Republic we first started with a pilot project in 2003. It was a project with a name “occasional occupation” it was similar to the so-called LEA system in Belgium. It was in three departments, so only a local project for the total number of inhabitants in those three departments was around 250 000. This project was very successful in 2004 and 2005 but at this time we had no crisis, we had low rates of unemployment all over Europe so there was no need to go on in this project, because every year, every month unemployment was lower and lower.

Last year, we attended the EFSI conference, we heard some very good examples, not only practical examples but also some macro-economic numbers and the outputs of some macro-economic studies which is very important not only for Czech politics but for all politics all around the world if they want to change something.

We started as the Union of Employers Association to work on this concept, to change the personal and household services in Czech Republic and we manage one thing. We manage to become personal and household services as the one of the main priorities of social democratic party. Now we had our elections three weeks ago in the Czech Republic and this party won the elections so now we are waiting what the government is going to be, what the coalition is going to be and whether this priority will stay in the governmental declaration. It was a success for us because it is the social-democratic party - the left-oriented party - and it is the strongest party nowadays in the Czech Republic.

In October 2013 this year, one month ago, we organise a roundtable on this topic. A roundtable about implementing the new concept of personal and household services into the Czech Republic, mainly on the basis of the Belgian example. The roundtable was attended by members of the Parliament, by the general director of the Labour Office in Czech Republic and this roundtable rises high interest in the media. The first press releases were more or less neutral and there was some positive messages but there was also some negative messages like “jobless and homeless people are going to your home” which costs a little fear to a small percentage of Czech inhabitants. But the second output, the second way of press releases were very positive and there was a really high interest of the media because it was something quite new.

14 This month we started a feasibility study on the implementation of the concept of personal and household services in the Czech Republic together with the Research Institute for Labour and Social Affairs in the Czech Republic. In December a pilot project, that will be started by the Labour Office should also begin. The aim of this pilot project is to show what models of personal and household services are implementable in the Czech Republic and what are the numbers, what are the benefits and what are the costs. In February next year we organise an international conference in the Senate where some of the speakers and people in this room should also present their experience. This should be with the Finance Ministry, with the Ministry of Labour and Social Affairs, with the Senate and members of the Parliament. We want to present the results of this feasibility study, the results of this pilot project and we want to present good practices examples from the countries I mentioned. Our intention and goals are to start both programs known as TITRE and LEA in Czech Republic in 2015 or 2016. We have now four years with the new government to do that and to make those things happen. Whereas TITRE has a highest priority.

The last slide about why are we handling that way, why are we doing this, why are we thinking that we should change the concept and the attitude about personal and household services in Czech Republic. First of all, we think that it should lead to a lower unemployment rate especially the TITRE concept. We also think and anticipate that it should lead to the reduction of the black market share that we now have in the Czech Republic, anticipating the similar experiences from other countries. We also think about this new concept as a new benefit for employees not by the State but by employers. There are not only the State resources and some taxation benefit, but we know that we have a number of employers that would be willing to pay a certain number of benefit, a certain number of hours in personal and household services. And in this way we have some other resources – that is corporate and private resources - that could be used for this new system.

The other benefit is not only higher specialisation by home carer, because nowadays the carer does all the activities such as personal services, such as activities of daily living, but also the services like cleaning or keeping up the household. We think that not only it could be separated but that it should be separated because you do not need highly qualified staff to do all of that. And in all the specialization leads to a more efficient result. It is also the flexibility that we see for the future, not only recipient of personal and household services but also flexibility of the future employees working in the new concept.

This is what we now stand for, where we are, what are our intentions and I truly will be happy to share our experience in the 6th EFSI 's conference on what happened and whether our intentions were at least partly successful. Thank you for your attention."

Jiří Horecký's presentation is available [here](#).

DOMINIC RICHARDSON

From the OECD, Social Policy Division¹

"I am Dominic Richardson from the OECD, working on family child policies particularly on how cash and services do different jobs, on how much public money is spent, and more recently on the integration of social services for the very vulnerable across the OECD.

Thank you to the organisers for inviting me to speak about the work we are doing at the OECD in the area of services, as well as personal and household services and integrated services.

If we just look at how governments are spending their money in the past thirty years – in public spending - you would think that everyone understood the added value of personal and household services, as cash spending

¹ The views expressed in this transcript cannot be attributed to the OECD or its Member governments; they are the responsibility of the author alone.

remains stable in the areas of old age and childhood and generally overall spending in kind - spending on services - has been creeping up across the OECD. And more than that, it has been convergent as if we all understood the same value of services, and have the same ideas. But our recent work suggests that it is a bit more complicated than that. Across OECD countries, we have difficulty in finding good evidence in support of what makes personal and household services work well and meet the needs that the government wants them to meet: which is essentially save money and have better outcomes, or 'do more with less' particularly in the crisis (two ambitions that are pretty hard to combine).

So I am representing two divisions in the OECD today, and I am a social policy analyst and I have been working on integrating social care health. In terms of the health division you may have seen "Help wanted" and you may have seen "A good life in Old Age". That is Francesca Colombo's work, and she is in the health division. I think that she should have been here today, because I did not write those reports but they are very relevant for what we are talking about.

15

In those two projects, we are looking at the costs – at least in "Help wanted" – they are looking at the costs of the provision of long term care. A couple of interesting points from that one, is that after fiscal stability or sustainability, OECD countries when surveyed said that the next priority in their list of priorities was to ensure that there was more home care for the elderly. It also showed that one in ten of people aged over fifty were involved in some sort of informal home care across the OECD. That is ten percent over fifties. The "Good Life in Old Age" is moving beyond identifying the cost problems, to identify the concerns about provision and implementation in personal and care services and looking at how maybe to monitor these services and to talk about quality. I wish I could say I could tell you a lot about the quality of services and how that makes a difference, but again I have to tell you the evidence that we can uncover is not great. I suppose I should say we are here to learn, as well as to tell you the things we know, so I would be grateful to hear from anybody who can help us with that.

The stuff that I really know a bit more about is in integrated social services, particularly for vulnerable populations. Now in 2011, the OECD Ministers met around the table and said we think we should know more about how to deliver social services efficiently and effectively. We know - said New Zealand - that some families have 'five cars in the drive': from the psychologist's car through to police cars and others, yet we just need one car in that drive, because we are sending five cars and there are a lot of costs behind these five cars in the drive. So we decided to look at this in a couple of ways. First, we were very interested in implementation, in the theoretical barriers concerned the care coordination, the horizontal integration of services. That is getting people with different professions, different skills set together. And then we wanted to look at the vertical integration, which is from top to bottom, from your central government though to your local government, to find out about what fiscal federalism and devolving social services achieves, and how these choices create opportunities and barriers in the country looking to make more of the social services use.

The final thing we did, because we did not find a lot of evidence from any one vulnerable group, was to look at four different vulnerable groups : look at the homeless, look at the frail elderly, vulnerable families and people with complex health needs – to see if there is anything we can learn from one group to the other. With the frail elderly there is a bit more evidence on what works and there is growing evidence with homelessness (through housing first and so on). The need for this case is that could have institutional care or home care and we wanted to know whether we can learn lesson between those. As you can see I like to talk so I will go with the main messages first.

Human services are being used more, but they represent just a small part of the overall budget. I told you the trends were rising but still cash outweighs kind wherever you look, and the demand for human services is growing when we have looked at trends (not really comparable, because OECD countries have definitional issues), within countries you can see how these figures are going up, there is a growing elderly population, children from vulnerable families engaging in truancy, those types of things are growing. Demand for public services grows as

people move for work, as families move to different part of the country, when extended families are not around to support child rearing or in the case of certain family where two parents need to work and children still need care. I think there is an important discussion for the role of personal and household services for different groups, different vulnerable groups particularly in the European context. Now, when we are trying to convince our governments why they should be doing this type of work, we take on the different approach to the elderly as we do for vulnerable families. Vulnerable families can be turned around, they can be productive, they can be social investment and your personal household services could be considered as social investment, you are expected a return. But the elderly you might not expect a return because you are helping them in the final years of their lives. You might not be trying to reintegrate them in the society, and how you consider what is effective in your picture is really the quality of life of the elderly. And I think that we should be differentiating where we can between these groups, at least in the OECD that is what we are trying to do. I will not talk about quality of life now, I will give you something on that in a minute.

When it comes to integrating social services, this it is critical for services in the home or outside the home, it is the same thing, you need a whole-system approach. There is point in coordinating services at the delivery level, but you will only be able get so far, unless your Ministries have agreed that they want to achieve the same goal: and if one Ministry/ service provider is willing to stand in line until the first services are being met and/ or if they can pool their budgets. Across the vulnerable groups we have been looking at, a couple things seem to work for everybody, and that is essentially strong case-management, the right project manager, and the single entry point for services. It means that we do not necessarily have to go outside of the house to get the service, but that primary care provider has the tools and equipment, and the knowledge, to ensure that when a vulnerable person presents - whichever part of the system they present to –they are then passed on in the right way.



But what we find everywhere too is that the home-based services are necessary, and almost every country is involved in some sort of outreach, they go to homes, they see people. But not everyone is always present at home, not everyone is willing to say 'I have a problem, I need some support' and home-based services are always going to be critical in finding people that need support. One example at the moment is: I was in Korea last week. They have a very strong early years (Dreamstart) system, it functions very well, strong case services, case managers, etc. When it turns to the least deprived families they go to the house first to talk to the parents to try identifying who can use services these services most. And quality matters, but I cannot tell you much about that.

If you have seen the long term care findings (here is where the evidence comes in, I told you that we said that evidence was an issue). The long-term care work shows that two-thirds of the elderly receiving long term care in the home. Generally across the OECD, they find that it increases the quality of life of elderly people, it costs less and reduces emergency services uses. But there is limited evidence that there is a broader range of outcomes beyond life satisfaction and emergency service use. We are not finding the same sort of evidence there for a broader range of health outcomes for instance, but you may have to put me right about that.

And there are some concerns about home-based services that we come across, the whole point of 'Good Life' report was about measurement, efficiency and quality management, but we need to know more about timing. If you look at – you know – Heckman who talked about critical timing and sensitivity of timing for children's interventions, that if you intervene at the right time you get most returns. Home-based care is going to be expensive in some cases because we do not know exactly when you might want to intervene. And at the same sense we do not know exactly when you might want to stop the home-based service because in some cases some

people will need institutional care. This timing issues is going to affect what added value your home-based services have –so we need to know a bit more about that. And plenty can be said about workers' status, pay and turnover. In an integrated context, it is very interesting because, it leads to 'cost-shifting' and 'people-shunting' because workers are not receiving the same sort of conditions of employment or treatment from service to service and may be less willing to take on certain cases. So I will skip some of this, but you can see the added value governments might expect of integrated services and think 'how are integrated services going to have a lot of added value?

There people are with multiple needs; the person in long-term care does not just need some social care but also needs all sorts of other support. We have some concerns though again with how to integrate these services. And I said there is this horizontal and vertical forms of integration. And you know the vertical; the idea that government's ministries often do not talk to each enough. But in horizontal integration where the finances lie is an issue. If I am coordinating services for the homeless population and I have one doctor available, whose salary comes out of my budget, will there be a point in time that I just send my homeless person to the hospital, that is on central government budget, instead, and I save money. But sending the client to hospital instead of the doctor does not necessarily does not do the taxpayer any good, and it does not do the client any good. So the fragmentation in finances is an issue. The thing I want to say here is that there is a lot of public resources, and we are talking about increase in social services overall but at the same time we have got a crisis which is ongoing –so how do we do more with less. Services are not like cash. Cash is much more liquid or elastic. The money in services is in capital, in wages, in buildings and to build good evidences and good ideas and something to convince policy makers to make the right change we need to be smart about how to unlock some of that.

I'll skip through this slide very quickly; it is made to bamboozle you a little bit because really it is that complicated. This is across a range of services where the decisions are made from central, to regional, to local authorities, to private. If I was in France and I wanted to immediately draw a policy lessons –just like our Czech colleague are drawing policy lessons from other countries - there is only really one area where I have a similar government structure, and where I do not have to change my governmental structure. Learning country to country it is not just about identifying the good policy, it is identifying effective implementation strategies. Now we send the questionnaire to all OECD countries to answer this (how manages which social services at which level). If you see any errors, please let me know.

Another thing I wanted to say is not just about who manages but where the money goes. Now where the taxes accrue gives people power when making decisions about what services are going to be delivered, and when and how. And as you can see, countries look very different: there are unitary countries as well as regional and federal countries. It is just not similar really. Where the money goes and so who can control and who can spend it varies a lot. So again when we think about good evidence in personal and household services and we want to transfer this evidence and policies, we need to be a bit more careful about where we go and what lessons we draw. And I think why I am making a big deal of this is because we are in an international context and it's your information that is going to help inform policy makers to make the right choices, and there are a lot of challenges to consider when doing that.

And I know I have spoken a lot but I think of one last thing, about cost-benefit analysis in this area. And I tell you we do have learn a lot and when thinking about the costs savings of providing multiple services in the home of families, and it seems like it is a great idea. For instance, take troubled families in the UK, which cost about nine billion GBP a year, or 11% of the total family budget in UK in a year is being spent on 1.5% of the families. So we think 'great', costly, small, perfect social problem –a perfect target group for integrated social services. But of course in the UK, troubled families cost that much because some of the UK services cost a lot – cash benefit spending is also high. If you use US cost benefit evidence on childcare you have to bear in mind that prisons and emergency health service costs a lot and keeping a child out of prison in the US in later life you are saving a lot of money, because the prison system is very costly. So if we work with cost-benefit analysis in childcare, and say you can expect twelve dollars back for every one you spend, your policy makers are gone to get upset eventually

when they find out, because their general social system is more efficient, they cannot make those savings. So it is always worth bearing in mind. Also this is not the only cost issue: if you make better services, more people are turn to take them, and costs rise. If you make better services, there is some good evidence from OECD countries and beyond, that the middle class, which is more informed, can pick them up quicker, and effectiveness falls.

And I suppose this is really where I want to stop. You have got the implications and challenges, I have been through those but still I do not think we are at the point when we can say we know or how it works. We can say how its parts work, we can say be cautious when making it work and that the challenges are a lot deeper than it seems on the surface for care coordination. But we still fully feel there is a good public and private reasons for promoting integrated personal and household services and particularly a greater use of services across the board. And that is it, thank you."

Dominic Richardson's *presentation* is available [here](#).

UNIVERSALITY AND PROVIDERS' COMPLEMENTARITIES: THE BEST WAY TO FULFILL USERS' NEEDS

AGNES UHERECZKY

Director of the Confederation of Family Organisations in the European Union (COFACE)

"My name is Agnes Uhereczky. I am the Director of COFACE and I would like to thank EFSI for inviting us, giving thus the opportunity to participate because obviously this issue is very important to families in Europe. So if you allow, I will speak for ten minutes approximately myself to give you a little overview of what is COFACE and what we considered to be of interest to families in Europe. And then I will give the floor to the different speakers.

19

Just maybe for those of you who do not know what is COFACE, it is the Confederation of Family Organisations in the European Union. The "CE" at the end stands for "Communauté européenne" because as you can see it was founded in 1958. We have made the calculation quite recently that we believe we have about a hundred million citizens in our membership. And we work on the family dimension of European policies. So we are trying to mainstream the interest of families in all relevant policy areas. And I can tell you that all European policy area concerns family and quality of life and the way families live in one way and another. We are basing our approach on three pillars : time, resources and services. We have a number of focus areas and I do not know if you have followed but we have been working on the past two years on a campaign to have 2014 designated as the European Year of Reconciling work and family life. And as you noticed, it is now on the 11th of November and we still do not know. So suspense, we do not know. Maybe it will be or maybe it will not. We have also a special focus on vulnerable families, on disability, housing so you can see some of the areas we work on more specifically. COFACE also has a special branch – which is COFACE-Disability – whose members are organisations, usually specific self-started organisations of families who have a member, a child or another member, in their family with a specific disability or a chronic illness or long-term care need. And for that we have developed in the past two years two publications. They are also available to download in a few languages on our website. One of them is the Charter for family carers. This is seeking legal recognition of the status of family carers and we were very happy for example in the Social Investment Package, the staff working document on long term care where the term "informal carer" has been replaced by "family carer". So we see that there is somehow a growing awareness and recognition of this issue. We also have launched last year another publication on the family dimension of the UN Convention on the Rights of Persons with Disabilities. Both of them are available on our website.

So now about services for families. So in our three pillars approach of time, services and income or resources, services is of course a very important one. We advocate for accessible, affordable and quality services for families. And of course for sustainable services and why do I mention sustainable because we can see these on a very simple basis between national elections, when a new party, with a new orientation comes to power, sometime the focus changes , and whether the focus is on getting women back on the labour market or very conversely tackling the demographic challenge they adjust their policies. What politicians believe that when they want to foster the reproduction of their countryman, they think that families are looking for different type of services whereas we know –based on the examples in the Nordic countries –we know that those countries with the highest female employment rate have the highest fertility rate. Even if governments believe that allowing for long periods of leave, would foster fertility it does not work.

So we work of course a lot on the balance between work and family life. And I have seen this also in your Manifesto that there is a huge job creation potential. Now the question of course is what is the cost of this, what is the cost to government but also to the individual and to the society. And the public-private service is very

interesting, especially currently we see a duality where public bodies, public authorities are withdrawing funds from work-life balance services and support to families in the sub-text of the crisis, but the private sector and private companies have understood the challenges families are facing, and also the business potential, they know that to attract and retain qualified workforce is a huge challenge to their company. The worker, the employees between twenty nine and thirty five years, they are looking at what is the family-friendliness of their employer, of the company and sometimes it is even more important than the salary. This is where we see the private sector – and I was very interested to see this ILO publication on workplace solutions for childcare, because we really see that that companies are taking this role on. And I wanted to say something also about the boundaries. Where does our private life end and where does our work begin. With new technologies, and new ways of working this is really blurred and what we see in the so-called family-friendly companies. I mean – I do not know how many of you have visited such companies or have seen their corporate social responsibility or family friendly packages, but what you can sometime see there quite often is for example laundry services or ironing services or babysitting services and that means that the private aspect, the private sphere of the workers life is being taken into the workplace instead of giving the employee or the worker the flexibility to manage their own lives their own households the way they would like to. So there is also different levels of partnership and support with local authorities, with the vouchers systems and I think we would hear some of these examples now.

Now I would like to also flag up another concept that we work on, and that is families in transition. Firstly I have to tell you that what we are noticing at the moment is a defamilisation of family policy. This means that the previously understood family policies being taken apart and you have policies targeting working women or women, policies for children –look at the child poverty recommendations- and policies for elderly which takes a little apart the whole family structure and looks at the individuals. We understand that also this all concept of family policy sounds quite archaic to many of us, or many of you and it is also something that seems quite static. And so this is why we would like to look at this families in transitions which means that family are not a static block where you just put a set of policy and for the past five hundred years this policies had worked and they will for the next five hundred years. But families are changing, and the big tension is between the real changes in family forms and the way families live their lives and the inability of policies to adapt. So some of these changes I mentioned here, and I think you have enough experience and knowledge to match the service needs and the intervention need to all of these problems that happen within the family.



As we are also - you know working here in Brussels in this policy arena - we had to also change our discourse and look at the social investment paradigm. And I think also this little discussion that was quite interesting about investment in the previous panel is also reflecting in our way of lobbying, our way of doing advocacy where we simply have to explain why it is worth investing in early childhood care, in working women, etc. And I think, that we all have at the back of our heads a little bit of a problem with that of why we have to explain that this is absolutely necessary. I do not think I will say anything new to this but I took some notes during the previous sessions which I found very interesting and I just wanted to pick up two things. One of them, when there is a family emergency, we see now with the crisis, we see when there is a disability, an

accident in the family. The first reaction, or the last resort is for the women to leave the labour market. That is the solution of families. So there must be a problem there, either families are not informed of what help is out there or this help is not affordable, is not accessible or it simply does not work the way - some mentioned the choice of family –it is a rigid structure that may not benefit every family out there So we see now also a massive withdrawal from the labour market of women. If you look at the family budget, about 40% of the household budget goes to housing and about 13%to 18%goes to childcare. So this is a huge amount and when a family has to

decide “Do I pay for childcare or do I stop working” is a really bad situation and something we really do not want.

Now I was also having a meeting last week or two weeks ago with the direct selling association representation in Brussels. And they have a women entrepreneurship platform. You know what direct selling is: this is the Avon, the Amway, the Tupperware. And this branch is very interesting for us because either women would like to work but also –you know –be still in charge of their families so they choose a very flexible way of working and they choose this direct selling, which is the business to customer. And they have a starting kit of fifty euros, they have a brief training and then they can choose whether they work one hour a day, or five hours a week, or a hundred hours or do I make a career. And I think, this is this kind of start up entrepreneurial aspect that somehow is missing from this domestic stigmatized sector. And I think there is room for potential to work on this.

In conclusion, let me add one more idea. If we speak about the stigma of –you know I am Hungarian so I was very interested in the Czech presentation of the mindset of people –and of course there is a kind of label on domestic workers. But you are also labeled if you seek help. I think we all have this kind of thought: am I a failure if I cannot manage my work, and my household, my laundry, my children and my cooking. And I think it is also this element that is maybe much better in Nordic countries or in the Anglo-Saxon countries where if you need help get help, if you can afford it, use it versus the pressure of society or family to try to really push our limits until we came to cater for all these needs ourselves. So, this is all I wanted to say as an introduction. Thank you very much."

Agnes Uhreczky's presentation is available [here](#).

MAURICE CLAASSENS

From SOLIDAR, representing Social Services Europe ²

"Thank you very much for giving the opportunity. Just a brief word about myself. I am Maurice Claassens. I am development coordinator at SOLIDAR. My main responsibilities are in the field of education and life-long learning, and international and humanitarian cooperation. When it concerns social services –just another note about myself - I have been responsible for building up a regional program in the Western Balkans to deliver community-based social services. But before I start my contribution, I also wanted to give a little bit of an explanation of why I have to leave earlier. As you could have seen in the news, the last week-end over nine millions people were affected in the Philippines by one of the worst typhoons. At the moment there are more than ten thousand people killed because of it. I have been working together with my colleagues in the international team of SOLIDAR tirelessly in the last days to get a humanitarian response out, and to bring medicines adoptions, watermill, food packages to millions of people, I already mentioned that there are nine millions people at the moment who are in need of further support. Hence I have to go immediately after my contribution and the questions. to continue this work and to set up missions, to identify the needs of the people who find themselves out of shelter and food which is also one of the question of this panel, namely of what is the best way to fulfill the needs of the users.

Having said so. I represent here today two organisations, one is SOLIDAR a network of sixty organisations throughout Europe who work together to promote social justice and who work to deliver social services and provide through active inclusion and social cohesion opportunities to empower people and individuals to take up more opportunities. The second organisation I represent here today is Social Services Europe which is a network on which behalf I speak here today. Social Services Europe has nine European networks as members, SOLIDAR has been one of the funding partners and it also includes EASPD, Caritas, Eurodiaconia, FEANTSA, Red Cross, CEDAG, Workability Europe, and the European Platform for Rehabilitation. If that was too quick then I would like to

² Please do not quote.

invite you to go to the Internet and google Social Services Europe network.

In my contribution I will predominantly explore further the reasoning of Social Services Europe when it comes to the topic of the debate. I know that you have been already discussing a little bit of the needs of the users but I will reiterate a few aspects that are very important to take into consideration within the context of this discussion. I have nine particular developments that I would like to highlight and then from there take the discussion further.

As was mentioned before there are indeed many demographic challenges, so this is not something new. There are new social needs resulting from economic and social changes, but also and then moreover the most important thing is the current financial and economic crisis. As we know 120 million people are at danger in falling into poverty. But moreover, youth unemployment reached over fifty percent in Spain, Greece, Croatia and some of the other Member States. This is a disastrous situation. Thirdly, we have a lack of financial resources particularly again in the context of the financial and economic crisis and the implementation of austerity measures. The vast austerity program has provoked a lot of financial cuts and we know that by the 15th of November in the context of the European Semester next week, there will be a new attempt – hopefully not – but a new attempt to put forward further austerity measures which of course affect the delivery of social and public services to those who are in need. As was mentioned by a previous speaker, there is a question of staff shortages and also, there is a question at the moment when we talk about the delivery of social services, about volunteers shortages. The attractiveness and the bad image of the sector is a very important aspect. Currently many people do not work longer than three years within the social and healthcare sector. This is a need that we need to take into consideration. At least that is for the members of SOLIDAR a very crucial thing. So one of the challenges is the negative perspective on the social and healthcare sector. Then, I will not want to bother you with all the seven points I had, but one of the thing that was also mentioned is the question of fast technological development.

Now coming back, Social Services Europe considers that new responses to these changing social needs are needed. The Europe 2020 agenda – you are all aware of – sets out a strategy for smart sustainable and inclusive growth for the period 2010-2020. One of the aspect that I want to mention within this debate is the question of social innovation and as you know the current Europe 2020 does not foresee a clear definition on social innovation and does not foresee or does not seem to foresee a clear approach. For the discussion we have at hands, it is important to raise four aspects or determinants that are important when we talk about the cooperation between the profit and non-profit sector. First of all, we have to work together to identify new or unmet social needs. This is the topic of the conference today. We also have to work together to develop new solutions and responses to those social needs. Thirdly we need to evaluate the effectiveness of those new responses and new solutions. And fourthly we need to keep mind that it is important to skill up those success history that we have, that we can realize together.

When it comes to success criteria for cooperation between non profit and for profit sector in this particular regard, I would like to highlight three aspects. One is the novelty, then it is improvement and the third one is sustainability. It is important for the cooperation to be innovative. Be innovative with regard to the user, to the context and the application. In terms of improvement, the cooperation must meet social needs more effectively, than preexisting alternatives. Thirdly, it has to be sustainable, environmentally, economically and organisationally sustainable. These three criteria or principles are very important to bear in mind when we are thinking about standards of principles. The previous discussions already mentioned it, we need quality standards or principles. When it comes to Social Services Europe, there are eight principles on which the cooperation should be based. First one, social services have to increase the quality of life of the users or the beneficiaries. Secondly, I am going to open a lot of doors that might be obvious, but not necessarily always applicable. It has to empower the service users/ beneficiaries. It has to make services more accessible to users. It has to overcome sector boundaries in the context of holistic approach. Fifth it has to improve the participation of services' users of course. Sixth, it has the potential – as already mentioned – to be scaled up in order for good practices to be on

a higher scheme but also may be taken in consideration in other Members States. But important of course we have to take into consideration local context/the need of families. Seven, we have – for SOLIDAR a very important aspect – we have to respect ethical principles in order to ensure human rights and dignity of social services' users. This is for SOLIDAR, as a value based network, one of the most important benchmarks for cooperation. And of course it must be sustainable and cost-effective. Regarding the cost-effectiveness, it is not the most important criteria to be cost-effective. The most important aspect has to be the impact for the beneficiary and the capacity to empower the individual to get out of the situation he/ she finds him or herself in. Means that moreover reduction in the quality of response to the social needs are likely to lead in fact, to increased expenditures. So if you reduce the quality, you might need to spend later in other areas more money. And this is another very important aspect of the work that we want to stress within the work of Social Services Europe.

To sum up, to come to a conclusion, Social Services Europe calls for all policy makers on EU level, at national level and local level to sustain an appropriate legal, political and financial environment in order to be able to deliver these social services. There are more recommendations, and as I already mentioned the website of Social Services Europe as well as the SOLIDAR website, available.

I want to mention one thing though that was raised this morning or at least in the discussion today. And this is the strange dichotomy created or mentioned between the right of workers versus the right of users. It is not as the comment was made before. There is no dichotomy for me between the right of users and between the right of workers. They all have rights. And we are unfortunately in the situation that if we consider the healthcare and social work sector in certain countries throughout the European Union, and I can name many countries but I want to highlight for instance Italy, Poland, Germany where within the social services sector and the healthcare sector, the rights of workers, particularly migrant workers, are severely violated. People have horrible working conditions, social security is not respected, etc. So the question is not should we prefer the right of workers or the right of users. In the SOLIDAR perspective it is both. We need to work on ensuring the rights for both. And this is one of the phenomenon, one of the aspect of concerns for the cooperation between profit and non-profit.

Thank you very much."

ANNIKA LINDSTRAND & CARINA SMITH

From the Swedish Municipality of Nacka

Annika Lindstrand: "I am working for the social services in Nacka since several years mostly with planning and development of the social services. And for the last years I have been mostly working with our customer choice system in Nacka. And we have a customer choice for several different social services but now we will talk about who help these services. We have decided that my colleague will be making the presentation".

Carina Smith: "Just a short presentation about myself then. I work for the municipality of Nacka, Sweden. I usually work in different projects, either as a team member or as a project leader. In Nacka we focus quite a bit on preventive work within the social services area and one example of a project that I recently finished is how to prevent fires for the social services customers in Nacka. We know that quite often when there is a fire, it is a fire where one of our customers live. I have also been working with a risk analysis for the whole of the social services area in Nacka. We work on how to handle traditional risks, like if there is a big snow storm and we cannot transport us from one customer to another because the roads are blocked. The risk analysis also includes social risks which is a completely new area and it is very relevant to most of the things that have been said here today. I also work with education, with a project that aim to educate staff who is working in the home services area. Our aim in Sweden is that everyone that works in the home help services area should have a

relevant education at college level. As Annika said I will present the Nacka customer choice system for home help services and I will focus on the customers perspective.

We represent the Municipality of Nacka and the vision in Nacka is openness and diversity. The aim is that everything we do should reflect our vision whether we are planning a new infrastructure or working within the social services area, for example within the home help services area. We are here today, since Nacka is a member of the European Social Network and they asked us to hold this presentation.

Some key facts about Nacka. In Nacka the population is roughly 93 000 and out of these 93 000 approximately 10 000 people are considered to be elderly. In Sweden we normally call everybody above the age of 65 elderly. But of course, most people over 65 are quite fit. One usually need help when you reached the age of 80 and there above.

So the customer choice system. Why do we have a customer choice system in Nacka? What we try to do is to actually empower the customer. We are trying to give the customer more power and less power to the officers and to the politicians. It is actually not as easy as it sounds, but we are trying to move the power and the focus is all the time on the customers. The customer should be given an influence over the services. Nacka was the first municipality in Sweden to introduce the Customer Choice System. And the actual home help services were introduced as a system in 1992. Then in 2009, we had the Act on Free Choice systems which gives the local authorities the right to decide whether they want to implement free choice in social services. This Act on Free Choice system was very much inspired by Nacka's Customer Choice system. Nowadays, quite a few municipalities have customer choice systems, but before the Act it was not very many. The number is increasing all the time now.

We are talking about principles now. I am not sure we are using the correct word here, but hopefully we are. The principles of the Customer Choice system is that the authority decides which requirements or conditions are valid for the providers. The conditions are made by laws and by guidelines decided by politicians – local or otherwise. The providers are approved if they fulfill these conditions. The level of the economic compensation to the provider is always the same and it is based on time. In our Customer Choice System we have no limitations of the number of providers. The providers are monitored to make sure they are following our conditions. The aim with the monitoring is also to improve quality. At least once a year we follow up each provider. If we get a signal that something is wrong we do an inspection of the provider. And of course if we get a complaint from a customer or a family member we always look into that. The monitoring has been improved and developed during the years but we are still developing and improving the follow ups because we are trying to do it in an even more systematic way. We think it is a way to improve the quality.

Home Help Services in Sweden is part of the social services area and by law everybody who is in need is entitled to help. We have a long tradition of home help services provided by the Council's staff and now when we are talking about the Customer Choice System and this Act on Free Choice, that is changing. In Nacka we do not have any Council's staff providing home help services anymore, it is all done by private providers. In Sweden, the Home Help services are financed by tax up to 95% and the customers are paying 5% of the services. The way it works it that social services officer is making an individual need assessment and then makes a formal decision about which time and which services each customer is entitled to. The customer can always appeal against this in Court but it is not very common though. For the customer it means that the price of the services is the same for all customers and again this is based on time. So all customers are paying the same regardless of who the provider is. It is the customer that chooses the provider. Sometimes there is a need for the officer to guide the customer. We have to be very careful with that, since it is a Customer choice we have competition neutrality. That is part of the system. In the Customer Choice system there has to be a non-choice alternative. If the customer cannot or won't choose, I will come back a bit more about that, but there is a non-choice alternative. The provider draws up a care plan together with the customer. The care plan includes when the provider should

come and help you and especially how the services that are being granted, how will they be performed. We ask the customers how satisfied they are. That is also a help to improve the quality of the system. We do a big customer survey once a year and the officers that are in contact with the customers is also asking how pleased they are.

Now some key facts about home help services in Nacka. Home help services means different things in different countries. They are two parts of the home help services in Nacka. The main part is personal care which includes things like personal hygiene, getting dressed, meals and supervision. No medical care is included. Since Nacka is a part of the greater Stockholm area we do not provide medical care. In the rest of Sweden, Home Help services provide medical care but not within the Stockholm area. Another part of home help is services which means cleaning, laundry and shopping. The customer can also buy these services privately, and they are tax-reduced. Roughly 1 700 elderly people are granted home help services in Nacka. And we have approximately 50 approved providers in Nacka.

25

From a customer point of view, what is important then when making a choice? Well, the customers listen of course to recommendations from neighbours and from friends. It is also important what knowledge of different languages the staff have. If the customer does speak very little Swedish it can be important for that very customer to have staff that look after them that knows their own language. It can also be important with specialist knowledge, like if you have specialist knowledge about dementia. It is very important for the customer to get the information before making that choice. That is why we have developed a tool to facilitate for the customer to make this choice. It is a tool that we called a comparator.

This comparator gives you information about the provider, general information like how many employees the provider has, number of customers, information so you can contact the provider. There is also information from the yearly customer survey, for each provider. So the customer can look into what other customers think about the provider. It also tells you the level of education. We would like everybody who works in the home help services area to have a relevant college degree and I am afraid that is not the case. Herein the comparator you can see that some providers have like 60% and some providers maybe 18% staff educated at the level we would like to. And here you can also find out which languages the provider can speak.

There are some advantages for the customers –in this case the elderly –with the Customer Choice System. It is possible to change the provider if you are not happy with the staff looking after you. You can always change the provider. And it seems that for the customer, it is a greater satisfaction when you have made your own choice. It is nice for everybody to be able to make your own choice. And of course the provider must make an effort to acquire customers since we have the system we have. Every new providers starts with zero customers when they are approved, and then they have to build up the number of customers and of course they rely on their reputation.

Sometimes it can be difficult for the customer to choose, especially in a crisis situation when life suddenly changes. If a customer do not have any home help services and the customer ends up in hospital and might need some help straight-away when the customer comes home from hospital, of course it is hard to know which one to choose then. Also, it is hard to choose if the customer have cognitive impairment and the most common problem is dementia, but our experience is that quite often relatives can help out with the choice.

Well, this was a very short presentation about the Customer Choice System. As Annika and I said before, do not hesitate to contact us later on, if you have questions. Thank you."

Carina Smith and Annika Lindstrand's presentation is available [here](#).

MIKE PAGDHAM

Chair of the UK Home Care Association (UKHCA)

“Thank you very much for inviting me here today to speak. It is an honour and I have certainly learned a lot during the session so far. I hope what I have to say might be of benefit to you all too. I think many of the issues that I will cover today are common across all EU countries. I believe we can all benefit from learning from one another as we face many, many common issues and challenges across our organisations and our countries. My name is Mike Padgham. I am currently chair of the United Kingdom Home Care Association. I am also involved in other social care services back in the UK.

There is not going to be possible in this session to go into all the issues facing social care in our country. For me today, just as it is for my colleagues here from the UK who deliver domiciliary care –time will be of the essence. There is currently a lot of debate in the UK about delivering care in 15 minutes – well today I have to fit everything I want to cover in just 10 minutes –which will be a challenge.

Our organisation, UKHCA, is a national organisation representing more than 2000 homecare service providers in the UK. Homecare is also known as domiciliary care in the UK –in short it is providing care for people in their own home to help them with their daily lives. For the most part that is state-funded personal care though perhaps not to quite such an extent as elsewhere in the EU. If you can afford to pay for your care privately, then you can have delivered what you wish.

We represent all types of providers, from very small businesses to large organisations, and that includes the statutory sector and the state, so we have a very varied membership. We cover the full range of for profit and not-for-profit providers and the whole range of different types of care.

We began in 1989 and were set up to represent a rapidly growing number of homecare providers, as the trend in the UK moved towards providing people with care in their own home. That remains a central part of our government’s policy. Enabling people to stay in their homes maintains their independence, comfort and contact with their local community. Home care is very flexible with some people requiring a very limited amount of help –maybe just a few hours a week –and others needing round-the-clock live-in care. Some will need care for a short period, for others it can be many years.

The UKHCA works with its members to provide leadership, help, support and training to promote high standards of homecare. We work closely with the different government bodies across the UK.



We have got statutory regulators who monitor quality, the most significant of which is the Care Quality Commission. More about them a little later.

The commissioning of social care is done at local authority level via 152 local authorities and we work closely with them, as well as the voluntary sector, other campaigning organisations, the media and the general public.

The shift towards more domiciliary care has created a market in England worth some £5.5bn a year. That represents around 188 million hours of home care delivered to approximately half a million adults. It is estimated that the homecare workforce in England is over 350 000 people, that is 260 000 people in the independent sector, 48 000 in the voluntary sector and 36,000 in local authorities.

Initially in the UK, homecare was delivered by the state through local authorities but over the years that has shifted to the independent sector, through for-profit and not-for profit providers. In 1992, independent providers delivered just 2% of homecare but by 2011-2012, that figure had risen to 89%

That was quite a rapid shift. The independent sector delivers that work on a tender basis, usually through a quality/price framework. Some of them are block contracts and that throws up its own challenges. I might be biased but in my view the shift to the independent sector has demonstrated that homecare is best delivered in that way.

The independent sector can provide value for money, innovation and flexibility in terms of delivering the service. Customers are protected by The Care Quality Commission, who monitor standards. If the providers cannot meet the standards then they are deregulated, which means that they cannot provide services. The clients also get an input through surveys and they have the opportunity to change provider if they want to.

27

At this time, it is probably worth looking at the contribution that social care makes to the economy. In England, social care employs more than one and a half million people, which is more than work in the National Health Services. It has been predicted that at the current growth rate that figure will be 2.49 million by 2025.

As I am sure is the case across the EU, in the UK we cannot recruit enough people to deliver the services we want to deliver. There is continual debate around how much they are paid.

As the previous gentleman said, we have a duty to those who are providing care and those who we provide care to.

Social care contributes £20bn directly into the economy - that is more than our own electricity and gas industry which contributes only sixteen billion. If we invest more into the sector we can contribute more, employ more people and improve quality.

So how does our homecare service work? Well, social care is means tested so in some cases the state will fund your care, in others you will have to pay yourself.

The local authority sets up a care plan for you. If you are paying for yourself, then you can have virtually what you want. If you are funded by the local authority, it decides what care you will receive. That is a subject of some debate as local authorities differ in what they will provide and often base it on quality and, increasingly, on price. In England the vast majority of homecare – 70% - is commissioned by local authorities.

So what are the challenges facing homecare in the UK? Well, I am sure they are the same as facing everyone in the EU. Demand for social care continues to grow but, especially during the economic downturn, there is less money around. Local authorities have been commissioning less and less care but continuing to demand higher and higher quality. It has been estimated those councils have cut £2.7 billion from their social care budgets with a further £800 million to be cut in the year ahead.

At the same time, local authorities have set their eligibility criteria higher, which I can only see continuing. But councils have continued to demand high standards of care despite the lack of money in the sector. This continues to put pressure on providers.

It is estimated that by 2026, an extra 1.7 million adults will have a need for care of one sort or another in the UK. The emphasis is going to be very much about having homecare delivered in their own homes. How we are going to do that? The emphasis will be about giving people choice.

The latest UK initiative is called “Think local, act personal”, which is a commitment to transform social care by putting the person at the center of their care. Sounds sensible enough doesn't it.

One of the key aims is to have a network of people who can support the person in need of care - carers, family, friends, community and if needed, paid support staff. In the UK, unpaid carers do a fantastic job and we could not manage without them.

There are six key themes : making sure that people have access to the right information to help them stay independent ; access to a supportive community so they can remain an active participant in society ; access to flexible care delivered in the way they want it ; access to the right people delivering their care ; and make sure those people feel in control, and safe and supported to manage risks ; and most importantly, in control of their own budgets so even if they do not have their own money, the state will give them the money to spend on the care they want.

That is a substantial shift away of what it has been in the UK in the past. From having the state in control, to the individual being in control. A very attractive proposition but we have to make sure the right people are providing care and there is concern in the UK about unregulated and deregulated care, which I could talk about all evening. At the end of the day, it is about ensuring that the person is at the centre of all discussions on care.

There will be many things that are the same across all our countries and others that are not. But what is common to us all, is the need to put those requiring care at the centre of all that we do.

We must make sure that those who are being cared for, whether younger people, middle-aged, older, frail or vulnerable adults, get the best possible care, with dignity and a good quality of life.

Finally, I think we all want to see social care at the top of the political agenda across the EU. If we all pull together we can get the message across to all our countries that social care deserves to be treated better in the future.

Thank you very much. I am happy to take any questions."

Mike Pagdham's presentation is available [here](#).



HOW TO MAKE PERSONAL AND HOUSEHOLD SERVICES AN ATTRACTIVE SECTOR FOR WORKERS ?

BÉATRICE QUIN

Member of the Section for Employment, Social Affairs and Citizenship of the EESC

"So good morning everybody and thank you for having come back. We had quite a full afternoon yesterday, I am glad to see all of you here. I am a member of the EESC, the European Economic and Social Committee and we are thrilled to be able to welcome you today. I was rapporteur on an opinion on the professionalization of domestic work. This was adopted here, before the International Labour Organisation Convention - this is a body which is devoted to decent work conditions for domestic workers. Now, as to the content of this opinion, I briefly would like to fill you in on that.

Once I have done that, I am going to hand over the other members of the panel. We will have the viewpoint of the ETUC – European Trade Union Confederation - represents by Claudia Menne. We will have a viewpoint of an employers' organisation, that is Alessandra Assenza. And then, we will have two viewpoints, that is to say the European Foundation for the Improvement of Living and Working Conditions –Eurofound- represented by Mr. Robert Anderson and then Mr. John Kelly will give us the Irish viewpoint, that is to say employment rights in Ireland. Each of the speaker will introduce themselves.

The roundtable is entitled "how to make this sector attractive for workers ?". I am sure you are aware of the fact that the overwhelming majority - in fact almost all of the workers in the sector - are women. The first problem of this profession is how you define it. Personally speaking, the definition that I seek to maintain, is the fact that we are talking about all of those workers that are in private household whether we are talking here about looking after children, cleaning the house, giving help to the aged. I think the idea is that you are working in a private household. And aside from the actual status be that some of them are dealing with the disabled, somebody on benefits from the State, or somebody paying for the service from his own pocket.

The idea of professionalization of the sector is to counter-act the fragmentation : we have health, we have services, we have local authorities. Each individual has his own status and it is a very small scale status. It is very difficult for them to actually gain that statuses, not at all structured. The employers are not organised themselves. So everybody has to hold on to the little they have manage to gain which means that these workers, they have very little space for collective bargaining but they see themselves a little better off than the neighbour which is a little bit worse off. So in many way the sector has that poor outline. So it is very difficult to get this kind of work recognized.

The main feature of this work is that it is not very high profile, it is almost invisible. Nobody knows what we are talking about. If you are talking about ... Well, when you can see the dishes had not been washed, you can see you have to do the dishes. But the work is only seen when it is not been done. Somebody, a child in the winter who is not wearing a hat, you realized that that child, the work has not been done. But if you are talking about all the clothing and the temperature, I think this is something when the child is well-dressed nobody notices the way it has been done. So as I say, it is a very invisible area of work. It is only really noticed when it is badly done or not done at all. But what about the skills. There is even less visible. I was listening yesterday and somebody said, that it is not qualification to do the household work. Well if we recognized that it is not going to be a professional or a qualified job, then it is never going to get recognized. Obviously, there are quite a few man, who do not see it, who do not feel to do it anyway. If men cannot do the ironing, well perhaps someone should teach them.

But the problem is not just about doing the household tasks, it is about going into a private household. In other words, one has to have the trust in somebody, one gives that individual the keys or we feel that this person is capable of going into the house. She is not going to attack you, she is not going to steal from you. So there is a question of discretion. When a personal assistant to a CEO has a particular job description, she knows that she has to not repeat what she has heard. But you certainly do not want your cleaner or your domestic worker to go and tell the neighbours what she has seen in your house. That goes without saying.

Empathy. What fascinates me since I have been dealing with this particular dossier is that you are giving your most precious possession over to domestic workers, your child, your infant, and yet you have to look at what you are actually giving these people in terms of remuneration, because you are giving them your most precious



possession. So doing this work, the fact that it is not recognized about those who are actually giving the work to be done or those who are actually doing the work. I find it very moving. There was a woman in the sector talking about her experiences and one day she said well "I just wash baby bottoms" and the way she represented the job that she was doing, it was almost as if you know, that was the lowest of the lowest. It does not count. If you listen to what that actually represents, it means that you have got into somebody's private household, you have had the trust of that person, you have been able to touch that person's body. You have not humiliated, or wounded or upset that individual. That is something very sensitive and it is a highly qualified job to do all those things but people think that it is inexistent, it is not recognized, it does not represent anything.

And those people who have workers doing this job, you think "oh well anybody can do that, so I do not need to pay her". All women from birth are able to do this kind of jobs, so it is not recognized. The outcome is that today in this sector you have jobs that are required, something that cannot be relocated, something that takes a lot of time and is done in a particular place. And all these families and couples they might pay a hundred and fifty euros a month for their mobile phone subscription, for all members of the family - their children - but they do not want even to pay a fifty euros amount to somebody who comes and works in their house. This is somebody that you know, you give them a job but these hundred and fifty euros for your mobile phone –well –they are just lying in your purse you will not even give it a thought.

Today, if you want to make the sector more professionally recognized, you have to realize that there is a tremendous amount of work to be done on representation. Representation is the watch word and of course there is the issue of equality between men and women and the recognition of the social roles. This is the ground work that requires to be done. Those who carry out this work and those who give it to other people to do, they have to be aware of the value of this work. Far from me the idea to dominate the proceedings and to monopolise the floor and I would like to hand over the floor for the speakers here today.

As I was just saying, trying to make the sector professionally recognized means recognizing the qualifications and all the qualifications. Write them down, make sure that you can describe the tasks, the skills, the qualifications, the competences and recognized that if you see those people have the skills, that you recognized those skills by way of diplomas, certificates, trainings. Recognised that these people who are coming from other countries, who do not even know how to speak our language, they are nevertheless skilled and able because they are women that do this work. No, I feel –well I know quite often people said look if you are going to ask for paperwork, migrant workers will not even get involved, they will not feel integrate. But no, I will contradict those who say that. It is necessary for the recognition of the sector, but it is also necessary for the trust that the people will

have in this sector and recognized that they are going to be ready to pay those people who are qualified and who can demonstrate it.

So the idea of certification, training and skilling is necessary. Now we should work on the type of contract as well. If we have somebody to come, just pay them for two hours of work, what about the fact that they have to travel to get to your home? If you have a postman going from one home to another, he has to be paid for the time that it takes to get to one house to the next. And yet, the domestic worker is not paid for making the way from his or her home to the private household. We are talking about a profession and a profession in which one can evolve and grow. We have enough different tasks in this professions, in order to be able to build a career progression.

I would like you to read the opinion that I was rapporteur on. I cannot tell you of the content of this opinion in ten minutes, it would take far too long. But I would like to hand on to the others in the panel and straight away I would like to give the floor to Claudia Menne. You have the floor Madam."

31

CLAUDIA MENNE

Confederal Secretary at the European Trade Union Confederation (ETUC)

"Good morning everybody and thank you Béatrice for giving me the floor. What I want to outline is already in line with what Béatrice explained this morning to you. How she build up her opinion. But before I come to the different details, maybe I would like to say something that we - the trade unions confederations - are working very closely together when it comes to this topic of personal and household services or the care economy in general with three others European federations. We are in close cooperation with the public services union, with Uni-Europa, and also with EFFAT which is the sector representing tourism and agriculture and also domestic workers. I come back later to it.

Also we have close links when it comes to this topic with international trade unions confederations and this maybe shows you already what also Béatrice said, that this sector is not a well defined sector. It is quite overlapping with others regulated sectors, like the institutional care sector or other forms of well-defined labour contracts or forms of regulated labour in Europe. On the other hand, we know that the job creation potential is there. And this is very important when we know that Europe in general is in a deep crisis and you know all of you in this room that we have more that 25 million people unemployed in Europe. So therefore, already the Commission – I do not know if you spoke about it yesterday – identified this sector as a job potential sector where there is more or less 2% growth in employment each year and it has been mentioned in the Employment Package of the Commission and also in the Social Investment Package. Therefore there is a clear need to develop a policy approach at EU level also when it comes to household services but to link it to others aspects of the whole question of how we want to shape our care economy in Europe and I would like also to concentrate very much on the demographic challenge.

We know that care household services when it comes to an ageing society, is becoming more and more crucial because institutional systems will not scope the growing needs in Europe. And therefore we have to have a combine system of institutional care and personal and household services and work done at home.

But for us, as trade unions, the first call we make is that we have to have a clearer definitions and also in our discussions with the Commission we always stress out that social services of general interest are defined – clearly defined – at EU level. But personal and household services need to be more defined and need clearer definition of what we mean with this, especially when it comes to health components and not only "*work which is done in the sense that it is a clear household service*" and not related to a person which is in need of care, or help assistance.

What I heard from yesterday is that a lot of different examples have already been given, that there are different systems in the different Member States. They are developing in various different forms and there is a huge variation between care services system. You have different regulatory and financial frameworks for this kind of work and what we identified is that it is predominantly publicly financed but also with personal budgets. So it's a combination but in most countries we have predominantly financing coming from public authorities.

And therefore we are addressing as trade unions especially public authorities, because we feel that public authorities have different roles to play and they have multiple roles of public authorities. On the one hand as a provider and as an employer but also as a regulatory body. To give the regulatory framework, as the co-financing or financing authority, and also as the competent authority to monitor and control the quality of the service delivery. And we see a very clear link to public procurement when it comes to different services which are put in place. We are advocating in the ongoing revision of public procurement directive to include social clauses into public procurement which seek for example give full respect of labour law and compliance with collective agreements.

But then, what Béatrice already mentioned, is that this sector is not so much covered. There are generally not many collective agreements due to the fact that a lot of workers - mainly female workers who are doing household services - are not trade-unionized, are not member of trade unions. On the other hand we do not have established structure of employers associations. We have individual employers but there is no structure either at EU level and in a lot of countries which could develop a social dialogue and which could agree on collective agreements. Therefore we know that there is a lot of advocating now to have specifications, technical details to be established at different levels and we are not against this kind of technical specifications or standardization but our opinion is that it cannot replace an ongoing social dialogue - to establish a social dialogue - and it cannot substitute social dialogue and collective agreements.

When it comes to domestic work, one of the very important issue for us is the ILO Convention 189. I already said this morning, on Thursday there is another event in the European Parliament which will focus on the ILO Convention 189 which was concluded two years ago at the ILO Conference in Geneva. And now we are in the process of ratification at different levels.

And this ILO Convention 189 is tackling different aspects of domestic work. It tries to give a frame, an international frame when it comes to different aspects of this kind of jobs, like working hours, wages, salaries but also safety aspects because households are sometimes - not always - but in some countries they are excluded from the normal safety regulations because the household is not regarded as an employer so therefore there are some crucial aspects which need to be discussed at national level when it comes also to implementation ILO 189 regarding to different frameworks at national level because as I said, safety aspects are sometimes not extended to household as an employer.

So, I think I leave it to this here and maybe we come back to different aspects of specifications, and career paths, qualification aspects, what can be done that this is a qualified labour in the discussion while we will also hear some remarks from employer side and I guess Robert Anderson from Eurofound will also mention it.

And I am looking forward to the discussion. Thank you."





"Good morning everyone. Thank you for giving me the floor, thank you for inviting the International Organisation of Employers that I represent here today. Just few words about this organisation: it is a network putting together some federations and representing them at the international level (mainly in the ILO). The network is composed of 150 members, that are employers' organisations, in 143 countries all over the world.

About me, I would like just to say that in my daily work I deal with International Labour Conventions and what are the problems for members of the IOE concerning these conventions. I will use my ten minutes to speak about Convention 189 and what are maybe the challenges, the problems for its promotion at the European level.

First of all, I would like to say that the employers formally and strongly support always fundamental rights of workers. They were about the promoters of the ILO Declaration of Fundamental Principles and rights at work in 1998 and they continue to promote them. Those principles concern freedom of association, right of collective bargaining, abolition of child labour and forced labour, and elimination of discrimination. The same idea of supporting fundamental rights of workers is also valid for Convention 189 that concerns as you said "creating a protection framework for domestic workers". And the employers support the principles that are backed in this Convention. Especially for this sector, as we said, the most problematic elements refer to the possibilities of having informality, undeclared work, abuses, discrimination. So the employers strongly support this kind of regulation, especially if we think that domestic workers are going to increase in the future. So the goal has to be always to avoid informality, to move from informality to formality and there will be a conference in the ILO this summer in June dealing with the topic of informal economy.

At the European level as you may know, there is a process of promotion of ILO Conventions. This is based on a decision of the European Court of Justice according to which, for the subjects that are of the exclusive competence of the European Union, there should be a decision of the Council of the European Union authorizing Member States to ratify ILO Conventions related to those subjects. A process has been initiated by the European Commission in order to propose the Council of the European Union to issue this authorization for the Domestic Workers Convention. And the process is still ongoing and there will be a former decision in December this year.

And so what is the position of employers on this kind of promotion? The employers always expressed that the ratification for the sake of ratification is not the main objective. The main objective is to have a regulation which is in place, is created and is ready to be applied. And then, when the regulation is in place the country may ratify the convention. If we give a look to the ratifying Member States of ILO for Convention 189, we see that there are countries that are up to date with the regulation at national level on domestic workers, like Germany for instance. There are other countries like Uruguay and South Africa that already had a legislation on domestic workers in place. In other countries it is difficult to understand sometimes why governments ratify Conventions if they cannot really implement or apply them, like the case of Philippines and Paraguay with C. 189.

So there is still a lot to do. At the European level as well, it should not be taken for granted that legislation in European countries is already in conformity with the Convention. Also, the Convention has some points which are problematic, like the ones related to working hours, the payment in kind and the labour inspections. I would like

to hear from Mr. Kelly how it works in reality the inspections of households because it can contrast with another fundamental right which is the right of privacy in the household.

To sum up: there is a strong support from the employers' side for the rights contained in Convention 189. The employers have just agreed on the organisation of an international conference at the ILO in 2015 to share information, so as to increase the visibility on an issue which is not well-known and for the protection of rights that Convention 189 has already contributed to increase. But always with a high level of attention to avoid ratification just for ratification. Thank you."

ROBERT ANDERSON

Head of unit at the European Foundation for the Improvement of Living and Working conditions (Eurofound)

"Good morning. I am coming to you from Dublin, from a European Union Agency which is different to many because we have on our Board not only representatives from governments but also from the employers organisations and the trade unions organisations in Member States. And they support the kind of work which I want to report to you, around how indeed to make care services an attractive sector for workers. I will report on research from ten countries that we have done over the last couple of years. But I want to start by emphasizing a couple of important points. One is that, when we think about the care workforce, it is very important that we recognize who provides care in Europe and that discussion of the formal care workforce must go alongside discussion on the informal carers. The future for care in Europe is only possible if we think about care from the formal and informal sector together and how they can be mutually supportive.

Secondly, as we said last night, there are enormous differences between Member States in the size and scope of the formal care workforce. You may have seen some figures from OECD yesterday afternoon. But you can see a lot of countries in Europe have coverage of less than 5% of people over the age of 65 with care services. The numbers of formal care workers in many Member States are small. At the same time, as you have seen in the Employment Package - and elsewhere - there are concerns about the shortages of carers, about the lack of support for carers both informal and formal, increased in the context of an economic crisis, where there are cutbacks and reductions in services in many Member States.

The OECD presentation yesterday emphasized the scope for creation of employment in care services. The job potential element is important, but I would like to emphasize that there is not only potential to create jobs but pressure to create better jobs, more diverse jobs, responding to growing and different needs. It is not only a question of demographic change and the numbers of people who need to be cared for, it is also about recognizing the increasingly complex problems that carers have to deal with. And indeed the expectations of users and families that they will get good quality responsive services. So we really do need to think seriously about this issue - the skills of the care workforce - in part because the general view appears to be that most workers in the care sector are not particularly skilled.

When we did a first study in 2006 on employment in Social Care in Europe, we came across all the views that Béatrice and others have already identified. Care is low prestige, quite invisible, associated with women who do not have high skills. There is a lack of career prospects, high staff turnover and low pay. This is reflected in a recent issue of EPSU's 'Collective bargaining news', showing that in very many Member States the issue of pay and conditions for social care or home care workers is currently a source of industrial conflict. There are real difficulties in providing decent wages to the workers in the sector and problems for workers living on minimum wages and struggling to defend pay and conditions.

In our recent study, we have been looking to see what can be done and what is being done across Member States to create more jobs in home care but also better jobs in home care. Turnover is an important issue in the care sector; so it is not only an issue of job creation but of job retention, keeping people in the care sector when they have taken up employment there. Very difficult to do in the face of the different barriers already identified in the Employment Package about budget and shortages of recruits and so on. The Eurofound research focused particularly on care workers and the Commission has elsewhere done work on domestic cleaning and home services. The study looked at the recruitment and retention of staff in care and support services across ten Member States, you can see here Austria, Bulgaria, etc. We have had the same difficulties that everyone else has identified, in specifying who were the home care workers; the definition is intrinsically difficult because there are so many different systems in the different Member States. Essentially we were interested in the workers coming in to peoples' homes and providing care and support to people with disabilities or older people with illnesses and dependency, and how these jobs were being created.

Four main strategies were identified to promote recruitment and retention in home care services. The first of these was targeting labour market reserve, which is to say, trying to bring into care sector employment people who have no previous experience but were interested for work. So people who were unemployed, perhaps people with disabilities themselves, migrants who were looking for employment. Secondly, we looked at initiatives to stimulate and facilitate education and to promote interest among people not yet in the labour market about choosing a career, or at least choosing a job. Career sounds a bit too much for the moment in the care sector. Thirdly, looking at those who were already in care jobs and seeing what can be done to improve their working conditions, to build their skills, to build their career. And fourthly, looking at changes in work organisation and management to improve both performance and satisfaction with the job.



Robert Anderson

A few quick examples, on stimulating and facilitating education: initiatives in school and among young people in the community that tried to improve awareness of the care sector and the prospects for employment in that sector. One good example came from the Netherlands, where at the local level apprenticeships had been established in care jobs involving hands-on work and training in the local district where the young people lived. This started in 2011 and in a number of districts quite good numbers of young people were being brought into training for care work.

When it comes to improving the situation of current employees, we were particularly interested in initiatives to improve working conditions. In fact we found more examples around professionalizing the sector through training and improving career opportunities than we did around working conditions as such. There is one example from France, essentially about recognizing a person's professional experience in order to credit them with a qualification; in 2012, there were very large numbers of people participating in these schemes and a third of them were applying for certification or qualification as carers. And again, another example for career development, through further education, through developing skills. As I say, the care sector demands skills increasingly around management of complex problems of people with chronic diseases. And in this example from Denmark, we have skills development to improve the person-centered and tailored delivery of services to meet individual needs. This was an initiative where the number of people who were trained were nearly twice as many as what was been planned.

Finally an example about work organisation; here was the implementation of the new direct payment project in Spain for people with disabilities living in their own homes. This demands services be provided in new ways and

therefore poses new challenges for the workers providing those services and stimulating the creation of employment in services for people with disabilities.

In general, the initiatives we looked at in the ten Member States were chosen because they were regarded as successful. And indeed they were not just quite successful in being implemented but there are numbers attached to them, showing that the quantitative targets were usually achieved and in fact in many cases, over achieved. Jobs were created, workers were recruited, staff were retained. This is very important, being able to say –and to demonstrate that initiatives can be introduced that really make a difference. Skills and career opportunities can be improved. This contributes to improving the standards of care work and the quality of the services, and, by implication, the status of the care workers.

36 Where there were systematic efforts for transfer, there were examples of successful implementation in other regions and transfer to other organisations. It was also evident that several of the initiatives were fairly long-standing and have been sustained over several years - but this in general was contingent on funding being sustained from public sources.

Ultimately , there is need for a great debate on the value of social care and the value of the care workforce. We do need to raise the profile, the visibility and the status of care work in order to serve, not only the interest of the workers but the interest of those to whom the services are being provided. Thank you very much."

Robert Anderson's presentation is available [here](#).

JOHN KELLY

Regional Manager at the Irish National Employment Rights Authority (NERA)

"I would like to thank the European Federation for Services to Individuals for kind invitation for me to represent our organisation here today. My name is John Kelly, I am a regional manager within the National Employment Rights Authority in Ireland which is the Irish labour inspectorate. We are responsible for employment rights for all employees in Ireland. So there are no distinction once somebody is in employment in Ireland, we cover all the workforce.

When we are looking at domestic workers, I think the ILO Convention captures it quite well. It is all work carried out in a household or for households. A domestic worker is any person engaged in domestic work within an employment relationship, and that is very important for us (the employment relationship) because that is what we deal with when we deal with employees. And the ILO also have the clause where people doing sporadic work or occasional work are not domestic workers. I think the ILO Convention has brought the issue of domestic work to the forefront in conversations at the national and international levels in terms of labour inspectors and other similar international organisations, and that is very welcome.

We have already heard from Robert on the uncertainty of how extensive the domestic sector work is, how do we count them? And here is just one example. There is nothing incorrect in these figures, these are official figures and they are not mutually exclusive. But in Ireland our census says that there is 87 000 workers in "carers and personal services" and 2 300 households have person employed. However, our revenue records say there are only 835 employers of domestic workers. Now that is not saying that there are 1 500 households that are not registering their revenue, it is more likely that they are registered in a different category. In terms of the tax records, when we look at the area of NACE code 9700 which is "Activities of households as employers of domestic

personnel for all work”, this includes private homes, religious institutions, clergy - who employ housekeepers, domestic workers -, schools – especially religious schools where there will be a cross-over between accommodation and the school as well. –There are also a number of doctors in this areas as well. But we are also conscious of the fact that there also are a large number in the hidden economy. Knowledge of the employment conditions of these workers is extremely restricted, but still of interest to us.

So why did we decide to carry out a pilot program of inspections of the domestic workers? Well for a number of reasons, our main concern stems from our official role: we have to monitor the workforce, and this is a sector where for the workforce where we have to ensure compliance as well as other visible sectors. There was a perception of non compliance and the issue was raised by NGOs and other organisations that had wide experience in the sector. There were claims of bogus au pairs, people who were supposed to be au-pairs but who were in reality domestic workers. And the issues of voluntarism, interns, self-employment. So we took on this pilot, which is a very small pilot scheme to scope what the situation was in reality. When we look this issue we see the following issues, there are definitely vulnerable workers, low-paid workers, the work is invisible. It is not something where somebody wears a uniform or works in public. It takes place behind closed doors in private households. It is not perceived as work in lot of cases by employers and by employees as has been said already. It involves migrant workers, low wages, long hours, overnights. All legally employed workers in Ireland are covered by employment legislation and they are entitled to the protection of the State. And another reason for the scheme was to build the capacity and the expertise of our inspectors in the sector, so to be able to deal with these as part of our general inspections.



John Kelly

When we looked at this type of work, before carrying out inspections we tried to see what the problems were going to be. It is invisible work so how do we find the workers? It is likely that it will involve a lot migrant workers and there may be language barriers. How do we deal with undocumented workers? And our Constitution has a prohibition on going to private homes and all our legislation says that we cannot enter a private home without the consent of the employers or a search warrant that are granted by the Courts. We are also dealing with inexperienced employers here, people who do not see themselves as employers. There are also the related issues of self employment, au-pairs, interns, volunteers and community provision. So these are the issue we identified that we were likely to come across. And when we are talking about the individuals together, how do we count them.

So invisible work. The work that is carried out in private homes is behind closed doors and therefore invisible to the general public. We do not get a lot of complaints from domestic workers. Generally, I would say that the body that deals with discrimination, would get more complaints than we will have as an employment rights body. Because, the work relations are very close and the interpersonal relationships as well there is also an element of living in and so it is very hard for domestic workers to make in a complaint. Employers may not be registered as well, so they do not show up in official records. This is intrinsically tied to the hidden economy and more when it comes to the Irish case to the cash economy as well. The cash economy, the grey economy, the black economy which is referred to generally as the hidden economy: a lot of cash work and a lot of work off the books. We primarily search for cases for this pilot scheme from official records, or from tax records, the employers that are registered for tax and from applications for employment permits. At present our employment regime does not grant permits for domestic workers but we actually started looking for cases from there and a small amount of complaints. In our findings we are say that very publicly that we are looking at people who are in generally the white or not so white –so called- grey economy. But what we are not seeing are the hidden cases that we were talking out there. But then, we are not getting complaints in those cases, that is the situation and that raises questions as well.

Language barriers. We will now talk about the issue of language barriers. And we should be ok because we have eight inspectors out of our 66 inspectors who speak languages. However they were recruited during our economic boom so they speak predominantly European and Eastern European languages because that was the migrant workforce in Ireland at that time. We provide employment rights information in different languages. We have three way telephone translation available to our inspectors and we also have a Multi-language card that we developed for these inspections really and for inspections in low wages areas. Different languages are in it. It is based on the idea that if the employees want to confidentially talk to the inspector, they can do that through the contact details provided.

38 Undocumented workers is a major issue in terms of how we carried out inspections. As I said, employment permits are not issued for domestic work. So therefore if a non-EU national wants to work in the domestic work area and they have not got immigration permission to work, they are generally undocumented. We had a case in the High Court in 2012 which enforced Various legal advises that we have received over a number of years and which basically said that an undocumented worker contract of employment is invalid and therefore unenforceable for that worker. So basically, if we come across undocumented worker who is not getting the national minimum wage we cannot seek regular wages for that worker. However we can prosecute the employer for not paying the national minimum wage. It is a conundrum. Legally that is the situation. Our government is looking at that High Court case as well, to see can we provide some restitution for the employees that became undocumented not because it was their own fault, because of actions by the employer. Generally the issue of undocumented workers is we cannot seek arrears of wages at the moment for those workers. That creates a situation employers who employ undocumented workers do not have to pay the arrears of wages in those cases. And in this particular case, the arrears of wages were 90, 000 of euros I think. A large amount of money was involved. But the fact that the employer are still open for prosecution, we see it at least as we have some tools in our hands in those situations.

The constitutional protection on carrying out an inspection in a private home. This has always been raised as an issue among labour inspectors, that we cannot inspect domestic homes because we cannot enter them. So we looked at this and we acknowledge that we cannot legally enter the home so we took the decision that we would ask the employers: could we inspect the home? And you will see from the figures majority of employers' consent. Even apart from that, aside from the constitutional protection, this does not remove their obligation as employers. It does not remove their legal obligation to demonstrate their compliance with employment law to inspectors. So in some cases, the employers indicates they would rather meet in their lawyers offices or in a neutral venue. And we can do that as well. And it does not remove the power of inspectors to question the employer, to make demands –lots of demands –to the employers and to question the employee as well. So as we will see, we did not regard this as a huge issue. In hidden cases, it maybe a larger issue but we do have the recourse to the Courts.

This is probably the biggest issue we came across : inexperienced employers. And I think Béatrice captures it very well when she spoke of the lack of organisation among employers and the lack of recognition as discussed of the status of employees. The employers do not regard themselves as employers. The employees do not regard themselves as employees. I think she captures that very well. People are unaware of their obligations as employers. It exposes them to inspections and to claims. There is also poor record keeping and we do not regard poor record keeping as a minor issue because its our experience in a number of cases lack of records or poor records often mask the fact that people are not paid correctly, the right wages. Also, that while the contact stated that somebody is getting the national minimum wage, when you do the calculation of actual hours worked it is not national minimum wage.

We also looked at self-employment and au-pairs. We have a code of practice on self employment. We were not part of the European agreement on au-pairs. In the case of self-employment, we would look at the contract of employment. Does it involve control? Mutuality of obligation? Capacity? We looked at the standards of the contract of employment.

So what are the outcomes. We start looking at this area in 2011. We carried out 87 inspections. In 62 of those cases we have been able to have access in the private home, 15 of them in the place of employment when it was not the private home and in 8 cases in accountants office. In only 21 cases were live-in employees involved. In 59 of the cases we found issues in employment records : 5 of the cases problems of wages but no major problems. We did not find people who were being paid two euros an hour. It was public holidays, annual leave and things like that. We were able to seek interviews with 61 employees and we received 11 questionnaires back so that is 72 employees. Employees do not have to answer our questions so we have to accept that as well. So if employees do not want to speak, that's what we have to do. The nationality of the employees were predominantly Irish : 55 Irish, 21 Filipino and then from other countries as well as you can see from there.

So what do we find ? From our list of perceptions at the start what did we find were the issues. Invisible work, certainly, it is hard to find cases. It is hard to get people to make complaints. It is hard to give the information to people on that. Language barriers. No we did not have a major problem with language barrier. Most of the employers were Irish or for Filipino workers who have a high level of conversational English. Undocumented workers. We did not come across any undocumented workers in our work. That is probably to be expected because we sourced the cases from official records. The constitutional protection of the private home. We did not find that a major issue. We were able to carry out our inspections, to see employment records, to speak to employees, to speak to employers. Inexperienced employers, the lack of professionalization,. this is certainly the biggest issue we founded. The issue of self employment versus employment is not a major issue. Again, that is likely because of where we sourced our cases from. And the issue of au pairs and interns, we did not across that as an issue at all.

So what at our findings? In the cases that we looked at and the issue that we looked at. We got voluntarily compliance from all employers. We did not have to prosecute anybody. We did not find any case of severe exploitation but again the big red flag here is that we sourced these cases officially. Our challenge is to bring those other cases to us. It is very hard for us to work and to find them, it is really hard to get those cases into offices. There is a perception that domestic work is not real employment. And the question again is : are we seeing the full picture ? That is the big question we need to ask ourselves.

So, what are the key issues. Employers need to know their obligations as employers. Employees need to know what is expected of them and what they can expect in return. And the key, as in all employments are the terms and conditions of employment and the contract, to record the hours worked and to record the pay. These are the three most important aspects from my point of view as a labour inspector to do our job and to ensure that employers are fulfilling their obligations and employees are getting their rights. We are now going to mainstream this pilot into our general inspection regime, so as part of the work of all inspectors. We are looking at developing areas , how are we going to find invisible cases or hidden cases. We do see the need for more referrals. We are also looking in conjunction with our Department of Foreign Affairs at private servants of our diplomats at some workers in that area. And to do some outreach target communities as well, to try to get the message out there.

Thank you very much."

John Kelly's presentation is available [here](#).

WHY AND HOW COMPANIES SHOULD SUPPORT THE DEVELOPMENT OF PERSONAL AND HOUSEHOLD SERVICES ?

NATHALIE RENAUDIN

President of the European Federation for Services to Individuals (EFSI) and Public Affairs
Director of Edenred

"I have the honour to moderate the last session, which is dedicated to companies' needs and role. I think that the involvement of companies is key in the issue of personal and household services. The question that is raised now is why and how companies should support the development of personal and household services. So, in order to bring some answers, this session gathers some representatives of companies in order to present some real and pragmatic cases. I hope best practices! And we will then have the opportunity to discuss the content of the different presentations. I will just make a short comment before we start the presentations because Dionysos Antonopoulos will have to leave, so I will make a short presentation myself about the childcare voucher in the UK. Quite briefly, we only have one hour. Then Steffen Zoller will also make a short presentation about the services that his company proposes. And then, Dionysos Antonopoulos will present also the company side. We will have a first round of questions, so that Dionysos can leave. And then we will finish with the view of the World Health Organisation, represented today by Isabelle Wachsmuth, who will raise awareness about the key role of public private partnership, am I right ? So let's start right now with the childcare voucher.

As I was saying I think that the role of companies is key. We will have some testimonies later on about some services vouchers that we have already been speaking about, like the Titre-services, the CESU voucher, the French system, etc. I will focus now on the UK. But I will first present Edenred briefly. Edenred is a company, with 50 years of history, which has a presence in 40 countries worldwide. Edenred is involved in the design, issuance and the distribution of services vouchers for companies to enhance well-being of employees and productivity in companies. The system operates on basis of very simple principles bolstered by comprehensive and favourable social and tax national frameworks designed to achieve specific goals such as supporting employment, childcare, nutrition and culture.

Services vouchers, such as Childcare vouchers in the UK, have proved their effectiveness in supporting public policies.

I am not going to present figures again about the rationale of such measures because I think we already had a lot of key figures about demographic challenges, economical challenges, as well as social challenges. But I would just like to spend a few seconds about this vicious circle and I think we all have the objective to turn it into a virtuous circle. We have already mentioned the needs of people, the needs of parents, who also are workers. We spoke a lot about mothers, I think that there is a need for fathers as well! We have been raising awareness about the lack of offer. Whether public or private, there is a lack of offer for people looking for solutions for childcare. And when there is an existing offer, very often it turns out to be quite expensive. We have been speaking a lot about the challenges. Affordability is one of the main challenges. Access to quality, affordable services is also an important determinant of citizens' employment opportunities and stress prevention. Nevertheless, existing policies, programmes or services are too often inadequate to meet these specific workers' needs. The lack of affordable, convenient and good quality childcare is a problem that negatively affects both workers and employers around the world. Restricted access to work, lower earnings, lower productivity and higher absenteeism are just a few of the consequences of the lack of suitable childcare, all of which jeopardize families' income security and company success.

Moreover, in this context, there is a huge development of black economy in this specific sector of activity. We have already mentioned some of the key figures either at the European Union scale or at national scale. We also

have linked this issue with the need for professionalization of low-skilled workers, but as they are part of the informal economy, they do not have access to training. This also leads to the lack of control of quality and to a lack of choice from parents, mothers as well as fathers. I would like to insist, even if it is true that it is very often a challenge more especially for mothers. So, what should they do? Should they work or not? Part-time or not? How can they go back to work after long maternity leave? How can they purchase childcare services if they do choose to work? At the end of the day, it seems that there is no choice at all. In this vicious circle, what can be the role and even responsibility of companies? Earlier today, we have been mentioning the role of the European Union and the role of governments. In Europe, countries with government measures that support the costs of childcare tend to have higher rates of women's labour force participation and fertility, and lower gender inequality, as is particularly the case in the Nordic countries. So, what can be the role of the companies to try to influence this vicious circle?

As we have already mentioned, this problem of care affects all the stakeholders. We have been speaking about the needs. So, I am not going to list all these needs. We know them but there are some very specific needs, especially from society as a whole. The workers, for instance, want to have access to affordable services and we have just mentioned that. They also want to get access to qualitative services, and to achieve to balance their work and their personal life. That is one of the challenges of workers today in Europe. For employers obviously, they want more productivity, less absenteeism, less presenteeism and they want to promote motivation and well-being. For the State there is a challenge that we have been mentioning about the fertility rates, the demographic challenges, social challenges, societal challenges, economical challenges. I am not going to list them again because we have mentioned them already a lot.



Nathalie Renaudin

I think you saw the study from the International Labour Organisation outside. There are just two left so I kept one just to show it for those who may not have it. In case you do not have it and you would be interested in it, you can contact us or the ILO directly obviously. You can also order it on the Internet.

This study focuses on real solutions that workplaces can offer and can propose for childcare. This study is very practical, and provides guidelines and recommendations: what can employers do, according to the size of the company, the geographical situation of the company, the country... It is based on 10 best practices everywhere in the world. It is not focusing only on the European Union but there are cases from the UK, from France, from Hungary. And there are some analysis about what currently companies can offer and the cost of the solutions.

According to ILO research, there are basically two types of measures at the level of the workplace that can help employees cope with their familial responsibilities: measures on the working time of employees so that they are able to carry out domestic tasks (for instance to fit in with school hours), and measures to access services provided by others, such as on-site childcare center within the company (quite rare unfortunately and often complicated and expensive), solutions developed by relatives and charities, and direct financial support from employers. This is the most common solution. It can have different forms. Service vouchers are one of them. Either for childcare or home services, this system is still based on shared responsibility between companies, employees, services providers and public authorities. I am going to speak briefly about the childcare voucher in order to identify the strengths and opportunities for a company.

So very briefly this is the picture of the childcare voucher as it is used today in the UK.

The childcare voucher system was adopted by the British government in 1989 in order to involve employers and have them share the employees' concerns about work-life balance. For many families, the cost of childcare still

represents a barrier to returning to or remaining in employment. Parents in the UK have to spend a higher proportion of their income on childcare than any other country in the OECD. As a recent Aviva Family Finances Report underlines (2011), since the third quarter of 2010, 32,000 more women have been forced to leave work to look after their family due, in part, to the high cost of childcare. The figures demonstrate that childcare costs are one of the key motivations for choosing to stay at home and care directly for children instead of working. Childcare vouchers can contribute to the cost of childcare while parents are at work. There is tax breaks that makes it attractive for companies and for employees. A subsidy of £55 per week can be allowed for childcare and the vouchers are exempt from tax and National Insurance. Parents with children up to the age of 15 can then choose freely the form of childcare from a wide range of services (in registered settings, ensuring that children receive high quality pre-school care: day nurseries, workplace nurseries, childminders, pre-school playgroups, nursery schools, out-of-school clubs and holiday clubs, as well as nannies and relatives). It is a very wide network of providers and I think that this is one of the key successes of this specific program. This ensures that once a child reaches school age, parents are able to fund after-school clubs to allow them to return or remain in employment. Childcare vouchers also provide children with the best possible start in life. Both nurseries and childminders help the early development of skills that benefit children throughout their lives. Some employers may place certain restrictions on the eligibility for childcare vouchers, for example only offering vouchers towards registered childcare or for parents with children under the age of five. Nevertheless, they are extremely popular with employers, as an integral part of recruitment and retention strategies, and the ability to use vouchers for various kinds of childcare makes them more useful to a larger group of parents and provides greater flexibility than some other types of support, such as workplace nurseries. Among parents paying for childcare, the percentage receiving help from their employer more than tripled between 2004 and 2007 from 1 per cent to 3.4 per cent. Moreover, the childcare workforce increased 21 per cent to 275,000 between 1997 and 2001. Today, childcare vouchers are an employee benefit that helps approximately 450,000 individuals to afford good quality childcare. The voucher is either in paper form, it can also be electronic. There are no specific criteria on the form. It is more and more electronic through the Internet so parents can also have some advice; pedagogical advice and communication about the scheme.

The childcare vouchers' system operates on the following basis: employers order vouchers from professional issuers. They then allocate these vouchers to their employees (the parents). Parents use freely the vouchers at their face value in the dedicated network I mentioned, such as nurseries or with their own nannies, and the vouchers are then redeemed by the issuer. For those who already know the meal voucher for example or the CESU in France, the system is very similar.

Just a quick list of factors that make the childcare voucher successful: first of all, before implementing such a scheme, we must assess the needs in order to make sure that we meet these needs. It is very important to identify them. Then, the tax benefit is key to make the system attractive and to have the full involvement of every actor. This is a win-win system. It has to benefit all the stakeholders in order to make it successful. There is also a need of a strong communication about the program for everyone, every group involved. There again, there is a value chain involving a lot of people –I would like to say partners –and this is very important for each of them to know exactly what role to play and what can be their added value in the system. Moreover, there is a need to ensure quality. We have been speaking a lot about quality, there has been some solutions, recommendations, possibilities. So I think this is something very important to enhance and to promote as well. And, eventually, there is also a need to measure the benefits in order to always adapt, re-adapt the program, the system, to make sure it works and to make sure that it still meets the needs.

So I would just like to conclude based on the ILO quote saying that “successful partnerships often bring together actors that offer complementary financial, human, and technical contributions, but the sustainability of the entire initiative can be threatened when one partner must withdraw”. This is why I would like to say that we are working together as partners and not really as stakeholders, as individual groups. This is very important that everyone can play its role and work together and to communicate. Thank you for your attention. I am at your disposal for any question you may have.”

STEFFEN ZOLLER

CEO, Besser Betreut GmbH

"Good morning. I would like to briefly introduce myself. My name is Steffen Zoller. I have a family. I have a dog. I'm responsible for my own household, and I have a housekeeper who helps me at home. In 2007 I founded a company called Besser Betreut. Last year it merged with the US based company, Care.com. Those of you from the UK may have already heard of us.

43

What do we do? We offer services that help families find well-suited caregivers and caring companies with online matching platforms in sixteen countries, serving more than 8 million members worldwide. (Just to give rough numbers here.) We're making it easier for families to find caregivers throughout the entire life cycle of a family. This means they likely have children, elderly loved ones — especially the sandwich-generation families — pets and need extra help at home and in the garden.

What services do we offer? We operate in several countries as I mentioned, and offer primary care, backup care for emergencies, and so-called concierge services. We organize holiday programs during the holidays, we offer senior care planning services, and in-house trainings; especially for employers who want to offer these services to their employees.



I'd like to share with you a few case studies from different countries to give you a better understanding of what we do. In Austria we are supporting an IT and telecommunications company with more than one thousand employees. We offer them access to our database of caregivers including pet sitters and housekeepers. Approximately ten percent of all employees use our database to find their ideal caregiver. For the employer it's important to offer their employees access to innovative services like ours as an employee benefit, and, by doing so, make it easier for their employees to balance work and life.

At an international law firm based in Belgium, (also operating in Germany and in the UK with roughly 300 employees in total) their employees have similar care needs and can use our services in their native languages. In all three countries, the employees have a high demand for childcare services. However, as an international company

they need to meet certain local standards at all of their offices. We can help. On the one hand, we offer access to our online database of caregivers, and on the other, we have installed concierge services. Employees can call a personal assistant on the ground and receive personal advice; plus the assistant also helps with the caregiver search by creating a list of profiles of ideal caregiver candidates, thus making the hiring decision easier for families. The personal assistant also helps with interviews and background and security checks, because as you know, the quality of caregivers is of the utmost importance. Employees at this company also receive reports of ideal caregivers near them. Employees can then make informed hiring decisions and select the candidate that best suits their family's unique care needs.

My last example is another IT and telecommunications company. They also provide their employees access to our online database and concierge services. In addition, we support their employees with back-up services. That

means that when an employee's primary childcare option isn't available, we can organize another day-care center or back-up center where employees can bring their children. Another example could be when a parent is supposed to go to a conference and the day-care center is either closed or its opening hours collide with the travelling needs. The employees can bring their children to a back-up center near the conference, visit the conference and then pick up their children afterwards. We offer these back-up services in several cities across Germany. Moreover we offer holiday camps during holiday season, when many day-care centers are closed. We organize holiday programs so that parents are able to continue working. Especially common in Germany during summer, is that most day-care centers will close for up to six weeks, leaving parents with no other option but to turn to loved ones for help, or to take their summer holidays at the same time. Here, the employer provides a solution during the workday; children can visit educational programs or even the zoo. In addition, we also offer in-house trainings on senior care planning. This IT Company has 5,000 employees, approximately ten percent of their employees use our services. The most utilized service is housekeeping and gardening, not childcare as one might suspect. Housekeeping services are requested by nearly fifty percent of their employees, with childcare being the second most requested service. Although childcare is a dominant factor, this example shows that it doesn't affect every employee equally.

For all of our clients, offering these kinds of benefits is an important element in increasing employee engagement and morale, while also providing meaningful ROI. When employees are not distracted by care challenges, absenteeism declines and productivity rises. Our clients also tell us that offering care benefits helps them differentiate themselves when recruiting talent.

Thank you for your time this morning, it has been a pleasure to speak with you. If you have any questions I'd be delighted to try and answer them."

Steffen Zoller's presentation is available [here](#).

DIONYSOS ANTONOPOULOS

Deputy of Home & Life Style Business Unit, Axa Assistance

"Good morning, my name is Dionysos Antonopoulos. I work for Axa Assistance and I deal with the issues of personal and household services, of vulnerable and highly disabled people. On the one hand, I will present you the company CESU, its prerogatives, how one sets up this system and so on. And secondly I just like to say a word or two about identifying and setting up solutions packages and services for those dependent peoples who are severely disabled, in the framework of damages for physical injuries. And how we have been able to finance them, to pay them through the use of CESU vouchers.

So CESU is the mainstay of the French legislation Borloo, as the "Borloo Act" of July 26, 2005. This is a form of voucher replacing the earlier service employment voucher. You can find this in two different forms. The CESU bank, which can be obtain in a bank. And there is a pre-financed CESU or co-financed CESU, replacing the service voucher previously reserved for works councils in the law. But now, any business can set it up for its workforce. By way of information, since the law was set up, CESU has been adopted by more than 20 000 companies for 600 000 beneficiaries.

Now CESU is an integral part of the policy of human resources for a company. It can be seen as a sort of supplement to the wages. It has an impact on the corporate social responsibility of the company and brings concrete solutions for the well-being of the workforce. How do we set this in place in companies?



Dionysos Antonopoulos

We have the possibility of having this financed either totally or partially. It can be used freely, that is to say all of it can be used to pay for personal and household services as defined under the legislation (there are 23 eligible service). Or it can be specific CESU to pay for specific services rendered. Sometimes, it is suggested by the issuers or by national brands that the availability of the services eligible under the CESU could also be organised for the workforce of a company. CESU has a favorable taxation regime that is both for the benefit of companies and the workforce.

As far as the company is concerned, they are exempt from employer contributions, to a maximum of 1 830 euros per year and per employee. That is within the cap of 500 000 euros per year and there is a company tax credit allocated which is 25%. And so as the beneficiary employees are concerned, their amounts paid in CESU are

exempt from payroll taxes and amounts given by the company are not taxable. And remaining expenses are tax deductible up to 50%

As for the tax benefits for the beneficiaries to take, up to a year and a half ago there was a rate of 5% of VAT. Today the reduced rate of VAT is at 7% and also the amounts incurred for the payment of services are deductible up to 50% of the income tax of beneficiary, that is after deducting participation of the company. This tax deduction is capped at 12 000 euros a year per household except under certain circumstance when you have for example children or dependents parents. In this case, the threshold is higher.

What are the key figures now. 688 million euros of pre-financed CESU were issued in 2012. It is a market growth of 8% despite the crisis and 61% of the human resources CESU users used it for child care, so more than a half. 727 000 providers and stakeholders were involved broken down into 515 000 natural persons, 186 000 child-minders and 26 000 legal entity, that is almost all businesses and associations that deal with personal and household services. There are 12 900 customers at the moment, that is those financing the system, the private companies and local public authorities that use the CESU. And out of the 402 million euros of Social CESU issued, there are 334 million issued for by General and Regional Councils. We have 2 million professionals in 2011. That is the employees of private household and employee of organisations. And 5 000 physical jobs have actually been created in 2011 which means that since 2005, 330 000 jobs have been created, since the Borloo law has been passed.

I just wanted to talk to you briefly about another use of the CESU services voucher which lies between the Social CESU and the HR CESU. We as Axa insurers and Axa Assistance. That is insurer on the one hand and suppliers of services on the other, we wondered whether we could not find a better solution to ensure our social role as a business and an insurer and also how could we meet the needs for services of dependents and disabled people. We felt that it was not enough to give a cheque, to pay for damages for individuals or send them two or three or five thousands euros allowances every months. The individuals and those people in the circle surrounding the individuals are finding it very difficult to find their way through the complicated world of legislation. So we felt the best way was not just to pay them but to pay them by organising the services and finding global services to meet all of the needs of somebody seriously disabled or highly dependent.

Therefore, we have set up a specific service where a large part of the services is paid for by the CESU and instead of sending a cheque or an amount for damages, we go in the field, carrying out an audit at the household with the individual in question, take account of all the person's needs and look at the personal and household services needs, professional inclusion needs and educational needs. And we carried out an audit of the individual. It is up to the individual or his/ her family whether this is acceptable or not, partly or totally. We actually pay all personal and household services provided in this framework in the form of CESU vouchers.

As far as those people who have had various serious accidents, that have cranial trauma or are paraplegic or tetraplegic, the needs stem from a so-called substitution act, in other words, those people who intervene to help them, to accompany them, to stimulate them, to act on their behalf. And sometimes, services have to be putted in place 24/ 7 every single day of the year. So there are those who are able to carry out the service on that basis.

All of these services are paid for via the CESU. This helps considerably the service provider to intervene directly because it helps by setting in place a better company-based system which has a good follow-up and a good follow through, high quality services because those people providing the services have been trained and have good follow-through. If there is a problem we discuss with them and see how to solve it. We want to ensure that the system overtime is not too cumbersome. Somebody who is tetraplegic and who is thirty years of age has a certain life expectancy of a good forty years. So people are there to ensure that the service is personalized and last over time. So the CESU is for us, as the paying organisation, a useful tool to set up the service provision but it also facilitate the individual or the disabled person , so he or she have a better access to the service in question.

In our mapping of the services, you see how the services are set up in the framework of personal injuries damages.. The CESU for assistance to the individuals, that play a very important role, being temporary or permanent. Thank you very much for your attention."

Dionysos Antonopoulos's presentation is available [here](#).

ISABELLE WACHSMUTH

From the World Health Organisation (WHO)

"Thank you very much. I will present today what we call in fact public private partnership and how we can specifically apply these public private partnerships specifically to social protection goals, and you will see that this includes of course health services - you know - as well as other social services. I will actually focus on what is the current context and on how we can take it into account with regard to the health sector's outlook.

First, what is the situation today in terms of social protection? Unfortunately, the figures show that very little progress has been made towards reducing poverty and inequalities. This was the assumption highlighted at the United Nations Economic Commission for Europe (UNECE) in 2013, i.e. very recently. In 2011, 17% of the entire EU population appeared to be at risk of poverty . Other figures are extremely significant, as shown in the global wealth pyramid recently provided for by the Credit Suisse Global Wealth data book for 2013. Inequalities still continue to grow as a consequence of the inequitable distribution of resources. This is the root cause and the key social issue about which we have been discussing today. And in terms of figures, 3.2 billion people, representing 68.7% of the world's adult population, control just 3% of the world's wealth, or about 7.3 trillion dollars, while 32 million people, representing 0.7% of the world's adult population, control 98.7 trillion dollars, or about 41% of the world's wealth. This condition implies many consequences, which are reflected in terms in figures, and we need to look at it as referred to in the Recommendations from the ILO on Social Protection Floor. Eventually I will also refer to the last statements with regard to this issue put forward by the WHO and the ILO and to the right to social security and protection which is to be conceived of as a universal human right. This, in my vie, is our key debate at the international level.

What can be the role of public private partnerships with regard to social protection ? We can raise here some quick questions to the audience. How can public private partnerships contribute and support the delivery of adequate social protection systems ? What we need to have is a systematic approach. How can public private partnerships exert an impact on human security, equity and social justice ? This was mentioned yesterday with regard to social justice and this includes of course the human rights dimension. How can public private

partnerships improve essential social services in the health sector, taking into account the goal of Universal Health Coverage, which is a crucial WHO priority? There are many elements that need to be considered here, and especially, social determinants for health like education, water and sanitation, energy access for all ranges of age in life. This implies also to address an intergenerational perspective and understand how public private partnerships can contribute to increase social benefits and prevent a resurgence of poverty, specially in vulnerable groups. For example, looking at the latest figures regarding the trends characterising public private partnerships, we see that unfortunately they are mainly used for developing infrastructures rather than social services.

You know that a lot of work needs to be done in this area. Here you have the type of figures for the investment in public private partnership between 2005 and 2013, in term of healthcare for infrastructure at worldwide level. You can see, the main investment was made in Europe and specifically in UK in fact. It was specifically done for investment and not for - I will say - need-investment perspective. And you can see in Africa and Middle-East how it is very low in this figures. And that concerns particularly here the healthcare sector and the infrastructure, those hospitals you know all over the world.

In terms of public private partnership context for social protection. What do we need to consider? We need to focus attention on the implementation but not only for investments in infrastructure but also to contribute in social services and social protection. And this approach is not very common unfortunately like this figure shows in developing countries only 3% compare to 69% in Europe for all the sectors together. And we have some very positive effects in fact of these public private partnership for social protection dimension. And some examples demonstrate - I will not go in details because we do not have enough time but I will give you just the key impacts of these initiatives. It was related to the empowerment at local level, the active participation of the concerned population and synergetic effects positive impacts on efficiency, equity and quality of health care provision. That have been observed in fact in some cases. So we need to go more in depth though this work. And of course, the conditions you know to go in this type of direction. It is to look the new ways of service provision and of course the legal framework which guarantees transparent and credible relationship between the different actors, like it was mentioned.

The potential of a public private partnership to improve social protection. What we will fight for is to reallocate resources due to fiscal pressures governments. That it is a very important point. Private providers both non-profit and for-profit oriented play in fact an important role in social services provision and can support public sector. It is very important also to identify different strengths and weaknesses of the State, for-profit and non-profit institutions from the beginning you know and not after because here we have a lot of issues in terms of collaboration, appropriate collaboration. And the quick questions we can ask are to what extent a complementarity between these partners can be organised in the provision of social services? How public private partnerships can improve social assistance, insurance and equitable access to basic public/ social services? And I think we need to define very clearly between all the stakeholders you know what does it mean "basic public social services" before to find the right solution.

I will illustrate what type of public private partnerships in fact we can look for to address these social benefits and social protection. This dimension need to be - I will say - very carefully view because for the moment like I have mentioned, it is a lot of public private partnership for infrastructure and the risk is more on the public sometime and not all the time in the private part. And for that it will be interesting to look you know how we will be able to balance the benefit in terms of opportunity and in terms of costs about the risks. And in this figure, you can see for example if we are able to put you know more social costs from the private sector we can reduce in fact the spending and the better production system for example. And you have direct impacts on this environmental and social cost. And at local level, community level we can see the benefit for example when we expand what we call this "enterprise boundary" we have more - you know - inclusion in fact in terms of social costs, because it become private cost and consider in enterprise decision making, like source of conflicts

reduces. And that it is very important to consider not just –you know –the contractors but also the rest of the society. And finally, in terms of boundaries we can see a national political boundary and when we have national development and growth are drivers you know for the benefit in fact we can see we have an impact also to the other countries.

The objective of this public private partnerships for social protection. It is to exploring between different partners the complex issues of inter-institutional coordination to which new systems of provision give rise. Identify also the conditions under which public private partnerships can contribute to an increase in access to social protection at lower costs. It was demonstrated that it is helpful to design appropriate social policies. It is also, and it was mentioned yesterday, about voluntary participation of individual citizens (Community based) in the production of public goods for example by local governments. And also to look how the local enterprises can contribute, can be engaged in this successful partnerships on the local level.



Isabelle Wachsmuth

How we apply it for health sector ? In fact we have discussed also to setting the standards regarding price for example building and quality in the provision of health services. It is a pre-condition you know for a functioning public private partnerships in healthcare. And to ensure that the service price and quality will be acceptable you know. And also we look at these monopolistic situations, and are they part of potential market failure and to look what guarantee minimum outcomes in service provision. And of course the government need to play a very important role and here I will not go in details, but it is the capacity of the government in fact also to provide, as I have mentioned, very strong legal framework and a system for monitoring and regulation.

And in terms of the WHO, we look you know at public private partnerships for the improvement of health care systems. And at the economic level, the statement was “the replacement of direct, hierarchical management structure by contractual relationships between purchasers and providers will increase transparency of prices, quantity and quality as well as competition which will lead to a gain in efficiency”. On the political level, it is in the context of welfare systems reform at worldwide level to decentralize services from the national to the local level. We have major concerns and risks specifically on the effects of private health care provision. We have – and I have mentioned that – distortions in resources allocation and we have also this problem of excessive administration and sales. So we need to regulate that very carefully to tackle this type of issue and also we need for that to consider equity. The key question is how to use public private partnership approach to address unequal coverage of health care services are private run insurance schemes for example.

Just to show you in fact the framework we use for the health sector. And you can see, the institutional arrangement include very different type of public private partnerships such as delegation, devolution, contracting, co-financing, co-provision and co-determination. It is very large and at the end, what we need to have it is to create new management models for public hospitals and the setting up of alternative insurance schemes based on the risk sharing and solidarity.

We have many arguments for this public private partnership approach because we know that the private sector alone cannot solve the problems specifically for equitable provision of health care or social services. So we need to have synergies between the different actors and we need to very carefully balance curative and preventive services and address this unequal coverage. It is critical.

So the lessons learned today. It is that we need to have strong political commitment for a shift of financial and political power from the national government level and the local level to the other actors. And without political will to challenge vested interests, particularly among suppliers of medical inputs and equipment, it is nearly impossible to get other actors involved. The contribution also of communities is very important.

We have assessed different recommendations for social protection systems. And it will be my conclusion. It is very important to have proper awareness, training and education on how to develop human capital and preserve it. It is critical. Also specific focus on the understanding of root causes of problems and the shift paradigm to perceive life as quality and not quantity, and by consequence improve lifestyle, education to human right and peace. And I think it is very important also to focus effort on the implementation of the Universal Declaration of Human Right and to have cross-sectorial approaches, specifically to social protection with this pro-poor for example policies or pro-poor public private partnerships approaches to address this question of inequitable distribution of resources, disaster risk reduction and rural and community development.

Thank you very much."

Isabelle Wachsmuth's presentation is available [here](#).

CONCLUDING REMARKS

LAUNCH OF THE "EUROPEAN MANIFESTO FOR THE DEVELOPMENT OF PERSONAL AND HOUSEHOLD SERVICES THROUGHOUT EUROPE"

Aurélien Decker - EFSI

"First of all I would like to thank everybody for participating to the conference for those very interesting debates. Just a quick practical information as many of you as asked. All Power Point presentations will be put on EFSI's website and will be available by the end of the week.

So as concluding remarks, we have seen and as the debates of the last two days have demonstrated, personal and household services development has an important impact on social challenges faced by our societies. But there is also many areas of improvements. Many issues have been raised during the conference and there are more work needs to be done on those issues. And we believe that in this regard every European stakeholder has a role to play. And that they should gather together to conduct common reflections and initiatives.

So this is why we initiated this Manifesto, this European Manifesto, which agreed on common principles and which call for actions. And we believe that it is a first step toward more work, to go further on the issue. So, briefly to present you the recommendations and call for actions of this Manifesto.

It first asks the European Commission to create a European Alliance for PHS. This Alliance could foster cooperation and mutual learning. It could also help to exchange good practices. This Manifesto also calls the European Commission to offer Member States technical assistance when designing and implementing public supporting measures. It calls for more work with stakeholders, principally to reach a common understanding on what we define as PHS, what is that concept. This is with the aim to improve the statistical process and data available on the sector, but also to award a specific NACE code to the sector as the issue has been raised earlier. Finally we call the European Commission to coordinate its different ongoing initiatives related to PHS that is the Social Investment Package, the Employment Package, etc.

This Manifesto also calls Member States to maintain and implement effective public support toward the sector. It calls them to use the European Social Funds to develop new and innovative practices as it has been done in several countries to implement pilot projects. It also calls on EU Member States to ratify the ILO Convention 189 on decent work for domestic workers. And finally, it supports the development of the sector's social dialogue as it is an important tool to improve working conditions of PHS worker, to be able to reach bargaining agreements, common standards and etc.

So this Manifesto has been signed by those organisations listed on the screen. And of course it remains open for more signatories to join us, to join this will to work together on the EU level. And before giving the floor to Mr. Lebrun, I would like to share with you the testimonies, the views of other signatories, thank to this short video."

*The European Manifesto for the development of
personal and household services throughout Europe
is available [here](#).*

JEAN-FRANÇOIS LEBRUN

Adviser at the European Commission Directorate General for Employment and Social Policy



Jean-François Lebrun

"It is a great pleasure to close this event. The first thing to remind ourselves of is that there are two birthdays to celebrate today. First of all, five years ago on this very day it was the first European meeting on personal and household services in Paris on the 12th and 13th November. Twenty years ago, one day more or less, the Commission published a White Paper on growth, competitiveness and employment. This demonstrates that there were many jobs being created and to be developed in what was called in French at the time "proximity services". In other words, services where there was a high job content. And today, what can we say about the development of personal and household services?

We can have two views on it. Let us begin with the positive aspects. Making aware of what has already been achieved in awareness

campaigns. We know what is at stake now. We know what the demographic challenges are. And we know what developments in the area of personal and household services sector is one of the answers to meet these challenges. Certain numbers of developments have occurred in a large number of countries. And the figures of the job creation are there to bear witness to that. I think the various studies and reports have been followed up on the topic. There was the debate on the very concept social investment has been launched.

These services are open to commercial enterprise, for example as it was demonstrated to us earlier with the law adopted in Sweden in 2009. Best practice is now being widespread, with for example the Czech Republic now being interested with the French and Belgian models. We have got some technical progresses that are coming to life as far as the assistance to the elderly is concerned. So things have changed over the last twenty years.

We can also view this in the negative lights. We really do not know any more what we are talking about. Are we talking about help care services? Are we talking about assistance to individuals? Are we talking about comfort services? What exactly do we talk about? With very rare exceptions, there seems to be no global strategy that has been developed by one Member State. Of course something in the long run. Are we really taking everything into account including the significance of the demographic challenges, the demographic crisis that is going to overtake us tomorrow? Have we looked at all the possibilities? Have we given all possibilities to men and women to reconcile their work and private lives? Has the sector's potential been really fully exploited?

There is always going to be work on the undeclared market. We talk about the costs of these services but we forget quite often to look at the actual impact, what we get back from this. Are we not walking round and round here? Because, thank you Aurélie, for having given us this Manifesto. But four years ago it was the European Charter that was presented during the Second European Days of personal and household services.

So depending on how you look at it, you got a half empty or a half full glass. The question is, can we and should we help this glass to be topped up. In all cases, the glass is going to be full, just because the needs are there and needs will always be there.

First thing as to the definition. One day perhaps we should have a straightforward and practical vision of the definition. I think it is very fluid, it is very vague from one country to another, the ideas change, the role and intensity of public services changes from one Member State to another. The different groups of categories of service providers vary very much from one Member State to another. But finally, what have we got at the end of

the day. Are we talking about assistance to people or are we talking about assistance to goods (house, clothes, meal..). If you are an individual and that you are a dependent person, both is important to you. Be it dealing with my household, with my garden, with my actual toilet needs and with my meals. There are no differences. And now, if I am somebody who is not dependent but that I would like to have some help with my household. Would that mean that it is a comfort services? Well unfortunately you know, I would like to spend hours helping my mother or taking care of my children. So, should we pursue this distinction between services to help people and services related to the well-being?

However, what we could do and what I think we should do is to modulate somehow the intervention of public services based on income, based on the level of dependency. That could be done as social mean-tested system. Now I will not talk about these needs because we all know that they are growing needs. Just one figure when you look at the OECD's studies and European Commission's studies, be it for childcare, be it for help to the elderly. If I just take those two, I am not even going into all other needs involved in reconciliation. But more or less, over the next year let us say 250 billion euros, is what is going to be required. That is almost two percent of our GDP in extra public expenditures in this field to meet these needs of childcare and care for the elderly. So these are major challenges.

And how do we meet those needs? These needs are there, how do we meet them? How today do we actually answer the call? Informal help - I am not talking about help on the undeclared market - but I am talking about informal help: we mean neighbors, family, volunteers. This is vital, it is something that is part of social cohesion. We should encourage such informal sector. Thus, some countries opted for chosen part-time work. This is the example demonstrated by our Dutch friends. However, have you look at future developments, and then we must be cautious. The retirement age is going far often to the distance now. It is getting further away and those people who are going to be able to work is actually reducing. So those families' aids, those family people that are called on to help are going to be putted under greater and greater pressure. It is for that that we are concerned about services at such that are rendered in a formal context.

There are of course a lot of providers that are there to do this. We have seen this today. We have seen that there are services providers that come from the public sector. They have their own federation, the European Social Network. There are services that come from the world of the not-for profit sector, Social Services Europe, and they also have their federation. And there are also those that come from the commercial sector. Thank you Aurélie for representing the in particular today. And recently we have a European federation now that brings together private individuals, European Federation for Family Employment. They themselves employ service workers, this is the case in France but it also the case in Ireland as it was presented earlier today.

Is there not here a need to work together on this? We have a sort of an emblem if you like a motto more or less as far as the Union is concerned. "We are united in diversity", is our motto. We do not work all in the same way, from different services providers, but together we are representing millions of workers and you represent ten of millions of users of these services. Separately: roughly ten times less. In a way we have to be united in meeting the challenges. We have to respect the needs of competitiveness; this is a day to day reality increasingly in more and more countries. But also there is a complementary nature of the different activities that you carry out.

As far as the crucial challenges are concerned, we are very interesting in working together on this. So we asked ourselves how do we alter the actual trademark, the image of these services? How do we attract people to work in the sector and how do we keep them? How do we make it much more professional? And I would say almost, how do we help participating in a cultural change of attitude which is something which is very close to the ageing of our societies.

But there are something else that we have to confront. It is the work on the black market. We have talked about this illicit work in the context of domestic workers, and in particular under the 189 ILO Convention. But this is a

reality in all countries that we represent. We have workers with no rights. You can talk about quality but in actual practice the majority of the needs today are covered by people working on the black market. This is thus an important challenge. So the European Commission over the days to come is going to publish a Eurobarometer report which will be dedicated to this undeclared work. What do we learn here about this? What about those people who actually use these people working illicitly? 20% is part to the help to individuals and to cleaning services, so a fifth. And then, there are workers who work in garden that is about 10 %. There is little repairs also done in the home, that is 30 %. All of these add up and in one way or another they are pretty close to personal and household services.

There is an example that we have not talked today but I think should be of interest to the public services and decision makers if we want to create jobs. This is about the system that was set up in Sweden. In Sweden there is a system by which you help those in the home. That is called the RUT. And there is the ROT, which is the so-called renovation work. And this creates jobs in Sweden and has brought money into the State, even with a considerable tax-deduction.. So we have got to look at the cost for the public authorities, the global cost but also the net cost.

Under these activities, this is absolutely vital to not just take into account not the cost. But all of the impacts, returns, benefits, externalities of these services, directly and indirectly. And I think this is valid not just for the State but for businesses as well. We have talked about how to improve the reconciling of these. These are elements, as long as it is not being done; it is going to cost money to society in stress terms? How does a man or a woman reconcile their activities? It is very difficult to estimate the stress caused here. But by getting people back to work, you see that there is a drop of unemployment benefits and there is an increase in social contributions. There is thus many impacts and gradually information is being collected on this in various reports. I think it is important to do this.

So now what is Europe's role in all of this? For quite a while now, we have been working on this directly or indirectly. Hoping to develop activities here. Of course there is all the work that is undertaking under the Open Method of Coordination in the social sector. We have the Social Protection Committee and they have carried out a voluntary quality framework for social services and social protection and they are now working on long-term aid services to the elderly. Tomorrow, there will be a range of activities related to the work on the black market which will be part of an European initiative that will be undertaken by the end of the year by the European Commission. And this will add to the work that the ILO as being undertaking. We are also working quite a lot on the area of looking after children, general childcare. There are at least three Commission's departments that are active in this particular field of childcare services. We are working together also at the public aid sector, with competition and taxation, public procurement and the single market. Well you will say that these are only constraints, but nevertheless they are also certain elements which will allow all businesses to be able to be active within a known framework. There is also financial support, notably to experiments thanks to the European Social Fund.

We can continue with quite a long list and I am sure you will told me "Yes but ok there are budgetary constraints here". There is a need for austerity. But if you look at the Commission's documentation on this particular area, you will find that we are talking about re-launching the so-called differentiated budget. In other words, when you look at the recommendations to the Member States, you see that 21 Member States have received recommendations on the area of services, so called social services be it help to the elderly or childcare. The solution is not necessary that of spending less. Indeed quite often you will have to spend more certainly, but it is also absolutely necessary to spend better. So this is something about the efficiency of public services spending.

And also we have the launching of the initiative known as personal and household services. This is a more recent development. It is something that has been seen as having a more sector based approach to the discussion. There is the social sector. I am talking about something the first speaker of the conference mentioned yesterday. This

is a sector, an economic sector. It is a sector that offers lot of possibilities as far as job creation is concerned. And I think, there is something to be done here as to the possibilities of further developing this. But it is also linked to a question of technical progress and also increased productivity, possible increase in wages and other views perhaps to be taken up this sector. But with ensuring quality, quality for the workers but also for the services rendered.

54 A seminar was held in Berlin in September with about twenty Member States participating. And almost all of the Member States present said "there is a role for Europe here". There are services that come under the national competences but there is also a minimum role for Europe here to be played by developing an exchange of best practice, analyzing and observing. Trying to fulfill this role, the Commission to this end, a few days ago, launched a call of proposals, within the context of what we called the PROGRESS program. To support three activities in personal and household services. One on collecting information, in particular on a quantitative basis in terms of employment and in terms on impacts on public finances. And second, as far as quality is concerned on possible standards and certification, professionalization. And the third one in terms of efficiency.

So I would like you to try and meet the challenges here. Try to answer these questions but there is one condition here if you try to succeed in doing this. The more partners you have, the more Member States are on board, the better your chances are. At the end of the day, there will be one single project for each of these three items. And in 2015, we hope to launch a European Observatory for personal and household services. I will leave it there for the moment. I would like to encourage you, of course, to think about this, on the need to work together. I would like to thank EFSI for having organised this conference. I would like to thank the EESC for having being kind enough to host this. And I would like to thank the interpreters for having helped us to understand one another. Thank you all and I wish you a safe journey back."



European Federation for Services to Individuals (EFSI)
Avenue du Port 86 C, box 302
1000 Brussels, Belgium
Tel,: +32 (0) 2 204 08 73
Email: info@efsi-europe.eu
Website: www.efsi-europe.eu