

EUROPEAN  
FEDERATION  
OF FAMILY  
EMPLOYMENT



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FOR FAMILY  
EMPLOYMENT  
& HOME CARE

# FAMILY EMPLOYMENT AT THE CORE OF SOCIAL INNOVATION



**EFFE'S ANSWER TO THE EUROPEAN COMMISSION PUBLIC  
CONSULTATION ON  
« EUROPEAN PILLAR OF SOCIAL RIGHTS »**



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**FIRST EUROPEAN ORGANISATION  
PROMOTING THE CITIZENS' SOCIAL  
RESPONSABILITY**



Facing a range of crises, Europe finds itself at a decisive point in its history. The European project must learn the lessons of the economic crisis and make a sustainable commitment to improving living conditions and employment for all Europeans.

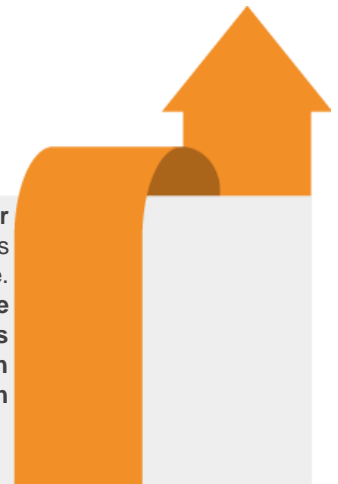
**The European Federation for Family Employment was established with this ambition in mind, along with the conviction that the freedom of citizens and families can flourish in a more integrated, sustainable and democratic Europe.** The foundation of the European social model is primarily based on the values of responsibility, respect, solidarity and justice. These values structure our federation's commitments and are the basis for our work to promote a model based on integration, social justice and equality.

### [Families are characterised by solidarity and social ties]

*We have been lobbying the public authorities for several years in order to ensure that all Member States meet the needs of citizens in terms of life-long support and social activities. Whilst family life is a private issue, meeting individual needs and addressing demographic changes are certainly common and collective goals. Family life influences the public sphere and vice versa, be it at local or State level and sometimes even further afield. Recognising the economic value of families and the home, their roles as social inclusions and their democratic values are the keys to galvanising the European project. To improve the quality of the home support services provided to 500 million Europeans, EFFE seeks to promote civic social responsibility as the capstone of the forthcoming European Pillar of Social Rights. This responsibility is to be shouldered by all stakeholders working on inclusion and integration issues. Inclusion enables everyone to participate in European democratic and economic life whilst integration enables European families to respond to contemporary societal challenges and highlights their similarities and common interests in ensuring equality of rights and responsibilities.*



With demand set to increase by almost 25% by 2020, **the family employment sector accounts for a significant number of jobs in the European economy.** EFFE deems the **creation of over 5 million jobs** to be a realistic target for the sector in Europe. **Demographic changes are affecting all Member States, especially given the unprecedented migration crisis, and require an overarching political response as part of the Europe 2020 strategy.** Families and households need to be involved in this process and will play an increasingly important role as the European Commission pursues smart, sustainable and inclusive growth.



### [Working for social progress: improving labour market access]

*All of the social changes afoot in Europe raise questions as to the role of the home and families, which are subsequently becoming public policy issues due to them being key components of a whole range of other issues, e.g. work-life balance, family balance and its impact on economic and cultural aspects, different stages of life and life choices. Against this backdrop, the home plays a central role for citizens (daily activities) but also for companies (economic value but also the wellbeing of employees), thus affecting the wellbeing of families (welfare) and their impact on political life (positive externalities).*



The EFFE is calling for the measures under discussion to be implemented at a level as close to national practices as possible to ensure that a more inclusive labour market for all is established in such a way that needs are met without hampering economic activity. Therefore, EFFE calls for best practice assessments in Member States to be a pre-requisite for the attainment of 'social triple A' status. Public policies should be assessed, cultural hurdles identified, local needs taken into account. EU family policy should be established via a holistic approach which takes stock of issues such as migration, an ageing population, budget policies, etc.

**20 million**  
citizens affected



## [Working towards a solidarity-based citizen's economy which benefits all EU citizens]



Given the range of issues at play, the home employment sector could become a virtuous model of inclusion and a fine example of innovation in terms of employee protection and creating secure and fruitful working relationships between employers and employees. It could also become one of Europe's key economic drivers. EFFE is calling for the implementation of European guidelines which would safeguard working relationships in the home employment sector without hampering the inherent flexibility which is necessary for such jobs. The implementation of innovative simplification measures and, notably, the use of new technologies will provide a boost to efforts to combat undeclared work.



At a time when a growing number of Member States are having to grapple with mass unemployment, which primarily affects vulnerable groups such as young people, low-skilled workers and the long-term unemployed, **EFFE supports the vision of a Europe which creates inclusive labour markets but also crafts employment policies which benefit the greatest number of people.**

**Combating undeclared work and the increasing precariousness of working relationships requires a coordinated European policy** to uphold decent professional and social standards for all workers whilst respecting Member States' prerogatives.

## [Family employment as a vector of change in a digital age]

A strong digital Europe should focus on individuals and keep pace with new forms of usage which develop within the home whilst also harnessing the potential of new technologies.

Families keep pace with such changes and see the opportunities for connected inter-generational solidarity and the possibility for many elderly people to stay at home longer thanks to new e-health technologies. In addition, it is now easier for family ties to be maintained across borders. The new digital strategy should not be to the detriment of vulnerable people but should enable them to be better integrated. The digital future of the EU should draw its inspiration from contemporary usage forms and practices to ensure an inclusive digital Europe.



European families should be considered as drivers of change and modernisation. From open administration to the protection of personal data, individuals have always been viewed in public policy in a passive role, mere consumers of digital transformation. EFFE sees individuals as stakeholders and enablers of new trends and this should form the basis for establishing new methods, partnerships and networks, building from homes and families towards the European institutions. Health, education, training and integration are all areas where the home can become a 'back office' for the provision of innovative services which benefit families, the local area and the economy.



The digital revolution constitutes a real opportunity for the European Union at a time when the development of new usage forms is giving rise to questions about future jobs and the current understanding of home-life. **EFFE believes that the family has a role to play in the European Digital Agenda both as a beneficiary of the digital market and as a driving force behind new usage methods.** The family and the home are embracing these challenges as they are the driving forces of a digital inclusion strategy which meets the needs of all: the elderly, people with disabilities,



We believe that a stronger Europe is a Europe which will be able to strike the right balance between an open, growth-creating internal market and a social space which generates progress and security. As an area of peace and security, the European Union is built on the quest for justice and prosperity. EFFE is fully committed to this vision and sees **combatting undeclared work as the keystone in terms of supporting economic activity which pays workers a decent wage and benefits Member States' public finances**, European growth and the general interest.

**[A virtuous initiative for declared work which benefits the real economy]**

*Acknowledging the value of the home employment sector for families implies recognition of the fact that it is one of the only sectors in Europe which has been continuously creating jobs since 2008. Family employment ('white jobs') has created 2 million jobs since the dawn of the economic crisis and currently employs 25 million people. Therefore, family employment is making its contribution to attaining the objective of having a 75% employment rate for 18-64 year olds and providing vocational training, both of which feature in the Europe 2020 strategy.*

*With demand set to increase by almost 25% by 2020, the family employment sector accounts for a significant number of jobs in the European economy. EFFE deems the creation of over 5 million jobs to be a realistic target for the sector in Europe. The sector accounts for 7% of EU GDP, i.e. around € 900 billion, and thus deserves to be awarded pride of place on the list of priorities.*



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**EFFE is about much more than defending a unique employment model: we are working to draw up a European social model which is based on labour market access for all, fairer working conditions for all and social protection for all. This can be done by harnessing digital technologies. Family employment is a key sector for all of the above issues as it provides an overarching, sustainable solution to the challenges we face today.**

## ABOUT EFFE

Established in 2012, the European Federation for Family Employment (EFFE) is presided over by Marie Béatrice Levaux. The foundation is based on the principles of enabling citizens to have a free choice of lifestyle and home care options, respecting the privacy of the home and civic social responsibility.

EFFE ([www.effe-homecare.eu](http://www.effe-homecare.eu)) promotes and defends family employment by lobbying the European institutions. It seeks to promote a social innovation model which serves European citizens through household services and family employment in the home, building on the EU2020 strategy to promote a 'sustainable social market economy'. Social inclusion lies at the heart of the family employment sector as it is a source of economic growth, creating millions of jobs and contributing to the fight against undeclared work.

**Marie Béatrice Levaux** (FEPem) – President; **Andrea Zini** (ASSINDATCOLF) – Vice-president; **Karmele Acedo** (Grupo SSI) – General Secretary; **Anita Poutard**(IPERIA-L'institut) – Treasurer.

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