PRESS RELEASE

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New European PHS Day shines a light on essential yet overlooked services at the heart of daily life

Brussels, 29 October 2026 – A new European awareness initiative is launched today by PHS Social Partners EFFE and EFSI to highlight a sector that millions rely on every day, yet which often remains overlooked: the people and activities that make daily life at home possible.

Celebrated for the first time across Europe, **the PHS Day** aims to improve the understanding of *Personal and Household Services (PHS)* — a broad range of activities including childcare, support for older people and persons with disabilities, cleaning, home repairs, and other forms of assistance which help people live well at home.

Recognising an important milestone

The date of 29 October marks an important milestone at international level. In 2023, the United Nations General Assembly formally established this day through resolution A/RES/77/317, recognising care and support as a cornerstone of sustainable development, gender equality and inclusive societies. While personal and household services are not always identified by name in this global framework, they sit at the very heart of it: PHS are, in practice, one of the most concrete and widespread ways in which care and support are delivered to individuals and families across Europe every day.

An increasingly important need

Today, the importance of this sector is growing rapidly. Across Europe, ageing populations, changing family structures, and persistent labour shortages are increasing the need for care and support at home. At the same time, European initiatives such as the European Care Strategy, as well as ongoing discussions on the future of social Europe, are placing renewed focus on how care and essential services are organised, funded, and delivered.

Despite their central role in society and the economy, personal and household services continue to face significant challenges. These include undeclared work, difficulties in

attracting and retaining workers, affordability issues for households, and fragmented regulatory frameworks across countries. As a result, the sector's full potential to create quality jobs and support inclusive growth remains underdeveloped. Behind these challenges lies a common issue: recognition. The 2026 PHS Employment Monitor, the largest European survey of its kind, with over 8,000 responses from workers, users and providers across 36 countries, shows that all stakeholder groups agree on one priority: greater institutional recognition and respect for the sector.

PHS Day: inspiring better practices

Across Europe, solutions already exist. Measures such as support programmes to make services more affordable, investments in training and professionalisation, and stronger cooperation between employers, workers' organisations and public authorities have shown positive results. Sharing, adapting and scaling up these approaches will be key to addressing common challenges. The PHS Day brings forward some of these good practices. Throughout the day, organisations across Europe will share insights, examples and data to explain how these services function, why they matter, and what can be done to improve them.

"*The work and support provided in people's homes are a cornerstone of our societies. They enable people to participate in the labour market. Yet they are still too often invisible in public debates*," said Delphine Chilese Lemarinier, Edenred and EFSI President.

"*At a time when Europe is reflecting on how to strengthen care systems and address labour shortages, it is essential to better recognise and structure this sector. By working together across countries and stakeholders, we can build sustainable solutions that benefit workers, households and society as a whole,*" Andrea Zini, President of Fidaldo and EFFE.

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About us

EFFE is the European voice for family employment and home care, supporting households and caregivers while engaging policymakers to promote quality, fair work, and dignified care.

EFSI, the European Federation for Services to Individuals, represents national associations, employers' organisations and providers active in 22 EU Member States.

The PHS Day is developed as part of Scale Up, an EU-supported initiative bringing together employer organisations and trade unions. The project aims to strengthen social dialogue and collective bargaining in PHS, connect the realities of workers, employers and users across Europe, and contribute to European Policy.