



IMPact
of personal and household
services

IMPROVING MEASUREMENT OF PUBLIC SUPPORT TO PHS

About the IMPact project

In April 2012, the European Commission identified that the personal and household services (PHS) sector could contribute to “increase competitiveness and provide important sources of growth and job¹, as well as addressing economic and social needs”². However one of this sector’s main characteristics is that without public support, the formal provision of such services is quite costly and relies for a large part on undeclared economy.

Furthermore, the employment and budgetary effects of States’ support to the formal supply of PHS are difficult to monitor and assess, paving the way to ample debates about the net cost of these policies, which came under scrutiny due to the financial crisis.

Objectives

The IMPact project aims at creating a **common and comprehensive EU Guide** to help Member States to improve assessment and monitoring of the macro-economic effects of their PHS-supporting measures. The aim on the longer term is to help them to shape the policies that best fit their needs and objectives. As such, the project addresses notably the following issues on an ex-ante and ex-post basis: job creation, transfer from the shadow to the formal economy, net job creation, sustainability/optimal level of public investment, return on investment, etc.

Consortium

The project is coordinated by the European Federation for Services to Individuals (EFSI – EU based organisation) and gathers seven other partners³ :

- Censis (Italy)
- IDEA Consult (Belgium)
- Oxford Research (Sweden)
- Research Institute for Labour and Social Affairs (RILSA, Czech Republic)
- Panteia B.V. (The Netherlands)
- Pour la Solidarité (EU-based organization)
- Unión de Profesionales y Trabajadores Autónomos (UPTA, Spain)

Duration

Launched on the 15th of October 2014, the project will last 18 months and will end in April 2016.

Funding

The project benefits from a co-funding from the European Commission in the framework of the PROGRESS programme (European Union Programme for Employment and Social Solidarity).

¹ The European Commission estimates that if each person currently employed externalizes only 1 hour/week of household work, a potential of almost 5.5 million of new jobs exists (215 000 000 workers externalizing 1 hour per week/40h per week).

² European Commission, Staff Working Document on exploiting the employment potential of the personal and household services, SWD (2012) 95 final.

³ A more detailed presentation of each consortium member can be found at the end of this document.



Work plan

Scope

The project has been conducted on the basis of the definition given by the European Commission according to which PHS “*cover a broad range of activities that contribute to the well-being at home of families and individuals: child care (CC), long-term care (LTC) for the elderly and for persons with disabilities, cleaning, remedial classes, home repairs, gardening, ICT support, etc.*”⁴.

The project has analyzed the effects of any measure favoring employment or access to PHS be it direct (such as subsidies or public provisions) or indirect (such as reduced social contributions, reduced VAT rates or income tax deduction/exemption). In addition, the possibility of both cross-service and service-specific policies has been considered.

By providing **theoretical and empirical information, concrete methodologies and macro-economic tools**, IMPact is designed to help public authorities assessing current policies as well as shaping new ones.

The Guide has been developed through 6 Work Packages:

In a first stage, IMPact identified and defined evaluation and monitoring criteria to be used for assessing PHS-supporting policies, through an analysis based on the methodologies and results of existing national studies in Europe. This work was presented during a seminar held in January 2015, in Brussels, bringing together partners, experts and political representatives from all over Europe. It resulted in the establishment of a set of evaluation criteria and indicators (WP1).

Then, the relevance and availability of this set of evaluation criteria and indicators have been tested in France, Belgium and Sweden (WP 2). Based on the results of this testing phase, a final list of indicators and analytical grid to be taken into account while assessing national PHS measures has been validated by the partners in the framework of the second working seminar held in Prague in July 2015. In addition, partners agreed on the design and requirements to be met by the final Guide (WP 3).

Finally, a hands-on Guide, including theoretical information, analytical tools, concrete examples and recommendations allowing the 28 EU Member States to conduct an ex-ante or an ex-post evaluation in terms of employment and budgetary impact of their measures promoting the formal provision of PHS has been established (WP 4). The Guide was assessed and validated during the final working seminar, held in Madrid on 17 December 2015 (WP 5). By providing theoretical insights, policy descriptions and analytical tools for the implementation of PHS measures, the Guide helps public authorities to design new policies and to assess those already existing. In a first place, through an in-depth market analysis of the PHS’ sector, several issues affecting both supply and demand were individuated and translated into policy objectives. Subsequently, a detailed set of measures was formulated for each one of those objectives, at the same time creating a detailed decision tree on the various funding opportunities. Additionally, the Guide presents a thorough analysis of some existing PHS policies in 8 Member States (Belgium, Finland, France, Italy, the Netherlands, Spain, Sweden and United Kingdom) as well as broad policy recommendations.

The Guide will then be disseminated, notably through an ad-hoc website, a final report and the organisation of a European conference to be held in Brussels in early April 2016 (WP 6).

Advisory Board

Throughout its implementation, the project has been benefiting from the expertise of an Advisory Board of national experts and officials working on PHS policies from 8 European countries (Czech Republic, Finland, France, Italy, the Netherlands, Spain, Sweden and United-Kingdom). Its members have been giving a direct input on the exact needs and expectations as well as the problems encountered by the ultimate beneficiaries of this project, namely public authorities, national decision-makers and civil society representatives.

⁴ European Commission, Staff Working Document on exploiting the employment potential of the personal and household services, SWD (2012) 95 final.



Agenda

- Kick-off meeting – Brussels, 27 October 2014
- 1st working seminar – Brussels, 23 January 2015
- 2nd working seminar – Prague, 16 July 2015
- 3rd working seminar – Madrid, 17 December 2015
- European conference – Brussels, early April 2016

The Consortium

EFSI – Coordinator

Aurélie Decker, Nathalie Renaudin, Delphine Chilese-Lemarinier

The *European Federation for Services to Individuals* is a non profit European advocacy organisation based in Brussels. It represents companies and federations involved in the development of Personal and Household Services (PHS) throughout Europe. EFSI is an important platform of exchange of best practices at the EU level and in this regard, it organizes annual conferences on PHS.

CENSIS

Giuseppe Roma, Andrea Toma, Luigi Bellesi

The *Fondazione Centro Studi Investimenti Sociali* is an Italian socio-economics research foundation created in 1964. It provides research, consulting, evaluation and its main areas of interest are: education, labour market, health and welfare, local development and economic processes, and evolving cultural policies and models. It has notably issued a report assessing the potential impact of the introduction of service vouchers for PHS in Italy.

IDEA CONSULT

Daphné Valsamis, Jean-François Romainville

IDEA Strategische Economische Consulting is a Belgian research based consultancy. One of its main fields of activity is the provision of research and advice on labour market developments and changes on behalf of public authorities. Its expertise covers a range of themes such as labour market policies, unemployment, social security, working conditions, life course policies and diversity. For the past nine years IDEA Consult has carried out the annual evaluation of the Belgian services vouchers.

OXFORD RESEARCH

Ylva Grauers Berggren, Mats Kullander

Oxford Research AB is a Swedish research company belonging to Oxford Group. Its core activities are to carry out analyses, evaluations and monitoring activities at the municipal, regional, national, Nordic and European level. Oxford Research main area of expertise are labour market issues and welfare as well as SME related research and business development. It is also a member of “the European Network for Economic and Social Research” (ENSR).





RILSA

Jan Kubat, Jiří Horecký, Vít Jasek

The *Research Institute for Labour and Social Affairs* is a Czech public research institution whose main work consists of organising and developing research projects and providing expertise, analysis and policy concepts in the field of labour and social affairs according to the current needs of Parliament, governmental bodies. It currently conducts a feasibility study on the introduction of PHS supporting measures in Czech Republic.

PANTEIA

Mirjam Engelen, Auke Witkamp

Panteia B.V is a Dutch socio-economics research company. It has considerable experience in evaluating policies in the fields of employment, social inclusion, education, healthcare, welfare and public management. In the past years, Panteia has conducted several studies on the personal household services sector on behalf of the Dutch government and Ministry of Social Affairs and Employment.

PLS

Denis Stokkink, Marie Leprêtre, Sanjin Plakalo

Pour la Solidarité is a European non-governmental organisation based in Brussels, and constituted as a think tank. It provides information and support to European citizens, economic and social organisations and public authorities. It has developed multidisciplinary expertise on five major axes: citizenship and participative democracy, sustainable and territorial development, social cohesion, social economy and Corporate Social Responsibility/diversity.

UPTA

César García Arnal, María Campos

The *Unión de Profesionales y Trabajadores Autónomos de España* is a Spanish professional association. It notably represents the interests and rights of self-employed workers in the different economic sectors. From 2009 to 2011, UPTA took part in an European project which aimed at helping women to qualify (especially women on the fringe of the labour market) for the long-term care (LTC) sector and to encourage them to become self-employed.