

Why and how companies should support the development of PHS ?

5th European Conference on personal and household services

November 12th, 2013



Adapted solutions

**to answer parents' needs for
childcare**

Edenred's Presentation

Edenred's goal is to help companies and public institutions to improve performance by fostering the well-being of their employees and citizens, and to meet their social needs.

- **Edenred identifies social needs, based on :**
 - Impact studies and international organisations expertise (EU, ILO, OECD, WHO)
 - National demands from governments, clients and local authorities
- **On the national level, Edenred centralises best practices developed**
 - In 40 countries on 5 continents
 - with 38 million daily users
 - 490 000 client companies or public institutions and 1 200 000 affiliated services providers

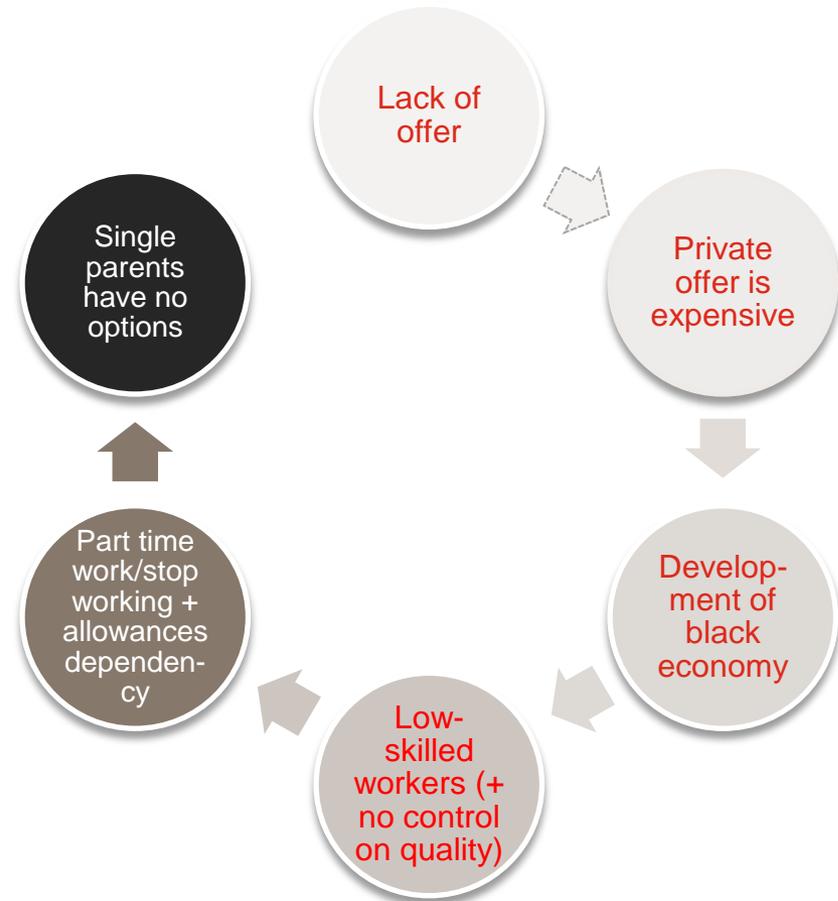
Then, Edenred designs, develops and manages innovative and practical tools (vouchers) that facilitate the implementation of social policy in order to meet the needs of either public authorities and/or companies

The European Context

Current situation :

- Increasing number of women in the workforce and an aging population = more and more citizens are shouldering the responsibility of dependents.
- Economic, financial and social crisis affecting Europe: impact on society of several years of low or no growth, with very high levels of unemployment and rising poverty
- In 2010, nearly a quarter of Europeans (almost 120 million) were at risk of poverty or social exclusion, approximately 4 million more than in the previous year
- Access to quality, affordable childcare is an important determinant of parents' employment opportunities.
- Unfortunately, the lack of childcare facilities and offers leads to a vicious circle which affects negatively all stakeholders, including parents.

Role of employers ? Governments ?



Childcare is a critical factor to reach the goal of:

- full employment
- and a concrete way of eliminating barriers to women's participation in the labour market.

A problem that affects all the stakeholders

The State

- To face fertility rates
- To attract more people into the labour market
- To foster welfare policies
- To prevent health problems
- To provide the freedom of choice
- To promote equal opportunities, especially between men and women,
- To foster social inclusion
- To increase the overall economic performance

The Employer

- To face absenteeism in his company and increase productivity
- To encourage investment on human capital
- To enhance CSR
- To favour wellbeing of employees

Society

- To get access to affordable services
- Convenience in terms of opening hours and location
- To get access to quality services/professionals

Overall, an improved quality of life,

And a worklife balance

The ILO : *Workplace Solutions for Childcare*

Workplace solutions
for childcare

Catherine Heitz and Robert Cassler

Objectives of the study

- Review of practices regarding childcare solutions at the workplace based on 10 countries
- It shows that at the level of the workplace, there are basically two types of measures which can help employed parents cope with their childcare responsibilities:
 1. Measures which concern the working time of parents so that they can themselves look after their children when they need attention
 2. Measures which help parents access care by others
- The accent is also laid on the opportunities and constraints of each national and workplace situation
- The overall study leads to recommendations; it is intended to be a practical rather than a theoretical analysis, as many case studies are given as examples.

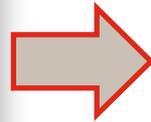
What can be done in companies?



Center for Work and Family Studies

Workers' childcare needs

- Care for young children until the start of formal schooling;
- Care for children of school age before and after school and during holidays
- Back-up care for emergencies



Types of solutions found through workplace

- Company or on-site childcare centre
- Facility in the community which is linked to the workplace;
- Some form of financial support (childcare vouchers, funds or subsidies); and
- Advice and referral services

Example in the UK: the Childcare Voucher



Objective of the government:

- To encourage parents to work and to involve the employer by making him share the employees' concerns about balancing work life with the demands made on employee as a parent. Childcare Vouchers can help contribute towards the cost of childcare while parents are at work.

Concept:

- Childcare voucher is designed for working parents that can use it to pay for all types of registered childcare services. Vouchers can be redeemed with child-minders, holiday schemes, nannies, au pairs, nurseries, even after-school clubs, playgroups and crèches
- Use of childcare vouchers :
 - 1 – The employee's child must be under 16 years
 - 2 – Childcare vouchers providers are required to be registered
 - 3 – Parents in receipt of a Childcare voucher are free to choose and select their own form of childcare

Legal & tax framework:

- Exempted from tax and/or social charges (for employee and/or employer),
- A subsidy of £55 per week can be allowed for Childcare

Characteristics:

- Media: paper and on-line
- Very often as a Flexible Benefit
- Fully or partly financed solution by employees



Childminders

- Regular income
- Development of client loyalty
- Simple registration process
- Formalizing sector and economy

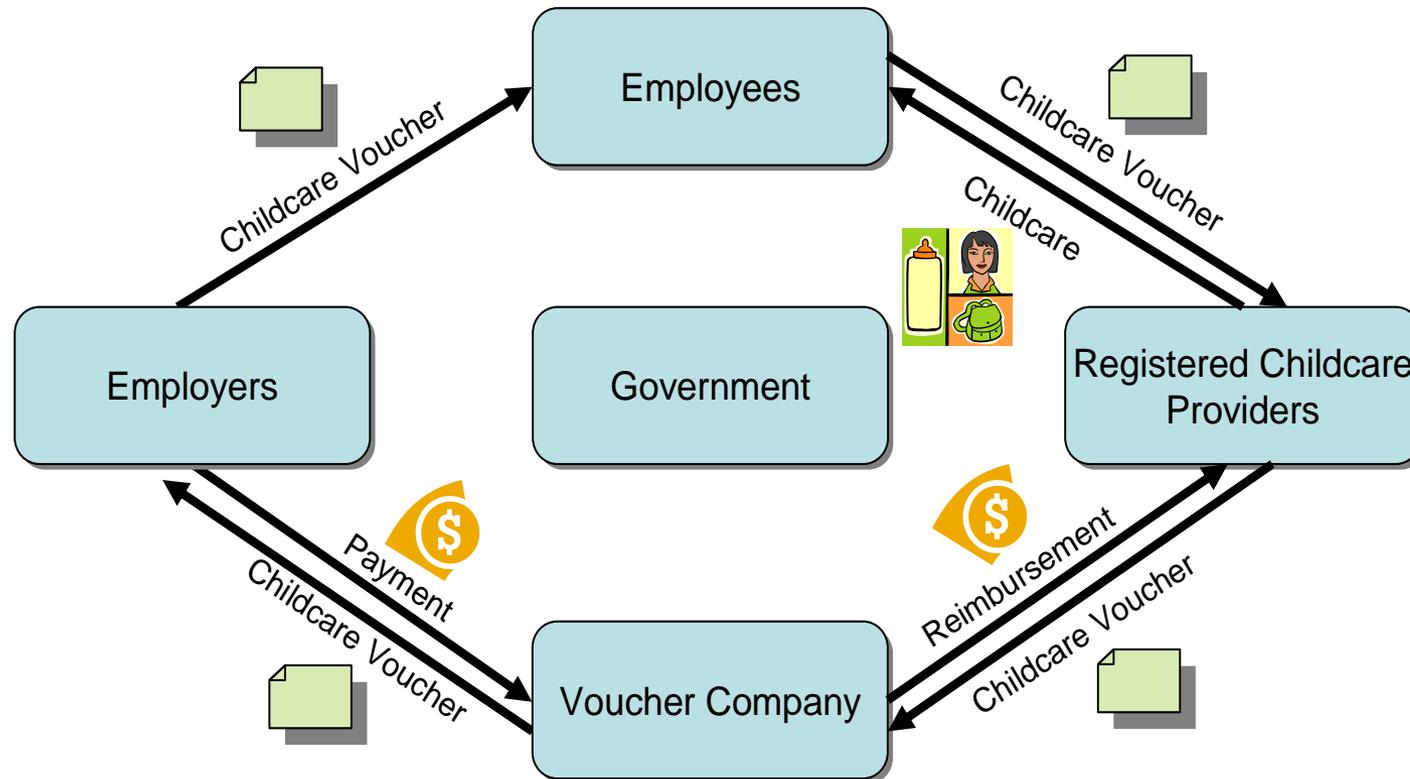
Employers

- More productivity and well-being
- Benefiting from tax and social welfare exemptions
- Budget control and no administration
- Easy to manage and to distribute
- A dedicated tool (guarantee of the destination of the allocated funds)

Employees

- Greater purchasing power for specific needs
- Simple and rapid use
- Access to a qualified and professional network
- Freedom of choice in the affiliated network

Childcare vouchers scheme principle



- Companies buy the vouchers to the issuers and then distribute them to their staff
- The employee uses the vouchers at their face value in affiliated networks according to their purpose which then are redeemed by the issuers

Factors making it work

- To assess the needs (in the workplace); to find the adequate/best solution;
- To get a tax exemption and a full involvement of every actor;
- To communicate about the programme ;
- To ensure quality (registered providers);
- To measure the benefits.

And as the ILO concludes, “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 »

For
an
easier
life*



If you wish to make any comment after the workshop, you can e-mail any time :
Nathalie Renaudin, Public Affairs Director : nathalie.renaudin@edenred.com or
Delphine Chilese-Lemarinier, European Affairs Delegate : delphine.chilese@edenred.com

*Pour une vie plus facile