



Brussels, 11 and 12 november 2013

## 5<sup>TH</sup> EUROPEAN CONFERENCE

## ON PERSONAL AND HOUSEHOLD SERVICES

*With the high patronage of*



Organised by



### SPEAKERS' BIOGRAPHIES

#### **Robert Anderson**

Robert Anderson is Head of Unit, Living Conditions and Quality of Life at Eurofound. He worked previously at the World Health Organisation European Office, and at research institutes in the UK and Germany. His research has been concerned with changing workforce demographics, particularly workforce ageing, workplace health promotion and reconciliation of work with care responsibilities.

He is currently involved in the European Quality of Life Survey, as well as in European projects on the impact of demographic change on work-life policies, ageing workforce, the creation of employment in the care sector and social/employment inclusion of young people.

#### **Dionysos Antonopoulos**

Dionysos Antonopoulos is Deputy of Home & Life Style Business Unit at Axa Assistance Holding. In this context, he contributes to the definition and implementation of Axa Assistance strategy and offer in life protection, personal services, legal protection and life-style services under the objectives defined by the International Executive Committee. He intervenes in 35 subsidiaries for training, commercial negotiations, operational process, deployment of new offers, new customers prospecting as well as answer to international tenders. Dionysos Antonopoulos leads a consultant mission in the major bodily claims handling direction in Axa Belgium in order to optimize management processes and costs' control.

Furthermore, he was one of the co-founder of the French national brand of personal services “Domiserve” (a joint venture between Axa Assistance and Dexia). Dionysos Antonopoulos holds several degrees in private, civil and insurance law as well as in communication and social sciences.

### **Alessandra Assenza**

IOE adviser Alessandra Assenza deals with International Labour Standards (ILS) and issues related to ILS implementation at national level which is directly affecting IOE members. She is also in charge of supporting employers’ organisations in the application of the European Social Charter and its supervision by the Council of Europe.

A law graduate from the University of Turin (Italy) and with an LLM in "International and European Labour Law" from Tilburg University (The Netherlands), Alessandra started working for the International Training Center of the ILO in Turin, and subsequently at the International Labour Organisation in Geneva, with the Programme for Employers’ Activities before joining the IOE in 2012.

In addition to her work on ILS, Alessandra coordinates the IOE’s Industrial Relations (IR) Policy Working Group made up of employers’ representatives who meet regularly to discuss IR issues in different contexts and regions, and to elaborate the organisation’s policy positions. She also supports employers’ representatives who sit on the various ILO bodies, such as the Legal and ILS segment of the ILO Governing Body and the ILO Conference Committee on the Application of Standards.

In addition to her native Italian, Alessandra speaks French, English and Spanish.

### **Aurélie Decker**

Aurélie Decker is Director of the European Federation for Services to Individuals (EFSI). In this context, she manages the day to day activities of the Federation. She represents the views of the personal and household services’ sector and works towards a better understanding of the sector within the European Institutions.

Prior to joining EFSI in September 2011, she worked as a consultant in EU Public Affairs and did an internship at an MEP Brussels’ office. She holds a degree in Political Sciences and an M.A in European Political and Administrative Studies.

### **Jiří Horecký**

Jiri Horecky has been his whole “relatively short” working life in public and especially social services. He works now as the president of the Union of Employers’ associations in the Czech Rep. and at the

same time as the president of the Association of social care providers in the Czech Rep. He is the Member of the Governmental Committee for seniors and the advisor for the minister of labor and social affairs.

## **John Kelly**

John Kelly is a Regional Manager with the National Employment Rights Authority of Ireland (NERA). Mr Kelly is responsible for the labour inspection in the East and the South–West operational regions (including the cities of Dublin and Limerick). Based in the NERA Head Office in Carlow, he also has policy responsibility within NERA for inspections of employment permits and domestic households. He represents NERA on interdepartmental structures dealing with Human Trafficking and the Hidden Economy.

A career civil servant, Mr Kelly has served in various Irish Government Departments (including Justice, Agriculture, Revenue, Environment and Jobs, Enterprise & Innovation) giving him a wide perspective of the administration of Government in Ireland and its implementation. Unusually for a civil servant Mr Kelly has also spent a number of years on secondment, working with an Irish local development organisation dealing with issues such as social exclusion, long term unemployment, development of disadvantaged communities and empowerment of minority groups.

Mr Kelly has developed skills in Facilitation, Project Management and Evaluation, Mentoring, Adult Guidance & Counselling and Mediation. His main academic area of study is Human Resource Management.

## **Jean-François Lebrun**

Jean-François LEBRUN is adviser to the directorate "Europe 2020: Employment policies" in the DG "Employment, Social Affairs and Inclusion", since early 2013. He is in charge of the "personal and household services" file.

Previously, he was the Head of unit "New skills for new jobs, adaptation to change, Corporate Social Responsibility and European Globalisation Adjustment Fund" in the same DG. In this context, he was in charge to organize the European restructuring Forums.

He entered the European Commission in 1987. He mainly dealt with questions related to employment, social aspects of the internal market, local and personal services, European social dialogue and Community initiative programme EQUAL.

He holds a B.A., Economics, from the Université Libre de Bruxelles.

## Jean-Noël Lesellier

Jean-Noël Lesellier was France's "personal and household services" expert at the European Commission for 6 years. He was Director General of the social protection group for the home care workers sector (pensions, provident funds and supplementary health insurance), which manages over 5 million customers and users. He chaired the "service to individuals" advisory committee to the French Ministry of Employment and the "medico-social" advisory committee to the French Ministry of National Education. He participated in the preparation of the French law currently governing the home care services sector, and recently contributed to the Prime Minister's mission to simplify training schemes on assistance to vulnerable people. Until recently, he was member of the board of the French family welfare fund. He directed and co-ordinated several European projects in the field of home care services and PHS including in Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Portugal and Spain. Finally, he undertook several fact-finding missions on the sector in Japan, the USA and Canada.

He created and directed the "personal and household services" collection in Wolters-Kluwer editions, for which he wrote several works: "*Services à la personne, comment ça marche*" (PHS how do they work?), "*Emplois et formations dans les services à la personne*" (Jobs and training in the PHS sector), and "*Autoentreprendre dans les services à la personne*" (Self-employment in the PHS sector). Until last year, he taught an undergraduate specialisation module on "personal and household services" at both the INSEEC in Paris and the ISF in Alençon.

Previously he has worked for 25 years in human resources within various companies including cleaning companies. He studied law and personal management in France and in the USA and holds a PhD ) on the analysis of skills and behaviours required in home care services. He is an officer in the French order of Academic Palms.

## Annika Lindstrand

Annika Lindstrand has been working for Social Services in Nacka since 2001. She works generally with planning and development. Her work in customer choice is one example. Annika has also worked with quality assurance, especially with providers of social services in Nacka.

## **Claudia Menne**

Claudia Menne obtained her Master's degree in Social and Economic History from the University of Bochum, Germany, in 1990 and has gone on to hold numerous and reputable positions in this field. Most recently, in May 2011, Claudia was elected Confederal Secretary of the European Trade Union Confederation (ETUC), set up in 1973 to promote the interests of working people at European level and to represent them in the EU institutions. Prior to this Menne was President of ETUC's Women's Committee and, from 2006 to 2010, she was Vice President of the German Women's Lobby. Furthermore, from 2006, Claudia was Head of the Confederation of German Trade Union's (DGB) Department for Gender Equality and Women's Policy. In her position as Confederal Secretary of the ETUC she is in charge of (gender) equality, anti-discrimination, workers' participation (industrial democracy) and social protection, especially pension policies and demographic change. She is a member of several working groups and task forces at EU level with regard to the Active Ageing agenda.

## **Béatrice Ouin**

Béatrice Ouin is a member of the European Economic and Social Committee since 2006 where she represents the French Democratic Confederation of Labour (CFDT). In this context, she has been the rapporteur of many EESC's opinions including opinions on "gender equality, economic growth and employment rates", on "the professionalization of domestic work", on "family policy and demographic change" as well as on "Health for Growth Program". Furthermore, Béatrice Ouin is the head of mission, International and European Department of the French Democratic Confederation of Labour (CFDT).

Previously she held the positions of communication manager in a French Regional Authority, of journalist and of trade union officer. Béatrice Ouin has been awarded the French national decorations Knight of the Legion of Honour and Knight of the National order of Merit.

## **Mike Pagdham**

Mike Padgham is one of the UK's most experienced and influential social care professionals with almost 25 years in the industry. As a care provider himself, with a string of successful social care businesses, Mike is a tireless champion for social care at home and abroad. During those 25 years he has campaigned to raise the profile of social care and to improve the sector for the benefit of those working in it and benefiting from the care it provides.

He is currently chair of the United Kingdom Home Care Association, the representative body for the UK's domiciliary care providers. He works in partnership with government, local authorities and providers to further the cause of home care provision across the United Kingdom. He is also a Non-Executive Director of the English Community Care Association. Mike also chairs the Independent Care Group (York and North Yorkshire), a body representing all types of social care providers across a large and diverse geographical region in the UK. He also has a health and social care consultancy through which he passes on knowledge and experience to other care providers and related businesses, helping them to grow and succeed in today's challenging market. He holds non-executive director posts with a range of social care businesses.

As a former Director of the Great British Care Awards, Mike has played a key role in developing awards to recognise excellence in the social care sector. He is totally committed to the improvement of social care through partnership working.

### **Dominic Richardson**

Dominic Richardson has been working in the OECD Social Policy Division since May 2007. Dominic's work at the OECD has focused on issues of child and family well-being, in particular analysing social welfare policies and expenditure across the child's lifecycle, and designing a framework through which policy amenable indicators of child well-being outcomes can be compared. Prior to joining the OECD Dominic worked as a research fellow at the Social Policy Research Unit at the University of York (UK) where he undertook work on welfare benefit take-up. Dominic has also contributed to the background research for UNICEF Innocenti Report Cards 7 and 9 on child well-being in rich countries, and has recently completed a joint EC OECD project evaluating large international surveys of school children in developed countries. Presently, Dominic is managing two ongoing projects at the OECD: an evaluative report of the efficiency and effectiveness of cash versus social service benefits for family and child outcomes, and a comparative report on integrated social service policies for vulnerable populations across OECD countries.

### **Raffaella Sarti**

Raffaella Sarti teaches at the University of Urbino, Italy and has also worked at the Centre de Recherches Historiques in Paris, and at the universities of Vienna and Bologna. Her main research field is the long-term and comparative history of domestic work and care work. She was a promoter of the so-called 'Servant Project' funded by the European Commission and organised conferences and panels on the theme. She also collaborates with the Acli-Colf, the main Italian

organisation of domestic workers. She is the author of more than hundred publications on domestic work and care work, slavery in the Mediterranean, marriage and celibacy, the family and material culture, graffiti and wall writings, gender and the nation, women's and gender historiography. She is a member of the editorial collective of Gender and History and of the editorial board of Qualificare (an online publication on care work).

Her publications in English on domestic work include: *Proceedings of the Servant Project*, ed. by S. Pasleau and I. Schopp, with R. Sarti (Éditions de l'Université de Liège, 2005, 5 vols.); the "Forum: Domestic service since 1750" in Gender and History (vol. 18, 2006/2); "Servants, Domestic Workers and Children. The Role of Domestic Personnel in the Upbringing and Education of the Master's and the Employer's children from the sixteenth to the twenty-first century" ed. with P. Delpiano, special issue of Paedagogica Historica (vol. 43, 2007/4); "The Globalisation of Domestic Service - An Historical Perspective" in Migration and Domestic Work: A European Perspective on a Global Theme, ed. H. Lutz (Aldershot, Ashgate, 2008); "Men in a Woman's Job: Male Domestic Workers" International Migration and the Globalization of Care, ed. with F. Scrinzi, special issue of Men and Masculinities (vol. 13, 2010/1). A complete list of her publications is available on her website: [www.uniurb.it/sarti/](http://www.uniurb.it/sarti/)

### **Carina Smith**

Carina Smith has been working for Social Services in Nacka since 2007. She works mainly as a project leader. Her assignments include developing new guidelines for the Social Services committee and developing services for the citizens in Nacka. Her focus area is elderly care.

### **Carlos Trias Pintó**

Carlos Trias Pintó is a member of the European Economic and Social Committee since January 2009 where he represents consumers. He has been appointed President of the Consultative Commission on Industrial Change in April 2013. He also manages the *Asociación General de Consumidores (ASGECO)*, the *Unión de Cooperativas de Consumidores y Usuarios de España (UNCCUE)* and he represents both entities in Consumers International and ACI Consumers Europe.

Carlos Trias Pintó hold a degree in economics and a postgraduate degree in European Community.

## **Agnes Uherezky**

Agnes Uherezky is the Director of COFACE, the Confederation of Family Organisations in the EU. She started in this role early 2012, after 6 years as director of a European umbrella organisation active in the field of voluntary service.

Starting out in her native Hungary at the National Agency managing the Leonardo da Vinci vocational education programme of the EU, she moved to Brussels in 2012, and worked for a Danish regional office, mainly managing EU projects on entrepreneurship, training and education, regional development. Agnes also worked as a freelance when Hungary joined the EU, helping Hungarian NGOs and municipalities with EU project applications and interest representation in Brussels.

Agnes also worked on a number of UN expert groups, mainly focusing on social inclusion, civic engagement and now on social and family policy. Agnes has a background in business economics, and a Masters in EU studies.

## **Isabelle Wachsmuth**

Isabelle Wachsmuth, MSC, MPH is biologist, specialist in public health, health systems and evidence informed policy-making. She is expert in international advanced technology and communication projects. She has 16 years of experience in an international network promoting and implementing knowledge transfer and management solutions for public and private sectors.

In 2012, she had established partnership between WHO and UNECE to explore how Public-Private Partnerships can be useful to establish multisectoral approach in policy-making. She has worked on pro-poor public-private partnerships and on the establishment of International PPP Centre of Excellence.

In World Health Organization (WHO), she manages the implementation of WHO's knowledge transfer and management solutions for Evidence Informed Policy Network (EVIPNet) for helping health stakeholders to make better policies based on scientific evidence. She is the coordinator of the International WHO discussion forum for the francophone community (HIFA-EVIPNet-Fr). She was previously project manager for WHO Global Private Network to interconnect regional and country offices.

She worked for private sector, Vivendi Universal Corporate, Paris. She was Director of Knowledge Management and Interactive Intranet with focus on business intelligence analysis. She was project manager in Generale des Eaux to optimize customer relationship management (CRM) applications across all regions of France.



## Steffen Zoller

*“The founding of Besser Betreut was my personal reaction to the existing offer. It was not appealing nor trustworthy. I wanted to offer more opportunities for families in need for care.”*

In August 2007 Steffen Zoller founded the Besser Betreut GmbH. The family man and pet owner noticed problems when he was looking for senior care for his ailing father. Since then, he is trying to help families find care. Since 2012 Besser Betreut is part of Care.com. The world's largest online destination for care reaches more than 8 million members across 16 countries.

In 2005, the entrepreneur finished his studies at the Leipzig Graduate School of Management. After his graduation, he focused on the marketing sector in which he gained international experience, e. g. in Bratislava, London and Silicon Valley.