

PERSONAL AND HOUSEHOLD SERVICES:

AN OPPORTUNITY TO CREATE 5.5 MILLION NEW JOBS

In the current economic and social context, the informal economy keeps on rising, especially in the personal and household services¹. On the other side, the demand is likely to increase due to demographic changes (population ageing, female participation in the labour market, family fragmentation, etc.). Some governments have already implemented some schemes to help meet the demand while creating jobs, and it is estimated that **5.5 million new jobs potential** could be created in the personal and household services sector.

In the run-up to the European Commission's Conference on "*Exploiting the employment potential of personal and household services*" of 30-31 January 2013, the European Federation for Services to Individuals (EFSI), involved in fostering the job creation potential of personal and household services in Europe, invites you to a press conference on the **30th of January** at **13:30** to present the main conclusions and recommendations of:

- The report "***Why invest in employment ? A study on the cost of unemployment***" by Idea Consult which reveals the cost of an unemployed person related to the benefit of an active person in six EU Member States (Belgium, France, Germany, Spain, Sweden and United Kingdom).
- A study on "***Developing personal and household services in the EU. A focus on housework activities***" by ORSEU² which focuses on the drivers of the potential demand, the various tools on which public policies rely and the cost-benefit ratio of these measures.

To answer journalists' questions four speakers:

- **Jean-François Lebrun**, Adviser at DG Employment, Social Affairs and Inclusion of the European Commission,
- **Aurélie Decker**, EFSI's Director,
- **Daphné Valsamis**, Senior Researcher at Idea Consult,
- **Nicolas Farvaque**, Manager of the Center "*Employment and Territories*" within ORSEU.

To attend the press conference, please register to aurelie.decker@efsi-europe.eu

¹ The personal and household services sector represents a broad range of activities that contributes to well being at home of families and individuals such as child care, long term care for the elderly and for persons with disabilities, housework, remedial classes, home repairs, etc.

² Office européen de Recherches sociales

DATE AND TIME : Wednesday, **30 January** at **13:30**

VENUE : **Crowne Plaza Brussels – Le Palace**
Rue Gineste, 3 - 1210 Brussels

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As the European Federation for Services to Individuals, **EFSI** is the representative body of national federations and associations as well as companies involved in the development of personal and household services in Europe. Through its members, EFSI is present in 22 EU Members' States.