



CARE4CARE POLICY SERIES

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- 19 JUNE** The future of care: platform work & digitalisation
- 6 SEPT** Care as a driver for wellbeing
- 10 OCT** Enhancing sustainable long-term care

The future of care platform work and digitalisation

Claire Marzo

Associate Professor in law, University Paris East

Coordinator of the CEPASSOC project

<https://cepassoc.hypotheses.org/>



Introduction/ Definitions

- **Care work** “services that contribute directly to social reproduction or indirectly substitute for the absence of external provision of basic infrastructure that is essential for human survival”
- **Digitalisation:** “adaptation of a system, process, etc. to be operated with the use of computers and the internet”
- **Platformisation:** “a form of employment in which organisations or individuals use an online platform to access other organisations or individuals to solve specific problems, or to provide specific services in exchange for payment”



Focus on the **European Care Strategy**



Introduction

Number of active domestic work platforms globally 1950-2020 (ILO 2021)

▶ Number of active domestic work platforms globally

1950-2020

■ Digital platforms ■ Hybrid companies ■ Traditional companies



Source: ILO (2021). "World Employment and Social Outlook - the role of digital labour platforms in transforming the world of work"

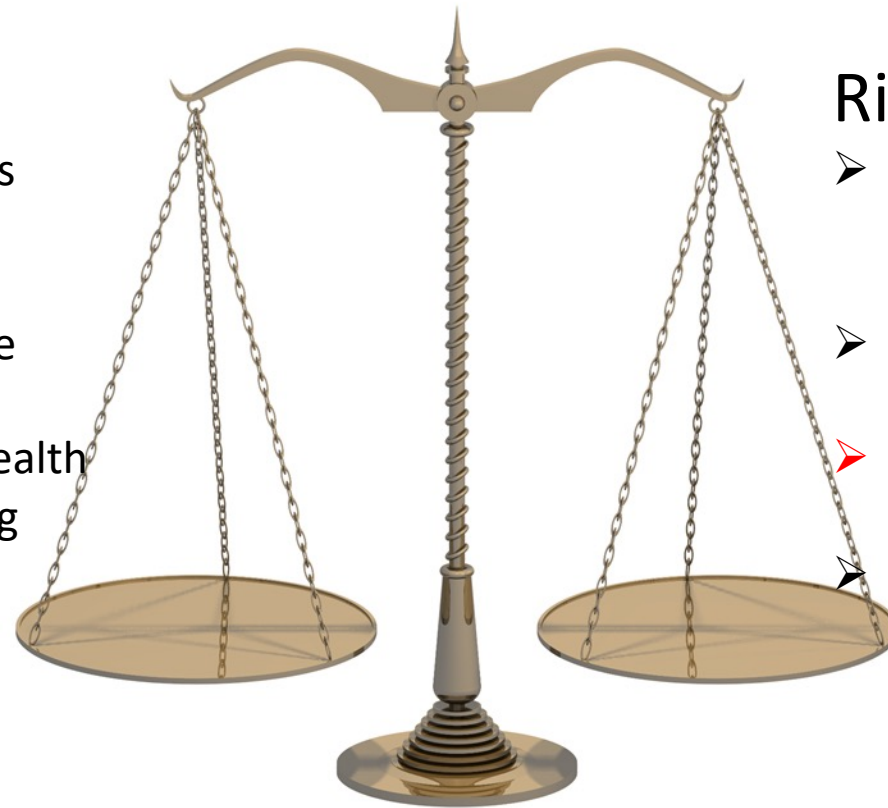


I. ECS and digital care services



Opportunities:

- Administrative procedures
- Communication
- Match offer and need
- Access to high quality care
- Feasibility of home care
- Telemedicine: promote health
- Education: online teaching



Risks and challenges:

- Conditions: 'if designed purposefully and implemented in a cost-effective way
- identify effective safeguards (private life)
- **Technology should not replace human interaction**
- Broader reform: Public service? accessibility of digital public services, creation of a European Health Data Space

II. ECS and care platform work

“Better working conditions and wages, supported by strong social dialogue, education and training, will make care jobs more attractive”. ECS, p. 12.

- Dignity and protective legal statuses
- Fundamental social rights:
 - Labour rights
 - Non-discrimination rights
 - Right to social dialogue
 - Right to training



Conclusions

- The ESC acknowledges the digital transition.
- It underlines strong and commendable values and principles of access to affordable, accessible and high-quality care, dignity, human rights, inclusion and opportunities for better life and career prospects.
- It could go further by specifying digital care rights for care receivers – e.g. in the framework of a new digital care public service
- It could specify digital labour rights for caregivers.
- This strategy could become a cornerstone of the EU's approach regarding digital and social policies.



Thank you



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