



## The role of families in the future we want

*Promoting the empowerment of families in the Sustainable Development Goals*

An IFFD Briefing at the United Nations Headquarters  
Wednesday 11 February 2015 - 1:15-2:45 p.m.

### **The value of unpaid care and domestic work (5.4 SDGs)**

#### **Family Employment model in France and in Europe : opting for a reliable and responsible approach to support family daily needs**

By Marie Béatrice Levoux, FEPEM and EFFE President

#### **1. Sustainable development goals**

The definition of sustainable development goals adopted by the UN is in a logical consistency policy. Together, **those goals draw the outlines of an inclusive vision of public policies that contribute to sustainability for the family, intelligible to all, on all continents.**

#### **2. Goal 5. Achieve gender equality and empower all women and girls**

***5.4 recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies, and the promotion of shared responsibility within the household and the family as nationally appropriate***

***5.b enhance the use of enabling technologies, in particular ICT, to promote women's empowerment***

**This objective addresses different issues, it goes beyond gender equality, for if there is a long way to go, the awareness exists. This objective 5, and especially its declination 5.4, underlies the life balance issue and family empowerment.**

Indeed, it is not only to recognize the work of women within the family, and their contribution to society through these daily and invisible actions, but it is also to give the ability for women able to work outside their home and recognition of domestic and care workers and their professionalisation.



### **3. The situation of women in France regarding care and domestic work** (the importance of family employment in France and for European societies)

In France, domestic and parental work (cooking, cleaning, food shopping, child care) represents 60 billion of unpaid hours, or about 33% of GDP. Women spend twice as much time as men, and continue to support the most repetitive tasks and more routine (kitchen, laundry, cleaning) compared to common chores men (DIY, food shopping)

Slowly, those habits evolve: within the last 25 years, a downward trend has been drawn in the time spent by women in the domestic tasks (this time stagnates for men) corresponding to their business on the market work.

France is among the Member States of the European Union where the fertility rate and the employment rate of mothers are high combined together. It is a clear evidence family policies has allowed economic activity of women.

This particular situation in France is based on several conciliation time and family life levers. There are numerous but we will focus on 3 of them:

- The development of diversified care facilities for young children
- Support for carers
- The development of household services, family employment and home care.

### **4. FEPEM contribution: French model of Employment Family**

The 3 pillars of the FEPEM commitment:

- taking into account the needs of households and families as a basis for our action: carrying the different needs in their entirety and providing adapted solutions;
- mediation with public policies: advocacy vis- vis the authorities and network building among stakeholders (national and local public bodies and civil society) for promoting elderly, disabled people, child care needs, and work life balance for Families; family need for simplification (CESU model) and solvency;
- Creation of decent work environment through the structuring of the sector: promotion of the rights and responsibilities + building collective agreements and professional training agreements with social partners + advocacy for professionalisation.

FEPEM carries a social and societal economic sector around family home.

### **5. How Europe can take 5.4 SDG and what FEPEM and EFFE do for it?** (the need for a European vision on Family Employment)

- A. EFFE (European Federation for Family Employment : <http://www.effe-homecare.eu/en>)

At the crossroads of European economic and social issues, this economic sector represents an exceptional growth potential, as well as a key development opportunity for the economic, social and solidarity-based European society.



Created in 2012, EFFE proposing a double approach:

- Societal: EFFE is a representative organisation of an economic and social sector in its own capable of responding to real and growing needs
- Policy: EFFE is a key political stakeholder vis-a-vis governments and European institutions, national and local, to represent the sector and the emergence of a social innovation model for the benefit of European citizens

Therefore, it is:

- Promoting and share best practices of Family Employment models at European level ,
- Coordinating joint projects to structure and professionalize the sector in Europe,
- Contributing to policy making in order to develop a favorable environment for household services, family employment and home care in Europe

B. Employment and carers: example of the European project CARER+

The project: [www.carerplus.eu](http://www.carerplus.eu)

The CARER + project aims to identify the skills needed in order to enable the elderly people to live at home, through the development of learning pathways and digital technology tools: on one hand this should bring an answer to elderly people's exclusion and should provide new tools to help them cope with loss of independence and on the other hand should allow the development of training for caregivers in the use of new technologies. These were tested in various environments in various countries with caregivers while social care policy-makers connected with practitioners to exchange their experiences in order to improve the existing social care systems and pathways for sake of improving quality of life of older people who are supported by home carers.

The final conference:

The international conference of the CARER+ project entitled „**Smart Homecare: Investing in skills and service delivery**” will be held on **27th March 2015 in Palais de Luxembourg, Paris, France** to discuss digital competence development in the field of care and social care, to exchange experiences with stakeholders and similar initiatives in an ageing society and to support further exploitation of results. This event is an opportunity to imagine new initiatives in the homecare sector that would create sustainable paths of further use and development of the project's findings. CARER+ final conference will bring together experts and researchers in the field social policy, representatives of workers and policy makers from all over Europe to picture how the use of ITC in homecare can contribute to improve well being at home for carereceivers and quality of services of caregivers.

## **6. Sustainable development goals in Family perspective and the concrete example of Family Employment**

CSR has a double meaning: Corporate social responsibility and Citizen social responsibility.

If Family wants more empowerment, it should be active but also responsible assuming all its roles.

“Based on a virtuous economic model of domestic employment among private individuals, FEPEM and EFFE today accompany a citizen-based movement in France and in Europe that militates in favor of stronger families and links among individuals and of greater solidarity and social justice, in the name of European social model that stands out for both its specificity and its plurality.”