

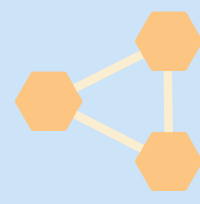
# Unlocking the potential of Social Vouchers to develop PHS in Europe



## What are Social Vouchers?



A policy tool to make Personal & Household Services (PHS) affordable and formal

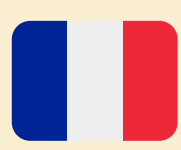


- Public support
- Regulated providers
- User choice



- Fights undeclared work
- Improves working conditions
- Supports work-life balance

## In practice: Two established models



France  
Prepaid CESU\*

750,000 beneficiaries

850m € of vouchers issued in 2024

71% used for childcare services



Belgium  
Titres-services

1.2m beneficiaries

150m vouchers issued every year so 150m hours performed

150,000 PHS employees supported by the programme

\* Social Vouchers prefinanced by a third-party (employers or social funds).



## The benefits of the System



### Formalisation & Jobs

- Reduced undeclared work
- Better working conditions

### Affordability & Access

- Lower cost for users
- Simple and transparent system

### Quality & Working Conditions

- Registered providers
- Social protection and training

### Gender Equality & Work-Life Balance

- Supports labour market participation
- Benefits a predominantly female workforce

## Scalability & Adaptation

Adaptable to each national context & diverse social needs.

- **Local context:** rooted in national socio-economic realities
- **Sustainability:** Aligned with long-term political priorities

## Roadmap for implementation

1. Political will: for long-term sustainability
2. Strategic targeting: clear groups & services
3. Fiscal Incentives: To drive adoption
4. Professional management: high-quality oversight
5. Awareness: wide promotion & outreach
6. Monitoring: data-driven evaluation



### Expertise & Design

Proven insights on implementation and cross-country impact

## Partner with EFSI for implementation



### Member Network

Direct access to voucher issuers and technical experts

### Knowledge hub

A structured forum for best practices and peer exchange

### Advocacy

Driving supportive regulations and EU-level awareness

Ready to develop Social Vouchers in your country?



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#EFSI20Years