

#PHSDAY
29 October 2026

Presentation of the Initiatives highlighted during the First European #PHSDay

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Within the framework of the EU-funded
Scale Up project | N° 101197690

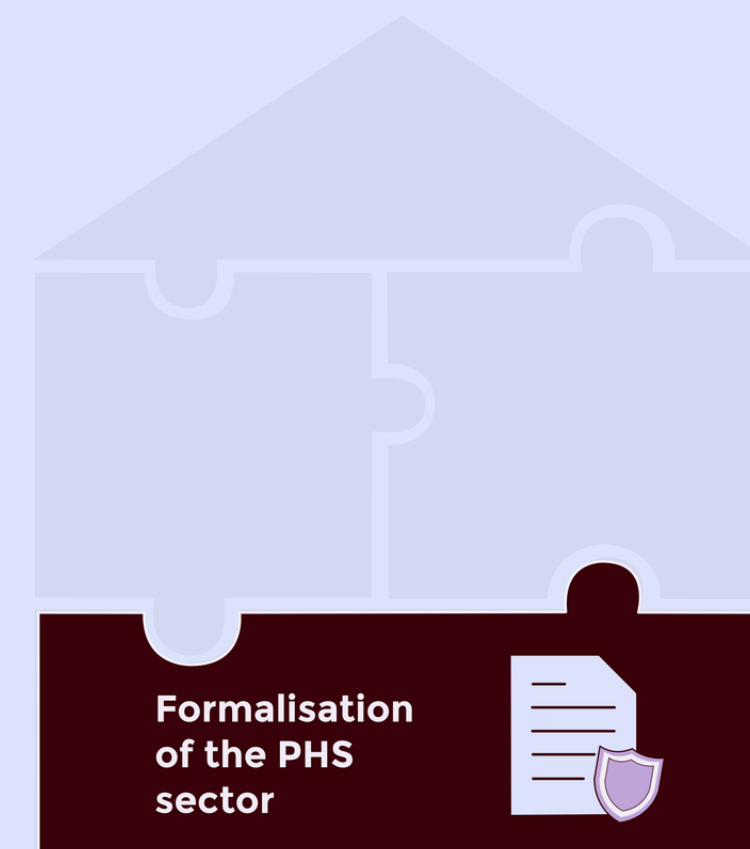
Formalisation

RUT: Fighting Undeclared Work One Benefit at a Time

In Sweden, the RUT deduction system is a **national tax incentive** designed to make Personal and Household Services more affordable while **encouraging their formalisation**. The system allows households to benefit **from a 50% reduction in labour costs** for a broad range of Personal and Household Services.

This system was designed to be administratively simple and **to make formal work more affordable**. It has now achieved significant results, including a **70% reduction in the black market** for household services, strong uptake of formal services, and substantial job creation. It has also supported the integration of migrant workers, who accounted for 42.6% of the workforce in 2024.

Led by **Almega Serviceföretagen**, this initiative demonstrates how simple, visible tax incentives combined with upfront cost reductions can effectively expand the formal PHS sector while changing social norms around undeclared work.



Access & Affordability

Belgium's Service Voucher System: Making Household Services Affordable and Accessible

Belgium's **service voucher system** (titres-services) is a **public scheme** designed to make Personal and Household Services **more accessible and affordable** while supporting formal employment. It allows households to access services such as cleaning and ironing at a reduced cost, thanks to **public funding that covers part of the labour cost**.

The system brings together different actors to make this model work. **Pluxee** operates the service voucher system, providing households with a straightforward way to access and manage their vouchers. **Accredited service providers such as Group Daenens** directly employ household workers and connect them with households, ensuring that services are delivered within a formal employment framework. The scheme has also created employment opportunities for people facing barriers to the labour market, while helping move household work away from undeclared arrangements. **Domiva**, which represents companies in the Personal and Household Services sector, contributes to sector representation and dialogue with stakeholders on the future of the model.

The Belgian experience demonstrates how public investment, accessible services and professional intermediary organisations can **work together to support households**, create formal employment and strengthen the Personal and Household Services sector. It also highlights the importance of coordination between public authorities, service providers and sector representatives in maintaining an accessible and sustainable system.



Skills Development

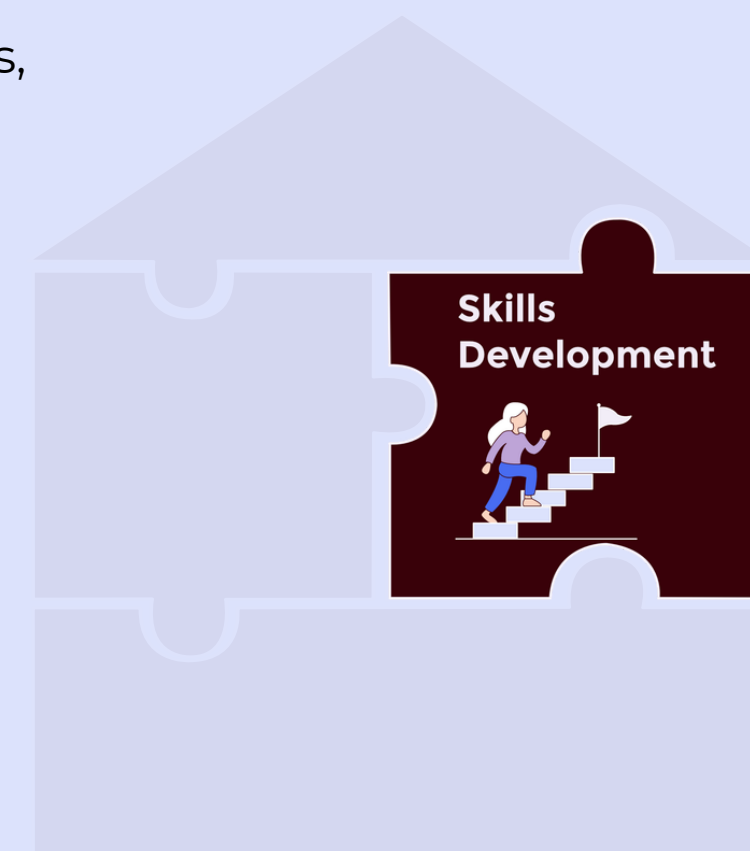
ZainSare Spaces: Strengthening local care ecosystems through training and professionalisation

ZainSare is a public initiative launched by the Basque Government (Spain) and managed by Grupo SSI, a group of social cooperatives. It aims to professionalise care work and improve working conditions in the sector, in line with the Basque Employment Strategy 2030, and builds on six years of work under the Zainlab project. At its core are the “ZainSare Spaces”: **local hubs**, set up in partnership with municipalities, that support care workers, households and local institutions.

The initiative responds to the need to **recognise and professionalise** the work of the many people who provide care in private homes, while improving the quality of care for older and dependent people. ZainSare Spaces bring together employment support, training and coordination of services at local level. Care workers, and people interested in working in care, can access specialised employment **guidance, skills development and peer support networks**. The Spaces also work with local social services, associations, employment and training centres to connect people with existing resources.

They also **support households acting as employers** by providing information, guidance and advice on recruitment, and on their rights and obligations as employers. This helps to create more transparent and secure working relationships. The information gathered locally also **helps public authorities design more effective care policies**.

Piloted in three municipalities, with more than 400 people already supported, ZainSare shows how approaches rooted in the local level can contribute to a more professional, inclusive and sustainable care sector.



Regulation & Harmonisation

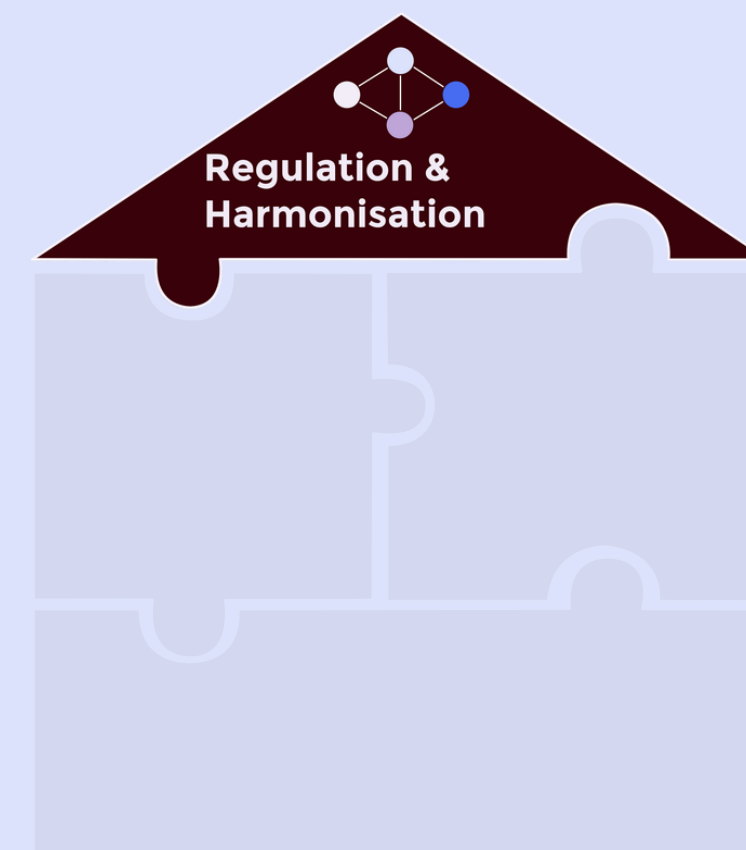
Qualimandat: bringing clarity and trust to the mandate model of household employment

Qualimandat is a national quality label developed by the Fédération Mandataires de France (French Federation of Mandate-based Organisations) to structure and harmonise practices among *mandataires*, the organisations that support households employing homecare workers. Under the “mandate model” of household employment, the **household remains the legal employer**, while the mandataire handles administrative, recruitment and HR tasks on its behalf.

This model operates in a complex legal environment, and practices can vary widely from one mandataire to another. Qualimandat responds to this fragmentation by providing a common framework that **improves clarity, transparency and consistency** across organisations. It strengthens compliance and makes the system easier to understand for both households and professionals.

Built on a reference framework of over 80 criteria, the label covers regulatory compliance, information provided to households, needs assessment, HR management and continuous improvement of practices. It also includes specific provisions for childcare and disability-related support.

Mandataires earn the label through a structured process combining certification, training and an independent external audit. In this way, Qualimandat **contributes to the professionalisation of the sector and builds trust in household employment**: clearer rules, more transparent practices and stronger respect for workers’ rights, for employers and workers alike.



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