



The role of digital platforms in the ongoing transformations of the home care sector

ORIGAMI final conference

20 November 2025, EESC, Brussels

Programme

Venue: *European Economic and Social Committee, Brussels*

9.00 – 9.30 Welcome and registration

9.30 – 10.15 **Welcome and introduction to the conference**

9.30 – 9.35: *Opening remarks: Cinzia Del Rio, SOC-EESC*

9.35 – 9.45: *Introduction: Ivana Pais – Università Cattolica del Sacro Cuore (Italy)*

9.45 – 10.15 *Keynote speech: Ursula Huws, Director of Analytica Social and Economic Research Ltd*

10.15 – 11.15 **Session 1: Landscaping of digital platforms in the home care sector**

10.15 – 10.30: *Main findings of the report Comparative analysis of digital platforms case studies, Ivana Pais – Università Cattolica del Sacro Cuore (Italy)*

10.30 – 11.15: *Case studies*

Chair: Francesco Bonifacio, Università Cattolica del Sacro Cuore (Italy)

- **Nicole Teke**, *University of Nantes (France)* – Investing the highly regulated French care sector as a platform: the case of a digital agency
 - **Caroline Murphy**, *University of Limerick (Ireland)* – A case study of transition from a traditional care agency to a digital platform model
 - **Oscar Molina** – *Universitat Autònoma de Barcelona (Spain)* – From traditional care to digital intermediation: the case of Cuideo
- Discussant: **Valeria Pulignano**, *KU Leuven*
 - Q&A with the audience

11.15 – 11.30 **Coffee break**

11.30 – 12.30 Session 2: Collective actions and innovative strategies

11.30 – 11.45: Main findings of the report Comparative analysis of case studies of social actors' innovative strategies, **Anna Ilsoe** and **Liv Bjerre**, *University of Copenhagen* (Denmark)

11.45 – 12.30: Case studies

Chair: **Diana Dovgan**, CECOP

- **Anna Ilsoe and Liv Bjerre**, *University of Copenhagen (Denmark)* – Collective bargaining on Danish cleaning platforms - effects of the Hilfr1 and Hilfr2 agreements for company and workers
- **Francesco Bonifacio**, *Università Cattolica del Sacro Cuore (Italy)* – Family Assistant: a care platform promoted by local authorities and cooperatives
- **Mithra Hesselink** – *University of Groningen (The Netherlands)* – Trade Union Action in Platform Work: The Case of Helpling
 - Discussant: **Vassil Kirov**, *Bulgarian Academy of Sciences*
 - Q&A with the audience

12.30 – 14.00 Lunch break

14.00 – 17.00 Session 3: Policy discussion and stakeholders' engagement

14.00 – 14.15 Keynote by **Uma Rani**, ILO

14.15 – 14.30 Policy Proposal at EU level – **Ilda Durri**, *European Social Observatory*

14.30 – 15.30 Roundtable: Stakeholder engagement

Chair: **Dalia Ghailani**, *European Social Observatory*

- **Diana Dovgan**, CECOP
- **Silvia Rainone**, *European Trade Union Institute*
- **Leonor Tavares**, EFSI
- **Danko Relic**, EESC
- **Philippe Seidel**, AGE EUROPE

15.30 – 16.30 Policy roundtable: advancing recommendations

Chair: **Slavina Spasova**, *European Social Observatory*

- **Dana-Carmen Bachmman**, *Head of Social Protection Unit, DG EMPL*
- **Rudi Kennens** *Member of Committee on International Trade; Committee on Industry, Research and Energy (EP); Substitute Member of Committee on Employment and Social Affairs (EP)*
- **Tzotze Lanara**, EESC
- **Claire Hobden**, *Specialist on Domestic and other Vulnerable Work (ILO)*

16.30-16:45 Q&A with the audience

16:45 -17:00 Closing remarks – **Ivana Pais** *Università Cattolica del Sacro Cuore (Italy)*

The ORIGAMI project is funded by the European Commission's Directorate-General Employment, Social Affairs and Inclusion - EMPL.A – Employment and Social Governance “Improving expertise in the field of industrial relations – SOCPL-2022-IND-REL-01