

Work Package 3 – Deliverable 2

LANDSCAPING OF THE HOME CARE DIGITAL PLATFORM WITH AN INFO-SHEET FOR EACH PLATFORM

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The following report provides an overview of the key findings obtained from the mapping of domestic care and cleaning platforms in the six European countries involved in the Origami project. The database includes 71 platforms: 27 in Italy, 14 in France, 13 in Netherlands, 10 in Spain, 5 in Ireland and 2 in Denmark.

The report is structured as follow. The following paragraph provides a brief overview of the research methodology. The subsequent paragraph is divided into sub-sections, each of which is dedicated to the analysis of the indicators employed for the mapping. Therefore, based on the findings of the analysis, the third section proposes a typology of home care and cleaning platforms. Finally, the fourth section collects a synthetic info-sheet for each platform included in the database.

1. Methodology

The desk research was conducted through the consultation of websites and app stores – Play Store and Apple Store. Moreover, a detailed analysis of the Terms and Conditions documents was carried out for each platform. In order to gain a comprehensive understanding of the domestic platform landscape in each country under investigation, platforms operating in more than one country were counted and treated separately. For instance, the platform Care.com, which operates in 5 of the 6 countries participating in the Origami project (with the exclusion of Italy), was counted five times, once for each country. This also enabled the identification of any eventual local-specific characteristics of companies operating at a multinational level. We adopted a quite broad definition of digital platforms, which encompasses organisations without a physical location that intermediate the matching of supply and demand of services offered by caregivers and cleaners in the domestic context. Consequently, websites of brick-and-mortar agencies have been excluded from this database, regardless of if they define themselves as *platforms*.

The analysis has taken into account 22 indicators, partially selected from the grid of classification criteria used by Eurofound (2018). This list has been adapted to reflect the specificities of the care sector. The list of indicators includes:

1. Type of profession
2. Type of client
3. Work tasks
4. Source(s) of revenue for the platform
5. Who pays for the service
6. Workers' visibility
7. Reputational system
 - 7.1. Ratings visibility
 - 7.2. Reputational system symmetry
8. Who posts the ad
9. Who defines the match between worker and client
 - 9.1. The platform claims to use algorithmic systems for automated matching
10. Employment contract
11. Payment modalities
12. Payment schedule
13. Who makes the price
14. The platform provides a worker substitution service
15. Registered office (city)
16. Location of the service
17. Cooperative status
18. Work equipment
19. Professional training
20. Insurance coverage
21. Terms and conditions
22. App

2. Indicators

1. Type of profession

Indicator 1, *Type of profession*, identifies the type(s) of occupation(s) that are present on each digital platform. We distinguished two macro-categories: Cleaners and Carers. The category *Cleaners* refers to people providing cleaning work in domestic contexts. The 41% of the platforms included in the mapping (29) intermediates only services provided by Cleaners. The *Carers* category refers to people providing adult care work in domestic contexts – assistance to the elderly and/or to disabled people. In some cases, such as the multinational platform Care.com, the platforms included in the mapping also offer childcare services and other domestic works. Finally, 26 out of 71 platforms includes both Carers and Cleaners. The following tables provide a summary of the distribution of this indicator for each country.

| <i>Type of profession</i> | <i>N.</i> | <i>%</i> |
|---------------------------|-----------|----------|
| Carers | 16 | 23% |
| Cleaners | 29 | 41% |
| Carers and Cleaners | 26 | 37% |
| | 71 | 100% |

| | Carers (16) | Cleaners (29) | Carers and cleaners (26) | Tot. |
|---------|-------------|---------------|--------------------------|------|
| Denmark | 0 | 1 | 1 | 2 |
| France | 2 | 8 | 4 | 14 |

| | | | | |
|------------|---|---|----|----|
| Ireland | 1 | 2 | 2 | 5 |
| Italy | 9 | 7 | 11 | 27 |
| Netherland | 1 | 7 | 5 | 13 |
| Spain | 3 | 4 | 3 | 10 |

2. Type of client

Indicator 2, *Type of client*, aims to identify the specific target clientele of the platform in question. It is important to note that, in relation to platforms providing adult care services, the intended user of the platform is usually not the direct recipient of the service, but rather a caregiver of the elderly or of people with disabilities. The category of client *Households and Tenants* refers to platforms providing services to a more general clientele. We counted 30 of them, 28 of which only provide cleaning-related services.

In 41 cases, the platforms explicitly target people with disabilities or older people: in 21 cases (e.g. Badacare in Italy or Cuideo in Spain), these are the only target clients; the remaining 20 platforms (all platforms for both Carers and Cleaners) offer their services to a broader clientele, including householders and tenants, in addition to dependent adults.

| <i>Type of client</i> | <i>N.</i> | <i>%</i> |
|-----------------------------------------|-----------|----------|
| People with disability | 0 | 0% |
| Older people | 4 | 6% |
| People with disability and older people | 17 | 24% |

| | | |
|--------------------------------------------------------------------|----|------|
| People with disability or older people and householders or tenants | 21 | 28% |
| Householders and tenants | 30 | 42% |
| | 71 | 100% |

3. Work tasks

Indicator 3, *Work tasks*, integrates the indicator 1 by specifying all the tasks that can be purchased through the platform. The most widely available service is house cleaning, which is usually part of the services provided by platform for Carers. Among the 29 platforms for Cleaners, 6 platforms provide only standard cleaning services, while 23 platforms also offer a range of additional housekeeping tasks, including laundry, ironing, garden maintenance, pet care and home repair services. The platforms for Carers provide a greater variety of services, including assistance with personal hygiene, cooking, companionship, dressing, moving, medication administration, overnight care, shopping, special needs care, house cleaning.

The least provided services among the mapped platforms are food delivery (n=10), pet care (n=16), laundry (n=15) and IT support (n=12).

| <i>Work tasks</i> | <i>Total (71 platforms)</i> | <i>Platforms for Carers (16 platforms)</i> | <i>Platforms for Cleaners (29 platforms)</i> | <i>Platform for Carers and Cleaners (26 platforms)</i> |
|----------------------------------|-----------------------------|--------------------------------------------|----------------------------------------------|--------------------------------------------------------|
| House cleaning | 67 | 12 | 29 | 26 |
| Assistance with personal hygiene | 35 | 14 | 0 | 21 |
| Medication administration | 29 | 14 | 0 | 15 |
| Cooking | 38 | 12 | 2 | 24 |
| Companionship | 37 | 14 | 0 | 23 |
| Dressing | 33 | 12 | 0 | 21 |

| | | | | |
|-------------------------------------|----|----|----|----|
| Moving (walking, motor stimulation) | 35 | 14 | 0 | 21 |
| Transportation (driving) | 30 | 9 | 0 | 21 |
| Food-delivery (meals on wheels) | 10 | 1 | 0 | 9 |
| Shopping (including grocery) | 41 | 12 | 4 | 25 |
| Overnight care | 34 | 12 | 0 | 22 |
| Special needs care | 36 | 14 | 0 | 22 |
| Ironing | 24 | 3 | 12 | 9 |
| Pet Care | 16 | 1 | 0 | 15 |
| Laundry | 15 | 3 | 7 | 5 |
| Garden Help | 21 | 0 | 7 | 14 |
| Home support (repair, improvement) | 22 | 1 | 7 | 14 |
| Coaching and tutoring | 24 | 9 | 0 | 15 |
| IT support | 12 | 1 | 4 | 7 |

4. Source(s) of revenue for the platform

Indicator 4, *Source(s) of revenue for the platform*, is similar to the indicator *Fees to platform* of the Eurofound classification and identifies the primary source of revenue underlying the platform's business model. In over half of the cases (18 platforms for Cleaners, 15 platforms for Cleaners and Carers, 2 platforms for Carers), the main source of revenue is a commission on economic transactions conducted by clients. In 28 cases out of 35, the transaction fee represents the sole source of income for the platform. In the other 9 cases, the platforms' sources of revenue also includes subscription fees paid by clients (n=4) or by both clients and workers (n=5) in order to gain access to premium membership benefits, which activate additional functionalities. The five cases referred to the latter type are represented by Care.com in the five countries where the platform is active. In this cases, the Basic subscription

permits both workers and customers to set their own account, to post a job advertisement, and to search and view the profiles of their counterparts. The Premium subscription provides access to additional services, including the possibility of sending booking requests, establishing direct contact with their counterparts, and responding to their messages.

In 22 cases, subscription fees are the only source of revenue of the platform. In 12 cases (3 platforms for Carers, 3 platforms for Cleaners, 6 platforms for Carers and Cleaners) it is paid exclusively by the client; in 4 cases (2 platforms for Carers and 2 platforms for Cleaners) by the worker; in 6 cases (5 platforms for Carers and Cleaners, 1 platform for Cleaners) by both the client and the worker. Finally, there are 12 missing cases.

| <i>Source(s) of revenue</i> | <i>N.</i> | <i>%</i> |
|---------------------------------------------------------------------------------------------|-----------|----------|
| Transaction fee | 28 | 39% |
| Transaction fee + Subscription fee paid by the client | 4 | 6% |
| Transaction fee + Subscription fee paid by the worker + Subscription fee paid by the client | 5 | 7% |
| Subscription fee paid by the worker | 4 | 6% |
| Subscription fee paid by the client | 12 | 17% |
| Subscription fee paid by the worker + Subscription fee paid by the client | 6 | 8% |
| Missing | 12 | 17% |
| | 71 | 100% |

5. Who pays for the service

Indicator 5 identifies who pays for the service purchased on the platform. While this indicator is not present in the Eurofound classification grid, it has been included in this list in order to capture any financial intervention (for example, corporate welfare funds) aimed at supporting families' welfare expenditure. The accuracy of the data is compromised by the quality of the information available through desk research. It is nevertheless noteworthy that in 20% of the cases (7 platforms for Carers, 3 platforms for Cleaners and 4 platforms for Carers and Cleaners), clients have the option of purchasing the services provided by the platforms using any public or private funds. In nine cases (5 French platforms¹ and 4 Dutch platforms), the services can be purchased through public funding. In 4 cases (two Italian platforms, one Dutch platform and one French platform), the services can be purchased through clients' corporate welfare funds. Finally, in four cases (2 Dutch platforms and 2 Spanish platforms), the platform's websites explicitly mention the clients' insurance as a possible payment source.

| <i>Who pays for the service</i> | <i>N.</i> | <i>%</i> |
|-------------------------------------------------|-----------|----------|
| The client | 57 | 80% |
| The client + public funding | 6 | 8% |
| The client + corporate funding | 3 | 4% |
| The client + public funding + corporate funding | 1 | 1% |

¹ In France, people receiving APA may pay for these services using this social allowance. See Ledoux, Caillaud and Teke (2024) Financial and regulatory instruments for domestic and care services provisions in France, ORIGAMI report.

| | | |
|----------------------------------------------------|----|------|
| The client + the client insurance | 2 | 3 |
| The client + public funding + the client insurance | 2 | 3 |
| | 71 | 100% |

6. Workers' visibility

Indicator 6, *Workers' Visibility*, determines whether clients have direct access to the workers' digital profiles. Of the 71 platforms included in our analysis, workers' profiles are visible in 45 cases (8 platforms for Carers, 18 platforms for Cleaners, 19 platforms for both Cleaners and Carers). It is, however, noteworthy that in 13 of the 45 platforms, workers' profiles become visible only after the client's registration on the platform. Workers' online visibility represents a pivotal topic in the debate on digital labour platforms in the care sector. It is widely acknowledged that an enhanced digital transparency does not necessarily coincide with the formalisation of workers' employment conditions. At this level of analysis, our findings provide further evidence to support this trend. Amongst the 45 platforms where workers' profiles are visible, only 13 directly or indirectly manage their contractualization. Similarly, there is not a correlation between workers' invisibility and undeclared work: amongst the 24 platforms where workers' profiles are not visible, more than the half (n=13) do directly or indirectly manage their employment arrangement.

| <i>Workers' visibility</i> | N. | % |
|----------------------------|----|-----|
| Yes | 32 | 45% |
| Yes, after subscription | 13 | 18% |
| No | 24 | 34% |

| | | |
|---------|----|------|
| Missing | 2 | 3% |
| | 71 | 100% |

7. Reputation system

Indicator 7, *Reputation system*, detects the presence of a reputational system for evaluating the workers' performances. In the platform model, the existence of a reputation system usually indicates a decentralisation of organisational control to clients, whose ratings affect the visibility of workers and thus their job opportunities. It is important to clarify that our analysis did not consider the existence of reviews about the service or the platform's general functioning, but only the presence of ratings that are explicitly linked to individual workers. As illustrated in the table below, 47 platforms have a reputation system, while 13 platforms do not. In 11 cases it was not possible to detect this indicator through the desk analysis. It is interesting to note a correlation between the presence of a reputation system and the type of professional services provided by the platforms. Among the 47 cases with a reputation system there are 24 platforms for Cleaners (out of 29), 19 platforms for Cleaners and Carers (out of 19) and 4 platforms for Carers (out of 16). It is worth noting that 7 of the 11 missing cases related to this indicator are platforms for Carers.

Of the 47 platforms with a reputation system, 30 enable users to see reviews without registration, while 17 platforms require their subscription. This finding aligns with the analysis of the indicator 6, *Workers' Visibility*, presented in the preceding sub-section. Ultimately, the desk analysis clearly highlights the asymmetry of the reputational systems: in none of the 47 platforms with a reputational system are workers allowed to review clients' conduct.

| <i>Reputational system</i> | <i>N.</i> | <i>%</i> |
|----------------------------|-----------|----------|
| Present | 47 | 66% |

| | | |
|---------|----|------|
| Absent | 13 | 18% |
| Missing | 11 | 15% |
| | 71 | 100% |

8. Who posts the ad

Indicator 8 determines which of the two parties involved in the process – the job seeker or the job offer – initiates the interaction. This does not necessarily occur through the publication of a job advertisement but can also take place by filling in a contact form (e.g. the Dutch platform Ikzoekhuishoudelijkehulp.nl), by submitting a request for a quote (e.g. Italian platform La Tua Badante), or by completing a profiling questionnaire for the desired service (e.g. the Spanish/Italian Cleanzy). In 42 cases out of 71 (9 platforms for Carers, 21 platforms for Cleaners, and 12 platforms for Carers and Cleaners), the client is identified as the initiator of the exchange. In 12 cases (5 platforms for Carers, 4 platforms for Cleaners and 3 platforms for Carers and Cleaners), the exchange is initiated by the worker, who is allowed to contact users who have uploaded a vacancy on their platform's profile. In 16 cases (2 platforms for Carers, 4 platforms for Cleaners, and 10 platforms for Carers and Cleaners), it can be initiated by both parties. This latter type of platform is representative of some major organisations included in this database, such as Care.com and Yoopies, which are active across several countries.

| <i>Who posts the ad</i> | <i>N.</i> | <i>%</i> |
|-------------------------|-----------|----------|
| The client (job offer) | 42 | 59% |
| The worker (job seeker) | 12 | 17% |

| | | |
|--------------------------|----|------|
| The client or the worker | 16 | 23% |
| | 71 | 100% |

9. Who defines the match between worker and client

Indicator 9 identifies which is the actor responsible for matching the worker and the client. The principal aim of this indicator is to ascertain to what degree the platform facilitates the clients' selection of a worker who is best suited to satisfy their needs. It is noteworthy that in 34 cases (11 platforms for Carers, 14 platforms for Cleaners and 9 platforms for Carers and Cleaners) the matching process is directly managed by the platform. Six of them allow the client to directly select the worker in lieu of the platform. Interestingly, only 6 platforms out of 34 make a public statement regarding the use of algorithmic systems to manage the matching processes. This does not imply that the other platforms do not employ algorithmic systems, which are the underlying technological infrastructure of all digital platforms. However, it is interesting to note that, unlike in other sectors, algorithmic matching is not promoted as a marketing asset.

In 28 cases (4 platforms for Carers, 13 platforms for Cleaners, 11 platforms for Carers and Cleaners) the client is the unique responsible for selecting the worker. There are also 4 platforms (2 platforms for Cleaners, 1 platform for Carers, 1 platform for Carers and Cleaners) that act as intermediaries between third party agencies and their clients. In these cases, the worker is not selected by the platform, but by the organisation s/he works for. An interesting example of this model is the Helping France platform. Contrary to the way the same company works in the two other countries where it operates (Ireland and Italy), in France Helping does not aggregate individual workers, but rather digital partner agencies, which are responsible for selecting and training workers and managing the matching. Finally, a hybrid model between the latter and a more traditional digital marketplace is represented by Care.com, which aggregates both individual workers and existing agencies in all five countries under investigation.

In the former case, the matching takes place in the interaction between the client and the worker; in the latter case, it is most likely the agency selected by the user that determines which worker will provide the service.

| <i>Match maker</i> | <i>N.</i> | <i>%</i> |
|-----------------------------------------------------|-----------|----------|
| The platform | 28 | 39% |
| The client | 28 | 39% |
| The organizations inside the platform | 4 | 6% |
| The client or the platform | 6 | 8% |
| The client or the organizations inside the platform | 5 | 7% |
| | 71 | 100% |

10. Employment contract

Indicator 10 focuses on the employment arrangement established by the platform. The main distinction here is between platforms that are directly or indirectly responsible for the contractual regulation of workers and those that position themselves as mere intermediaries between work supply and demand. The first type includes three sub-categories of platforms. The platforms that directly recruit workers are 5: 4 platforms for Cleaners (Batmaid Italia, Batmaid France, WeClean and Hilfr) and one platform for Cleaners, the Spanish Cuideo. The peculiarity of Cuideo is that it includes two contractual models: with the program “Gestión Familiar”, the family hires the caregiver, and the platform provides assistance with all the necessary paperwork. With the “Servicio de Ayuda a Domicilio”, the carers are part of the Cuideo staff (through the company Felizvita 2014 SL). A second sub-type includes 16

platforms (7 caregiver platforms, 3 cleaner platforms, 6 caregiver and cleaner platforms) that do not directly hire workers but manage the entire regularisation process. Finally, the third sub-type offers employment regularisation as an additional paid service to the client. We counted 7 cases of this subtype: 5 platforms of Carers and 2 platforms of Carers and Cleaners. The distribution of the platforms that directly or indirectly regulate the contractualisation of workers in the countries under consideration is the following: 5 Dutch platforms, 12 Italian platforms, 1 Irish platform, 4 French platforms, 5 Spanish platforms and 1 Danish platform. France and Ireland are the countries with the lowest percentage of platforms which are responsible for the contractual regulation of workers – respectively, the 29% and the 20% of the total.

The second macro-category of platforms encompasses those that do not directly or indirectly oversee the hiring of workers. In 32 instances (2 platforms for Carers, 19 platforms for Cleaners, 11 platforms for Cleaners and Carers), contract-related issues are not managed by the platform. Usually, in these instances, the platforms clarify in the Terms and Conditions document that they are exempt from any legal responsibility pertaining to the employment relationship between the two parties. In the four instances where platforms aggregate third-party agencies (see previous paragraph), the employment relationship is managed by the latter. The Care.com platform may be regarded as a hybrid between the aforementioned two types. When a match is successfully completed between a client and an individual worker, the responsibility for regularising the latter’s position falls upon users themselves. In instances where a client purchases services from a third-party agency, the employment arrangement is managed by the aforementioned organisation.

| <i>Employment relation</i> | <i>N.</i> | <i>%</i> |
|------------------------------------------------|----------------|----------|
| Contract with the platform | 5 ² | 7% |
| The platform manages the regularisation of the | 16 | 23% |

² It also includes the Spanish Cuideo platform, which also adopts a dual contract model.

| | | |
|------------------------------------------------------------------------|-----------------|------|
| worker-client relationship | | |
| The platform offers employment regularisation as an additional service | 7 | 10% |
| Contract with organizations inside the platform | 4 | 5% |
| None | 37 ³ | 52% |
| Missing | 2 | 3% |
| | 71 | 100% |

11. Payment modalities

Indicator 11, *Payment modalities*, is a proxy for the platforms' role in relation to payment. In 38 cases (7 platforms for Carers, 18 platforms for Cleaners and 13 platforms for Carers and Cleaners) the payment for the service is processed via the platform via a third-party provider such as *Stripe*. In contrast, in 25 cases (7 platforms for Carers, 10 platform for Cleaners and 8 platforms for Carers and Cleaners) it occurs externally. There are also 2 cases (the Dutch platform Beep for Help and the Spanish platform Cuideo) where payment can be made both internally and externally, and 6 missing cases.

It is important to note, however, that the mere existence of internal payment systems does not guarantee their use. The fact that the work is performed in physical contexts facilitates users' disintermediation, as the parties can opt to continue the working relationship outside the platform.

| <i>Payment modalities</i> | <i>N.</i> | <i>%</i> |
|---------------------------|-----------|----------|
|---------------------------|-----------|----------|

³ It also includes the 5 cases from the Care.com platform, which also aggregates third-party agencies that hire workers directly.

| | | |
|--------------------------------|----|------|
| Inside the platform | 38 | 54% |
| Outside the platform | 25 | 35% |
| Inside or outside the platform | 2 | 3% |
| Missing | 6 | 8% |
| | 71 | 100% |

12. Payment schedule

The indicator 12 refers to the payment schedule and indicates the stage at which the payment is made. In 14 instances (2 platforms for Carers, 5 platforms for Cleaners and 7 platforms for Carers and Cleaners) the payment is made prior to the provision of the service. In 34 cases, the payment is made after the service provision: among them, there is a clear prevalence of platforms for Cleaners (n=19), followed by 4 platforms for Carers and 11 platforms for Carers and Cleaners. Overall, the quality of these data is affected by the high number of missing cases (n=23).

| <i>Payment schedule</i> | <i>N.</i> | <i>%</i> |
|------------------------------|-----------|----------|
| Before the service provision | 14 | 20% |
| After the service provision | 34 | 48% |
| Missing | 23 | 32% |
| | 71 | 100% |

13. Who makes the price

Indicator 13, *Who makes the price*, examines the autonomy of the worker in setting the price of the service, a feature that significantly determines workers' autonomy. In this sense, it is interesting to note that the 40% of the platforms included in the database (8 platforms for Carers, 16 platforms for Cleaners and 4 platforms for Carers and Cleaners) directly set the price of the service. Interestingly, 18 of these 28 platforms do also directly or indirectly manage the contractualization of workers. In 3 cases, the price is set by the organizations operating inside the platform. In the other platforms, the price is set by the users themselves: in 10 cases (2 platforms for Carers, 6 platforms for Cleaners, 2 platforms for Carers) it is set uniquely by the worker, in 1 case (the Dutch platform Handige Helden) by the client and in 22 cases (2 platforms for Carers, 5 platforms for Cleaners and 15 platforms for Carers and Cleaners) it is negotiated by the two parties. The latter group of 22 platforms includes also the 5 cases from Care.com where, when clients interact with a partner organization, the price is set by the partner. Finally, there are 7 missing cases.

| <i>Price maker</i> | <i>N.</i> | <i>%</i> |
|--------------------------------------|-----------------|----------|
| Worker | 10 | 14% |
| Client | 1 | 1% |
| Worker or client | 22 ⁴ | 31% |
| Platform | 28 | 40% |
| The organization inside the platform | 3 | 4% |
| Missing | 7 | 10% |
| | 71 | 100% |

⁴ This data also includes the 5 cases from the Care.com platform, which also aggregates third-party agencies.

14. The platform provides a worker substitution service

Indicator 14 measures whether the platform offers a worker substitution service. The majority of platforms (n=38) do not offer this service. They are distributed as follows: 6 platforms for Carers, 14 platforms for Cleaners and 18 platforms for both Carers and Cleaners. In 19 cases, the platform offers a substitution service: in 3 cases for free, in 16 cases for a fee. In 14 cases it was not possible to determine the value of this indicator.

| <i>Substitution service</i> | <i>N.</i> | <i>%</i> |
|-----------------------------|-----------|----------|
| No | 38 | 54% |
| Yes, for a fee | 3 | 4% |
| Yes, for free | 16 | 23% |
| Missing | 14 | 20% |
| | 30 | 100% |

15. Registered office (city)

Indicator 15 is a proxy for the international expansion of digital platforms in this sector, which detects whether the platform's legal office is located in the country where it operates. The majority of platforms (n=54) have their legal office located within their country of operation. In 15 cases, platforms operate in multiple countries above the one where they have their legal office. Among these 15 platforms, 2 are located in the Netherlands, 4 in Italy, 2 in Ireland, 3 in France, 3 in Spain and 1 in Denmark. Ireland is the country with the highest rate of foreign platforms (40%), while Italy and

Netherlands are those with the lowest rate. It is worth noting that 5 of the 15 cases refers to the multinational platform Care.com

| <i>Headquarters</i> | <i>N.</i> | <i>%</i> |
|-------------------------------------------------|-----------|----------|
| In the country where the platform operates | 54 | 76% |
| Outside the country where the platform operates | 15 | 21% |
| Missing | 2 | 3% |
| | 71 | 100% |

16. Territorial area of service provision

Indicator 16 shows the operative area of the platforms included in this database. Nearly the 90% of the platforms (n=62) provide services at the national level. Among these, 22 platforms operate in multiple countries, and were thus classified as *international*. The remaining 9 platforms (2 platforms for Carers, 4 platforms for Cleaners and 3 platforms for Carers and Cleaners) operate at a local level. We counted 3 Dutch platforms, 3 Italian platforms, 1 Irish platforms and 2 France platforms. Interestingly, all the 10 Spanish platforms operate at National/International level

| <i>Territorial area of service provision</i> | <i>N.</i> | <i>%</i> |
|----------------------------------------------|-----------|----------|
| National | 40 | 56% |
| Local | 9 | 13% |
| International | 22 | 31% |

| | |
|----|------|
| 71 | 100% |
|----|------|

17. Cooperative status

Indicator 17, *Cooperative status*, is not included in the Eurofound classification grid. We decided to include it in our list because of the relevance of cooperative organisations in the homecare sector. Of the 71 platforms under analysis, there are only 3 cooperatives platforms: Ikzoekhuishoudelijkehulp.nl (platform for Carers), Homeworks (platform for Cleaners) and Poetsstudent/Seniorenstudent (platform for Carers and Cleaners). These are all Dutch platforms. There are also 5 platforms aggregating services provided by cooperatives, 3 in Italy and 2 in Spain. It should be noted, however, that cooperatives may also have access to the other platforms aggregating care and cleaning services provided by third-party agencies, such as Care.com.

| <i>Cooperative status</i> | <i>N.</i> | <i>%</i> |
|------------------------------------------------------------------------------------|-----------|----------|
| The platform is a cooperative | 3 | 4% |
| The platform aggregates any services provided by cooperatives | 5 | 7% |
| The platform is not a cooperative nor aggregates services provided by cooperatives | 63 | 89% |
| | 71 | 100% |

18. Work equipment

Indicator 18, *Work equipment*, measures who is in charge of providing the work equipment required for the service in question. In the majority of cases (n=26), our analysis indicates that the platforms require customers to provide the necessary work equipment. In 4 of the 26 cases, the platforms also allow the client to purchase the equipment for a fee. In 5 cases, it is provided by the worker, while in four cases it can be provided by both the worker and the client. Finally, in three cases (Family Idea and WeMi in Italy, Habitissimo in Spain) they are provided by the organisations operating within them. Overall, the quality of this indicator is affected by the high number of missing cases (n=33).

| <i>Work equipment</i> | N. | % |
|--------------------------------------------------|-----------------|------|
| Provided by the client | 26 ⁵ | 31% |
| Provided by the organization inside the platform | 3 | 4% |
| Provided by the worker | 5 | 7% |
| Provided by the worker or by the client | 4 | 10% |
| Missing | 33 | 46% |
| | 71 | 100% |

19. Professional training

Indicator 19, *Professional training*, was included in the mapping to understand whether the platforms contribute to the training of workers and/or require specific professional skills at the recruitment stage. Also in this case, the quality of the data collected is affected by the high number of missing cases (n=33). Nevertheless, the

⁵ In four of the 26 cases, the platforms also allow the client to purchase the materials for a fee.

available information indicates that the platforms in question demonstrate a certain degree of accountability with regard to the training provided to workers. In 17 cases (10 platforms for Cleaners, 5 platforms for Carers, and 2 platforms for Carers and Cleaners), the platform directly provides training to workers, although it is not always clear whether this is a mandatory or an optional requirement. Moreover, 16 platforms (7 for Carers, 3 for Cleaners, and 6 for Carers and Cleaners) publicly state that they include only those who possess the necessary qualifications to accomplish their work tasks. Half of these platforms operate in Italy. The other 8 platforms are operative in Spain (n=4), France (n=3) and Ireland (n=1). It is also noteworthy that 12 among these 16 platforms oversee the recruitment of their workers, either directly or indirectly. Additionally, in the French case, trainings may be provided by external public entities (through the *Compte professionnel de formation*).

| <i>Professional training</i> | N. | % |
|------------------------------------------------------------------|-----------------|------|
| Provided by the platform | 13 ⁶ | 18% |
| Demanded by the platform as an entry requirement | 12 | 17% |
| Provided by the platform and/or demanded as an entry requirement | 4 | 6% |
| Provided by other organizations outside the platforms | 2 | 3% |
| Missing | 40 | 56% |
| | 71 | 100% |

⁶ Among them, there are also 3 of the 5 cases of platforms where the work training may be provided by external public entities.

20. Insurance coverage

Indicator 20, *Insurance coverage*, is another proxy for the degree of accountability of platforms with regard to workers' social protection. It is noteworthy that 23 platforms offer insurance coverage to workers (4 platforms for Carers, 16 platforms for Cleaners and 7 platforms for Carers and Cleaners), 12 of which directly or indirectly manage the contractualisation of workers. Moreover, in 3 cases the platform claims to verify that the client provides the insurance to the worker. Nevertheless, it often remains unclear whether the insurance coverage safeguards the property and/or the worker. Finally there are 6 cases where insurance coverage is left up to the worker herself, and 34 missing cases.

| <i>Insurance coverage</i> | <i>N.</i> | <i>%</i> |
|-----------------------------------------------------|-----------|----------|
| Provided by the platform | 28 | 35% |
| Provided by the worker | 6 | 8% |
| Provided by the client and verified by the platform | 3 | 4% |
| Missing | 34 | 48% |
| | 71 | 100% |

21. Travel expenses coverage

Indicator 21, *Travel expenses coverage*, measures who is responsible for the cost of travel to the place where the service will be provided. The quality of this indicator is undermined by the presence of numerous missing values (68). Interestingly, in three cases of platforms directly hiring the workers (Batmaid Italy, Batmaid France, UGO in Italy), they also cover their travel costs.

| <i>Travel expenses coverage</i> | N. | % |
|---------------------------------|----|------|
| Provided by the platform | 3 | 4% |
| Missing | 68 | 96% |
| | 71 | 100% |

22. Terms and conditions

Indicator 22 indicates the existence of the *Terms and conditions document*, which usually contains the terms governing the relationship between users. This document is present in 64 platforms and absent 7 platforms (3 operative in Italy, 3 in France and 1 in Ireland).

| <i>Terms and conditions document</i> | N. | % |
|--------------------------------------|----|------|
| Present | 64 | 90% |
| Absent | 7 | 10% |
| | 71 | 100% |

23.App

Finally, indicator 23 detects whether the platform has a mobile-app. The app is present in 31 cases (6 platforms for Carers, 14 platforms for Cleaners and 11 platforms for Carers and Cleaners), while it is absent in 40 cases.

| <i>App</i> | N. | % |
|------------|----|---|
|------------|----|---|

| | | |
|---------|----|------|
| Present | 31 | 44% |
| Absent | 40 | 56% |
| | 71 | 100% |

3. A typology proposal

Following an in-depth examination of the available data, we have formulated a typology of digital platforms of domestic work, crossing indicator 9, 'Who defines the worker/client match', and indicator 10, 'Employment contract'. The two indicators were chosen on the basis of their relevance for the field of study and for the project interests. The initial indicator pertains to a fundamental aspect of digital labour platforms, which assumes an even greater significance in this context due to the nature of the services in question.

The fact that the work is carried out in a domestic setting and frequently involves the care of dependent individuals makes it crucial to establish a relationship of trust, that can be facilitated by the platforms through the management of the matching process. In this vein, our hypothesis is that the direct management of the matching process is indicative of a more centralised organisational structure. In contrast, platforms that do not manage the matching directly are more similar to online marketplaces which facilitate encounters between suppliers and customers. The indicator 10 is of great significance for the industrial relations interests at the core of our project, as it indicates the extent to which the platform handles the contractualization of workers. In order to create this typology, the two indicators were reclassified as bimodal variables.

Indicator 9 was reclassified into: *Matching yes/Matching no*.

1. **Matching yes** (n=34) means that the platform directly manages the matching process exclusively or in addition to the client. Therefore, it includes the answers:
 - *The match is defined by the platform (n=28)*
 - *The match is defined by client or by the platform (n=6)*
2. **Matching no** (n=37) means that the platform does not directly manage the matching process, which is instead handled by the client or by other organizations operating inside the platform. Therefore, this variable includes the answers:
 - *The match is defined by the client (n=28)*
 - *The match is defined by the organizations inside the platform (n=4)*
 - *The match is defined by the client or by the organizations inside the platform (n=5)*

Indicator 10 was reclassified into: *Contract yes/Contract no*

1. **Contract yes** (n=28) means that the platform deals directly or indirectly with the regularisation of the employment relationship. It includes the answers:
 - *Contract with the platform (n=5)*
 - *The platform manages the regularisation of the worker-client relationship (n=16)*
 - *The platform offers employment regularisation as an additional service (n=7)*
2. **Contract no** (n=41), meaning that the platform does not directly or indirectly manage the regularisation of the employment relationship.
 - *Contract with organizations inside the platform (n=4)*
 - *None⁷ (n=37)*

The following table provides a summary of the four resulting platform types, indicating the number of cases detected for each. The labels assigned to each category are partly derived from the classification proposed by Rodriguez Modroño (2024) on the basis of a recognition of digital care platforms in Spain. While that classification was based

⁷ It also includes the 5 cases from the Care.com platform, which also aggregates third-party agencies that hire workers directly.

on the platforms' business models, here we have crossed two criteria related to the organisational model and employment relations. As the table illustrates, the *Marketplace* (no matching and no contract) represents the most numerous type, showing characteristics similar to the mainstream model of platform for matching the supply and demand of services. A noteworthy finding, however, is the existence of 24 *Digital Agencies* (matching and contract), which directly manage the matching process and the contractualization of workers. This may suggest the existence of platforms with a higher degree of accountability to both workers and clients, which will be of central interest for our case studies. The taxonomy is completed by 10 *On-demand platforms* – which directly manage matching, but not the workers' contractualization – and 4 cases of *Regulated marketplace* – which manages the contractualization but do not manage the matching. In two cases, due to missing values for one or both indicators, it was not possible to locate the platforms in this taxonomy, so we will not consider them in the following discussion.

| | Matching yes | Matching no | Tot. |
|--------------|----------------------|----------------------------|------|
| Contract no | On-demand 10 | Marketplace 31 | 41 |
| Contract yes | Digital agency 24 | Regulated marketplace 4 | 28 |
| Tot. | 34 | 35 | 69 |

3.1. Marketplace

Within the Marketplace type (no matching and no contract, n=31), there is a clear prevalence of platforms for Cleaners (n=13) and for Carers and Cleaners (n=15). In contrast, there are only three platforms for Carers (out 16 cases). The country with the highest number of Marketplace-type platforms is Italy (n=12), followed by the Netherlands and France (n=6), Ireland and Spain (n=3), and Denmark (n=1). In relative

terms, the number of Marketplaces in each country broadly mirrors the national breakdown of the entire universe of platforms, particularly when considering countries with the highest numerosity, such as Italy, France and the Netherlands, whose percentage of Marketplaces out of the total number of platforms ranges from 43 to 46%. Spain and Ireland represent exceptions to this trend, with the former including only 3 Marketplace platforms out of a total of 10 and the second including 3 Marketplace out of a total of 5 platforms operating in Ireland.

The hypothesis that this type of platform reflects the traditional online labour marketplace model – with an open structure and decentralisation of organisational processes – is corroborated by the analysis of the other indicators. A notable finding is that in 24 out of 31 platforms, the profiles of workers are visible to users (in 2 cases, after their subscription). In 25 cases, clients are able to evaluate the conduct of workers through the reputational system. A further noteworthy indicator of this model concerns the price-making function, which is managed by the platform in only two cases. In the remaining 28 (one case is missing), the price is defined or negotiated by users themselves or by the organisations operating inside the platform. The data suggest that Marketplace platforms function as intermediaries between labour supply and demand, providing users with considerable autonomy and denying them any forms of accountability. This is further evidenced by the fact that 27 out of 31 Marketplace platforms do not provide a replacement worker service.

3.2. Digital agency

A total of 24 digital agencies (matching and contract) were identified, with 5 located in the Netherlands, 10 in Italy, 4 in France and 5 in Spain. No digital agencies were identified in Denmark and Ireland. Digital agency represents a model that is diametrically opposed to the Marketplace, first of all from the point of view of the type of profession present on the platform. Among the 24 digital agencies analysed, 11 are platforms for Carers (out of a total of 16), 6 are platforms for Cleaners and 7 are platforms for Carers and Cleaners. Further investigation is required through case studies to ascertain whether the greater centralization of organizational processes

observed in this type of platforms may be attributed to the nature of the service provided. Compared to cleaning services, domestic personal care services are typically continuous. As they involve the regular presence of an external individual in a private residence, they depend on the establishment of trusting relationships between all parties involved. Consequently, it is plausible that the provision of regularisation services, as well as the assistance in the selection of the caregiver, represents a strategic advantage for the platforms in question, which place them closer to traditional agencies of intermediation than to classic online marketplaces. The difference from the preceding platform type is also discernible when examining other indicators. A total of 13 Digital Agencies (representing more than half of the total number of agencies included in the study) do not make visible the workers' profiles. It is also notable that reputational systems are only present in 11 out of the 24 cases under review, albeit that there are eight missing cases with respect to this indicator. In two-thirds of cases, the platform determines the price of the service, which significantly constrains the autonomy of workers. Additionally, in contrast to the Marketplace model, 13 out of 24 platforms offer replacement services for workers (in 10 cases for free and in 3 cases for a fee).

3.3. On demand platform

The *On-demand* type represents a combination of the first two models. In a manner similar to Digital Agencies, On-demand platforms manage the matching process directly, yet they do not handle the contractualization of workers. A total of 11 On-demand platforms were surveyed, with 4 located in France, 3 in Italy, 2 in the Netherlands, 1 in Ireland and 1 in Spain. Regarding the types of professions, there are eight platforms for Cleaners and three platforms for Carers and Cleaners. In contrast to the Digital Agency category, there are no platforms for Carers. An analysis of the other indicators does not show the same internal consistency observed in the preceding two types of platforms. In 7 cases, the profiles of the workers are visible (in 3 of them, it is only possible after registration). Furthermore, in 9 out of 11 platforms, there is also a reputational system. From this perspective, they show characteristics

associated with the Marketplace platform type, as they decentralise part of the functions of evaluation and control function. In contrast, in 8 out of 11 cases the pricing function is managed directly by the platform. Furthermore, in 4 cases, they also provide a replacement service for workers, which is more akin to the Digital Agency model.

3.4. Regulated marketplace

The fourth and final category of platform differs from the Marketplace in that it manages the contractualization of workers – hence, we named it *regulated marketplace*. A total of four cases were identified: two platforms for Carers (one Italian and one Irish), one platform for Carers and Cleaners (Italian) and one platform for Cleaners (Danish). The limited number of cases pertaining to this category precludes any meaningful statistical analysis. However, it is noteworthy that in all four cases, the profiles of the workers are visible to users, although in only one case can they be reviewed by clients through the reputational system.

The following chart provides a summary of the principal characteristics of the various types of platforms.

| | Marketplace (n=31) | Digital agency (n=24) | On demand (n=11) | Regulated marketplace (n=4) |
|--------------------------|-----------------------|--------------------------|---------------------|-----------------------------------|
| Visibility of profiles | 78% | 37% | 64% | 100% |
| Reputational system | 81% | 45% | 82% | 25% |
| Centralized price-making | 6% | 67% | 72% | 50% |
| Replacement service | 3% | 54% | 36% | 50% |

4. Platforms' info-sheets

| | |
|------------------------|---------------------------------------------------------------------------------------------|
| Name | Agenzia Lavoro Domestico |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://www.agenzialavorodomestico.it/ |

| | |
|------------------------|---------------------------------------------------|
| Name | Aiudo |
| Country | Spain |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | No |
| Reputational system | Missing |
| Who set the price | The platform |
| Platform's website | https://aiudo.es/ |

| | |
|------|-------------|
| Name | AlloVoisins |
|------|-------------|

| | |
|------------------------|-------------------------------------------------------------------------|
| Country | France |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://www.allovoisins.com/ |

| | |
|------------------------|---------------------------------------------------------------------|
| Name | Amalia Care |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | No |
| Reputational system | Missing |
| Who set the price | The platform |
| Platform's website | https://www.amaliacare.it/ |

| | |
|------------------------|----------------|
| Name | Badacare |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |

| | |
|---------------------|-----------------------------------------------------------|
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | Missing |
| Platform's website | https://badacare.com/ |

| | |
|------------------------|---------------------------------------------------------|
| Name | Badanter |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Carers |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://badanter.it/ |

| | |
|------------------------|---------------------|
| Name | Badapp |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Missing |
| Who set the price | Missing |

| | |
|--------------------|--|
| Platform's website | |
|--------------------|--|

| | |
|------------------------|---------------------------------------------------|
| Name | Bark |
| Country | Ireland |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://bark.com/ |

| | |
|------------------------|-------------------------------------------------------------|
| Name | Batmaid France |
| Country | France |
| Type of platform | Digital agency |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://batmaid.fr/fr/ |

| | |
|------------------------|-----------------------------------------------------------|
| Name | Batmaid Italia |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://batmaid.it/it |

| | |
|------------------------|-----------------------------------------------------------------|
| Name | Baze |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes, after subscription |
| Reputational system | Present |
| Who set the price | Missing |
| Platform's website | https://www.bazeapp.com/ |

| | |
|------------------|----------------|
| Name | Beep for help |
| Country | Netherland |
| Type of platform | Digital agency |

| | |
|------------------------|-----------------------------------------------------------------------|
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://www.beepforhelp.nl/ |

| | |
|------------------------|-----------------------------------------------------------------------|
| Name | Care.com Denmark |
| Country | Denmark |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Workers, clients or the organizations inside the platform |
| Platform's website | https://www.care.com/da-dk/ |

| | |
|------------------------|---------------------|
| Name | Care.com France |
| Country | France |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |

| | |
|--------------------|-----------------------------------------------------------------------|
| Who set the price | Workers, clients or the organizations inside the platform |
| Platform's website | https://www.care.com/fr-fr/ |

| | |
|------------------------|-----------------------------------------------------------|
| Name | Care.com Ireland |
| Country | Ireland |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Workers, clients or the organizations inside the platform |
| Platform's website | care.com/en-ie/ |

| | |
|------------------------|-----------------------------------------------------------------------|
| Name | Care.com Netherland |
| Country | Netherland |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Workers, clients or the organizations inside the platform |
| Platform's website | https://www.care.com/nl-nl/ |

| | |
|------------------------|---------------------------------------------------------------|
| Name | Care.com Spain |
| Country | Spain |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Workers, clients or the organizations inside the platform |
| Platform's website | https://www.care.com/es |

| | |
|------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Name | Charly cares |
| Country | Netherland |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://www.charlycares.com/nl/services/senior-care |

| | |
|------------------|----------------|
| Name | Cleanzy Italia |
| Country | Italy |
| Type of platform | On demand |

| | |
|------------------------|---------------------------------------------------------------------|
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://cleanzy.com/it-it/ |

| | |
|------------------------|-------------------------------------------------------------------|
| Name | Cleanzy Spain |
| Country | Spain |
| Type of platform | On demand |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://cleanzy.com/es-es |

| | |
|------------------------|-----------------------------|
| Name | Click&care |
| Country | France |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Missing |

| | |
|--------------------|-----------------------------------------------------------------|
| Who set the price | Missing |
| Platform's website | https://clickandcare.fr/ |

| | |
|------------------------|---------------------------------------------------------|
| Name | Clintu |
| Country | Spain |
| Type of platform | Digital agency |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://clintu.es/es |

| | |
|------------------------|-------------------------------------------------------|
| Name | Cuideo |
| Country | Spain |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | No |
| Reputational system | Absent |
| Who set the price | The platform |
| Platform's website | https://cuideo.com/ |

| | |
|------------------------|-----------------------------------------------------------------|
| Name | DoEmploy |
| Country | Italy |
| Type of platform | Regulated marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Absent |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://doemploy.app/it/ |

| | |
|------------------------|-------------------------------------------------------------------|
| Name | Domestico 24 |
| Country | Spain |
| Type of platform | |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://domestico24.es/es |

| | |
|------------------|-------------|
| Name | EasyFeel |
| Country | Italy |
| Type of platform | Marketplace |

| | |
|------------------------|---------------------------------------------------------|
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://easyfeel.it/ |

| | |
|------------------------|-------------------------------------------------------------------------|
| Name | Ekoklean on Demand |
| Country | France |
| Type of platform | On demand |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://ekokleanondemand.fr/ |

| | |
|------------------------|----------------|
| Name | Epicura |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | No |
| Reputational system | Absent |

| | |
|--------------------|---------------------------------------------------------------|
| Who set the price | Missing |
| Platform's website | https://www.epicura.it/ |

| | |
|------------------------|-----------------------------------------------------------------|
| Name | Familiafacil |
| Country | Spain |
| Type of platform | Digital agency |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Missing |
| Platform's website | https://familiafacil.es/ |

| | |
|------------------------|-----------------------------------------------------------------------------|
| Name | Family Assistant |
| Country | Italy |
| Type of platform | Regulated marketplace |
| Type(s) of professions | Carers |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Absent |
| Who set the price | The platform |
| Platform's website | https://jobs.welfarex.it/login |

| | |
|------------------------|-------------------------------------------------------------------|
| Name | Familydea |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Carers |
| Workers' visibility | No |
| Reputational system | Absent |
| Who set the price | The organizations inside the platform |
| Platform's website | https://www.familydea.it/ |

| | |
|------------------------|---------------------------------------------------|
| Name | Flavi |
| Country | France |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | Yes |
| Reputational system | Missing |
| Who set the price | The platform |
| Platform's website | https://flavi.fr/ |

| | |
|------------------|-------------|
| Name | Habitissimo |
| Country | Spain |
| Type of platform | Marketplace |

| | |
|------------------------|-----------------------------------------------------------------------|
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | The organizations inside the platform |
| Platform's website | https://www.habitissimo.es/ |

| | |
|------------------------|---------------------------------------------------------------------------|
| Name | Handige Helden |
| Country | Netherland |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | The client |
| Platform's website | https://www.handigehelden.nl/ |

| | |
|------------------------|----------------|
| Name | Helping France |
| Country | France |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Present |

| | |
|--------------------|---------------------------------------------------------------|
| Who set the price | The platform |
| Platform's website | https://www.helping.fr/ |

| | |
|------------------------|---------------------------------------------------------------|
| Name | Helping Italia |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://www.helping.it/ |

| | |
|------------------------|-----------------------------------------------------------------|
| Name | Heppy |
| Country | Netherland |
| Type of platform | Digital agency |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Absent |
| Who set the price | The platform |
| Platform's website | https://www.heppy.world/ |

| | |
|------------------------|---------------------------------------------------|
| Name | Hilfr |
| Country | Denmark |
| Type of platform | Regulated marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://hilfr.dk/ |

| | |
|------------------------|-----------------------------------------------------------------|
| Name | Hlprs/hups |
| Country | Netherland |
| Type of platform | Digital agency |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://hlprs.nl/hups.nl |

| | |
|------------------|-----------------------|
| Name | Home Care Direct |
| Country | Ireland |
| Type of platform | Regulated marketplace |

| | |
|------------------------|------------------------------------------------------------------|
| Type(s) of professions | Carers |
| Workers' visibility | Yes |
| Reputational system | Missing |
| Who set the price | Workers |
| Platform's website | www.homecaredirect.ie |

| | |
|------------------------|-------------------------------------------------------------------|
| Name | Homeworks |
| Country | Netherland |
| Type of platform | On demand |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://www.homeworks.nl/ |

| | |
|------------------------|-----------------------------|
| Name | Hoper |
| Country | France |
| Type of platform | On demand |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |

| | |
|--------------------|-----------------------------------------------------------|
| Who set the price | The platform |
| Platform's website | https://www.hoper.fr/ |

| | |
|------------------------|-------------------------------------------------------------------------------|
| Name | Hulp |
| Country | Netherland |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://huishoudelijke-hulp.nl/ |

| | |
|------------------------|-------------------------------------------------------------------------------|
| Name | Huishoudelijke hulp |
| Country | Netherland |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://huishoudelijke-hulp.nl/ |

| | |
|------------------------|-------------------------------------------------------------------------------------------------|
| Name | Ikzoekhuishoudelijkehulp.nl |
| Country | Netherland |
| Type of platform | Digital agency |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Missing |
| Who set the price | The platform |
| Platform's website | https://www.ikzoekhuishoudelijkehulp.nl/ |

| | |
|------------------------|---------------------------------------------------------------------------------------|
| Name | Il mio supereroe |
| Country | Italy |
| Type of platform | On demand |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://ilmiosupereroe.it/benvenuto |

| | |
|------------------|----------------|
| Name | LaTuaBadante |
| Country | Italy |
| Type of platform | Digital agency |

| | |
|------------------------|-----------------------------------------------------------------|
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | No |
| Reputational system | Absent |
| Who set the price | The platform |
| Platform's website | https://latuabadante.it/ |

| | |
|------------------------|-------------------------------------------------------------------|
| Name | LeBadanti.it |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Absent |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://www.lebadanti.it/ |

| | |
|------------------------|----------------|
| Name | Liane Care |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | Missing |
| Reputational system | Missing |

| | |
|--------------------|-----------------------------------------------------------------------------------------------------|
| Who set the price | The platform |
| Platform's website | https://www.lianecare.com/per-i-recipient/ |

| | |
|------------------------|---------------------------------------------------------------------|
| Name | Lulu dans ma rue |
| Country | France |
| Type of platform | On demand |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://luludansmarue.org/ |

| | |
|------------------------|----------------------------------------------------|
| Name | Mindme.ie |
| Country | Ireland |
| Type of platform | On demand |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Workers and clients |
| Platform's website | www.mindme.ie/ |

| | |
|------------------------|-------------------------------------------------------------|
| Name | OuiHelp |
| Country | France |
| Type of platform | Digital agency |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Missing |
| Reputational system | Missing |
| Who set the price | Missing |
| Platform's website | https://www.ouihelp.fr |

| | |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| Name | Poetsstudent/Seniorenstudent |
| Country | Netherland |
| Type of platform | On demand |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | No |
| Reputational system | Missing |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://poetsstudent.nl/ https://www.seniorenstudent.nl/ |

| | |
|------------------|------------------|
| Name | ProntoPro Italia |
| Country | Italy |
| Type of platform | Marketplace |

| | |
|------------------------|-----------------------------------------------------------|
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://prontopro.it/ |

| | |
|------------------------|-----------------------------------------------------------|
| Name | ProntoPro Spain |
| Country | Spain |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://prontopro.es/ |

| | |
|------------------------|----------------|
| Name | Senniors |
| Country | Spain |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | No |
| Reputational system | Missing |

| | |
|--------------------|-----------------------------------------------------------------|
| Who set the price | The platform |
| Platform's website | https://hola.seniors.com |

| | |
|------------------------|-----------------------------------------------------------------|
| Name | Serviloo |
| Country | Italy |
| Type of platform | On demand |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Absent |
| Who set the price | The platform |
| Platform's website | https://serviloo.it/home |

| | |
|------------------------|-------------------------------------------------------------------------|
| Name | Sitterlandia |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://www.sitterlandia.it/ |

| | |
|------------------------|-------------------------------------------------------------------------|
| Name | SOS Badante |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Carers |
| Workers' visibility | Yes |
| Reputational system | Absent |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://www.sosbadante.it/it |

| | |
|------------------------|---------------------------------------------------------------------|
| Name | Task Rabbit France |
| Country | France |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://www.taskrabbit.fr/ |

| | |
|------------------|-------------|
| Name | Ti-aiuto |
| Country | Italy |
| Type of platform | Marketplace |

| | |
|------------------------|---------------------------------------------------------|
| Type(s) of professions | Carers |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://ti-aiuto.it/ |

| | |
|------------------------|-----------------------------------------------------------|
| Name | UGO |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Carers |
| Workers' visibility | Yes, after the subscription |
| Reputational system | Present |
| Who set the price | The platform |
| Platform's website | https://hellougo.com/ |

| | |
|------------------------|-----------|
| Name | Wecasa |
| Country | France |
| Type of platform | On demand |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Present |

| | |
|--------------------|-------------------------------------------------------------|
| Who set the price | The platform |
| Platform's website | https://www.wecasa.fr/ |

| | |
|------------------------|-------------------------------------------------------------------------------|
| Name | WeClean |
| Country | Italy |
| Type of platform | Digital agency |
| Type(s) of professions | Cleaners |
| Workers' visibility | No |
| Reputational system | Absent |
| Who set the price | The platform |
| Platform's website | https://www.we-clean.it/home-2/ |

| | |
|------------------------|---------------------------------------------------------------------------|
| Name | WeMi |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | No |
| Reputational system | Absent |
| Who set the price | The organizations inside the platform |
| Platform's website | https://wemi.comune.milano.it |

| | |
|------------------------|-------------------------------------------------------------------|
| Name | Werksters.nl |
| Country | Netherland |
| Type of platform | Marketplace |
| Type(s) of professions | Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://www.werksters.nl/ |

| | |
|------------------------|---------------------------------------------------|
| Name | Yoojo France |
| Country | France |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://yoojo.fr/ |

| | |
|------------------|-------------|
| Name | Yoojo |
| Country | Netherland |
| Type of platform | Marketplace |

| | |
|------------------------|-----------------------------------------------------------------------------|
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | No |
| Reputational system | Present |
| Who set the price | Workers |
| Platform's website | https://www.yoojo.info/home-nl |

| | |
|------------------------|-------------------------------------------------------|
| Name | Yoopies France |
| Country | France |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://yoopies.fr/ |

| | |
|------------------------|---------------------|
| Name | Yoopies Italia |
| Country | Italy |
| Type of platform | Marketplace |
| Type(s) of professions | Carers and Cleaners |
| Workers' visibility | Yes |
| Reputational system | Present |

| | |
|--------------------|-------------------------------------------------------|
| Who set the price | Negotiated by workers and clients |
| Platform's website | https://yoopies.it/ |