

The conference is hosted by the



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

ORIGAMI final conference

20 November 2025, EESC, Brussels

Programme

Venue: EESC, VMA Building (room VMA22), Rue Van Maerlant/Van Maerlantstraat 2, 1040 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
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- 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: **Dalila 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*
- **Tzotze Lanara**, *EESC*
- **Annarosa Pesole**, *ILO*

16.30-16:45 Q&A with the audience

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

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