

Digital Platforms and Care Work: Between Formalization, Emergence and the Reorganization of Welfare

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Project recap

- Project name: ORIGAMI (hOme caRe dIGital platforMs and Industrial relations)
- Funded by DG Employment, Social Affairs and Inclusion - EMPL.A – Employment and Social Governance “Improving expertise in the field of industrial relations – SOCPL-2022-IND-REL-01”
- Duration: 24 months (November 2023 – October 2025)
- A comparative approach: the research is carried out in **Denmark, France, Ireland, Italy, the Netherlands and Spain**
- **Research focus:** platforms providing caregiving and cleaning services in domestic contexts
- **Research question:** What common features characterise platforms in this sector, and what specificities arise from the welfare needs and regulatory frameworks of different countries?



The landscape of care and cleaning platforms

We have found 69 platforms

	Carers	Cleaners	Carers and cleaners	Tot.
Denmark	0	1	1	2
France	2	8	4	14
Ireland	1	2	2	5
Italy	8	6	11	25
Netherland	1	7	5	13
Spain	3	4	3	10
Tot.	15	28	26	69

Our classification proposal

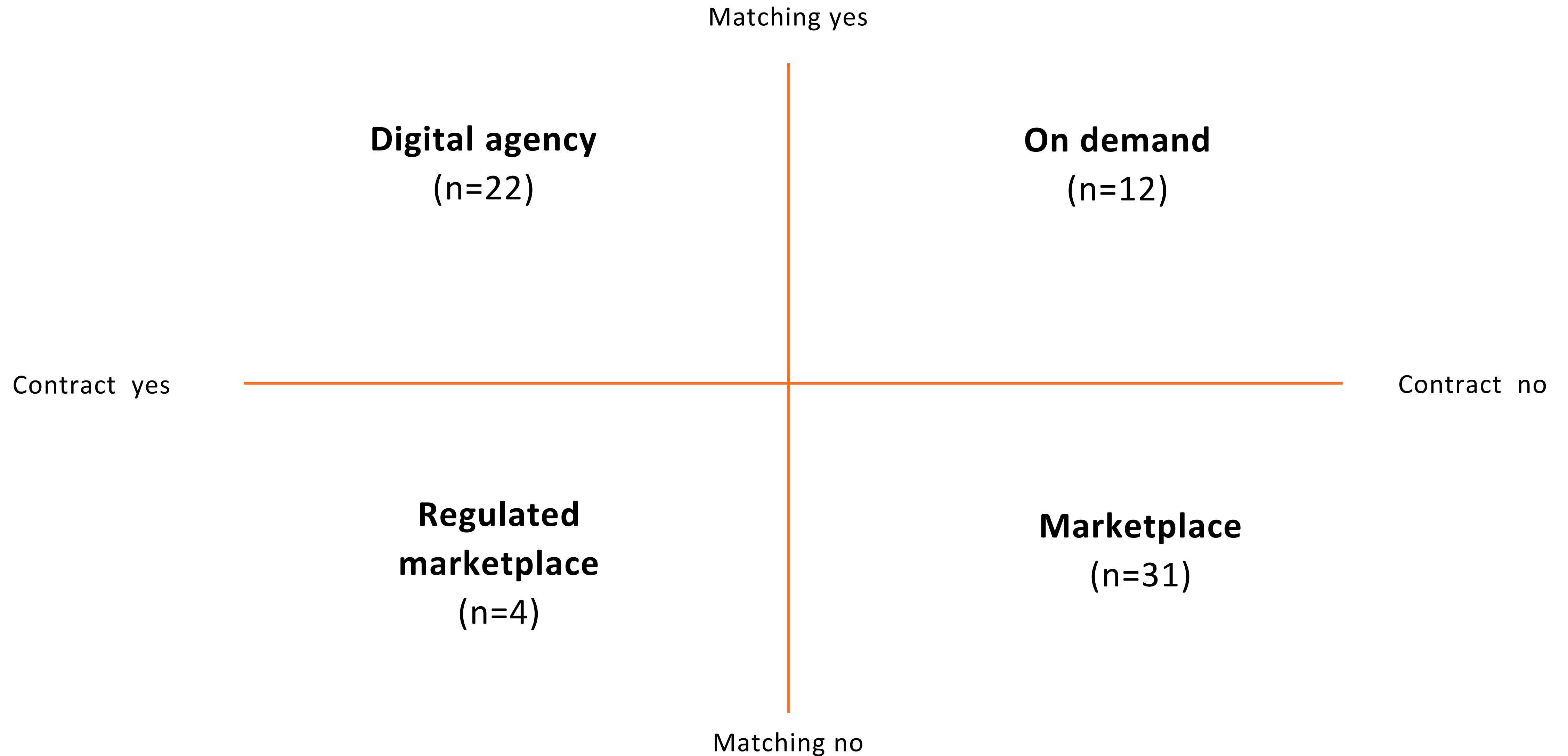
Two classification criteria

- 1) Organization of work** – degree of centralization of organizational functions
 - i. Matching yes: the matching is directly governed by the platform
 - ii. Matching no: the matching is governed by the client or by third-party businesses operating inside the platform

- 2) Working conditions** – formalization of the employment relationship
 - i. Contract yes: the platform directly or indirectly intervenes in the formalization of the employment relationship
 - ii. Contract no: the platform does not intervene in the formalization of the employment relationship



Our classification proposal



Key dimensions of Platform Model Heterogeneity

	Marketplace (n=31)	Digital agency (n=22)	On demand (n=12)	Regulated marketplace (n=4)
International scale	45%	9%	0%	25%
Visibility of profiles	84%	41%	66%	75%
Reputational system	81%	50%	83%	25%
Centralized price- making	3%	68%	67%	50%
Replacement service	3%	59%	33%	25%

Digital agencies (matching + contract) : Cuideo (ES)

Founded in 2016, a leader in the Spanish market for both private and public care services.

Models: Cuideo Selección, Felizvita (Cuideo employees), Cuideo Assist.

- Selección: private care.
- Felizvita: management of public support to dependency. Workers are employed by Cuideo.

Matching through the Affinity algorithm, semi-automated selection.

Worker profiles: migrant women, paid the legal minimum wage, with formal conditions (Domestic Service Regime).



Marketplaces (NO matching, NO contract): Care.com (ES)

- Spanish branch of a U.S.-based multinational company.
- No formal intermediation.
- Profile visibility depends on reviews and premium subscriptions.
- Informal work, lack of protections, high precariousness and risks.



On demand (matching, NO contract): Cleanzy (IT and ES)

- Founded in 2014 in Turkey, Cleanzy has expanded to several countries, including the UK, Italy, and Spain.
- Cleanzy utilizes AI to match the right cleaner to the right job based on task, location, price, and time. The app allows users to track their orders, communicate with cleaners, and rate the service provided.
- Cleanzy conducts background checks and continuous training for its cleaning professionals to ensure high-quality service. The company emphasizes the well-being and social responsibility of its freelance cleaners.

Regulated marketplace (contract, NO matching): Family assistant (IT)

Platform promoted by small municipalities. Financed in July 2023 by the Veneto Region, start-up in September 2023. Dedicated to the self-sufficient or partially self-sufficient elderly. Side objective: work-life balance for people who work and have care responsibilities.

Realised by a partnership between:

- Jonathan Cooperativa Sociale – providing training
- Cooperjob Spa, which draws up the fixed-term contract of employment between the Family Assistant and the family, following the provisions of the National Contract for domestic helpers and carers (highest level).
- WelfareX - provides the digital infrastructure



Classification by country

	Marketplace	Digital agency	On demand	Regulated marketplace	Tot.
Denmark	1	0	0	1	2
France	6	4	4	0	14
Ireland	3	0	1	1	5
Italy	12	8	3	2	25
Netherland	6	5	2	0	13
Spain	3	5	2	0	10
Tot.	31	22	12	4	69

Conclusions

- Heterogeneity of platforms
- Differences in job quality are shaped more by platform business models and type of service than by national contexts. Across countries, marketplace and digital agency models generate remarkably similar patterns.
- Marketplace effects are surprisingly consistent across countries
- Digital agencies perform better where they can leverage existing national instruments (e.g. mandataire system in France, RDAH in the Netherlands, direct employment arrangements in Spain).



Thanks for your attention!

