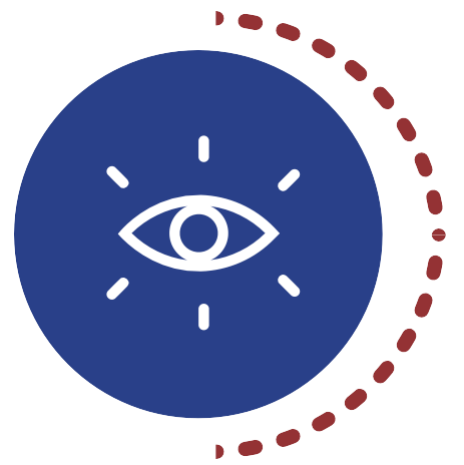


PERHOUSE: PERSONAL AND HOUSEHOLD SERVICES IN ESTONIA

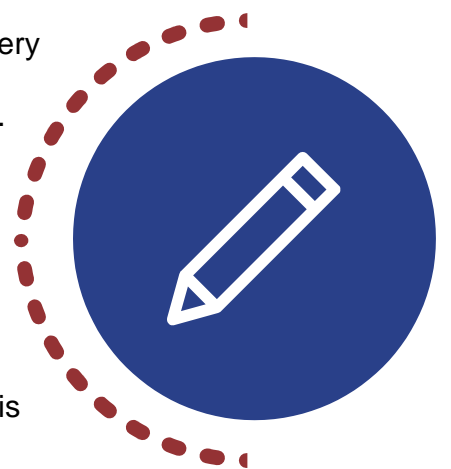
1 THE PERHOUSE PROJECT

- Seeks to improve working conditions and quality of personal and household services (PHS) through industrial relations in Central European countries;
- The PHS is defined as a broad range of services, such as childcare and care for seniors and persons with disabilities, cleaning, home repairs, gardening, and other domestic work provided in and for your households.
- The project applied a multi-method approach, such as desk research, surveys, interviews, and focus groups, to analyse the structure of PHS, job and service quality, and the role of social dialogue in the PHS sector at the national and EU levels.



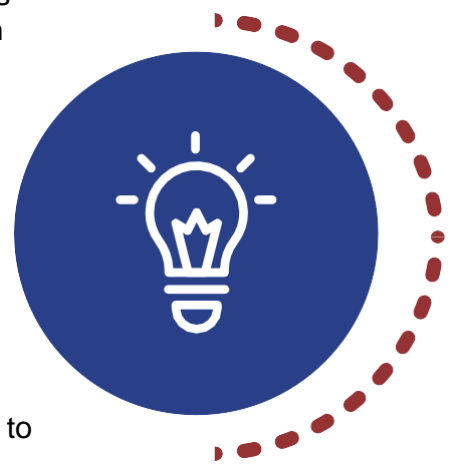
2 KEY FACTS ON PHS IN ESTONIA

- The share of officially employed workers in PHS in Estonia is very small; the PHS workers are mostly women.
- The share of informal work in the sector is estimated to be high.
- Frequently, work in the PHS is a side job and is also perceived as temporary.
- To provide services on the platform officially, PHS workers can use a business account as a private person (social insurance is available).
- The care reform in 2023 provided state support for institutional care, but state support is also needed for home care.
- Demand in the PHS sector is lower than in the EU, but it is expected to increase in the future.



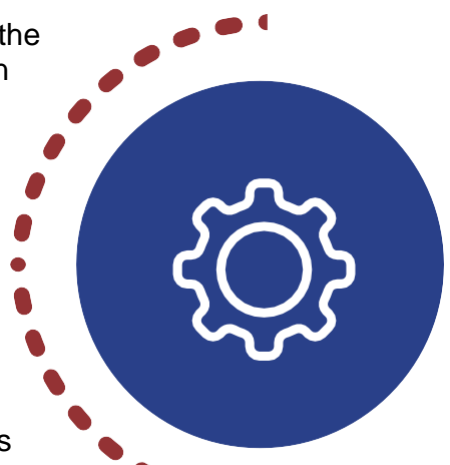
3 KEY CHALLENGES IN PHS

- Strangers are not trusted; based on the web survey, PHS workers for repairs or small jobs are mainly hired based on word-of-mouth recommendations due to the customer's lack of skills.
- The customers were usually satisfied with the recommended employees' work quality.
- Non-users of services consider the high quality of the services to be important.
- Interest groups consider informal work, lack of social dialogue, high labour costs, and financing of sector services as challenges.
- Platforms cannot particularly influence the proportion of informal work or working conditions.
- The state has increased the training order for caregivers, but due to the low salary, high workload and increased responsibility, young people prefer to work in the field of beauty services.
- Family caregivers may be too overwhelmed to search for the necessary information themselves.



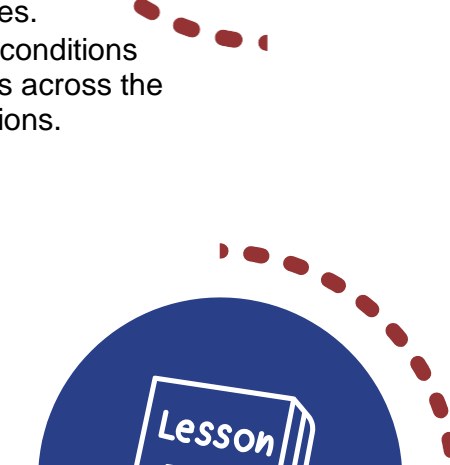
4 SOCIAL ACTORS IN PHS

- Organising employees is a major challenge in the PHS sector.
- Employees are not interested in unions; they do not see direct practical benefits from unionisation (e.g. solving salary issues).
- Employers' interest in forming unions is somewhat greater than employees' interest; professional associations enable consultations with other employers, and communicating with officials and politicians as a group of employers is more useful than communicating alone.
- However, the limited financial resources of small companies and the lack of time of managers limit the opportunities for unionisation on the employers' side as well.



5 SOCIAL DIALOGUE IN PHS

- The development of social dialogue is limited by the small size of Estonia and the path-dependency of the post-communist country.
- The limited finances of the current organisations also hinder cooperation at the European level.
- Social dialogue in the IMT sector is considered necessary, but it is not perceived to be the main tool for solving the sector's challenges.
- Social dialogue in health care has helped to improve the working conditions of caregivers in terms of salary, but broader collective agreements across the sector are needed, including agreements on other working conditions.



6 POLICY IMPLICATIONS

- Promote the professionalisation of employees in the sector.
- Motivate consumers of services to demand official services.
- Develop institutionalised care always together with home care.
- Organise trainings and consultations to encourage existing organisations to expand their range of activities.
- Analyse the best practices of unionisation in other sectors of Estonia and abroad, and try finding solutions to the problems related to social dialogue that arise from Estonia's small size.
- At the government level, avoid over-regulation and keep the environment stable.

