New Economics for Sustainable Development Policy Brief: Purple Economy (Care Economy+)

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Outline of the policy brief

- Conceptualization of purple economy (care economy +)
- Global and regional frameworks advancing the care economy
- Implications for Sustainable Development and linkages to SDG
- Policy recommendations

Available at: https://www.un.org/en/desa/unen/policy-briefs
Conceptualization of the **Purple** Economy (Care Economy+)

Referred to as the care economy and obtains its name from the color adopted by many feminist movements.

It represents a new vision of economics that recognizes the importance of care work and the empowerment and autonomy of women to the functioning of the economies and wellbeing of societies.
Conceptualization of the Purple Economy (Care Economy+): Care Work

Consists of two overlapping activities and can be paid or unpaid:

1. Direct, personal, and relational care activities, such as feeding a baby or nursing an ill partner
2. Indirect care activities or domestic work, such as cooking and cleaning

*The bulk of care work (paid and unpaid) worldwide is provided mostly women*

Monetary valuation of unpaid work shows that it plays a fundamental role in the functioning of the economies

Globally

- Attempts to put a value on unpaid care and domestic work have yielded estimates varying between 10% to 39% of GDP.

Latin America and the Caribbean

- 23 countries have at least one measurement of the time spent on domestic and care work.
- 10 have made an economic valuation of unpaid work in households.
- 5 have calculated a satellite account of unpaid work in households.
- Quantification of this type of work is valued at around 15.9% and 27.6% of GDP, **74% of which is contributed on average by women.**
Conceptualization of the Purple Economy (Care Economy+)

Calls for a paradigm shift in economic thinking and policies:

1. Care is a public good that generates benefits that extend beyond the individual care recipient to societies at large and into the future.

2. Societies collectively assume the costs of quality care for all and advance towards a fair organization of care.

3. All workers in the care sector enjoy equal pay for work of equal value, with value being redefined to recognize social contributions.
It contributes to the achievement of a range of SDGs (i.e. 1, 2, 3, 4, 5, 8, 10)

Care is indispensable to human wellbeing, social cohesion and economic development

Global and regional frameworks: Advancing the Care Economy

- Measure the multiplier effects of the care economy
- Gender-sensitive countercyclical policies
- Cooperation between countries on global care chains
- Care economy as a driver of transformative recovery
- Towards a Care society

Source: Economic Commission for Latin America and the Caribbean (ECLAC) (2021)
Policy Recommendations: the 5Rs Approach

- Recognizing
- Reducing and
  - Redistributing unpaid care, ensuring adequate
  - Reward systems for paid care workers and prioritizing
  - Representation of caregivers and care recipients from policy design to evaluation
Recommendations for National-level action

• Create an enabling macroeconomic framework to ensure adequate investments in the care economy

• Adopt and strengthen policies to recognize, reduce and redistribute unpaid care and domestic work

• Combat occupational segregation and promote women’s economic empowerment and autonomy

• Ensure robust participation, accountability, and monitoring mechanisms
Recommendations for UN Country Teams

- Incorporation of care economy analysis in Common Country Analysis (CCA)
- Development of legal and policy frameworks
- Mapping of existing care infrastructure
- Development and application of costing and economic multiplier effects
- Fiscal space analysis and recommendations
- Development and support for service delivery models at national and local level
- Strengthening capacity and ownership of the care economy agenda at country and regional level
- Ex ante assessment of trade agreement
Thank you!