Unpaid and paid care work and women’s economic empowerment

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Addressing unpaid and paid care work to support gender equality and women’s economic empowerment in Canada’s international assistance

- Unpaid care work identified as a barrier to women’s economic empowerment in Canada’s Feminist International Assistance Policy
- Unpaid and paid care work both disproportionately shouldered by women and girls
- Pandemic exposed and exacerbated longstanding issue
- Unpaid care work - Time poverty and drudgery
  ➢ Informal caregiving undertaken without monetary compensation within the household or community, including direct care of children, older persons, persons with disabilities, people who are ill and others; indirect care like cooking, cleaning and washing clothes; related activities like collecting water and fuel.

- Paid care work - Informality and decent work deficits
  ➢ Includes domestic workers, as well as long-term care workers, health care workers, crèche workers, early childhood educators and others if they provide personal care services as part of their role

- Gender and generation – disproportionately affects girls and young women – but not only.
Canada’s unpaid and paid care work commitment

• At Generation Equality Forum (June-July 2021), Prime Minister Trudeau announced that Canada will commit **CAD$100 million for stand-alone programming** to address issues in both unpaid and paid care work in low- and middle-income countries.

Announced to date:

• **Invest in Childcare** (World Bank, CAD$10M, multiple countries)

• **Build Back Equal** (UN Women, CAD$10M, Eastern Caribbean)

• **Opening doors: More and better decent work opportunities for domestic workers in Peru** (ILO, CAD$3M)

• **Action for Paid Care Workers Initiative** – under development
Addressing unpaid and paid care work in Canada’s international assistance – the “5Rs”

• **Recognizing** the value of unpaid and poorly paid care work

• **Reducing** drudgery and hours spent on unpaid care work

• **Redistributing** responsibility for care work more equitably, both within the household and outside it

• Ensuring unpaid and paid care workers are **represented** and have a voice

• **Responding** to the rights and needs of all care workers
Childcare Solutions for Women Micro and Small Enterprises
(Kate Grantham & Aatif Somji, for DCED WEE working group, May 2022)

• Explores range of childcare solutions available to meet needs of women MSE owners and workers in LMICs, with a particular focus on informal sector.
• Some solutions also offer opportunities for women MSEs within paid care sector.

Childcare as a constraint for women MSE owners and workers
• Time
• Multitasking
• Mobility
• Informality
• Enterprise development
• Well-being

Barriers to uptake of childcare services
• Cost
• Distance
• Quality
• Operating hours
• Social norms
<table>
<thead>
<tr>
<th>Model</th>
<th>Case studies (other examples)</th>
</tr>
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<tbody>
<tr>
<td>Social Franchising</td>
<td>Kidogo (Smart Start, Tiny Tots)</td>
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<tr>
<td>Cooperatives</td>
<td>SEWA’s Sangini Child Care Workers’ Cooperative (ASMARE Cooperative Daycare Service, Makola Market Childcare Centre, UPAVIM Cooperative Children’s Center)</td>
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<td>Market-Based Solutions</td>
<td>Uthabiti Childcare Enterprises Initiative, Care Economy Knowledge Hub (UN Women Care Accelerator)</td>
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<td>Partnerships</td>
<td>Mobile Crèches, Supporting Parenting Care Facilities in Markets Research Project (Estancias Programme)</td>
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PRIVATE SECTOR APPROACHES AND SOLUTIONS TO ADVANCE CARE
PERSPECTIVES FROM IFC’S TACKLING CHILDCARE AND CARE2EQUAL PROJECTS

Creating Markets, Creating Opportunities
About IFC’s work on Care

Tackling Childcare:
❖ Focused on employer-supported childcare and family-friendly workplace policies
❖ Flagship Reports:
  - Tackling Childcare: the business case for employer-supported childcare
  - Global Guide for employer-supported childcare care
❖ Tackling Childcare Advisory program (2019-2021)
  - 1,000+ companies across 20+ countries

Care2Equal:
❖ Launched in 2022 as part of the WBG’s Invest in Childcare initiative with support from USAID
❖ Expands to scope of IFC’s work on care to include:
  - Elderly care and mental health and well-being
  - Support for the growth of the care economy and care businesses in emerging markets
Why Care? Why Business?

Access to quality childcare supports development and learning. Yet, 350 million children need childcare but do not have access to it.

Access to childcare and other support such as parental leave could boost women's employment by 10 percentage points overall by 2035.

Care is one of the fastest growing sectors with the potential to generate up to 299 million jobs by 2035.

Marginalized groups – families that include persons with disabilities, LGBTI families, those living in the bottom 40% of the economic pyramid - face compounding barriers to accessing care.

Parents and other caregivers – especially women - cannot fully participate in the green economy if care-related barriers are not removed.

Opportunity for youth employment & entrepreneurship!
Care Economy – Ripe for Disruption!

Provides employment opportunities to mostly female youth, who have dropped out from school.
Grupo Altex: Supporting Employees through Childcare

COMPANY PROFILE:
- Mexican agro-industrial business
- Revenue: USD $600-650 million
- 10 plants/operation centers in rural areas across the country
- Serving large local and international clients

EMPLOYEE PROFILE:
- 7,000 employees
- 51% women
- 68% aged 18-40
- 10% of employees have children aged 1-6

COUNTRY CONTEXT:
- 3rd lowest FLFP of the OECD (42% women vs. 74% men)
- Women do nearly 77% of unpaid housework, spending an average of six hours per day vs. two hours for men.

The Business Case
- Healthier, Stronger Workplace
- Reduce absenteeism
- Increase retention
- Support for Community

Support for Community
Employer-Supported Childcare: Finding the Best Approach
Altex and Hipocampus Partnership:

✓ Partnership with Hipocampus to run 5 centers
✓ Open to employees (men and women), community members and suppliers
✓ Reaching 721 children by 2021
✓ Employing local women
Benefits

✓ 100% of employees who benefit say their productivity has increased as a result of the company's investment in childcare

✓ 60% of parents said that the childcare center was a factor in their decision to join the company

✓ 97% mentioned that the service increases the probability of continuing to work in the company

✓ 40% mentioned having turned down an opportunity in order not to lose the childcare service

✓ 98% say the service has helped them better balance work and family responsibilities
Job Creation Opportunities in the South Africa’s Care Economy

20 April 2023
Triple Impact of the Care Economy

- Quality early learning access and improved health outcomes
- Labour market access
- Job creation potential
South Africa’s Care Economy

Size of South Africa’s Care Economy by Occupation – gender and youth (age 18-34 years)

Overview
- 2 million jobs
- ±13% of total economy
- 84% are filled by women
- ±1/3 are filled by young people

Source: Statistics South Africa Quarterly Labour Force Survey Q3 2021
What is the Opportunity for Care Economy Job Creation in South Africa?

<table>
<thead>
<tr>
<th>Profession</th>
<th>Current</th>
<th>Opportunity</th>
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<tbody>
<tr>
<td>Early Childhood Development (ECD)</td>
<td>194 000</td>
<td>+ 450 000</td>
</tr>
<tr>
<td>Nurses</td>
<td>497 000</td>
<td>+ 166 000</td>
</tr>
<tr>
<td>Entry-Level Healthcare</td>
<td></td>
<td>+ 23 421</td>
</tr>
<tr>
<td>Teachers</td>
<td>497 000</td>
<td>+ 176 000</td>
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The Opportunity for Care Economy Job Creation in South Africa is greater than 800,000.
The Caregiver Profile

- Black, Female
- Minimal levels of accredited skill
- Poorly remunerated
- Gender wage gap

In Early Childhood Development

- **Q1 & 2:** R500 – R1000 (US $27 - $55)
- **Q3:** R2800 - R5000 (US $152 - $272)
- **Q4 & 5:** R18 000 – R20 000 (± US $1000)
Challenges are Systemic

Funding
• Access to financial assistance (start-up / operational / capital for growth)
• Ongoing earnings

Skilling
• High skilling requirements
• Barriers to entry for accredited programmes
• Insufficient training institutions

Registration
• In ECD, onerous registration requirements are not suited to the informality of the sector.

Service Delivery
• Variances in quality that is difficult to monitor and manage
What are we learning about Unlocking these Opportunities?

- Sector stabilisation is as important as job creation.
- To deliver on sustainable job creation, systemic reform needs to take place requiring partnership with government.
- Micro-enterprise growth is a critical enabler for job creation. New models need to be problem solved.
- Short-term opportunities (e.g. public employment programmes or funded initiatives) can be leveraged to provide pathways into the sector – offering skills, experience and income for young people.
Investing in Childcare to Build Human Capital

A win-win-win-win!

Better Jobs and Brighter Futures: Investing in Childcare to Build Human Capital
350 million
43 million
6-10% increase
Invest in Childcare: cross-sectoral work program to drive investments in childcare across the WBG

- **Catalytic grants to countries**
  - Demand-driven, competitive funding to generate more and better-quality investments in childcare in 30-50 countries and explore innovative approaches

- **Global analytical work**
  - Building the evidence base through evaluations, ROI analysis, diagnostics, increasing global and country-level data, publications, tools, global public goods

- **Capacity building**
  - External and Internal
    - Early Years Fellows
    - Policymakers
    - WB staff

- **Match funding for project finance**
  - 1:1 match funding for IDA and IDA/IBRD Blend countries and 1:2 match for IBRAD countries to incentivize countries to allocate scarce resources to childcare within World Bank-supported projects in 10-20 countries
5 policy goals to enable governments to ensure that childcare is available, affordable, of decent quality and meets the needs of all families

1. Expand access to childcare by promoting diverse types of provision
2. Prioritize childcare coverage for the most vulnerable families and ensure low-cost and free options are available
3. Allocate sufficient financing to make quality childcare affordable for families
4. Define clear, workable institutional arrangements and build system coherence
5. Ensure that children are in safe and stimulating environments through a robust quality assurance system and a supported and capable workforce
How is it going so far and other reflections
We have successfully grown ECD funding and can do the same for childcare

World Bank is the largest ECD funder worldwide and funding has increased in total volume and as a share of financing

- ECE investments have grown from 5% to 13% of the total WB EDU budget, doubling in volume and proportion since 2017
- ECD allocations in IDA have doubled in volume and proportion from 6% in IDA17 (FY15-17) to 11% in IDA18 (FY18-20)
- Annual funding for ECD reached $4.5 billion 2020

For childcare, various sector entry points beyond Human Development offer even more opportunities to leverage funding