

Unpaid and paid care work and women's economic empowerment

Karen Moore

Senior Policy Analyst

Economic Growth and IFIs, Global Issues & Development Branch

Global Affairs Canada

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.



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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



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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



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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

	Model	Case studies (other examples)
Social Franchising	Developing networks of quality-assured childcare MSEs catering to low-income women and families	Kidogo (Smart Start, Tiny Tots)
Cooperatives	Cooperatively organised childcare facilities run by and for women MSEs	SEWA's Sangini Child Care Workers' Cooperative (ASMARE Cooperative Daycare Service, Makola Market Childcare Centre, UPAVIM Cooperative Children's Center)
Market-Based Solutions	Programmes that support innovative market-based solutions for childcare	Uthabiti Childcare Enterprises Initiative, Care Economy Knowledge Hub (UN Women Care Accelerator)
Partnerships	Multi-stakeholder collaborations to meet childcare needs of women MSEs	Mobile Crèches, Supporting Parenting Care Facilities in Markets Research Project (Estancias Programme)

PRIVATE SECTOR APPROACHES AND SOLUTIONS TO ADVANCE CARE

PERSPECTIVES FROM IFC'S TACKLING CHILDCARE AND
CARE2EQUAL PROJECTS



Creating Markets, Creating Opportunities

Lauren Gula
April 21, 2023

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



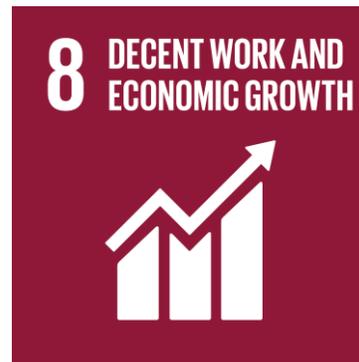
Why Care? Why Business?



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.

Opportunity for youth employment & entrepreneurship!



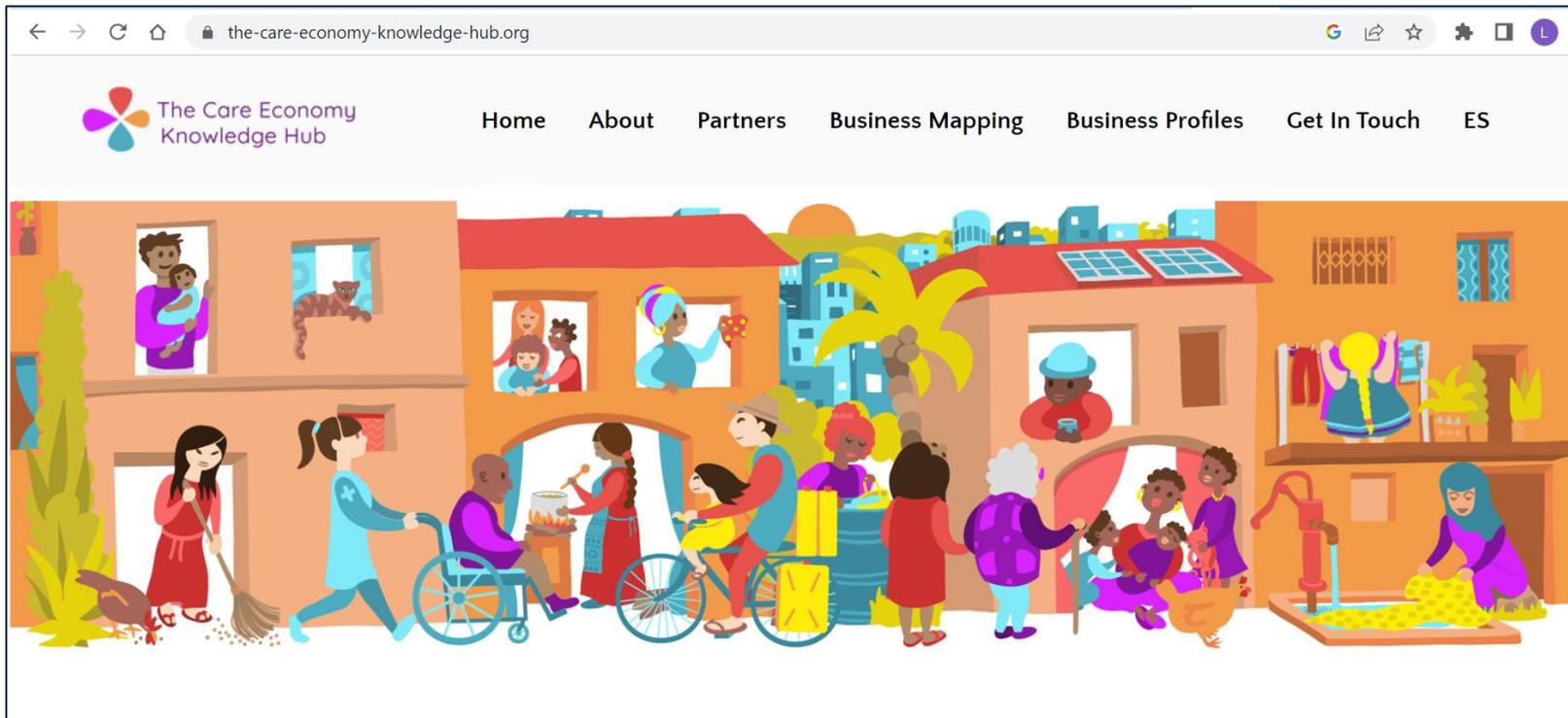
Marginalized groups – families that include persons with disabilities, LGBTI families, those living in the bottom 40% of the economic pyramid - face compounding barriers to accessing care.



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

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

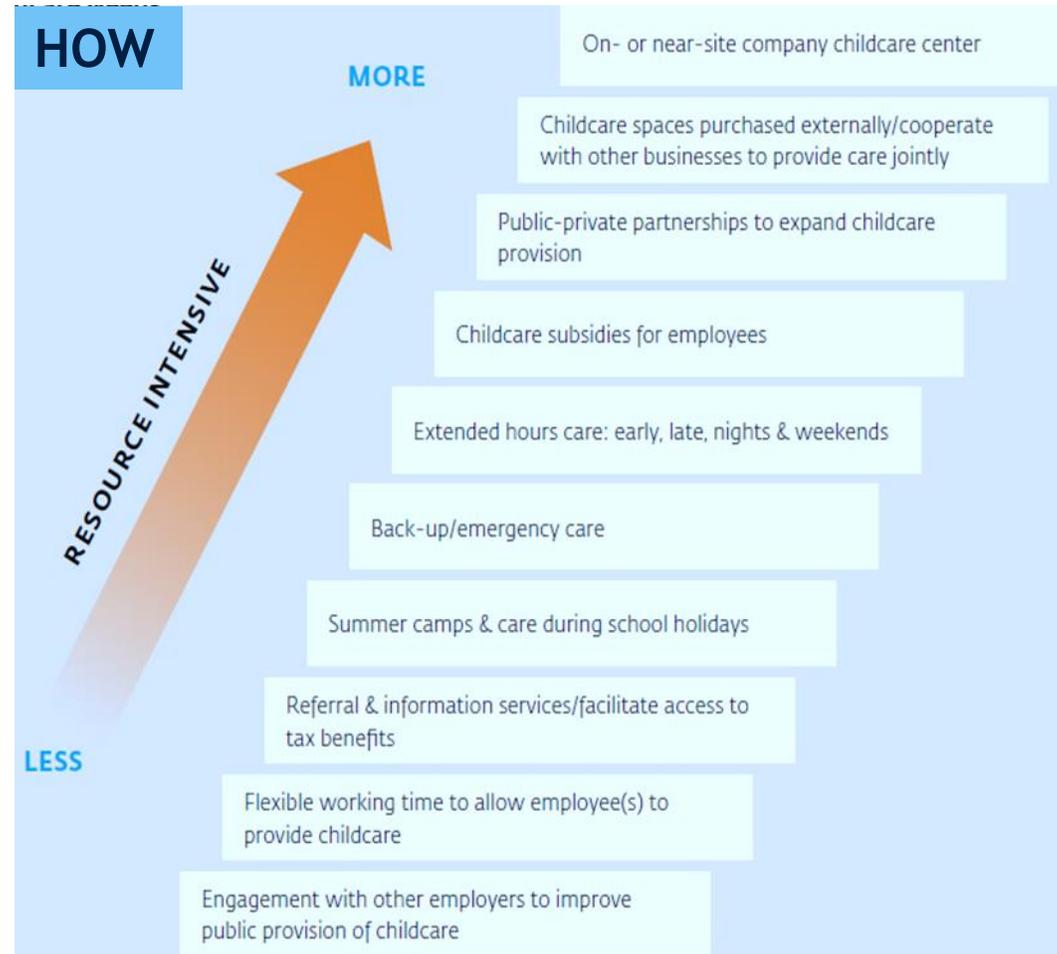


COUNTRY CONTEXT:

- 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.



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



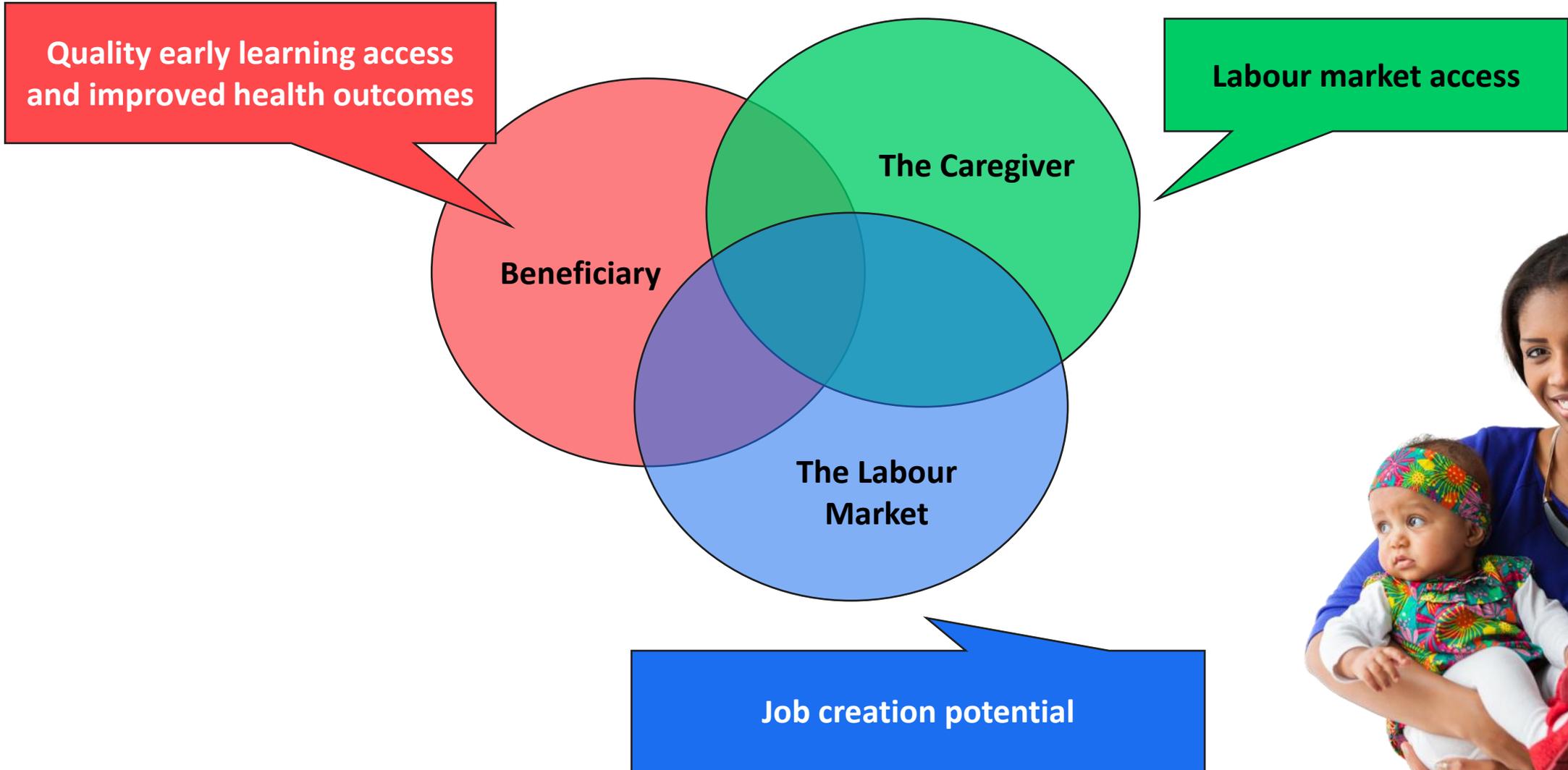
Job Creation Opportunities in the South Africa's Care Economy

20 April 2023





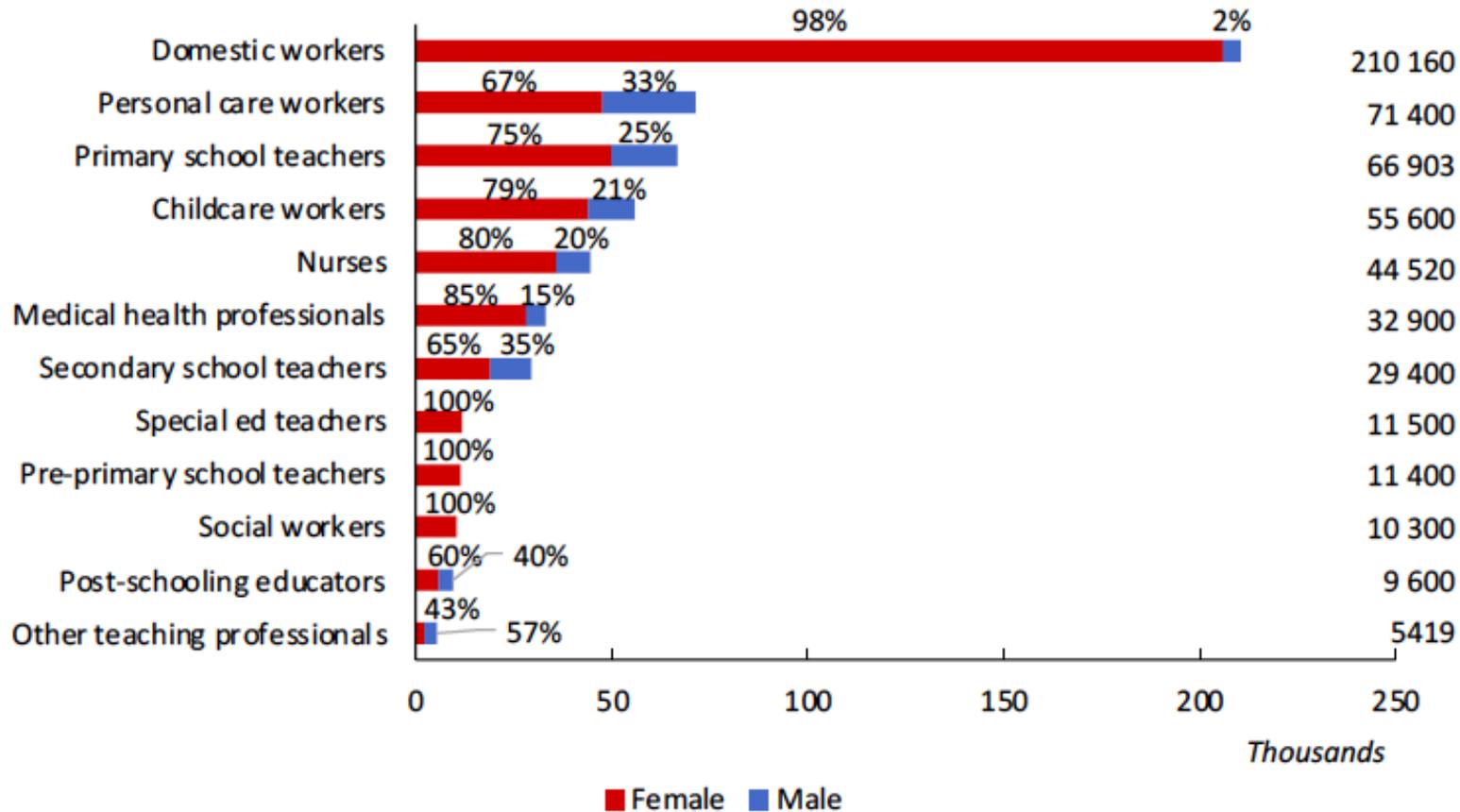
Triple Impact of the Care Economy





South Africa's Care Economy

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



Source: Statistics South Africa Quarterly Labour Force Survey Q3 2021

Overview

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



What is the Opportunity for Care Economy Job Creation in South Africa?

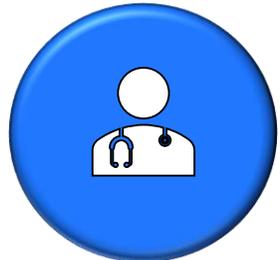


Early Childhood Development
(ECD)

194 000

The Opportunity

+ 450 000



Nurses

497 000

+ 166 000



Entry-Level Healthcare

+ 23 421

Teachers

497 000

+ 176 000

> 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

Short-term **Benefits** Long-term



BETTER WOMEN'S EMPLOYMENT

Higher female labor force participation

Better quality employment (higher income and productivity, better job security, more formal sector opportunities)



INCREASED FAMILY WELFARE

Increased confidence and empowerment for women

Increased family income and investments that improve family welfare

Increased school attendance of older siblings, especially girls, with reductions in early marriage and adolescent fertility



IMPROVED CHILD DEVELOPMENT OUTCOMES

Improved school readiness

Better nutrition outcomes

Better education outcomes and lifelong learning

Improved employment prospects and earning



INCREASED PRODUCTIVITY AND ECONOMIC GROWTH

Increased economic growth and business productivity

Increased tax revenue

Reduced burden on government systems (crime, health, etc)

**350
million**



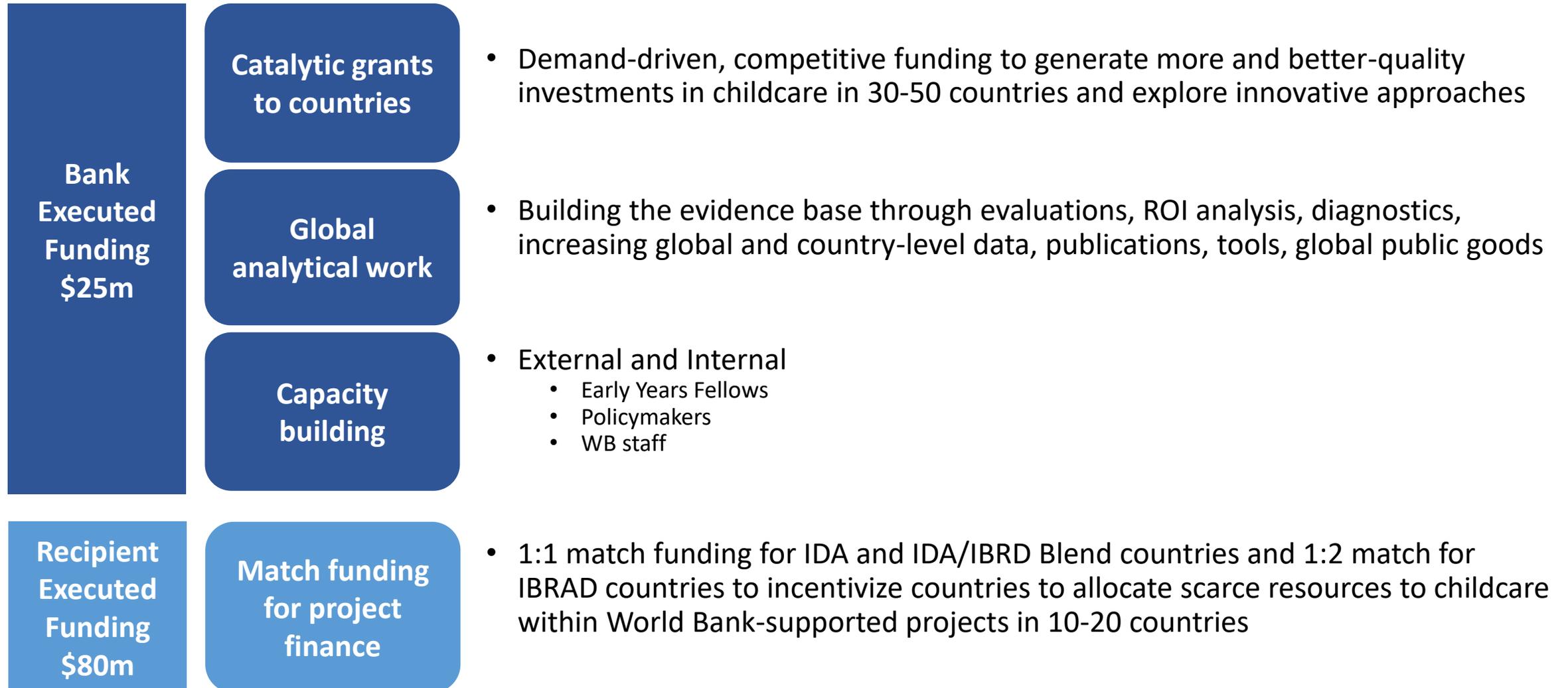
43
million



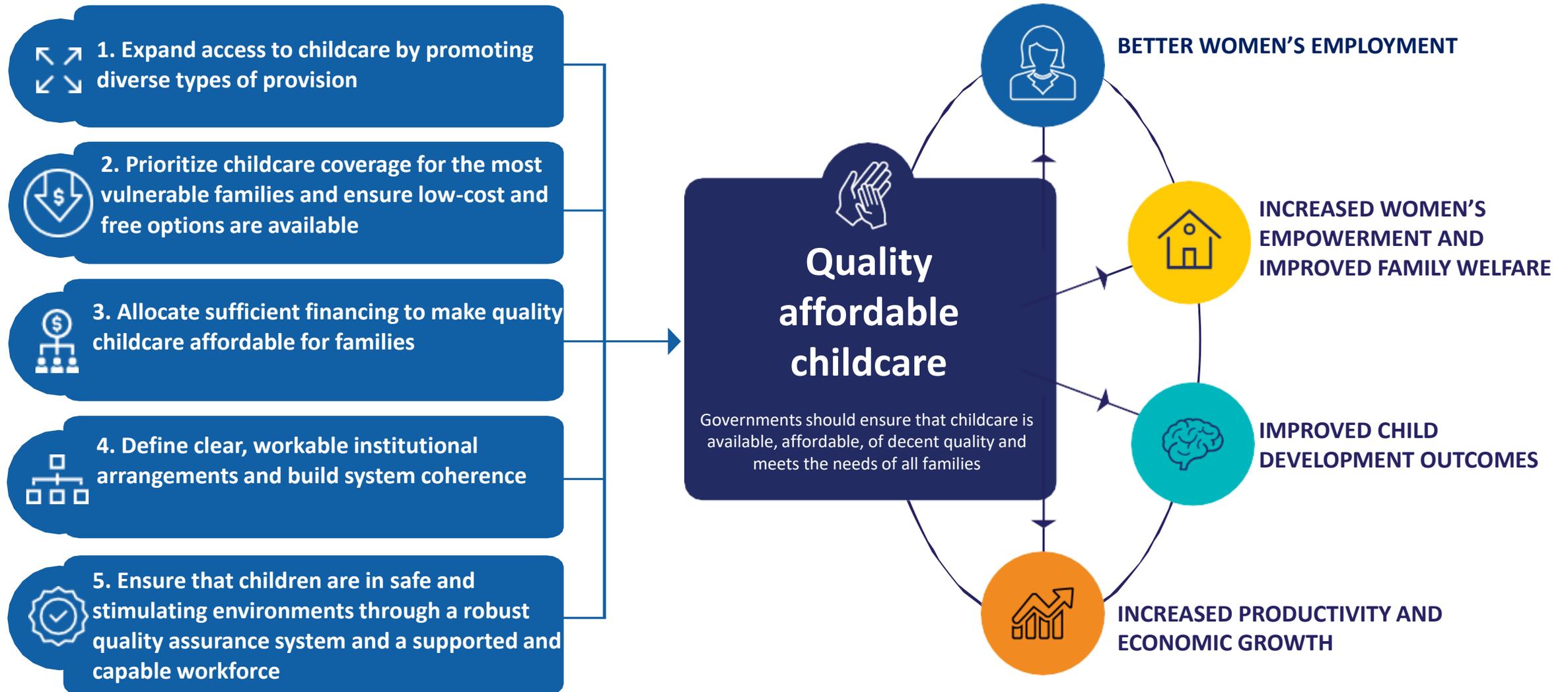
6-10%
increase



Invest in Childcare: cross-sectoral work program to drive investments in childcare across the WBG



5 policy goals to enable governments to ensure that childcare is available, affordable, of decent quality and meets the needs of all families





How is it going so far
and other reflections

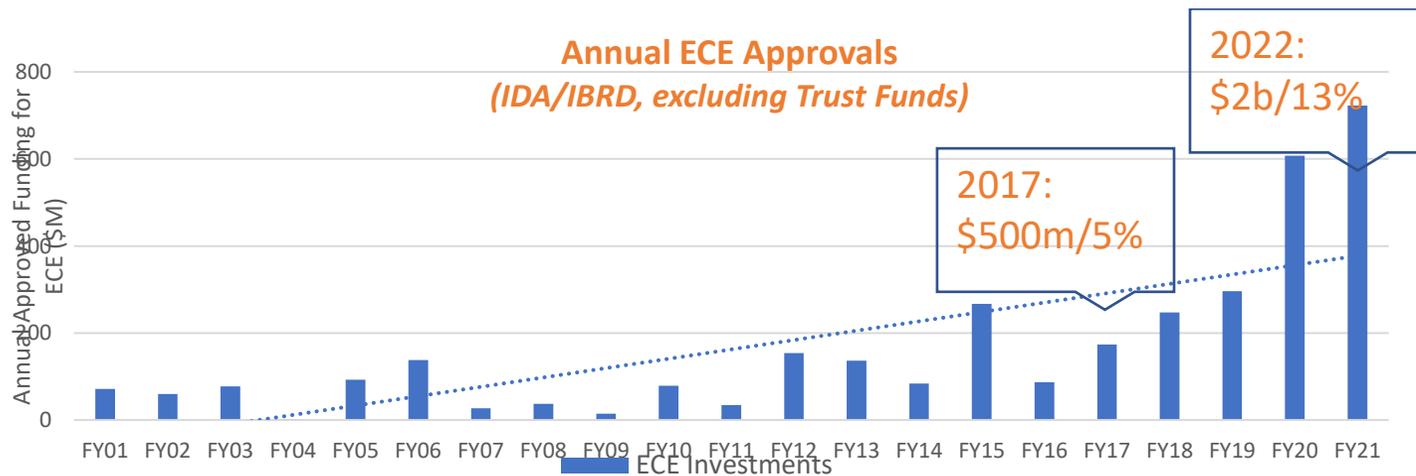


We have successfully grown ECD funding and can do the same for childcare

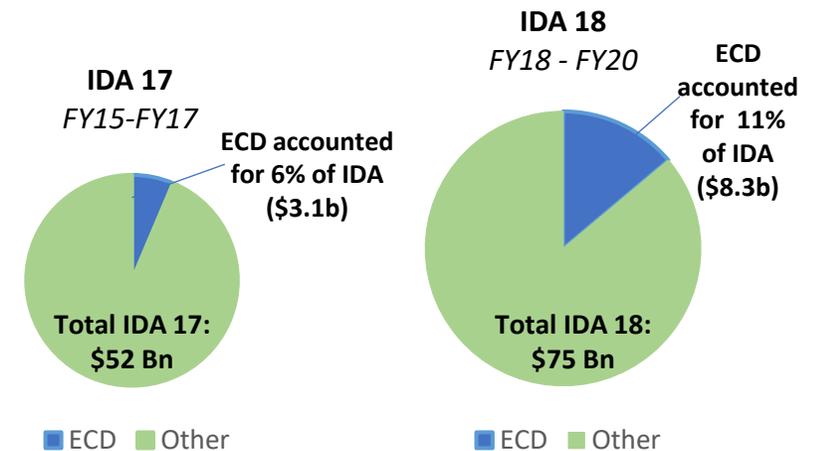
World Bank is the largest ECD funder worldwide and funding has increased in total volume and as a share of financing

- 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

Growth in WB ECE investments overall and as a share of WB EDU budget



IDA commitments for IDA 17 and IDA 18 (total and ECD specific)



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