

SPEAK-UP Jean Monnet Module, Experts Debate
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**Gender Inequalities and Inclusion:
A Linguistic Approach to the Study of
Hidden Differences in Care Economy**

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THE CARE ECONOMY

Production and Consumption of goods and services necessary for physical, social, emotional wellbeing of children, elderly, ill, disabled as well as of healthy, prime-working age adults, including self-care; so as to allow them to function at a socially acceptable level of capability, comfort and safety.

16.4 billion hrs/day
 $\frac{3}{4}$ performed by women
(\approx 2 billion full-time jobs)

UNPAID
Care Work

Household Production

Volunteer and
Community Work

Health Care and
Social Services
incl. Long-Term Care

Education
incl. Early Child Care and
Education

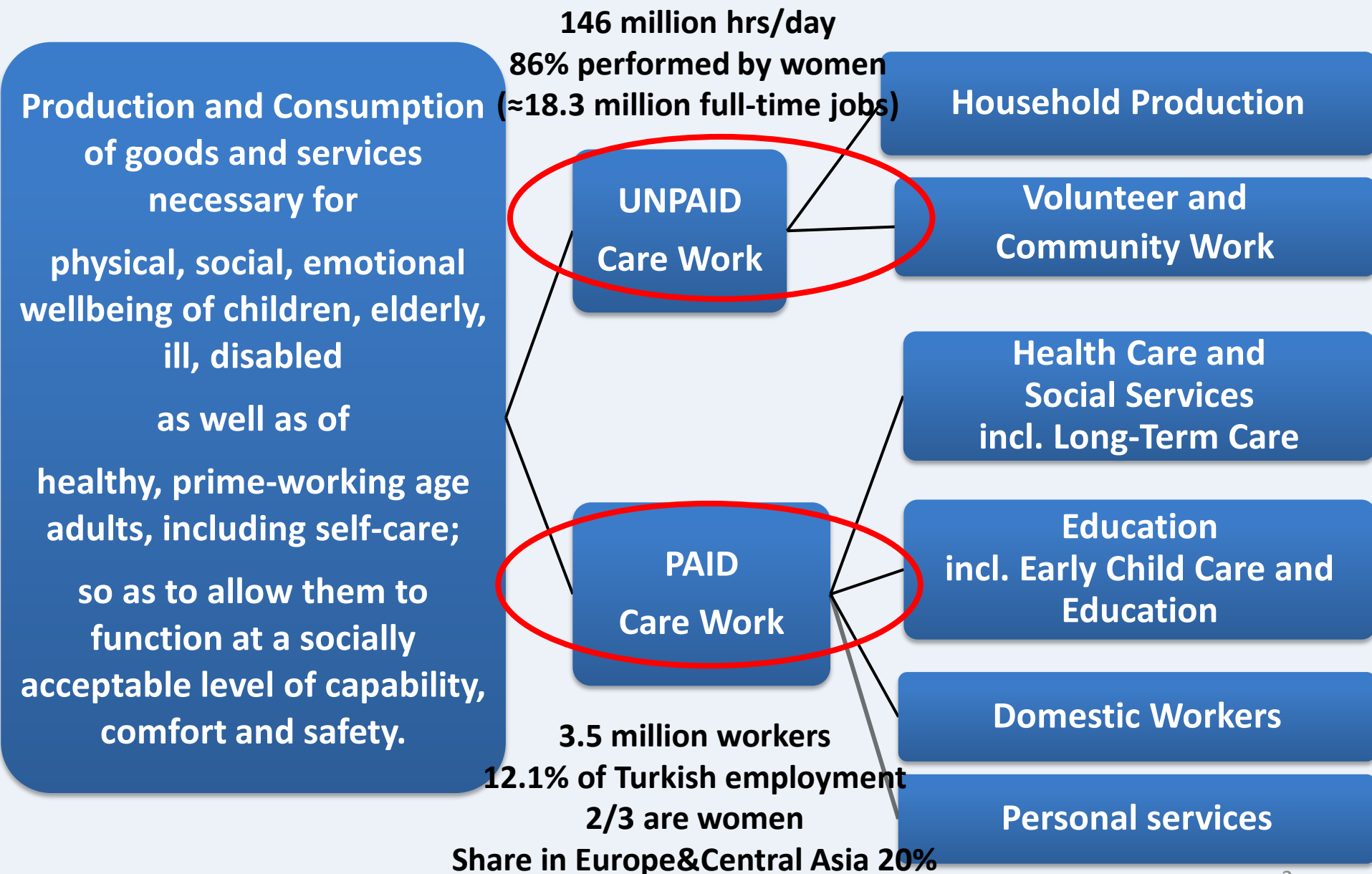
Domestic Workers

Personal services

PAID
Care Work

381 million workers
11.5% of global employment
 $\frac{2}{3}$ are women

THE CARE ECONOMY - TÜRKİYE



The undermining of the “work” aspect of unpaid care

“Work” reserved for paid/market work only

- “Workers”; “Do you work?”

Unpaid work associated with

- “obligation”, “responsibility”, “duty”, “chores”
- Household/family responsibilities
- Domestic chores
- “Housewives” → → → “Homemakers”
- Work out of love vs. work for income, work for profit (*Folbre and Nelson 2000*)

When domestic work is performed by those other than mothers/wives

- “helpers”
- “men *help* with household duties”

Evolution of Feminist Terminology on Care Work

Reproductive work/labor → macroeconomic function as reproducing labor (major input into production)

Unpaid work/labor → exploitation

Domestic/Household work/labor → exclusion from the public/market sphere

Household production → the private sphere of the household as a location of production

Care Work, Caring labor → social and economic functions for wellbeing

Care Economy → unpaid and paid care work as an entire economic sub-system

Purple Economy → a vision of, a call for a new economic order

The undermining of the “work” aspect of unpaid care

Implications for the Science of Economics

Economy:

- Production for the market only?
- Household production, community production

Gross Domestic Product GDP?

- The total market value of all final goods and services produced in a given period of time (typically a year) within given borders (national, regional, global).
- *Household Satellite GDP accounts*

Measure of Economic welfare

- *GDP per capita?*
- *Capabilities approach by Amartya Sen*
- *Quality of Life measures by Martha Nussbaum*
- *Human Development Index, Gender Development Index*

Poverty

- *Per capita income/consumption spending below an income/spending threshold*
- *Time-poverty*
- *Combined time- and income poverty measure: LIMTIP*

Layers of the Economy

Monetary

Non-monetary

Extended Definitions: Care Economy, Caring Labor → Social Reproduction

- Extended definitions (Folbre, Himmelweit, England, Tronto,... Care goes beyond individual/household care to also entail care for
 - Community Wellbeing
 - Nature and Ecological Wellbeing
 - Wellbeing of all living species

Care as “everything we do to maintain, continue and repair our world so that we can live in it as well as possible. That world includes (not only) our bodies, ourselves (but also) our environment, all of which we seek to interweave in a complex, life-sustaining web.”

“Idealization of the ‘self-made’ man encourages self-centeredness, greediness, and thoughtlessness, under the guise of autonomy ... How we care now misunderstands freedom as choice regardless of domination, perpetuates inequality and makes it impossible to raise questions of care as issues of justice. ... Autonomy in capitalist terms, is independence from social responsibility and the freedom to disregard the devastating human and environmental consequences of economic growth.”

Joan Tronto (2013), Caring Democracy: Markets, Equality and Justice

Crisis of Care, Crisis of Social Reproduction

Himmelweit (2007): decreasing willingness and ability of people to care, erosion of caring norms

“Those who assume caring responsibilities despite such pressures, will pay a higher price for doing so and may have less influence on policy than those conforming more to less caring dominant norms.

Not to adopt a generous strategy for caring now will shift power away from those who continue to care, erode caring norms, and make it more difficult to adopt a more caring strategy in the future. Without such a strategy, standards and availability of care will fall, and with a high cost to society as a whole, and in particular to those who continue to care.”

Tronto (2013): idealization of the ‘self-made’ man encouraging self-centeredness, greediness, and thoughtlessness, under the guise of autonomy.

“How we care now misunderstands freedom as choice regardless of domination, perpetuates inequality and makes it impossible to raise questions of care as issues of justice. ... Autonomy in capitalist terms, is independence from social responsibility and the freedom to disregard the devastating human and environmental consequences of economic growth.”

The Care Economy: Direct and Indirect Care

Production of goods* and services necessary for physical, social, emotional wellbeing of children, elderly, ill and people with disabilities as well as of healthy, prime-working age adults, including self-care; so as to allow them to function at a socially acceptable level of capability, comfort and safety.

INDIRECT
Care Work

Unpaid work such as cooking, washing, cleaning, shopping, managing house, production for self-consumption*

Non-care workers employed in care sectors such as administrators, cleaners, security workers, domestic workers

DIRECT
Care Work

Unpaid domestic work such as bathing and feeding a baby or a bed-bound ill person, helping a child with homework, accompanying an elderly or disabled person on a doctor's visit

Care workers employed in care sectors such as teachers, doctors, nurses, babysitters

Categories and Examples of Care Work *(Folbre, 2006)*

		Children	Elderly	Sick, disabled	Adults (other than self)	Self
Unpaid work (outside SNA)	Direct care	Changing diapers	Spoon feeding or bathing		Counseling	Visiting doctor, exercising
	Indirect care	Preparing food, doing laundry, cleaning				
Unpaid subsistence production (inside SNA)	Direct care	Breastfeeding				
	Indirect care	Growing food for own consumption, collecting wood or carrying water				
Informal market work	Direct care	Family day care; Babysitting	Family day care; Elder-sitting	Informal but paid assistance in the home		
	Indirect care	Domestic servant; Paid or unpaid family worker in small service enterprise				
Paid employment	Direct care	Child care worker, teacher, pediatrician	Elder care worker, gerontologist	Nurse, nursing aide, doctor	Counselor, nutritionist, yoga instructor	
	Indirect care	School administrator, clerical, food services or janitorial	Nursing home administrator, clerical, food services or janitorial	Hospital administrator, clerical, food services or janitorial	Most paid jobs not listed in other cells	

Characterizing Direct 'Care Work

- Labor-intensive
- Relational, between the care giver and the care receiver
- Limits to increasing productivity through technology and mechanization
 - hence potential for generating new jobs
- Limits to commodification, i.e. a substantial share cannot be transferred from non-market (unpaid) to market (paid) form
 - hence need to regulate within the household for equal distribution
- Has characteristics of a public good (or a merit good)
 - Subject to strong externalities
 - Underprovided by markets because there is limited potential for capturing profits

6 Reasons for why we should urgently start to 'care' about 'Caring Labor' as an economic and social policy issue?

#1 *Care work has crucial economic functions, and constitutes massive work hours.*

#2 *Imbalances in the care economy constitute a systematic root cause of persistent gender inequalities.*

#3 *Imbalances in the care economy also generate systematic inequalities by class, race, migrant status, origin.*

#4 *Ignoring caring labor threatens economic and social sustainability through an emerging Crisis of Care.*

#5 *Ignoring care economy results in false assessments of economic and social indicators; and in ineffective policy and programme interventions.*

#6 *Acknowledging the care economy unveils its potential for inclusive growth.*

An advocacy concept:

A Purple Economy

- Appeals to the widely used concept of *'the Green Economy'*
- Uses *Purple* → symbolic color of women's movements in some countries

a catchphrase capturing the vision of a
gender egalitarian and *caring* economic order

- *Green Economy* (origin.1989): *internalize environmental costs into production and consumption patterns to ensure sustainability of natural resources/ecological balances; eliminate intergenerational and intersectional inequalities*
- *Purple Economy* (origin.2009; 2013): *internalize the costs of care work into production and consumption patterns to ensure sustainability of caring labor; eliminate gender-based and intersectional inequalities*

Purple Economy

Purple Economy as a response to

Persistent inequalities, the Care Crisis (+ the Economic and Ecological Crises) ...

An economy which
recognizes the centrality of caring labor to
wellbeing and sustainability,

treats care as a public good,

internalizes the costs of its reproduction into the economy
through
allocation of public resources
and
market regulation.

The 3R strategy as at the organizing principle of the **Purple Economy**
Recognize, Reduce and Redistribute Unpaid Care work

Purple Economy

Questions:

1. Why a **purple** economic order?

*Justify “**CARE**” as a PRIORITY ECONOMIC issue*

2. How to internalize the costs of care?

What are the main intervention areas for a **purple** economic order?

3. How **purple** is necessarily complementary to **green** for a sustainable economy?

4. How does a caring economy contribute to building more inclusive, decent jobs generating, sustainable and resilient economies?

5. *Why the urgency of a Purple Economic Order for a resilient and gender equal recovery in the (post-Covid-19 era)?*

Four Pillars of a Purple Economy

A Universal Social Care Infrastructure



Accesible and Quality

Healthcare

Education

Care Services

for children, youth, elderly, disabled and ill;

Purple Jobs

Labor Market Regulation

for work-life balance with equal gender incentives

Dual earner, dual carer families



Care leave, flexible work, **shorter work weeks**, decent pay and work conditions for care workers, elimination of gender discrimination in labor markets

Unpaid Work Time-Saving Physical Infrastructure for Rural Communities



Improvements in rural water, energy, transport infrastructure to reduce indirect care work; green investments in sustainable agriculture and rural production

An Enabling Macroeconomic Environment



Decent jobs generation, inclusive, sustainable and resilient economy as the priority objectives of fiscal, monetary and industrial policy; growth only as one of the tools to achieve these objectives

Ilkkaracan 2013; 2017

<i>Complementarities</i>	<i>Green Economy</i>	<i>Purple Economy</i>
<p>In response to ...</p> <p>also the economic crisis through</p>	<p>the environmental crisis - to sustain provisioning by nature</p> <p><i>Green Jobs</i></p>	<p>the crisis of care – to sustain provisioning by caring labor</p> <p><i>Purple Jobs</i></p>
<p>Acknowledges that beyond the consumption of commodities, human wellbeing depends on access to ...</p>	<p>healthy ecosystems</p>	<p>quality care</p>
<p>Accounts for ... both invisible in mainstream economic analysis</p>	<p>the value of nature</p>	<p>the value of caring labor</p>
<p>Calls for state intervention and market regulation for internalization of ... into production and consumption patterns.</p>	<p>environmental costs</p>	<p>the costs of caring labor</p>
<p>Aim to eliminate ... through the redistribution of costs.</p>	<p>inter-generational inequalities</p>	<p>inequalities by gender, class, origin</p>
<p>Call for a reordering of priorities from consumption</p>	<p>to nature</p>	<p>to nurture</p>
<p>from GDP growth</p>	<p>to sustainable and equitable growth (or even de-growth)</p> <p><i>Ilkkaracan 2013; 2017</i></p>	

Purple Economy: 3 points of emphasis

a *gender egalitarian* and *caring* economic order

1. **Purple Economy** warns against the trade-off's between these 2 objectives

Avoid the first 2 scenarios, take the 3rd way

- i. Caring but NOT gender egalitarian → → women are protected in their their caretaker roles through care leave exclusively for mothers, cash for care transfers or flexible employment, public takes responsibility through measures enforcing gender norms*
- ii. Gender egalitarian but NOT caring → → women are incentivized to assume typically male economic behavioral patterns, public takes no responsibility*
- iii. Gender egalitarian AND caring → → men are incentivized to assume typically female caretaking behavioral patterns, public takes responsibility by provisioning care and regulating markets*

A Policy Trap to watch!

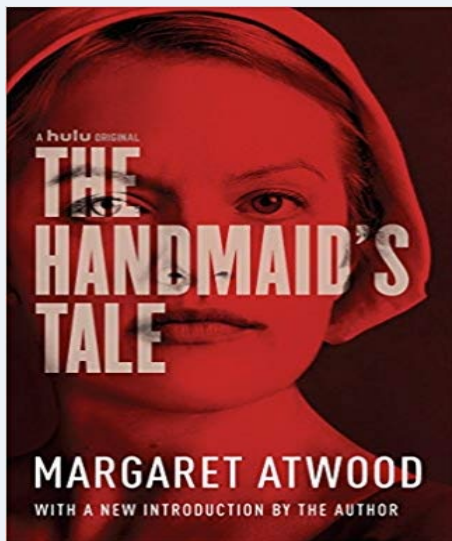
Caring but NOT gender egalitarian

Recognition of Unpaid Work through tools that deepen gender inequalities:

Cash transfers, wages for housework

Very long maternity leave + no paternity leave

Flexible work options (part-time, home-based, teleworking) options targeted EXCLUSIVELY at women



A Policy Trap to watch!

Gender egalitarian but NOT caring



Purple Economy: 3 points of emphasis

a *gender egalitarian* and *caring* economic order

2. Rests on 2 guiding principles of simultaneous perspectives of caregivers and care receivers:
 - Equality in **care giving** through co-responsibility;
 - Equality in **care receiving** through universal access to quality care.

Purple Economy: 3 points of emphasis

a *gender egalitarian* and *caring* economic order

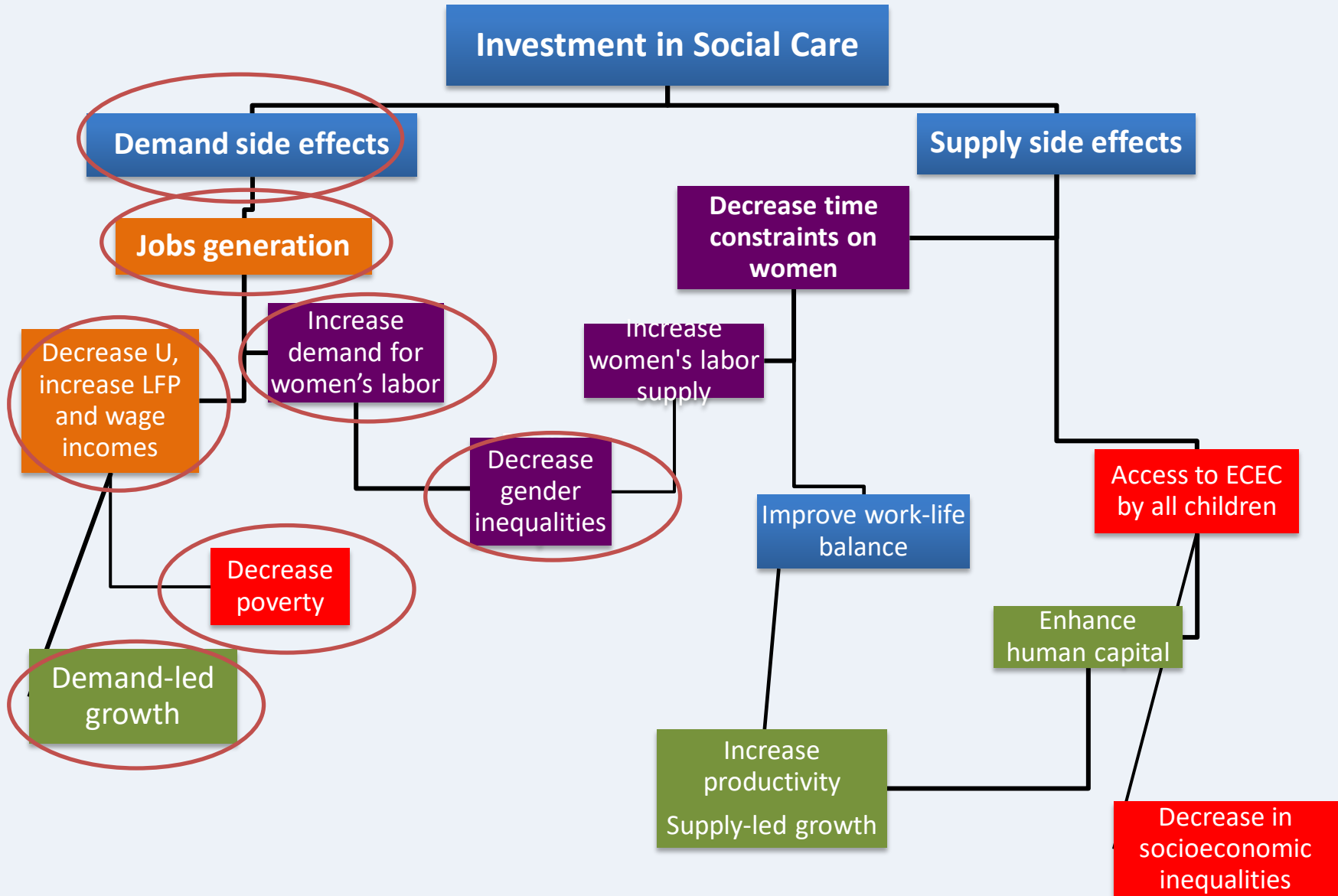
3. Emphasizes the complementarities between the purple econ objectives with other economic & social policy objectives such as

- *jobs generation and unemployment reduction,*
- *poverty alleviation, eliminating intersectional inequalities*
- *human capital and productivity enhancement,*
- *sustainable, inclusive and resilient economies*

Recent applied empirical studies:

- *Investing in care services infrastructure creates 2 to 3 times more jobs than investing in physical infrastructure;*
- *Enables better outcomes of poverty alleviation through more jobs + dual-earner, dual-carer families;*
- *Improves socioeconomic equality + enhances productivity through investing in children and alleviating time-poverty of employed workers*

Economic Returns to Investing in Care



Applied Empirical Research on Economic Returns to Investing in the Care Economy

1. **South Africa** - Levy Economics Institute New York (2008)
2. **U.S.A.** - Levy Economics Institute New York (2010)
3. **Turkey** - Istanbul Technical University and Levy Economics Institute; UNDP and UN Women Regional Istanbul; ILO Turkey (2015; 2019; 2020)
4. **5 high-income economies; 6 middle- and low-income economies** – ITUC (2016; 2017)
5. **45 high- and middle-income countries** – ILO Report on Care Work and Care Jobs for the Future of Work (2018)
6. **Kyrgyzstan** – OECD/UN Women (2019)
7. **Macedonia** – OECD/UN Women (2019)
8. **Ghana and Tanzania** – Levy Economics Institute (2019)

Investing in Social Care Infrastructure requires...

Public spending and investment... A question of fiscal allocation

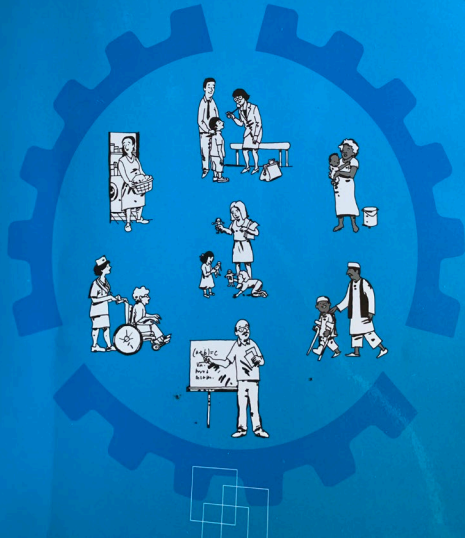
How to explore a short-run demand side economic rationale for fiscal spending on social care expansion: An Analytical Framework

Policy simulations on the economic returns to investing in care:

- **Employment creation**
- **Poverty reduction**
- **Equality by gender and socioeconomic status**
 - through the allocation of newly generated jobs and earnings by gender, education and household income

Comparison of spending on

- *Social Care Services Infrastructure*
- *vs. Physical Infrastructure (construction)*
 - vs. green energy
 - vs. cash transfers



ILO Research Paper on 45 Countries

What would be the global cost of investing in social care service infrastructure towards meeting multiple SDGs (3,4,5 and 8) by 2030?

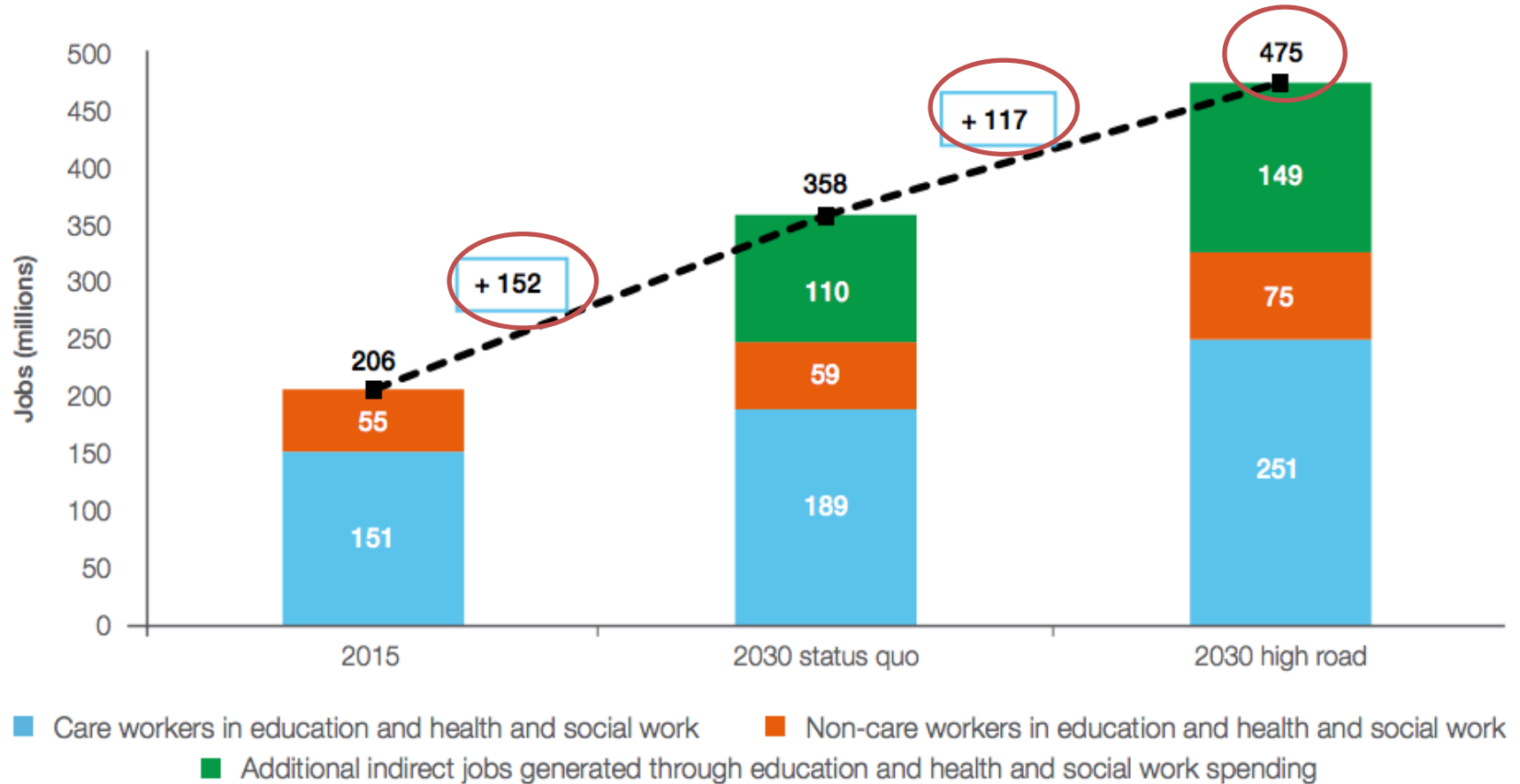
The High-Road Scenario vs. the Status Quo scenario

1. Care deficit and cost assessment for 45 countries in
 - Education including early childhood education and care
 - Health care including long-term care*abiding by decent employment and service quality criteria*
2. Aggregate direct and indirect employment estimation
3. Gender composition of employment
4. Fiscal feasibility (recovery through tax revenues)

Investing in Social Care in 45 Countries, complying with SDGs by 2030

Future Jobs Creation

Figure 5.11. Total care and related employment – 2015 vs. 2030 status quo and high road scenarios



Note: For 2015, ILO calculations based on labour force and household survey microdata.

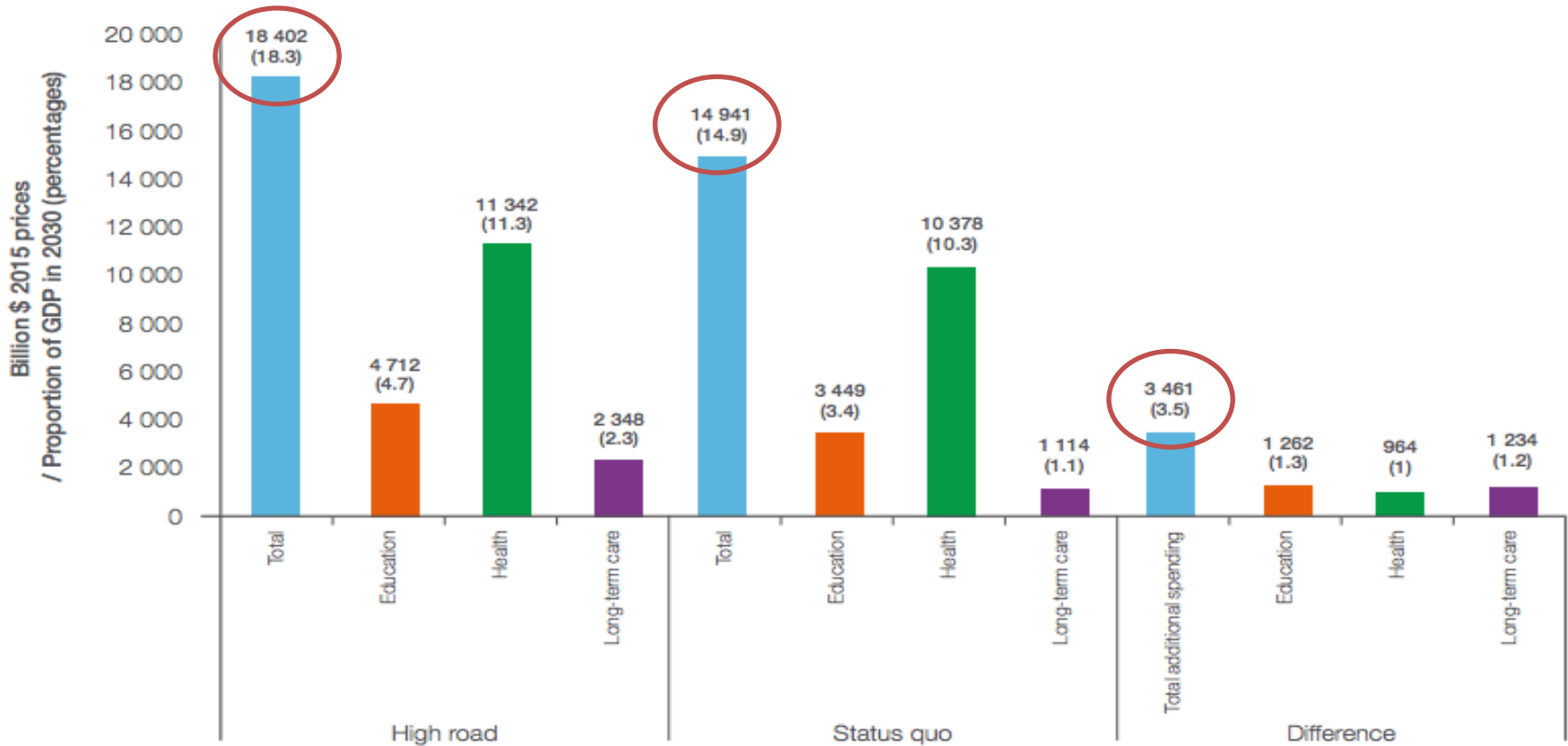
Source: Ilkkaracan and Kim, forthcoming.

Source: ILO 2018

Investing in Social Care in 45 Countries, complying with SDGs by 2030

Additional Fiscal Spending Required

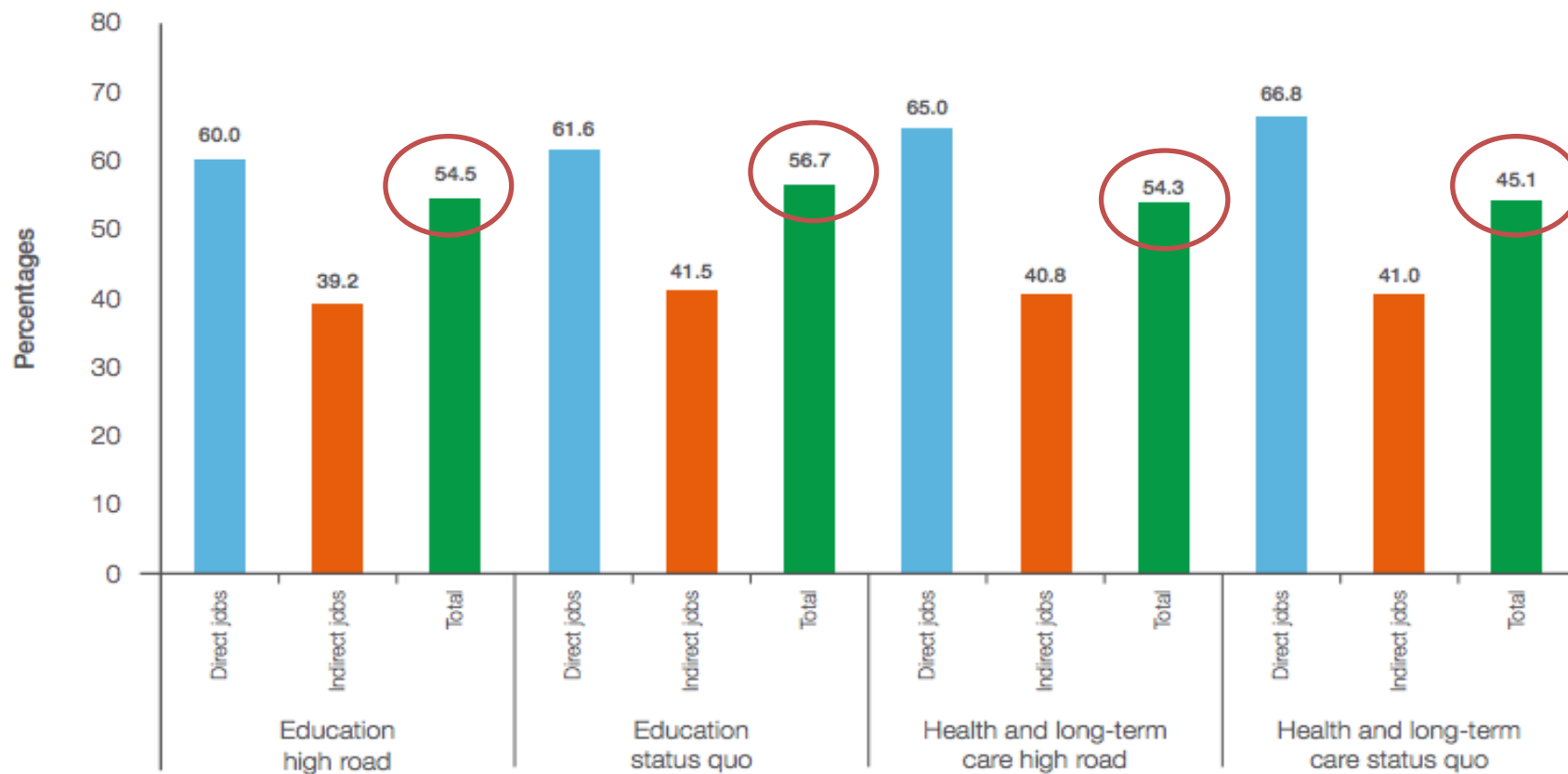
Figure 5.12. Total care expenditure, by sector



Source: Ilkkaracan and Kim, forthcoming.

Women's Share in Future Jobs

Figure 5.13. Women's share in total employment, by sector



Why a **Purple Economy** in the Pandemic Era?

The pandemic:

1. exposed weaknesses of the paid care systems and the underlying underinvestment
2. led to an unprecedented explosion of demand for unpaid care work
a threat and an opportunity at the same time
3. triggered an unprecedented economic crisis with shocks both on the supply and demand side
need for jobs generation more than ever

Purple Economy as a response to



the Care Crisis and the Economic Crisis simultaneously
while also supporting the Green Economy



Purple Economy in action



Left Unity Party (UK) adopted *Purple Jobs* as part of its economic program in 2014.



European Women's Lobby EWL published "The Purple Pact" in 2020.



IWRAW Asia-Pacific (Malaysia) adopted the Purple Economy as a working concept for its advocacy initiatives on gender and the economy.

Women for Women's Human Rights (Turkey) integrated Purple Economy to its Women's Human Rights Training Program.



- Post-Keynesian academic work on 'wage-led vs. profit-led growth' uses the idea of "purple jobs / purple investments" as an area for stimulatory spending (Onaran, et.al. 2015; 2018; 2020)



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