The Caring Economy STARTER COURSE
A bite-sized introduction to an equitable and sustainable economy
A Few Notes:

- The slides and speaking notes from this webinar will be made available to you after the session today.
- You will also receive a link to a webinar recording.
- During the presentation, we will keep all participants on mute to avoid background noise.
- Following the presentation, we will have an opportunity for discussion. You can participate by:
  - raising your hand, using the hand button on your control panel, OR
  - you can type a question or comment into the chat box at the bottom of your control panel.
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One in three women in America are living in poverty or teetering on its brink.

That’s 42 million women plus the 28 million children who depend on them.

http://www.msnbc.com/all/shriver-report-portraits-womens-lives-the-brink
Today, only one in five families has a homemaker mom and working dad.

Two out of three families depend on the wages of working moms who are struggling to balance caregiving and breadwinning.

http://www.msnbc.com/all/shriver-report-portraits-womens-lives-the-blk
Women are nearly two-thirds of minimum-wage workers, and a vast majority of these workers receive no paid sick days. Not one.

http://www.msnbc.com/all/shriver-report-portraits-womens-lives-the-brink
We have been operating as if care and caregiving work have no economic value – as if the work of taking care of children, elders, and other members of our communities is somehow separate from our economic success.

WE CANNOT ACHIEVE REAL PROSPERITY UNTIL WE MAKE THIS CRITICAL MISSING CONNECTION.
1 Public Policy
Social Wealth
Economic Indicators

2 Leadership & Learning Programs
Training leaders in the Caring Economy & Partnership movements

3 Coalition-Building
Organizational Partnerships
Social media outreach
I. MAKING SENSE OF CARING + ECONOMY
care = prosperity
Q: What things in your life bring you most fulfillment, happiness, and well-being?

Use your chat box to share your top 3 things
what is wealth?

material

social

natural
REAL WEALTH

Social Wealth

Material Wealth

Natural Wealth
What kind of an economy grows our real wealth?
The work of care and caregiving grows our real wealth
Historically, economists have made the work of care invisible

Economically speaking, what she’s doing doesn’t look like “productive work” to me.

I agree, I’d call it “reproductive work.”
As long as values coded ‘soft’ or ‘feminine,’ are dismissed and undervalued, we cannot realistically expect policies that support the work of care.
Today, we know that caring is a HUMAN value
The old economic map

The new economic map

“To construct an economic system that can help us meet the enormous challenges we face, we must give VISIBILITY and VALUE to the work of caring for people and nature.”

- Riane Eisler
THREE KEY COMPONENTS OF A CARING ECONOMY
A CARING ECONOMY

1. Meaningful supports for caregivers
2. Investment in early childhood
3. New measures of economic health
1st Key
Policies that provide meaningful supports to the women and men who do the work of care in both market and non-market economic sectors.
What kinds of policies?

- Parental leave
- Paid Sick days
- Paid Family and Medical Leave
- Flexible work options
- Workplace childcare
- Wellness programs
20 weeks paid leave

14 weeks paid leave
6 weeks for partners

4 months paid leave

18 weeks paid leave

16 weeks paid leave plus earn 40-hour salary for 30-hour work first 6 months back

Unlimited paid leave for one year

http://money.cnn.com/2015/08/05/technology/microsoft-maternity-leave/
# Caring business policies create proven returns

<table>
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<tr>
<th>Company</th>
<th>Program</th>
<th>Return/Welfare Impact</th>
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| **KPMG**         | Emergency back-up childcare program          | After 6 months, **125% ROI**  
After 4 years, **521% ROI** |
| **JOHNSON & JOHNSON** | Flexible work options and family leave programs | 50% less absenteeeeism                                     |
| **UPS**          | Flexible work schedules                      | Reduced turnover from 50% to 6%                            |
| **STEELCASE**    | Wellness program                             | 55% lower medical claims over 6 years                      |
About 25% of women in the United States go back to work 10 days after having a baby.

MAPPING PAID MATERNITY LEAVE:
HOW MANY WEEKS DO OTHER NATIONS PROVIDE COMPARED TO THE US?

SOURCE: NATIONMASTER.com

http://thinkprogress.org/health/2012/05/24/489973/paid-maternity-leave-us/
2nd Key
Investment in high-quality early childhood experiences at home and in school
What kinds of investments?

• Accessible, high-quality child care
• Subsidies for childcare
• Training requirements for early child care workers
• Parenting programs
Where are we in the US today?

The annual cost of childcare for an infant in a child care center is higher than a year’s tuition at the average four-year public college in most US states. Families making less than $1500 per month spend more than half their income on child care. The United States invests LESS in early childhood care and education than any other developed nation.

2. U.S. Bureau of the Census, Table 6. Average Weekly Child Care Expenditures of Families with Employed Mothers that make payments, by age groups and selected characteristics: Spring 2010 (Department of Commerce, 2011)
3. Source: Social Expenditure database 2012; OECD Education database 2012; Eurostat for EU-countries outside the OECD.
Early 20th Century
Poverty and famine

Early 21st Century
Highly ranked in both economic competitiveness and human development

What changed?

Where are others around the world today?
CARING POLICIES

- government-supported childcare
- universal healthcare
- stipends to help families care for children
- elder care with dignity
- generous paid parental leave for both mothers and fathers
We are entering a new economic era...
flexible, creative, empathetic people

high quality “Human Capital”

economic success
85% of our brain architecture is formed in our first 5 years.

A child’s relationship with primary caregivers in those years has a decisive impact on the brain.
Investments in early childhood are the foundation of economic success.
Children: An Investment With Proven Returns

Invested today $1 = Return over 20 years $17

“If we fail to secure childhood, we will fail to reach our larger, global goals for human rights and economic development.

AS CHILDREN GO, SO GO NATIONS.

It’s that simple.”

- Carol Bellamy, former UNICEF director
3rd Key

New measures of economic health
Measures create the frame for policy
GDP DOES NOT COUNT the life-sustaining activities of the household, natural, and community volunteer sectors of the economy.
The GDP DOES count activities that harm and take life.
THE ECONOMIC VALUE OF CARING WORK HAS BEEN QUANTIFIED

When measured, unpaid household work is equivalent to

30% to 50% of GDP
A Center for Partnership Studies analysis of statistical data from 89 nations shows the status of women can be a better predictor of everyone’s quality of life than GDP.


The old economic map

- Market economy
- Government economy
- Illegal economy
- Unpaid community economy
- Household economy
- Natural economy

The new economic map

- Market economy
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GDP

Social Wealth Economic Indicators (SWEIs)
Two Categories of Social Wealth Economic Indicators

CARE INVESTMENT INDICATORS

investments in growing human capital (inputs)

HUMAN CAPACITY INDICATORS

the results of those investments (outputs)
Shaped since 2007 by economists, policy makers, academics, advocates, and caregivers
SOCIAL WEALTH
ECONOMIC INDICATORS

A New System for Evaluating Economic Prosperity

Indradeep Ghosh, Haverford College
with Riane Eisler, President, Center for Partnership Studies

& The Center for Partnership Studies Team:
Natalie Cox
Brandon P. Smith

November 2014
Building Momentum With Our Partners
Learn more about the SWEIs
FAST FACT SHEETS NOW AVAILABLE

http://caringeconomy.org/fast-facts/
THE RIGHT TIME IS NOW
A CARING ECONOMY

1. Meaningful supports for caregivers
2. Investment in early childhood
3. New measures of economic health
III. THREE WAYS YOU CAN TAKE ACTION FOR A CARING ECONOMY
1. Join Caring Economy Coalition
caringeconomy.org
2. Take an online course

MULTI-SESSION ONLINE CLASSES

The Power of Partnership

The Caring Economy Advocates Program

Changing Our Story, Changing Our Lives

MAY

www.caringeconomy.org/onlineclasses
Changing Our Story - and Our Lives
RIANE EISLER’S CULTURAL TRANSFORMATION COURSE

Starts May 12
$225

✔ 5 live sessions
✔ 4 exclusive videos
✔ Real-time dialogue with Riane Eisler
✔ Online discussion with global learning community

http://centerforpartnership.org/changingourstory/
The Caring Economy Advocates Program

Become a Certified Caring Economy Advocate

• Online leadership program
• 6 live sessions
• Small cohort groups
• Practice with language and tools
During the CAP program, participants complete a practicum.
After the program, Certified Community Advocates are...

- Incorporating Caring Economy concepts into economic development initiatives (Minnesota, Iowa, California, Florida, Pennsylvania, Canada)
- Facilitating community education courses (Arizona, New Mexico, Colorado)
- Building workshops and developing proposals for a new women’s leadership program (Kenya)
- Bringing Caring Economics into University curriculum (Sorbonne, Haverford College, U. of Minnesota)
Fall class dates TBD

www.caringeconomy.org/advocates
3. Make a Tax-deductible Donation

www.caringeconomy.org
Please use the chat box or raise your hand to share your questions and comments
Please Share…

• What aspects of the caring economy framework resonate most strongly with you and your work?

• What questions do you have about the framework? The campaign? The courses?

• What would you like to learn more about?
care = prosperity

www.caringeconomy.org