



## The Caring Economy Starter Course Speaking Notes May 4, 2016

1. COVER: Welcome to the Caring Economy Starter Course: A bite-sized introduction to the Foundations of a Caring Economy. We are so glad you could be with us today. The Caring Economy campaign makes a unique contribution to the new economy movement by connecting the dots between investments in human well-being and our collective economic prosperity.

In the past, arguments for the importance of nurturing the potential of human beings have largely been made in moral terms – “caring for people is the right thing to do” – and of course, it is. But if we are going to change our patterns of investment so that our economy is a means to human fulfillment and social progress instead of a device for the accumulation of wealth and power by the very few, we must offer a foundation of evidence that reducing poverty and investing in people is essential not only in human terms, but also in terms of our collective economic success. And this is precisely the project of the Caring Economy Campaign.

2. TECH NOTES
3. My name is Sara Saltee, and I’m the Director of Leadership and Learning Programs at the Center for Partnership Studies. Also with us today is Dr. Riane Eisler, President of the Center for Partnership Studies, and author of *The Real Wealth of Nations* -- the book which inspired the Caring Economy Campaign. We both look forward to some discussion with you following a brief presentation today.
4. We want to begin today by sharing with you some striking black and white portraits of American women, along with some of the striking data points drawn from the 2014 Shriver Report, subtitled “A Woman’s Nation Pushes Back from the Brink.” Riane Eisler contributed an essay to that report, focused on the urgent need to think differently about the relationship between the work of care and caregiving – still largely done by women – and our overall economic prosperity.
  - a. 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.
5. 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.

6. Women are nearly two-thirds of minimum-wage workers, and a vast majority of these workers receive no paid sick days. Not one.
7. These statistics reveal that we have been operating as if care and care giving work have no economic value – as if the work of taking care of children, elders, and other members of our communities is completely separate from the ‘economically productive’ work that happens in workplaces. We cannot achieve real prosperity until we make this critical missing connection.
8. The Caring Economy Campaign is part of the national and international movement to make the connection between care and prosperity - a first step to changing these statistics, improving the lives of women and families, and enhancing our collective economic success. The Caring Economy Campaign is a project of the Center for Partnership Studies, and it has three mutually supporting areas for action:
  1. Public Policy work, primarily focused on the development of Social Wealth Economic Indicators – measures of real economic health designed to be an alternative to GDP
  2. Leadership and Learning Programs through which we train leaders in the caring economy movement, and
  3. Coalition building – creating and leveraging connections between individuals and organizations with common interests.
9. **Part I Title slide** So, let’s begin our exploration of the Caring Economy framework by making sense of this pairing of two words we’re not used to hearing together: caring and economy
10. At the heart of the Caring Economy Campaign is a simple equation that until now has been generally ignored: Care = Prosperity. The caring economy campaign provides the evidence that caring is not only important in human terms, but also in financial terms. Caring pays in dollars and cents. To understand how and why this is true, let’s look first at the full meaning of the word prosperity.
11. I invite you to take a moment and picture in your own mind those things that bring the greatest fulfillment, happiness, and value to your life. **(click)** When you’ve had a chance to conjure up some mental images, please use the chat box to share your top 3 things
12. How many of your top things fit into column A, B, C?
13. Our lived experience tells us that we have Real Wealth – true prosperity - only when all three kinds of wealth are sustainable and vibrant

14. In her book, RWN, Dr. Riane Eisler shows that once we understand that our real wealth consists not just of things, but of our connections to people and to our planet, then we can ask a powerful new question: **(click)** “What kind of economy grows real wealth?” What kind of an economy gives value to the activities that most support and advance human survival and human development? What kind of an economy expands our social and natural wealth, and in so doing creates sustainable prosperity as well?
15. The first step is to recognize that it is the work of care and caregiving that happens in **(click)** households, **(click)** in our communities, and **(click)** in our natural environment that grows our real wealth.
16. This link between care and prosperity has been invisible within the economic categories we’ve inherited... In fact, our old economic models did not see caring for people as productive work. These economic models emerged in an outdated historical context in which anything associated with women or “women’s work” was devalued. In that cultural context, key economic thinkers like Marx and Smith defined the work of care as “reproductive” labor, not “productive” labor – thus making the foundational economic contributions of household work invisible.
17. Of course, the gendered values that have so powerfully shaped the economic models we’ve inherited work at all levels. The same attitudes we have toward Mothers is mirrored in our attitudes toward our Mother Earth. As long as women are devalued, so will everything associated with women or coded “soft” or “feminine” be degraded and dismissed. And, as long as caring and nurturance are not seen as valuable, we cannot realistically expect to see caring policies at any level – family, community, or Earth.
18. The good news is that times are changing. Today we know that caring is a human value, not a gendered value, and the work of care, whether performed by women or men, is the source of sustainable economies and vibrant communities. We are also recognizing that the ecosystems of the Earth are not mere resource for human exploitation, but are the foundational support for all life.
19. The economic map that we’ve been using, however, hasn’t caught up with our new realities. It still includes only those goods and services that change hands in the market economy, and excludes the three foundational economic sectors which determine our real wealth: the household sector, the unpaid community sector, and the natural economy. **(click)** To create an economy that grows our real wealth, we need a new economic map – A Full-Spectrum Map of the Economy – A map that includes the essential life-giving work of care.

20. As Riane Eisler says, “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.”

**21. PART II. THREE KEY COMPONENTS OF A CARING ECONOMY (SECTION TITLE SLIDE)** With this new map in hand, let’s look next at three key components of a Caring Economy. What does a caring economy really look like?

22. There are three interlocking keys to a caring economy: meaningful supports for caregivers, investments in early childhood, and new measures of economic health.

**23. First Key: Policies that provide meaningful supports to the women and men who do the work of care in both the market and non-market economic sectors**

24. What kinds of policies? Policies that recognize and honor the value of the work of care, like parental leave, paid sick days, paid family and medical leave, flexible work options, workplace childcare, and wellness programs.

25. Where are we today with respect to this first key – policies that support people doing the work of care – in the United States? Well, it depends entirely on where you look. Let’s focus in on parental leave policies for a moment. If you look at the private sector, and particularly the large technology companies, the news is pretty amazing for new families.

- Starting last November, new mothers who work for Microsoft will have up to 20 weeks of paid leave;
- at Apple, new mothers get 14 weeks off and their partners can take 6 weeks to support them;
- new parents at Facebook can take 4 months off;
- After it bumped its maternity leave from 12 weeks to 18 weeks in 2007, Google (GOOG) reported that new mothers were leaving the company at half the rate they did previously;
- Global telecommunications company Vodafone Group announced a new global minimum for its maternity leave policy, requiring all 30 of its companies to offer at least 16 weeks of paid maternity leave. And, they got creative and added that parents returning from maternity leave can work 30 hours a week but continue to earn their full-time salaries for the first six months back to work.
- Netflix may be the winner of this race to expand paid leave - their employees now have “unlimited” leave during the first year after the birth or adoption of a new child.

What all these companies are finding is that attracting and retaining their top talent requires them to honor the fact that their top talent are also parents, who have important contributions to make in their families.

26. Of course, tech companies are not the only companies that are capitalizing on the proven return on investment of caring policies. In many industries, the data is clear that when businesses acknowledge the human needs of employees - who must care for themselves, their children and their families even while they perform their jobs - they see significant and sometimes dramatic returns on their investments that take the form of:
- Reduced turnover
  - Reduced recruiting, hiring and training costs
  - Increased loyalty
  - Lower absenteeism
  - Reduced stress
  - Higher productivity
27. So if we look at some private sector industries, the news is promising. But most mothers and fathers in the United States do not work in the technology industry, or other industries which have begun to shift toward more caring policies. In fact, 25% of women in America now go back to work just 10 days after having a baby. Everything we know about the dynamics that create healthy families and healthy human beings tells us that this is a disastrous statistic. Faced with the demand to return to work so quickly or lose their jobs, many women simply drop out of the workforce entirely, therefore losing income for themselves and their families and perpetuating cycles of poverty.
28. These painful and damaging choices are necessary for so many American women because our public policy in the United States is so far behind every other country in the world. This graphic prepared by ThinkProgress.org gives a good picture of some of the maternity leave policies in place around the world. Now it is important to say that not all these countries implement these laws fully – but at least they are on the books. In fact, out of 178 nations in the world, only three do not legally guarantee mothers paid leave. The United States, Papua New Guinea, and Swaziland. 50 nations also offer paid leave for fathers. Federal law does allow new parents to take 12 weeks off, but only at companies with 50 or more employees -- and even then it doesn't have to be paid. Changing our national and state policies to guarantee fully paid leave for all new parents is an essential part of any strategy to reduce poverty and remain economically competitive.

29. That brings us to the Second Key component of a caring economy: Investment in high-quality early childhood experiences at home and in school
30. What kinds of investments?
- Accessible, high-quality child care
  - Subsidies for childcare
  - Training requirements for early child care workers
  - Parenting programs
31. Why is this proposal so needed? Here are another three data points which give you a flavor of how urgently we need investment in affordable quality early childhood education.
32. Where are other nations with respect to policies that invest in early childhood? Let's look just briefly at a group of nations that today regularly rank high in the World Economic Forum's annual Global Competitiveness reports: Nordic nations such as Sweden, Norway, and Finland. **(click)** At the beginning of 20th century, these nations were so poor that people fled famines in droves; whole American states like Minnesota were populated by them. **(click)** Today these nations have very low poverty rates, long-life spans, students who score high on international educational tests, low crime rates, and a generally good quality of life for all. So how did they change?
33. A major factor is that they started to really invest in caring for their people. **(click)** Nordic Nations have government-supported childcare, universal healthcare, stipends to help families care for children, social security credits for the first 7 years of caring for a child at home, whether by a woman or a man, elder care with dignity, generous paid parental leave for both mothers and fathers. These are policies we must have so we can realistically talk about balancing life and work—for mothers and fathers.
34. Why is now the time? Today, we are experiencing an economic transformation to a new economic era, an information/service economy which requires different kind of workers than were required in the Agrarian or Industrial age.
35. The information/service economy is driven by flexible, creative, empathetic people; people with these capacities are the **(Click)** "high quality human capital" which determines our **(Click)** economic success.

36. And how is this high quality human capital created? Today's neuroscience shows us that early childhood is the critical period for the development of these capacities; and that these capacities are developed largely through a child's relationships with primary caregivers.
37. So, in a very direct way, and in this economic era more than ever, investments in high quality early childhood experiences at home and in school are the foundation of economic success. Still, opposition to public funding for such programs remains fierce in the US. The loudest complaint is that public programs have not been shown to be cost-effective. But a wealth of research by highly respected economists shows that well-designed, high-quality early-childhood education programs actually offer a very positive payback.
38. And, when we look at how investments in education save on other social costs over time, the picture is even clearer: A recent US longitudinal study shows a return to society of more than \$17 for every dollar invested in early care and education programs. Other research demonstrates that children who have access to quality early childhood education programs earn \$143,000 more over their lifetimes than children who did not receive those benefits. Dollars spent on education for young children are far more effective than dollars spent at any other time in a person's life.
39. As Carol Bellamy says so beautifully, "As children go, so go nations"
- 40. This brings us to the Third Key: new measures of economic health that, unlike the GDP, take into account the full spectrum of economic activity, including those activities which contribute most to the well-being of humans and our planet Earth.**
41. Why are new measures so essential to a caring economy? Measures become the frame within which policy is made and tested. We grow what we measure, **and if we intend to grow our real wealth, we must adopt measures that help make our real wealth visible.**
42. What are the measures in use today? In this country and around the world we still rely heavily on the Gross Domestic Product or GDP – a measure that was never intended to be a primary or sole indicator of economic health – to tell us about our economic health and comparative standing in the world. GDP is a deeply flawed number that gives absolutely no economic value to the activities that actually contribute the most to human well-being: the life-sustaining activities of the household economy, the volunteer community economy, and the natural economy. So an old stand of trees is only included in GDP when it's chopped down – the fact that we need trees to breathe is ignored. Similarly, the caring and caregiving work performed in households is given no value whatsoever.

43. By contrast, the GDP *does* include activities that harm and even take life. So making cigarettes, and the associated medical bills, legal bills, and funeral bills, are great for GDP. Oil spills are also marvelous for GDP (the cleanup costs, the lawsuits, etc).
44. Why is now the time to develop Social Wealth indicators? Well, for one thing, we can no longer complain that it is just too difficult to quantify the value of care work in economic terms. **(Click)** New data from studies around the world, for example, show that unpaid household work is worth 30% to 50% of GDP.
45. We also now know that the status of women and children are key predictors of both long-term quality of life and economic success. Studies, like a Center for Partnership Studies report called “Women, Men, and the Global Quality of Life,” show that the status of women can be a better predictor of the quality of life for everyone in a society than GDP. This has been confirmed ever since by other reports such as the World Economic Forum’s Gender Gap Reports.
46. In other words, GDP is a measure limited to the old economic map – one that left out key sectors of the economy – **(Click)** and a caring economy requires measures that help us see and manage all parts of the real economic map. We call these measures Social Wealth Economic Indicators.
47. What are the indicators that will give us a more accurate picture of our real wealth? The Center for Partnership Studies has developed two primary sets of Social Wealth Economic Indicators.
- Care Investment indicators measure the investments required to GROW the human capital that drives economic success. They give a picture of our national levels of investment in caring for people and planet.
  - Human Capacity Indicators, on the other hand, measure the **results** of those care investments. They help us know how well are we doing at growing human beings with equal opportunities for healthy development, and the capacity to make creative and positive contributions to the economy and our society.
48. These sets of indicators are the result of many years work in partnership with economists, policy makers, academics, advocates and caregivers.
49. All this work culminated in the release of a comprehensive Social Wealth Economic Indicators Report. That report is available now on the CEC website.



50. We have a fantastic group of organizational supporters who are working with us to promote the application of SWEIs, and serving as intellectual and advocacy partners as we continue to develop, adapt, and implement this research.
51. If you are interested to learn more about the SWEI's, I hope you'll join us for an upcoming 60 minute webinar called "Counting Care In: An Introduction to Social Wealth Economic Indicators." The date is still to be determined, but if you are on our mailing list, we'll be sure you receive an announcement. In that webinar, we'll share with you in greater detail some of the core indicators, some of the previously invisible dynamics that they reveal, and how you can use them.
52. You may also want to check out some Fast Fact Sheets we've created, showing how the SWEI's illuminate specific issues, like the economic value of women's empowerment, and the ROI of investments in early childhood.
53. The momentum is really moving on these indicators and on the need for a caring economy. The right time is truly now for the caring economy movement.
54. Today, we can finally see that we can only grow our true prosperity, our real wealth, if we support care-givers, invest in early childhood, and measure our true well-being and the quality of our care.

### **PART III. HOW YOU CAN JOIN THE CARING ECONOMY Movement**

55. Four ways you can take action for a caring economy
56. 1. Become a member of the caring economy coalition – you can join on behalf of your organization or as an individual. Just go to the "Coalition" tab in the main menu of Caring Economy.org and you'll find a quick and easy form to complete.
- 57.2. Take one of our wonderful online courses. We have three, multi-session online courses that allow you to connect with incredible leaders from around the world. You can learn more about all our course offerings at [www.caringeconomy.org/onlineclasses](http://www.caringeconomy.org/onlineclasses).
58. I want to particularly highlight two of these courses – Changing Our Story, Changing Our Lives is a wonderful introduction to Riane Eisler's cultural transformation framework. It will radically change how you think about power, sex and money, and give you a fresh and very positive perspective on human history and on the possibilities for our future.

59. Because our focus today is on economic change, I also want to tell you just a bit more about our Community Advocates Program. This extraordinary international online leadership program is now entering its 6<sup>th</sup> year, and we've certified more than 200 Advocates from all over the United States and 17 different countries around the world. Becoming a certified Caring Economy Advocate provides you with all the tools you need to host conversations about a caring economy in your community or work place, and the confidence to speak out for the value of care.
60. During the program, each student completes a practicum by hosting their first caring economy conversation – here are just a few images from those practicum presentations – some are living room or kitchen table chats, some of the conversations happen in classrooms, in workplaces, in community centers, in faith communities, etc.
61. These initial presentations are just the beginning. Once they become certified Advocates, Program alumni stay in touch through our online community hub, and are incorporating Caring Economy principles into their work and activism, hosting Caring Economy conversations, and speaking out everywhere they go for the economic value of care. Just a few examples – Barbara Litrell, a city council member in Sedona, Arizona, used the conversation leaders' toolkit to develop a 6 week course which she taught at her local community education center; A group of graduates in Nairobi, Kenya are working together to create curriculum and to infuse the caring economy framework into a new leadership school there; A conversation leader in Minnesota recently did a presentation to 330 nursing leaders on the urgent need for a caring economy approach to transforming health care cultures. We'd love to have you join this incredible group of leaders who are taking the caring economy movement into their professional and local communities.
62. Our Fall Caring Economy Advocates Program has not yet been scheduled, but we'll make sure you get more information about the program and registration links in your follow up email.
63. Of course, you are also welcome to join our upcoming single-session webinars, and please bring your friends and colleagues!
64. 3. If you've appreciated this webinar and want to support the work of the Caring Economy Campaign and the Center for Partnership Studies, we invite you to make a financial contribution, using the "Donation" link at the bottom of the home page of [caringeconomy.org](http://caringeconomy.org). Right next to the donate button is a place where you can join the mailing list to receive updates from the Campaign.

65. Thank you for joining us for this presentation, and now we'd love to hear from you. I invite you to submit any questions or comments you have, using the chat box at the bottom of your control panel, or by raising your hand. We will take as many questions or comments as we have time for.

66. You might wish to share....