



The Caring Economy STARTER COURSE

A bite-sized introduction
to an equitable and
sustainable economy



CENTER FOR
Partnership Studies



Social Wealth
ECONOMIC INDICATORS



Caring Economy
CAMPAIGN

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.



CENTER FOR
Partnership Studies



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ECONOMIC INDICATORS



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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.

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.





Women are nearly two-thirds of minimum-wage workers, and a vast majority of these workers receive no paid sick days.

Not one.

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





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Caring Economy
CAMPAIGN

1

Public Policy

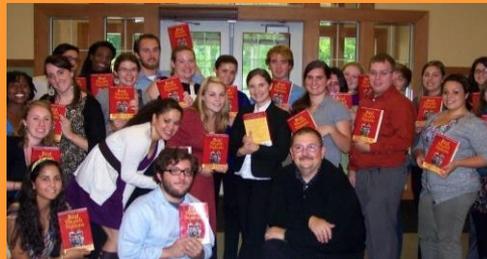
Social Wealth
Economic Indicators



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

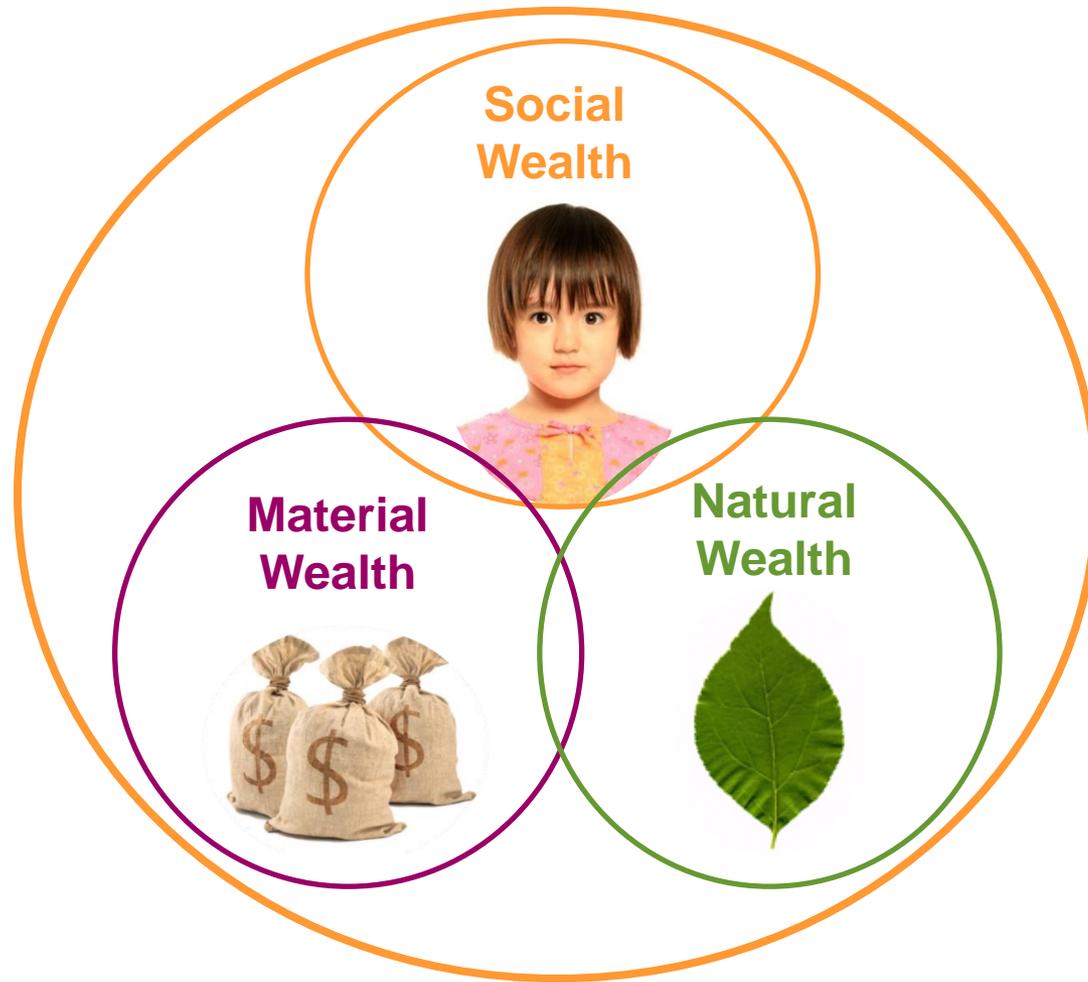


social



natural





**Social
Wealth**



**Material
Wealth**

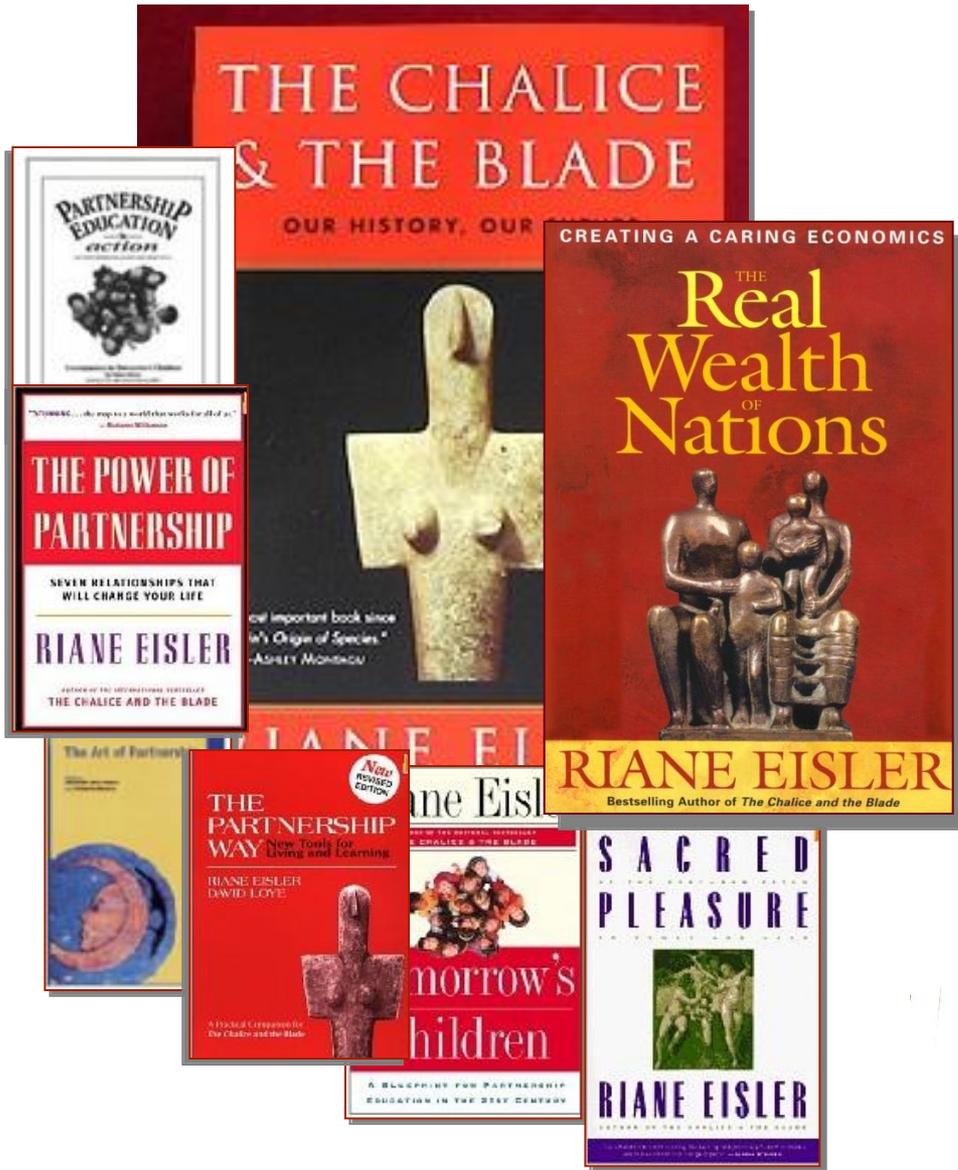


**Natural
Wealth**



REAL WEALTH

What kind of an economy grows our real wealth?



Dr. Riane Eisler



The work of care and caregiving



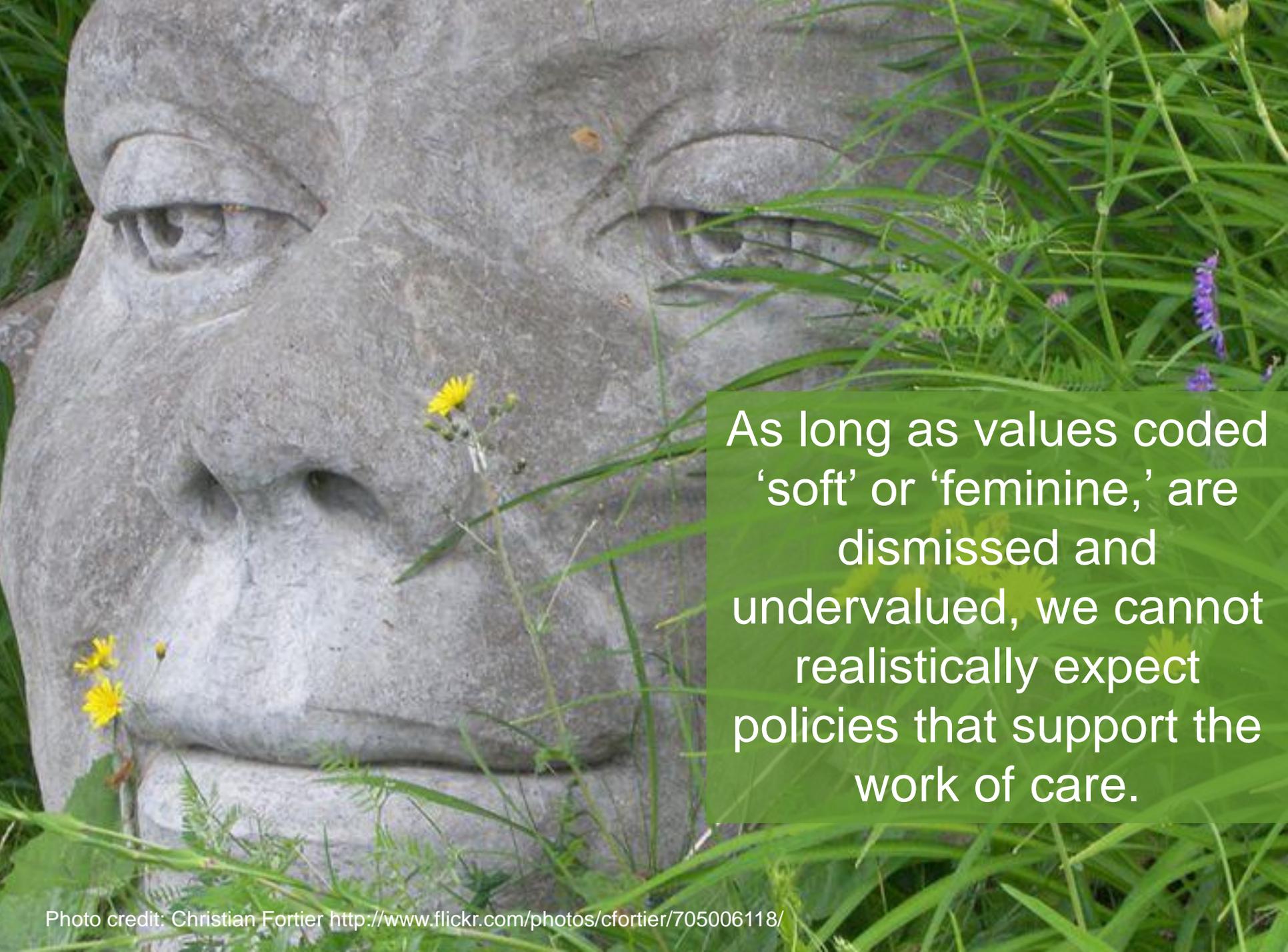
grows our real wealth

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."

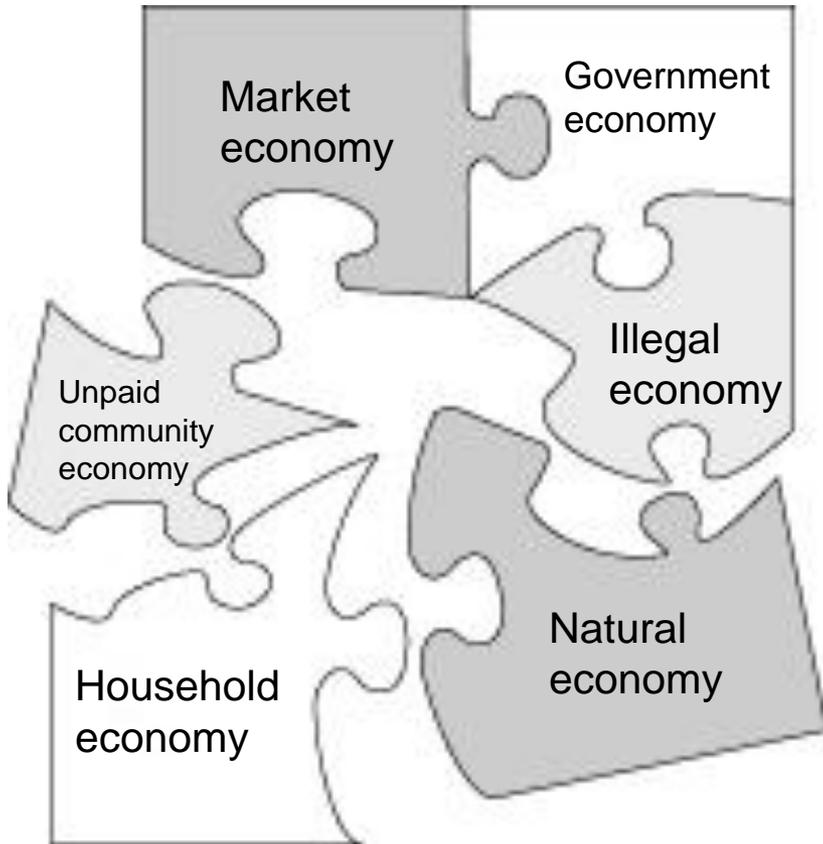




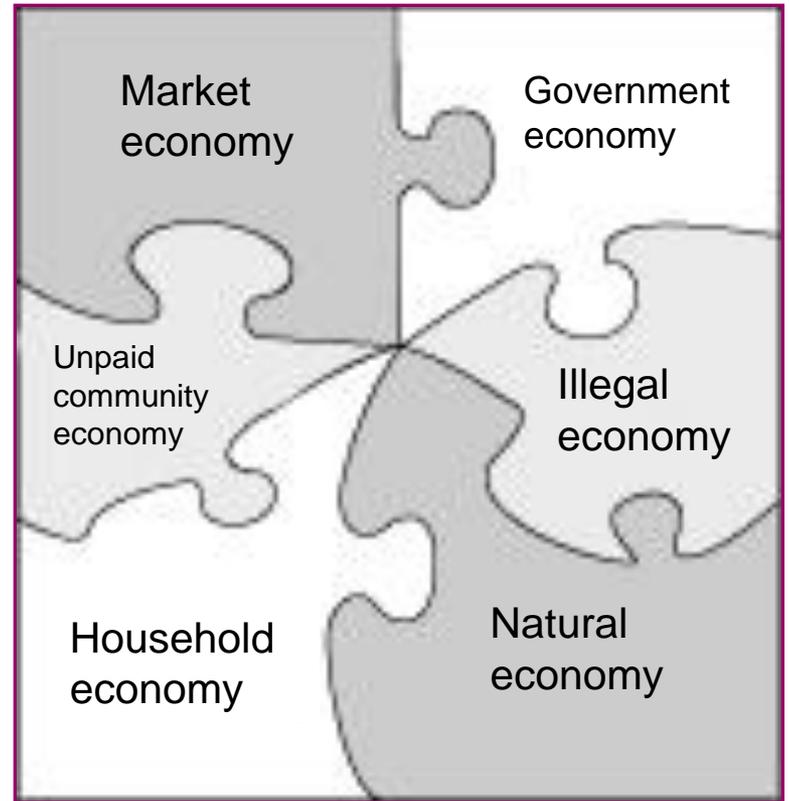
As long as values coded
'soft' or 'feminine,' are
dismissed and
undervalued, we cannot
realistically expect
policies that support the
work of care.



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

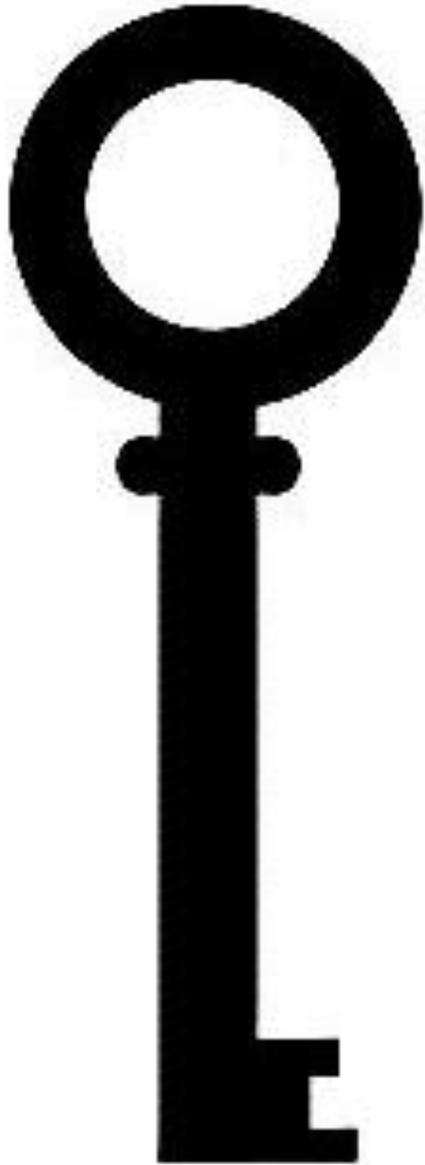


II. THREE KEY COMPONENTS OF A CARING ECONOMY



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



Microsoft

20 weeks
paid leave



14 weeks paid leave
6 weeks for partners



4 months
paid leave

Google

18 weeks
paid leave



vodafone

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

NETFLIX

Unlimited paid
leave for one year

No, this is not my
boyfriend's computer.

<http://money.cnn.com/2015/08/05/technology/microsoft-maternity-leave/>

Caring business policies create **proven returns**

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 absenteeism

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.

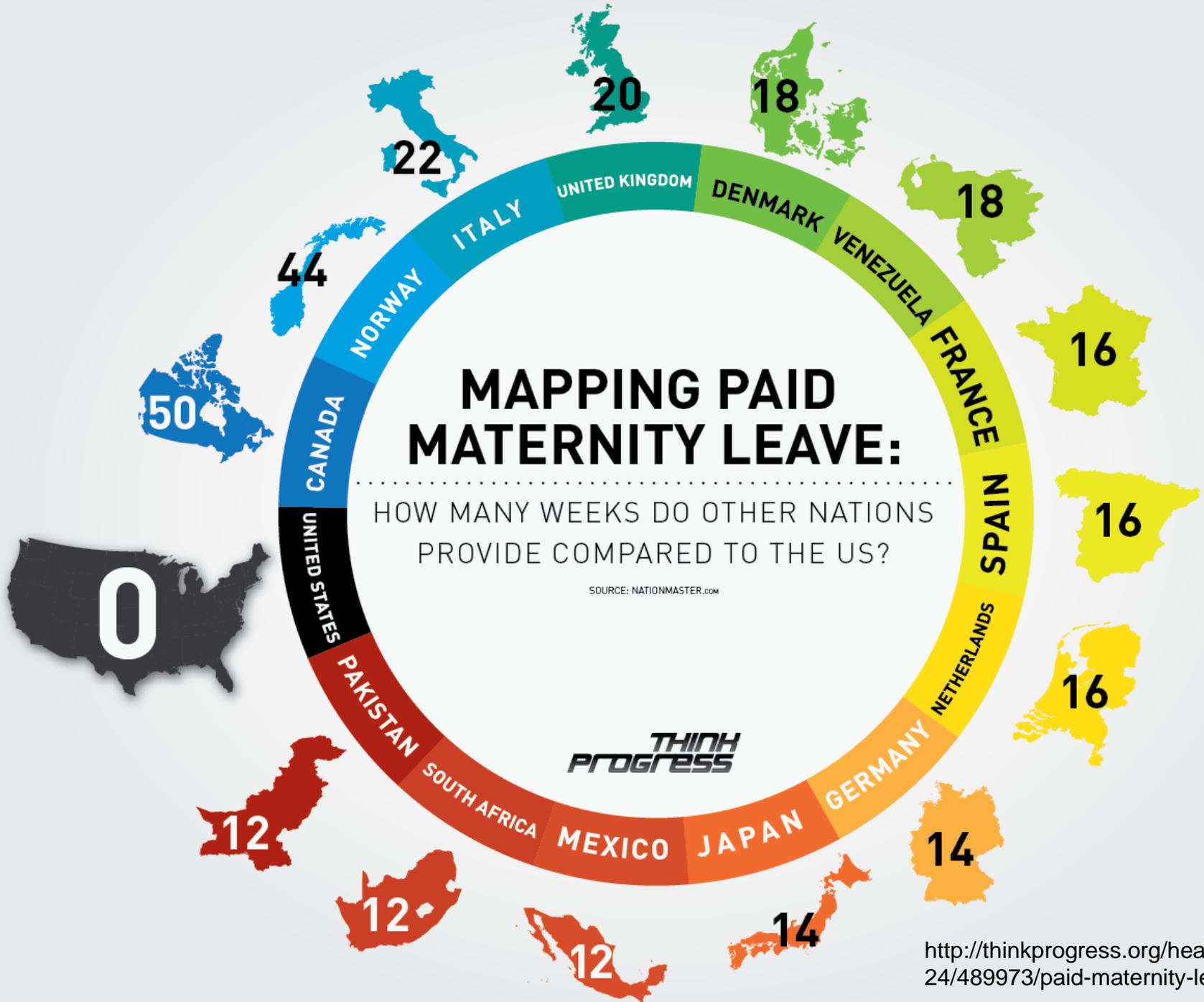
<http://www.techrepublic.com/article/10-things-you-need-to-know-about-maternity-leave-in-the-us/>

MAPPING PAID MATERNITY LEAVE:

HOW MANY WEEKS DO OTHER NATIONS PROVIDE COMPARED TO THE US?

SOURCE: NATIONMASTER.COM

**THINK
PROGRESS**





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.

1. National Association of Child Care Resources and Referral Agencies, "Parents and the High Price of Child Care: 2009 Update" (2009)
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.



Where are others
around the world
today?

Early 20th Century
Poverty and famine



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

What changed?

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

Denmark



We are entering a new economic era...

Agrarian



Industrial



Knowledge/Service





economic
success

high quality
“Human
Capital”

flexible,
creative,
empathetic
people

Neuroscience shows:



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.

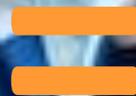
economic success



Investments in early childhood
are the foundation of economic success



Invested today



\$17

A fan of approximately 17 one-dollar bills is shown, fanned out from the bottom left to the top right. A green rectangular box is overlaid on the center of the fan, containing the text "\$17" in a bold, black, sans-serif font.

Return over 20 years

Children: An Investment With Proven Returns

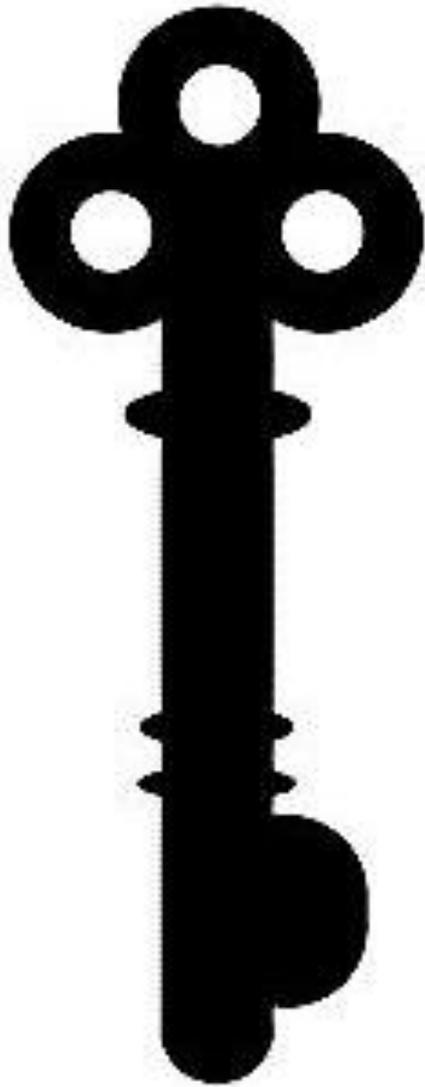
“If we fail to secure
childhood, we will fail
to reach our larger,
global goals for human
rights and economic
development.

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

A woman in a white lab coat is looking into an open dishwasher. She is holding a metal tray. The dishwasher is filled with white dishes, including plates and cups. The background shows a kitchen setting with a window and a door.

THE ECONOMIC VALUE OF CARING WORK HAS BEEN QUANTIFIED

When measured, unpaid
household work is
equivalent to

30% to

50%

of GDP

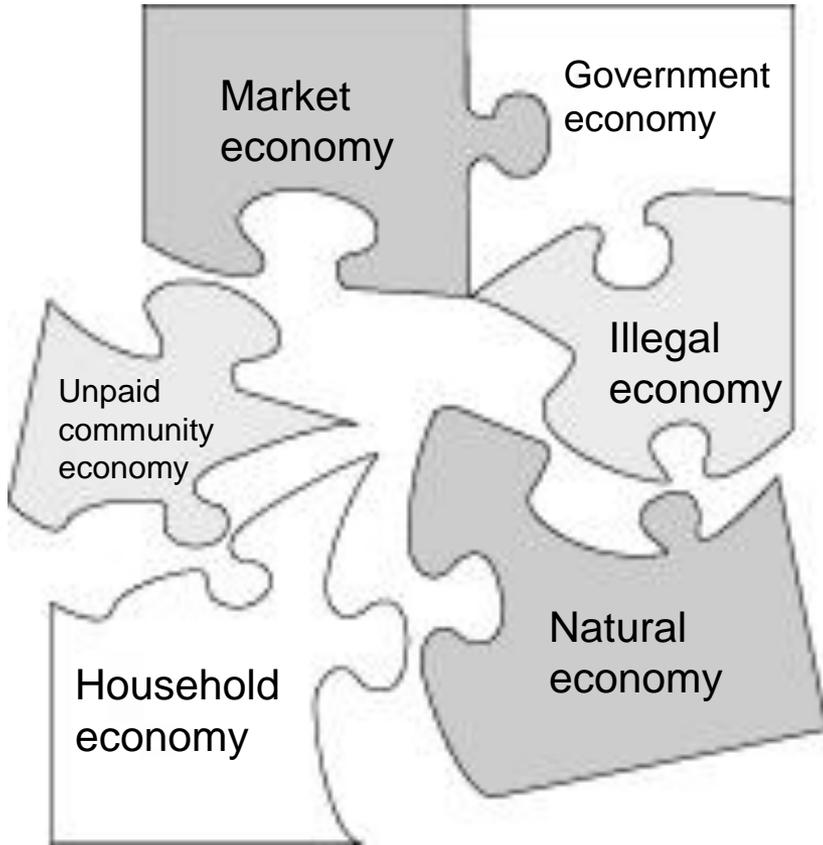
A photograph of a woman with a joyful expression, wearing a vibrant blue and green patterned top, holding a young child. The background is a soft-focus outdoor setting with greenery and a clear sky.

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.

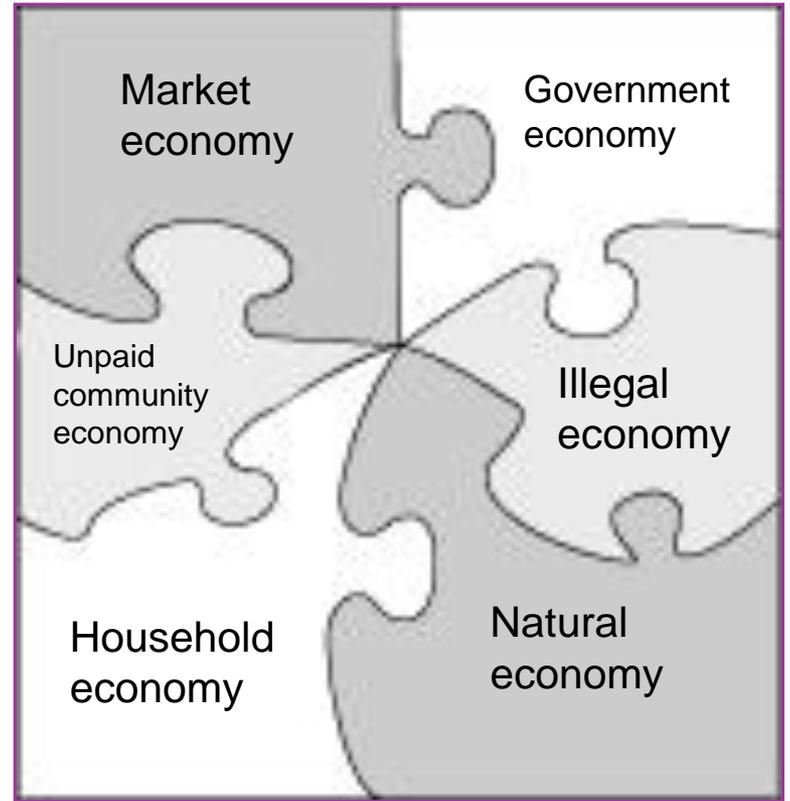
Women, Men, and the Quality of Life. Riane Eisler, David Love, and Kari Norgaard. 1997. Published by The Center for Partnership Studies. <http://www.partnershipway.org/Economics-Politics/economics-public-policy/excerpts-from-women-men-and-the-global-quality-of-life>

The World Economic Forum Global Gender Gap Report 2012. <http://www.weforum.org/reports/global-gender-gap-report-2012>





The old economic map



The new economic map



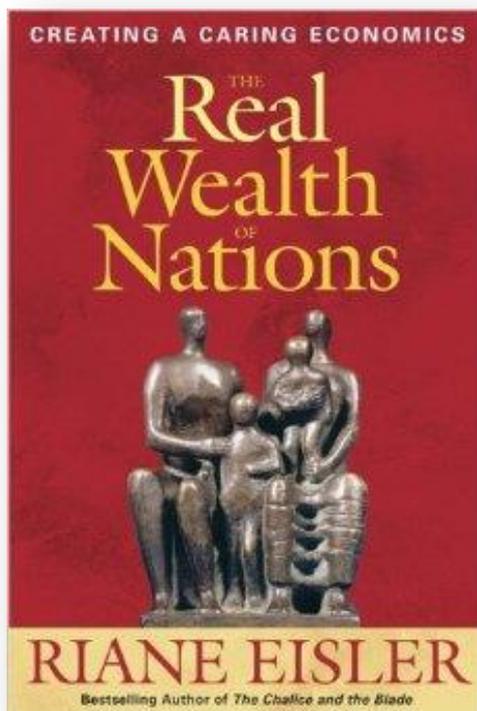
Two Categories of Social Wealth Economic Indicators



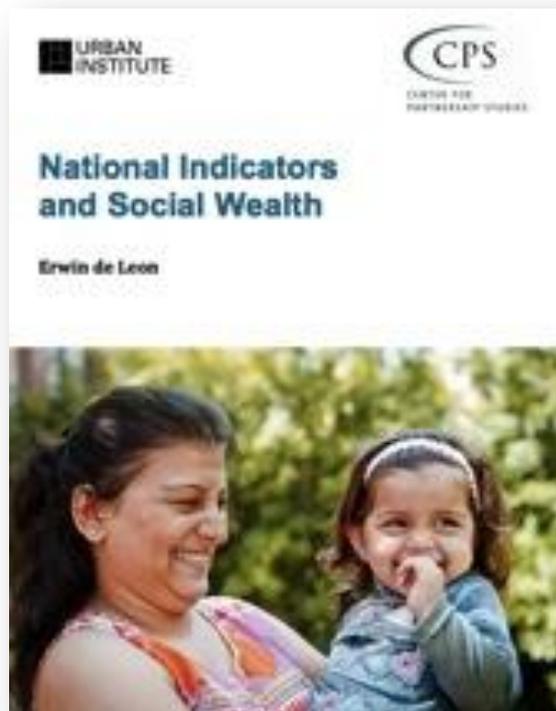
investments in growing
human capital
(inputs)



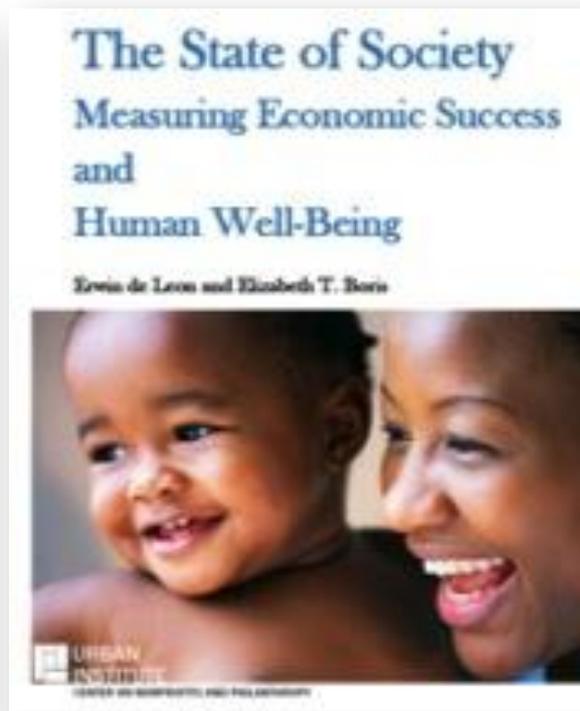
the results of those
investments
(outputs)



2007



2010



2010

Shaped since 2007 by economists, policy makers, academics, advocates, and caregivers

Full Report and Executive Summary

www.caringeconomy.org/newindicators



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



NextKids



NEW ECONOMY COALITION



Donella Meadows Institute



SOCIAL VENTURE NETWORK LEAD THE WAY



Institute for Women's Leadership

Empowering great leaders to be EXTRAORDINARY



Learn more about the SWEIs



FAST FACT SHEETS NOW AVAILABLE

<http://caringeconomy.org/fast-facts/>

FATHERS GAIN WHEN WE CHANGE POLICIES TO VALUE CARE

The New Dad

Survey after survey reveals that work/family stress impacts men as well as women. Many men today want to be more involved with their families while also succeeding at their jobs. They expect to be as engaged in their careers and their children as their partners are. They are trying to change the outdated view of care as "women's work" and the stigma of caregiving as not properly "masculine."

But they face still another obstacle that keeps men from their families, blunting their most important personal relationships. This is the notion perpetuated by conventional economic measures, such as GDP, that care work is not "productive."

The truth is that care work is enormously productive, yielding invaluable benefits to families – and our nation's economy. Care produces social wealth. It is the economic engine that fuels our human capacity and lays the groundwork for the creativity and innovation required by our modern global economy.

To show the value of care – and provide more accurate metrics for fathers, mothers, advocates, and policy makers – the Center for Partnership Studies developed **Social Wealth Economic Indicators (SWEIs)**.

www.caringeconomy.org | www.centerforpartnershipstudies.org | center@cpstudies.org

CHILDREN - THE NATION'S BEST INVESTMENT

Children Are the Future

If you want to know what the future will be like, take a good look at the children you see today. Children's well-being has everything to do with how we will all be living in the decades to come. Our post-industrial economy can only thrive if it is supported by a flexible, adaptable and well-trained workforce, and this kind of workforce can only result from focused investment in high quality care, starting in early childhood.

In order to realize their potential as adults, humans have irreducible needs in childhood. Neuroscience shows that opportunities exist in the earliest months and years for optimal brain development, but once these favorable neurological conditions have passed, they do not recur. Early interactions with parents, family, and other caregivers lay the foundation for both cognitive skills and the emotional skills needed to navigate personal relationships, cultivate resilience and integrity, and solve problems with creativity and innovation.

Investing in high quality care during childhood yields high returns for our nation's standing in the global marketplace.

So, where does the US stand?

Surprisingly, the US invests much less time and money than other less wealthy countries in ensuring effective care for children, both within the family and elsewhere. The Center for Partnership Studies **Social Wealth Economic Indicators (SWEIs) Report** shows that:

- More than one fifth of US child poverty, a rate over 4 times as of Denmark, Sweden, and Norway, is due to no national funding for paid parental leave.
- The US is the only developed nation that provides no national funding for paid parental leave. The global standard is 14 weeks off for maternity leave. In Europe and Central Asia, the average statutory paid maternity leave is 18 weeks.
- The US lacks a paid care program providing paid time off for children or relatives. The OECD nations make this available.
- The US invests less than other nations, investing 1% of GDP on spending, as compared to an average of 2.6% GDP and the UK dedicates 3.5% of GDP to family benefits. Only Mexico and Korea share as low as 1% of GDP.
- Among major developed nations, the US invests less in early child care and education.
- Public support (in the form of benefits) for family care is less than in other developed nations.

WOMEN'S EMPOWERMENT SPARKS ECONOMIC SUCCESS

The Big Picture

Women's empowerment is necessary for human well-being. Gender equity puts in motion economic and social benefits that extend beyond households and communities to national productivity and global security. In the strongest democracies and most efficient economies, women's and men's economic and political participation is roughly similar. Yet family care work, mostly done by women, is still generally invisible – despite its enormous economic contributions.

Harnessing the power of proven correlations between the value of care, gender equity, and shared prosperity, the Caring Economy Campaign (CEC) provides powerful tools for creating more effective public policies.

The CEC's Social Wealth Economic Indicators (SWEIs) demonstrate the connection between investing in care, promoting an infrastructure of care, and advancing human capacity measures and well-being. These new measures compare policies from one place to another, and track their progress over time.

Consider These Facts:

- Nations with a smaller gender gap enjoy greater prosperity and a higher quality of life, as well as more robust democracy.
- Women's workforce participation correlates to economic expansion, enhanced global competitiveness, and a higher GDP.

Why is the status of women a reliable indicator for quality of life for everyone?

Women are half the world's population and the majority of caregivers. In the US, women possess more degrees than men at the undergraduate, graduate, and doctoral levels. When women have higher social and economic status, they are more likely to share in political power. Where women's representation approaches 50% in government, those societies prioritize caring policies. Increased attention and public investment in education and care benefit well-being and economic security at every income level and in every demographic.



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

I. Join Caring Economy Coalition

caringeconomy.org



[Home](#) [About »](#) [Online Classes »](#) [New Indicators »](#) [Coalition »](#) [Resources »](#) [Co](#)

CHANGING THE WAY WE MEASURE THE ECONOMY

by Our partners at Hager Sharp really get it. They've written a beautiful piece about the opportunity for new economic indicators to not only reflect reality, patterns of distribution and poverty that were otherwise invisible, but also to point the way to more effective investments in our future. From the article: New tools like [...]

READ MORE

2. Take an online course

MULTI-SESSION ONLINE CLASSES



**The Power of
Partnership**



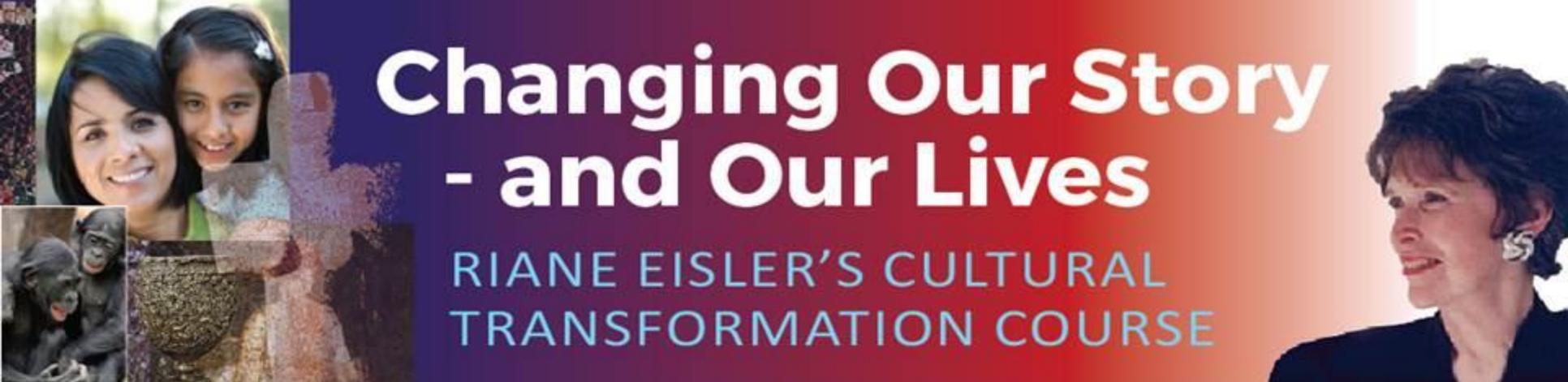
**The Caring
Economy
Advocates
Program**



**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...



Facilitating community education courses
(Arizona, New Mexico, Colorado)



Building workshops and developing proposals for a new women's leadership program
(Kenya)



Incorporating Caring Economy concepts into economic development initiatives
(Minnesota, Iowa, California, Florida, Pennsylvania, Canada)



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

The image shows a green-themed web form with two main sections. The left section is titled "Donate to CEC" and contains a text box with the following text: "Donating to the Caring Economy Campaign is easy, secure, and fast through Paypal- and you don't even need a Paypal account to donate. All funds go towards continued Leadership & Learning programs, campaigns, and meeting important fundraising goals." Below this text is a white "Donate" button with a pink arrow pointing to it from the left. The right section is titled "Sign-up for Campaign Updates" and contains three input fields: "First Name", "Last Name", and "Email". Below these fields is a white "Subscribe" button with a pink arrow pointing to it from the right.

www.caringeconomy.org



Sara Saltee



Riane Eisler

Please use the chat box or raise your hand to share your questions and comments



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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?



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Caring Economy
CAMPAIGN

care = prosperity

www.caringeconomy.org

