

CLOSING THE TIME GAP



**BECAUSE EQUAL
OPPORTUNITIES
BEGIN WITH EQUAL TIME.**



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THE TIME... CLOSING THE GAP

Every minute spent on unpaid care is a minute that cannot be invested in education, decent work, leadership or rest. The question isn't whether women have time. It's whether society values it.



TIME IS THE NEW GENDER GAP

**The gender gap isn't only
measured in income.
It's measured in hours.
Every day, women spend
significantly more time on
unpaid care than men,
creating a lifetime gap
in opportunity.**

**Time inequality becomes
economic inequality.**



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WE AREN'T CLOSING THE GAP FAST ENOUGH

Current projections show
progress...

But not enough.

At today's pace, women will
still spend about 2.3 more
hours every day on unpaid
care work than men
by 2050.

We can't afford to wait
another generation.



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CLOSING THE GAP MEANS CHANGING WHO DOES WHAT

Households

Share care at home.

Men and boys have a role.

The State

**Invest in care services,
infrastructure and
social protection.**

Employers

**Create flexible, family-
friendly workplaces.**

Communities

Value and support care work.

Care is a shared responsibility.



INVESTING IN CARE SAVES TIME AND BUILDS ECONOMIES

**Childcare and eldercare free
women's time for productive
work.**

**Water, energy and transport
save hours every day.**

**More time
for women
=
more productivity,
innovation and growth.**



DATA CAN DRIVE CHANGE

**We can't fix what we don't
measure.**

Collect time use data.

**Make unpaid care visible
in statistics and policies.**

Measure time.

Value care. Change lives.



WE CAN'T FIX WHAT WE DON'T MEASURE

**Unpaid care work is still
largely invisible in many
economic systems.**

**Without time-use data...
Women's work remains
hidden.**

**Policies miss the real problem.
Measuring time is
a good step toward changing it.**



THE 3Rs OF CHANGE

Recognise

Make unpaid care visible.

Reduce

**Invest in services that
save time.**

Redistribute

**Share care more fairly
between households,
employers and governments.**

**Equality begins with
shared responsibility.**



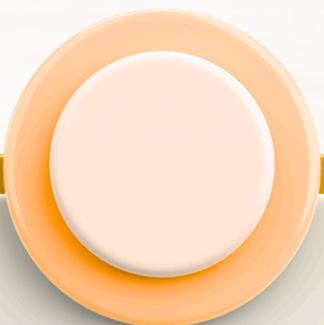
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An orange pushpin is pinned to the top of a light beige rectangular box with rounded corners and an orange border. The box contains the following text:

The Clock Is Ticking.
The future isn't waiting. Neither
should we.
Let's build a future where care is
recognised, shared, and valued.
Close the time gap. Create a more
equal world.

Gena for Care That Counts.



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