

THE BIGGEST ECONOMY NOBODY COUNTS.

NOT ON A BALANCE SHEET.
YET EVERY ECONOMY DEPENDS
ON IT.



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EVERY ECONOMY HAS A COST IT NEVER PAYS FOR.

Every meal.

Every clean home.

Every child raised.

Every elderly parent cared for.

Someone did that work.

But because nobody paid for it...

**Most economies pretend it never
happened.**



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WHAT IF THE WORLD'S MOST IMPORTANT JOB NEVER CAME WITH A PAYCHECK?

**Behind every thriving family,
Every productive workplace,
Every growing economy,
is care work.**

Mostly done by women.

Mostly unpaid.

Too often overlooked.

Care work is work.



INVISIBLE DOESN'T MEAN UNIMPORTANT

Most unpaid care work happens in homes.



**Because it isn't bought or sold, largely left
out of the GDP and national accounts.
What is counted is often undervalued.**



WHO ACTUALLY BENEFITS FROM THIS?

Employers, who don't have to fund childcare, eldercare, or sick leave for the labour their workforce depends on at home.

Markets, that price goods and services without ever pricing in the unpaid hours that made the worker available in the first place.

Governments, whose growth figures look healthier than the real



WOMEN CARRY THE HEAVIER LOAD?

Across the world, women perform over $\frac{3}{4}$ of unpaid care work.

**Women spend
approximately 4 hours
while men spend 1.4
hours per day on unpaid
carework**

Many finish a full workday...only to begin a second shift at home.

**Time spent caring often
means less time earning**



TRADE ISN'T GENDER NEUTRAL

Women's participation in trade isn't limited by talent.

It's often limited by unpaid responsibilities.

Care responsibilities shape:

Productivity

Entrepreneurship

Market access

Economic opportunity



IT EVEN SHOWS UP IN COMPARATIVE ADVANTAGE.

When unpaid care work falls disproportionately on women, the cost of reproducing the workforce gets quietly absorbed at home instead of priced into wages. Cheaper labour. Cheaper exports. A hidden subsidy baked into a country's competitiveness.



IMAGINE IF CARE WORK WAS VALUED

**Research estimates that unpaid care could
equal.**

**10% – 39%
OF GDP**

**Calling it “help around the house” is how an
economic subsidy gets mistaken and
reinforces the misconception that it is a
voluntary favour rather than productive
labour.**



**WOMEN'S UNPAID WORK ISN'T
INVISIBLE BECAUSE IT LACK
VALUE.**

**It's invisible because our systems haven't
valued it enough.**

**Recognizing care works isn't just about
women,
It's about building stronger families,
stronger economies, and more inclusive
growth.**

Care work is work!



If we paid for unpaid care work the way we pay for any other labour what do you think would change first? Wages? Policy? Who does the dishes tonight?

Tell us in the comments!!!



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