



Convened by the Government of Mexico through the National Institute of Women (INMUJERES) and UN Women, the [Global Alliance for Care](#) is one of the collective commitments emanating from the [Generation Equality Forum](#) that seeks to mobilize global action towards the *Care Economy Action Area* of the [Action Coalition on Economic Justice and Rights](#).

The Alliance was announced in March 2021 at the Generation Equality Forum in Mexico City and launched in Paris in July 2021. It is a space where stakeholders from different sectors such as national and subnational governments; private and philanthropic sector; international organizations; civil society– including grassroots women's organizations, care workers organizations, trade unions and youth organizations – collectively commit to take concrete, ambitious and immediate action between 2021-2026 to promote the recognition, reduction and redistribution of care work among co-responsible actors and the representation and remuneration of care workers.

Through collective action and multi-stakeholder engagement, the Alliance aims to contribute decisively towards achieving women's economic empowerment, fostering the creation of comprehensive systems of care, promoting the transformation of gender roles and accelerating economic recovery from the crisis caused by the COVID-19 pandemic by advancing towards equality.



CO-CREATION, COLABORATION AND COLLECTIVE ACTION

Since its creation, the Alliance has positioned itself as a world leader in the care economy. Progress to date has been achieved through co-creation, collaboration and collective action. For example, the Alliance has collectively built its vision, premises, priority areas and work plan for 2022. The Alliance has also defined its governance model, including the following three levels, each with a specific mandate, roles, responsibilities, and coordination modalities.

GOVERNANCE MODEL

1. General Assembly: Includes representatives from all member organizations and is the main decision-making body of the Alliance.

2. Management Committee: Provides strategic guidance to ensure the effective implementation of the decisions taken by the General Assembly. Recently, an invitation was launched for Members of the Alliance to apply to be part of the Management Committee to get it constituted and starting operations in 2022.

3. Technical Secretariat: Ensures the management of the Alliance and the follow-up to its work plan, including the organization of meetings and the coordination and support of the different working groups.



EXCHANGE OF EXPERIENCES AND COMMUNITIES OF PRACTICE

This Priority Area aims to provide a platform for the exchange of knowledge and lessons learned among the Alliance's members, as well as to promote the generation of multi-stakeholder networks to advance the care economy from the local to the global level.

To date, the actions achieved include the "Community of Analysis on Challenges and Perspectives of Care as a Right" co-led by the Friedrich Ebert Foundation in Mexico, INMUJERES and UN Women. Through eight sessions between May and December 2022, this Community of Analysis will identify opportunities and challenges at the national and global levels to recognizing care as a right. Also, between June and December 2022, five "Workshops for Exchange and Training in Care Policies" are being held in collaboration with the Simone de Beauvoir Leadership Institute, including one focused on the exchange of experiences on national care systems and / or policies, co-led by the Ministry of Women and Vulnerable Populations of Peru, and another focused-on experiences at the sub-national level; both efforts co-led by the EUROsocial Programme.



KNOWLEDGE PROMOTION AND DATA GENERATION

Priorities for 2022 include designing a global digital community that promotes and facilitates access to information, statistics, publications and reports, as well as connecting with people and organizations interested in care.

Progress in this regard includes the Alliance's support for the launch of the report "[Towards the construction of comprehensive care systems in Latin America and the Caribbean. Elements for implementation](#)", produced by UN Women and the Economic Commission for Latin America and the Caribbean (ECLAC). The report promotes the implementation of comprehensive care systems as a basis for moving towards a care society that prioritizes the sustainability of life, placing it at the center of policies for the achievement of the 2030 Agenda for Sustainable Development. In addition to this, another publication has been launched: "Thirty successful experiences to redistribute, reduce, recognize, remunerate and represent care work" coordinated by INMUJERES and the Simone de Beauvoir Leadership Institute.



OUTREACH, PROMOTION AND SUSTAINABILITY OF THE ALLIANCE

The Alliance is made up [of a multi-stakeholder membership of 77](#) organizations to date, representing key actors, including national and local governments; international organizations; private and philanthropic organizations; and civil society organizations, including grassroots women's organizations, caregivers, trade unions and youth.

Current priorities include mapping actions of actors and organizations as well as efforts that seek to advance the care economy, and to expand the alliance's support base and the care agenda in different regions of the world.



ADVOCACY, MULTILATERALISM AND INTERNATIONAL COOPERATION

This Focus Area promotes synergies and facilitates bilateral and multilateral cooperation mechanisms to work towards the recognition of care work as a priority to advance towards gender equality and the 2030 Agenda for Sustainable Development. Highlights within this area include:

- Promoting the Recognition of Care as a Right.** The Alliance organized the [“Intergenerational and High-Level Panel on the Right to Care”](#) on International Human Rights Day (10 December 2021) to promote a human rights perspective in all efforts to transform the care economy. The Government of Mexico together with the Government of Argentina, supported by 50 other countries, presented an [International Declaration on the Importance of Care in the Field of Human Rights](#) within the framework of the 48th session of the United Nations Human Rights Council, in September 2021. The Alliance also participated in the panel on [“Human rights-based and gender-sensitive care and support systems”](#) last June in the context of the 50th session of the Human Rights Council.
- Strengthening the visibility of care, the care economy and the Alliance at the multilateral level.** The President of INMUJERES, Nadine Gasman, participated in the G7 conference on [“Who cares? Gender equality and the care sector in international cooperation”](#), in April 2022, organized by the Government of Germany as chair of the G7. INMUJERES also presented the Global Alliance for Care at the event “Investing in Global Child Care Infrastructure” organized in April 2022 by USAID in collaboration with the U.S. White House Gender Policy Council and the U.S. National Security Council. The Government of Mexico also represented the Alliance at the launch event of the Long-Term Care Policy Network (RedCuidar+) organized by the European Union Programme EUROsociAL+, the Inter-American Development Bank and the French Development Agency. The event provided an opportunity to emphasize the need for inter-institutional articulation in the development of sustainable systems of care based on co-responsibility.
- Promotion of the centrality of care work in the sustainable recovery from the crisis derived from the pandemic.** The Alliance actively participated in the 66th session of the Commission on the Status of Women (CSW66) through the side event [“The relevance of care work for gender equality – action for sustainability”](#), co-organized by the Governments of Germany and Mexico with the support of UN Women, the International Labour Organization (ILO), the International Trade Union Confederation (ITUC), and Women Deliver. The event promoted the links between care work and sustainability action and promoted investment at scale to advance a sustainable care economy.



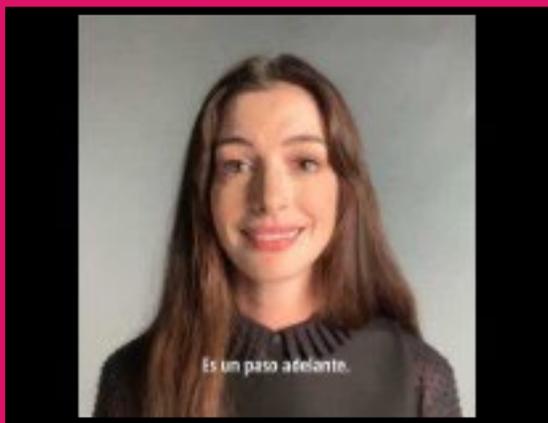
- Commitment to the strengthening of organized civil society in the care sector, in particular grassroots organizations of women and youth.** Actions in this area include the Alliance's support for activities organized within the framework of the World Day of Action, convened by the International Trade Union Confederation on 29 October 2021. Through [inspiring videos by Nadine Gasman, President of the National Institute of Women of Mexico and Belen Sanz, UN Women Representative in Mexico](#), the Alliance called on the international community to support the implementation of transformative actions to overcome the unequal division of care work, guaranteeing care as a right and a public good, developing comprehensive systems and recognizing care as an engine of recovery from COVID-19.





COMMUNICATION

The Alliance has defined its brand identity, including its logo and website. In addition, it already has a [Corporate Identity Manual](#), which defines the criteria for the use of the Alliance logo by the membership, the color palette and templates for communication materials. The Alliance has also prepared different products and communications content, such as successful cases and key messages, for dissemination across various communication channels as well as ensuring a prominent presence in the media and social networks.



The media have been allies in positioning the care agenda; INMUJERES and UN Women, UN Women's membership and Goodwill Ambassadors for Care, [Anne Hathaway](#) globally and Ximena Sariñana, in Mexico have promoted the Alliance through social media. Currently, with the co-leadership of the Bill and Melinda Gates Foundation, the Alliance is working on strengthening the Alliance's 2022-2026 communications strategy.



The Alliance has positioned itself as a space for co-creation, cooperation and collaboration to share practices, articulate dialogues and generate advocacy and inter-institutional participation, which considers the different roles of its members to implement the care agenda from the local to the global level and contribute to the achievement of women's economic autonomy and gender equality.

Does your organization do innovative care work? Would you like to join the Global Alliance for Care? Let us know. Please send us an expression of interest letter sharing your organization's work and the motivation to be part of this global initiative. Letters of interest must be sent to:



globalallianceforcare@forogeneracionigualdad.mx



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