

# THE PURPLE ECONOMY: A CALL FOR A NEW ECONOMIC ORDER BEYOND THE GREEN

*IPEK İLKKARACAN  
İSTANBUL TECHNICAL UNIVERSITY*

GEM-IWG Knowledge Networking Program on Engendering  
Macroeconomics and International Economics

16-18 July 2012, Krakow

# MOTIVATION

A think piece aiming to

- ◉ To innovate a popular catchphrase «*the purple economy*» capturing a *feminist* vision of an economic system
  - pulling together past three decades of feminist economics work
  - appealing to the *the green economy* vision developed and popularized by *environmentalists*
- ◉ show how *purple* is necessarily complimentary to *green* for a truly sustainable economic order - placing not only nature but also care both as indispensable elements of human well-being
- ◉ provoke discussion on the characteristics a *purple* economic order based on the socialization of care and strategies for advocacy

<i>Complimentarities</i>	<i>Green Economy</i>	<i>Purple Economy</i>
A response to ...	the environmental crisis- sustainability of provisioning by nature	the crisis of care- sustainability of caring labor
Acknowledges that human well-being ... ....beyond consumption of commodities	depends on ecosystems	depends on caring labor
Accounts for ....	the value of nature	the value of unpaid work
Suggests to internalize .....into the workings of the system	environmental costs	the costs of caring labor
Aims at elimination of ... through redistribution of	intergenerational inequalities	inequalities by gender, class, national/ethnic/racial origin
Calls for a reordering of priorities ...	from growth to nature - sustainable growth (or even degrowth)	from consumption (market) to nurture (non-market)

# Four Pillars of The Purple Economy

## Social Infrastructure for Universal Care Provisioning

for children,  
elderly, disabled,  
sick

## Labor Market Regulation

to enable  
work-life balance  
with equal  
incentives for  
women and men

## Public Policies for special Care Needs of Rural Communities

where caring  
labor entails  
both  
reproductive and  
productive work  
directly  
dependent on  
natural resources

## Regulation of the Macroeconomic Environment

for nature,  
nurture and  
human well-  
being as core  
objectives of  
macroeconomic  
policy

# SOCIAL INFRASTRUCTURE FOR UNIVERSAL CARE PROVISIONING

- ◉ Acknowledgement of access to care as a basic human right and hence an obligation of the State
  - International (EU, UN) and national legislation (Constitution, Labor Law, Education Legislation)
  
- ◉ Public investments in social care sectors - Financing?
  - Budget/spending reallocations (e.g. global pacts on reallocation of military spending)
  - Care finance schemes - Purple Tax

# SOCIAL INFRASTRUCTURE FOR UNIVERSAL CARE PROVISIONING

## ○ Advocacy points

- **Purple jobs** in addition to **green jobs** as a solution to the crisis and unemployment
  - Poverty alleviation through dual earner families
  - Better education for children (improved human capital)
  - Improve equality by gender, class, origin
  - Provide dependent citizens with access to quality care
- 
- *Employment, income distribution and poverty effects of (Antonopoulos and Kim, 2011)*
  - *South Korea: Social Care sectors as the new growth engine after the 1997 crisis (Peng, 2010; Ilkkaracan 2012)*

# LABOR MARKET REGULATION

## Objective: Dual earner, dual carer family model

- Acknowledgement of work-life balance as an essential component of decent jobs as wages and social security coverage
- Equal incentives for both men and women; even positive discrimination in favor of men
  
- Legal rights to paid leave for childcare and other dependents
  - Mandatory paternity leave (instead of mandatory military duty) (Nyberg 2010)
  - Flexible leave - flexible work over the life cycle to enable  $\frac{3}{4} \times 2$  worker model (Plantenga 2010; Ilkkaracan 2012)
  
- Limit labor market working hours within decent job standards
  
- Regulate to eliminate discriminatory labor market practices, like equal pay for work of equal value; comparable worth policies; facilitate return to work on equal conditions post-care leave, ...

# PUBLIC POLICIES FOR SPECIAL CARE NEEDS OF RURAL COMMUNITIES

- ◉ Acknowledge and account for the extra burden that environmental destruction imposes of caring labor (women as unpaid family workers)
- ◉ **Green** investments in agriculture and rural infrastructure as integral to the social care infrastructure
- ◉ **Green** technology innovation programs building on women's indigenous knowledge
- ◉ Targeted agricultural subsidies for women
- ◉ Public Employment programs in **green** and **purple** sectors for landless women (Hirway, 2010)

# REGULATION OF THE MACROECONOMIC ENVIRONMENT

- ◉ Use direct measures of human well-being as macro indicators and policy guidelines - (reordering over indirect indicators as GDP growth and efficiency)
  - unemployment, labor force participation/employment, discouraged workers
  - income/wage, wealth and time inequality measures (income and time poverty - Antonopoulos, Masterson and Zacharias 2012)
  - access to care and distribution of paid-unpaid work as measures guiding macro policy
- ◉ Wage-led growth regime based on dual earner family model (instead of the male-breadwinner based profit-led growth regime)
- ◉ **Green** and **purple** impact assessment as a regular procedure for assessing fiscal and monetary policies
- ◉ Regulatory, democratic and transparent state («State with embedded autonomy»)

«*democratize macroeconomic policy*» (Çağatay 2012)

for a **Green** and **Purple** Macroeconomic order

# ENDING WITH QUESTIONS?

## ◉ How to move the agenda forward?

- ... against a deeply embedded systemic resistance to redistribution of income, assets and time and in a context of rising social conservatism in some contexts...

Sources for an improved framework for advocacy:

- Multiple crises - A purple and green economic order as a response
- Local and global alliances of social movements - Feminist, environmental/green, occupy/resist movements
- More evidence based and policy oriented research and knowledge networking ... GEM!

**THE PURPLE ECONOMY: A CALL FOR A NEW ECONOMIC ORDER BEYOND THE  
GREEN**

**For the entire set of papers see:**

**Sustainable Economy and Green Growth: Who  
Cares?**

by GenaNet Life e.V. and German Federal Ministry  
for the Environment, Nature Conservation and  
Nuclear Safety

Downloadable at:

[http://genanet.hostingkunde.de/fileadmin/downloads/Green\\_Economy/workshop\\_care-eco\\_web.pdf](http://genanet.hostingkunde.de/fileadmin/downloads/Green_Economy/workshop_care-eco_web.pdf)