

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

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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-beingbeyond consumption of commodities | depends on ecosystems | depends on caring labor |
| Accounts for | the value of nature | the value of unpaid work |
| Suggests to internalizeinto 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
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- *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!

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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