

European Carers Day



EUROPEAN
CARERS
DAY - 06 OCT.

AGM workshop
Porto, June 1, 2022

European Carers Day

October 6

Established in 2020

Different theme every year

2020: generic

2021: young carers



EUROPEAN
CARERS
DAY - 06 OCT.

ECD 2021 in figures

The ECD posters have been translated into **11 languages**

3 press release templates have been shared with our members

The main Eurocarers Twitter account generated **9.600 Impressions**

The European Carers Day Twitter produced **13.900 Impressions**

8.400 people have been reached via our **Facebook page**

The ECD website has attracted more than **5.000 visitors in October**

There was also a **huge peak in the number of visits** on the main Eurocarers website on the day

The campaign was relayed by a lot of **sister organisations**

Experience from members

Portugal

&

Greece

Campaign in 2022

Gender equality in caregiving



Campaign in 2022

Why GENDER EQUALITY?

THE POLICY FRAMEWORK

Towards work life balance

Gender gaps in care identified in the European Strategy for Gender Equality 2020-2050

Gender equality is a UN strategic development goal

Campaign in 2022

Why GENDER EQUALITY?

FACTS

- **On average in the EU, 59% of all informal carers (age 18 or over) are women**
- **Care is also provided in gendered ways. More women than men provide more demanding and intensive forms of daily caring**
- **Impact on women's integration on the labour market throughout their life: education and training, working time, life-long training, career development ...**
- **Impact on women's income, pension, access to social protection**
- **Impact on women health and well-being**
- **Impact on women' time for social and leisure activities**
- **Impact on women's freedom and self determination**

Campaign in 2022

Why GENDER EQUALITY?

CAUSES

- **Traditional model and representations of women's role**
- **Institutional framework: employment, fiscal, care services policies**
- **Lack of recognition of the value of care in our societies**
- **Lack of integrated policies supporting informal care, ensuring that care can be combined with employment and social inclusion**

Campaign in 2022

Why GENDER EQUALITY?

EUROCARERS' WORK

Issue streamlined in all project, policy and advocacy work based on research available

Regular cooperation with European Institute for Gender Equality

**Eurocarers 'Position Paper:
The gender dimension of informal care
(updated Dec. 2021)**



Campaign in 2022

Resources:

The European Union and Gender Equality

Observatory - European Charter for Equality of Women and Men in Local Life

Promoting equality between women and men

European Parliament policy

How to implement the Gender Equality Strategy to achieve equal participation of women and men

Eurocarers

Gender Equality Index

EIGE

European Strategy for Gender Equality 2020 2050

European Commission

Campaign in 2022

Proposition of main message:

Care should be equally distributed

↳ between men and women

↳ between the family and the State

Campaign in 2022

Angles for side messages:

Across the EU, the bulk of unpaid care work is done by women

More equal sharing of care will eventually reduce workplace gender inequality

Overcome the “normal” decision for women to care (instead of men)

The visual



The visual



The slogan

inequality
in CARE

The slogan

~~in~~equality
in CARE

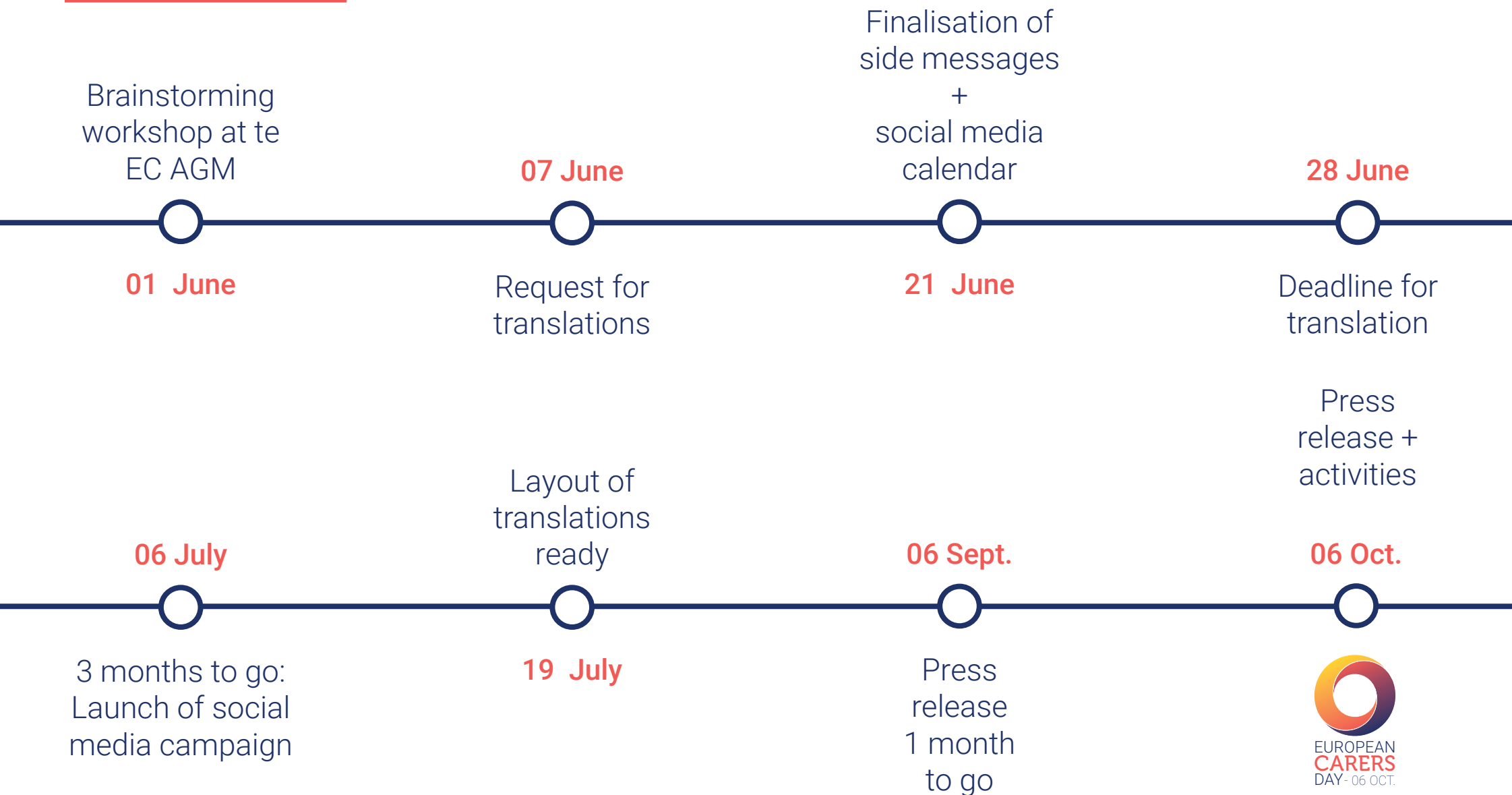
The poster



The main message

The side messages

The timeline



What's next?

Suggestion of themes for 2023

Comments or suggestions?

If you have any comment or suggestion,
please share it with Olivier Jacqmain at
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