



2024 ASIA-PACIFIC CARE CHAMPIONS FROM INVISIBLE TO INVALUABLE

Asia-Pacific Ministerial Conference on the **Beijing+30 Review**

21 November 2024

10:30 AM - 12:30 PM (Bangkok Time, GMT+7)

Conference Room 2, United Nations Conference Centre,
Bangkok



2024 ASIA-PACIFIC CARE CHAMPIONS

FROM INVISIBLE TO INVALUABLE

The 2024 Asia-Pacific Care Champions event, convened at the Asia-Pacific Ministerial Conference on the Beijing+30 Review, honoured and celebrated trailblazers who had made pioneering contributions to building inclusive and sustainable care systems. These champions are at the forefront of driving transformative change, setting examples of best practices, and inspiring others to take bold actions that contribute to the broader goals of the 2030 Agenda for Sustainable Development. By recognizing these champions, the event galvanized further action, encouraged the scaling up of successful initiatives, and fostered a collaborative environment where a diverse range of stakeholders could work together to create resilient and equitable care systems.

This special event was hosted by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) and UN Women, with the support of the Global Alliance for Care and in collaboration with Oxfam and the World Bank.



CATEGORIES

Policy Powerhouses: Crafting Tomorrow's Care Systems

Recognizing forward-thinking policies that set new benchmarks in care

This category honours impactful and inclusive care policies developed by governments, institutions, and organizations. These forward-thinking initiatives are revolutionizing the care landscape, ensuring that care systems are sustainable, equitable, and accessible to all.

Care Innovators: Transforming Lives through Care Delivery

Highlighting initiatives that reimagine care delivery through creativity and bold solutions

This category celebrates initiatives that have pioneered innovative practices or technologies that have revolutionized care delivery, providing scalable, transformative solutions. These cutting-edge approaches inspire replication across the region, driving the future of care.

Champions for Change: Breaking Stereotypes

Recognizing initiatives led by men and organizations advancing gender equality in care

This category honours initiatives led by men and organizations who actively champion gender equality in care, breaking stereotypes and advocating for a shared responsibility. These efforts are inspiring others to follow suit in creating more gender-equitable care systems.

Knowledge Catalysts: Leading Care Research and Insights

Recognizing trailblazing research that fuels care reforms

This category honours groundbreaking research initiatives that have provided critical insights into care systems. These initiatives produce the evidence that informs policies and shapes on-the-ground programmes and policies, driving sustainable care reforms in the region.

Partnership Architects: Building Bridges for Care

Celebrating the power of partnerships in strengthening care systems

This category acknowledges strategic alliances across sectors—governments, civil society, international organizations, and private entities that have harnessed the collective strength of multistakeholder efforts to push forward a caring and inclusive future.

**DIVE INTO THE IMPACTFUL WORK OF
OUR CARE CHAMPIONS HERE!**



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2024 ASIA-PACIFIC CARE CHAMPIONS



Policy Powerhouses: Crafting Tomorrow's Care Systems

- Lao Women's Union
- Ministry of Women's Affairs, Kingdom of Cambodia
- Government of the United Kingdom of Great Britain and Northern Ireland
- Government of the People's Republic of China
- Philippines Commission on Women, the Municipality of Quinapondan, Oxfam Pilipinas, and the Philippine Rural Reconstruction Movement (PRRM)



Care Innovators: Transforming Lives through Care Delivery

- Dharma Life, Visa Foundation and the International Development Research Centre
- Asian Development Bank (ADB)
- Ministry of Women and Children Affairs, Government of Bangladesh
- Ministry of Women, Family and Community Development, Government of Malaysia
- Fambear Thailand



Champions for Change: Breaking Stereotypes

- Department of Social Welfare and Development, Government of the Philippines
- The Gender Lab
- The Secretary of State for Equality, Government of Timor-Leste
- Center for Inclusive Policy



Knowledge Catalysts: Leading Care Research and Insights

- Institute of Development Studies
- The Asia Foundation
- Organisation for Economic Co-operation and Development (OECD)



Partnership Architects: Building Bridges for Care

- Institute for What Works to Advance Gender Equality (IWGAGE)
- Asia Feminist Coalition
- International Domestic Workers Federation (IDWF)

2024 CARE CHAMPIONS

CATEGORY

Policy Powerhouses:
Crafting Tomorrow's
Care Systems



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ESCAP

Economic and Social Commission
for Asia and the Pacific

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Policy Toolkit for Valuing and Investing in the Care Economy



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We commit to drive care-responsive and gender-transformative policies that make visible the invaluable contributions of unpaid and paid care in boosting economy and achieving sustainable development, dedicating bold actions and resources to build inclusive and resilient care systems for the benefit of women and girls, men and boys everywhere.

Ms. Armida Salsiah Alisjahbana
Executive Secretary

“To achieve true gender equality and honour the commitments of Beijing, we must move care from the shadows to the spotlight - from invisible to invaluable.”

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Lao Women's Union



Lao Women's Union on behalf of ASEAN Committee on Women hosted the 3rd ASEAN Women Leader Summit and led the drafting of the ASEAN Declaration on Strengthening the Care Economy and Fostering Resilience Towards the Post-2025 ASEAN Community which was endorsed during 44th and 45th ASEAN Summit in October.

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Future Commitments

The Lao Women's Union will continue working on the zero draft of Guidance Note of the Declaration and will organise Side-Event during the CSW69 / Beijing+30 (2025) in New York in March, 2025.



H.E Aiy VONGNORBOUNTHAM
The President/Minister

"If you want to go fast, go alone. If you want to go far, go together."

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Ministry of Women's Affairs, Cambodia



MoWA leads in developing a robust care policy ecosystem in collaboration with relevant key stakeholders. The focus is on fostering widespread awareness, commitment, accountability, and embedding a holistic policy-making process. A primary objective is to drive progress in community childcare, increase decent care work and increase investment in care infrastructure and services. MoWA is currently finalizing the National Care Economy Framework and Action Plan, focusing on four key areas: Care-Related Infrastructure, Social Protection, Services, and Employment Policies.

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Future Commitments

Promote public investment, services, and infrastructure through gender mainstreaming and institutionalizing gender-responsive budgeting.



H.E Dr. Ing Kantha Phavi
Minister

“By investing together in the care economy, we can build a more inclusive, resilient, and equitable future for all.”

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Foreign, Commonwealth
& Development Office

Government of the United Kingdom



**2024 CARE
CHAMPIONS**

Through social protection programming, the government of the United Kingdom collaborated with UNICEF, the World Bank, and other partners to explore how inclusive social protection systems can underpin an inclusive care economy. These efforts aim to help governments provide better care and support systems for those who need them.

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Future Commitments

We aim by 2035 to support 200 million more women to join the workforce by investing in efforts to close the global gap in the availability of childcare, including through the World Bank's "Invest in Childcare Initiative".



Nabila Suria

UK Permanent Representative to
UNESCAP

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Government of the People's Republic of China



The government of People's Republic of China has made significant financial contributions to advance gender equality by recognizing, reducing and redistributing unpaid care work of women and girls in Asia and the Pacific. Under the China-ESCAP Cooperation Programme, countries in the region have designed and implemented policy initiatives to address these issues at the national level and enhance women's labour force participation.

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Future Commitments

Deepen cooperation and exchanges in the field of care, and intensify the efforts in exchanges and cooperation in aspects such as care management, institutional policies, talent cultivation and technology and innovation.

Mr. Ye Xuenong

Permanent Representative of the
People's Republic of China to UNESCAP

**"Joint efforts and accelerated actions for a
better world for women and all."**

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The Philippine Commission on Women is now in the final stage of finalizing the national care economy framework. The process, which is highly consultative, has generated substantial awareness and support from relevant stakeholders. 23 local government units are implementing their respective care ordinance. The President has also provided his support for the initiative.

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Future Commitments

We aim to lead in achieving equal sharing of care and domestic work among all genders, ages, and sexual orientations. Our goal is to make care and housework valued economically and socially, with everyone recognizing it as a shared responsibility.

A portrait of H.E. Ermelita V. Valdeavilla, Chairperson, wearing a green patterned dress.

H.E. Ermelita V. Valdeavilla
Chairperson

“Housework is team work.”

“Unpaid care and housework constitute discrimination and discrimination is injunctive.”

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Municipality of Quinapondan, Eastern Samar Province Philippines



The Municipality of Quinapondan is the first local government unit in the Philippines to enact a local ordinance on unpaid care and domestic work that has allocated budget and implemented its provisions. We have influenced other barangays, municipalities and provinces to replicate our initiative on care work.

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Future Commitments

Our vision is that a national care policy framework will be enacted with proper budget allocations and programme implementation.



Hon. Leo Jasper M. Candido
Municipal Vice Mayor

“We rise by lifting others.”

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Philippine national agencies and 30 local government units passed policies and allocated resources to value women's work and address unpaid care and domestic work. Building on efforts initiated in 2019, this work contributed to the ASEAN Declaration on Strengthening the Care Economy, with civil society organizations engaged in the national Care Economy Framework.

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Future Commitments

Generate evidence on the care-climate nexus to boost climate financing, shift humanitarian narratives on cash-for-care, advocate for policy change, and strengthen CSO partnerships to expand investments in the National Care Economy Framework.



Ms. Lan Mercado
Trustee

“One's life has value so long as one attributes value to the life of others, by means of love, friendship, indignation and compassion”.

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One of our major achievements in care work has been the successful formulation of a care work ordinance at the provincial, municipal, and village levels. We are proud to become a care champion for our work with Oxfam on the WE-CARE project for community rebuilding and empowerment.

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Future Commitments

The Philippine Rural Reconstruction Movement (PRRM) remains unwavering in its commitment to building on and sustaining the milestones we have achieved to advancing care work and empowering communities.



Raymundo Agaton Jr
Area Manager for Camiguin and
Eastern Samar

“Care work is the quiet everyday acts of compassion that nourishes both the giver and the receiver”.

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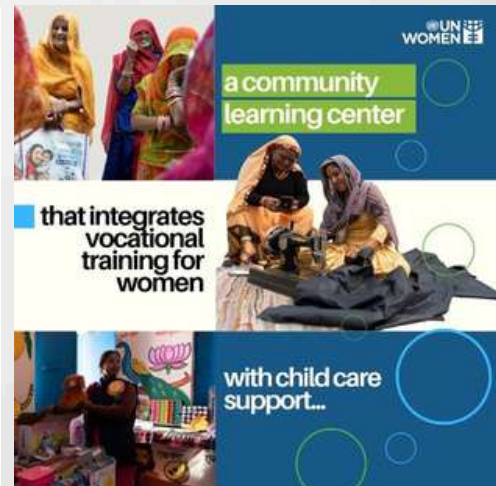
CATEGORY

Care Innovators:
Transforming Lives
through Care Delivery



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Transform Care Investment Initiative Asia-Pacific calls for catalytic investments to benefit at least 100 million women and girls, create 125 million new employment opportunities in the care economy by 2035, and reduce women's unpaid care work by at least two billion hours. This is a UN Women-convened initiative to make care systems work for both people and the planet.

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Ms. Christine Arab
Regional Director



“It will be crucial to convert the growing momentum on care in our region into tangible benefits for women and girls – which will only be possible with the right investments and commitment.”

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During its pilot program, Dharmalife established three skilling centers integrated with pre-school services. A total of 88 women graduated from the skilling programs and secured livelihood opportunities, while 47 children benefited from pre-school services.

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Future Commitments

Dharmalife will scale and build evidence through RCT study comparing 40 treatment villages having care centres for children and women, 40 treatment villages having Skills Development and Economic Opportunities for Women only, and 40 control group of villages with no intervention.

”



Ms. Panchalee Tamulee
Senior Chief Manager

“Dream is not that which you see while sleeping it is something that does not let you sleep.”

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Asian Development Bank



The Asian Development Bank has a strong track record of investing in care and support systems across the lifecycle in the region. This includes enhancing capacities to design policies and plans for long-term care services and supporting the development of new knowledge, data, and analysis on care.

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Future Commitments

We aim to invest in building accessible, affordable, quality, and sustainable care systems by supporting the development of systems, services, infrastructure, and decent work opportunities; fostering awareness and influencing policy dialogue; strengthening social protection, health, and education systems; and leveraging the private and NGO sectors.



Ms. Samantha Jane Hung
Director

“The future belongs to those who believe in the beauty of their dreams.”

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Ministry of Women and Children Affairs, Government of Bangladesh



The Ministry of Women and Children Affairs Government of Bangladesh has led several key initiatives to advance the care economy which include legal and social policies, institutional capacity building for human resource development within a care approach, the 2021 Time Use Survey, the Child Care Model, the Child Day Care Centre Act 2021, and the Mother and Child Benefit Programme.

[LEARN MORE](#)

Future Commitments

Safety and protection are crucial components of a caregiving approach. We want to take lessons learnt from Bangladesh to the region and vice versa, fostering an exchange of knowledge and experience.

Hon. Sharmeen S. Murshid
Advisor

“Miles to go before I sleep.”

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Ministry of Women, Family and Community Development, Government of Malaysia



The Ministry of Women, Family and Community Development has collaborated with strategic partners to develop a care industry strategic framework. Efforts have driven significant improvements in infrastructure, governance, social support, workforce development, training, policies, and investments in the care economy, fostering a more sustainable and supportive environment for all.

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Future Commitments

We look forward to working closely with Asia-Pacific members, learning from their best practices, and establishing Malaysia as an international hub for care professional providers.



Datuk Dr. Maziah binti Che Yusoff
Secretary General

"The sky isn't the limit, the sky has no limit"

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FamBear



FamBear's top priorities are to advance care worker rights, fair pay, and skill development, while making caregiving accessible for families through our technology and innovative solutions. By connecting with families, care workers, schools, and local businesses—we have contributed an estimated 200 to 300 million Thai baht, or approximately \$6 million USD, in wages and tax revenue, supported migrant domestic workers and strengthened the care economy.

[LEARN MORE](#)

Future Commitments

Advancing the future of care in the Asia-Pacific through cutting-edge AI technology, thorough screening and vetting processes, and comprehensive training and upskilling programs to elevate the dignity of care work. Our vision promotes safety, inclusivity, and economic growth across the region.



Mr. Adrian Mangal
Co-Founder

“The people who are crazy enough to think they can change the world are the ones who do”.

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CATEGORY

Champions for Change:
Breaking Stereotypes



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Global Alliance for Care

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The Global Alliance for Care is a global community of over 240 diverse and committed members. In only three years, it has positioned the centrality of care in multilateral fora, facilitated exchange and generated new narratives to recognize care as a need, as work and as a right.

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Future Commitments

We are committed to strengthening our multilateral care advocacy, promoting knowledge, collective learning and capacity-building in care. The alliance aspires to transform narratives, build partnerships and generate communications for care.

Ms. Ana Moreno
Technical Secretary



"Those who love peace must learn to organize as effectively as those who love war."

The Gender Lab works at the grassroots level, engaging adolescents and youth to challenge and shift gender narratives. Unpaid care work is a key component of its work with boys and educators. The organization has contributed to discussions on care work at the Bali Care Dialogue, Women Deliver 2023, and the Asia Feminist Coalition.

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Future Commitments

TGL is refining its strategy, with 'care' emerging as a key focus area. We plan to make it central to our grassroots initiatives and advocacy efforts. This includes creating art, media, and toolkits as resources, while building narratives to advance care and gender justice. We also aim to explore care through caste and class perspectives within the Indian context.



Ms. Ayushi Banerji
Co-Founder / Director

"It is our choices that show us who we truly are,
far more than our abilities".





The Secretary of State for Equality, Government of Timor- Leste



Through the adoption of Maubisse Declaration, the Secretary of State for Equality was able to bring together 17 line ministries including and one financial institution marks its commitment to invest in basic infrastructure such as piped water, household electricity, sanitation, and public transport to reduce women's burden.

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Future Commitments

We will advocate for and support the implementation of national and international gender equality commitments by ensuring gender-responsive laws, programs, plans, and budgets. SEI will also continue providing financial support to women in rural areas to generate income, promote women's participation in politics and decision-making and prevent gender-based violence.



H.E. Elvina Sousa Carvalho
Secretary of State



“Investing and supporting the care economy in Timor-Leste will contribute significantly to the prosperity and well-being of Timorese people, women and men in our society and country”.

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The Center for Inclusive Policy (CIP) has positioned community support as a global priority within the disability sector, linking it to the care economy and shaping an integrated narrative. CIP has contributed to identifying best practices, understanding the costs of care and support, and improving data on support needs.

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Future Commitments

Our next steps include conducting research to delve into region-specific practices, building partnerships with local Organizations of persons with disabilities, and advising on policy frameworks. We aim to advance support and care services, strengthen data collection on support needs, and promote sustainable, equitable funding.

Ms. Meenakshi Balasubramanian
Senior Associate

“Together we progress”.



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CATEGORY

Knowledge Catalysts:
Leading Care Research
and Insights



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The World Bank has integrated childcare activities into over 102 projects globally. The Invest in Childcare Initiative, launched in 2022, aims to catalyze \$225 million to expand access to affordable childcare. Additionally, the Global Childcare Incentive Fund seeks to mobilize \$180 million to support childcare in low- and middle-income countries.

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Future Commitments

The World Bank's Gender Strategy 2024-2030 emphasizes a strong commitment to expanding care services, including childcare and eldercare. The strategy aims to expand access to care services; innovate and finance care solutions, and act collectively.

Ms. Helle Buchhave
Senior Social Development Specialist

"The best time to plant a tree was 20 years ago.
The second best time is now."



The Institute of Development Studies is proud to have partnered with policy and programmatic actors to push a global recognition of the critical nature of care. Our key intervention in this area has been to map out (with Dr. Meenakshi Krishnan) a 7-4-7 framework for action and develop a comprehensive four-part 'Policymaker's Toolkit on Valuing and Investing in the Care Economy'.

[LEARN MORE](#)

Future Commitments

We aim to integrate the four policy categories into a holistic care system, develop research on climate and care, and revive discussions on the care economy, addressing its complex and political aspects. The role of care in fostering collective action is central to the new IDS report, *Building Solidarities: Gender Justice in a Time of Backlash*.



Prof. Deepta Chopra
Professorial Research Fellow

“Caring for myself is not self-indulgence, it is self-preservation, and that is an act of political warfare”

In 2022, The Asia Foundation hosted the Bali Care Economy Dialogue, initiating a commitment to advancing care economy issues across Asia and the Pacific through impactful research and innovative programming. The Foundation envisions an equitable and resilient care economy, where advocacy, policy development, and pioneering care initiatives alleviate the disproportionate care burden on women and girls while expanding access to essential services for all.

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Future Commitments

By fostering regional collaboration and generating critical data, we aim to build an evidence-based approach that strengthens the care ecosystem and advances sustainable development and gender equality, with three key pillars: 1) Elevate the Care Economy through Advocacy, 2) Strengthen Collaboration and Coordination in the Care Ecosystem, and 3) Build a Strong Evidence Base.

Ms. Elizabeth Siva
Associate Director

"Gender equality is more than a goal in itself. It is a precondition for meeting the challenge of reducing poverty, promoting sustainable development and building good governance."

The OECD has addressed the urgent need for sustainable care systems amid growing demands. The organization emphasized the importance of the care economy in empowering women, building resilience, and promoting shared caregiving. Efforts include attracting men to caregiving roles to foster a more inclusive care sector.

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Future Commitments

We aim to analyze social norms and gender dynamics in care provision, recognizing the preference for family-based, often unpaid caregiving by women. By promoting formal and equitable care systems, we aim to empower women, involve men in caregiving, and drive transformative change across Southeast Asia.

Ms. Hyeshin PARK
Gender Programme Co-ordinator



"Be the change you wish to see in the world."

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CATEGORY

Partnership Architects:
Building Bridges for
Care



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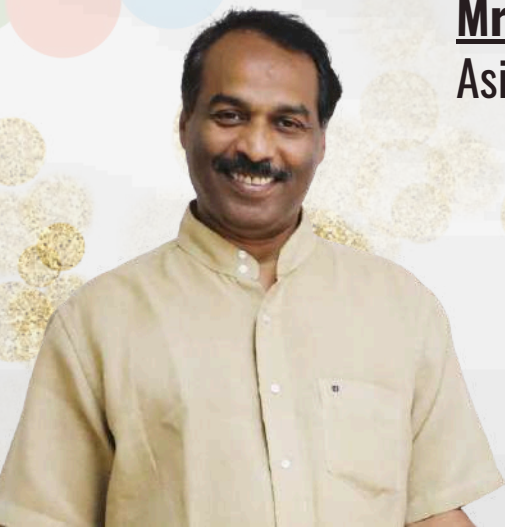
Oxfam played a substantive role in the development of the ASEAN Declaration on Care Economy. In collaboration with UNESCAP, Oxfam organized the Regional Forum on Care in 2023, which catalyzed progress towards the declaration. Oxfam also provided technical support to the Lao Women's Union, empowering them to champion the care agenda within ASEAN.

[LEARN MORE](#)

Future Commitments

As a next step, we aim to build on the political impetus of the ASEAN Declaration on Care and advocate for care responsive policies across selected countries.

Mr. John Samuel
Asia Regional Director



"The shortest distance between truth and a human being is a story."

Initiative for What Works to Advance Women and Girls in the Economy (IWWAGE) has led public discourse alongside multilateral institutions during the Indian G20 Presidency, integrating the Global South perspective into the care agenda. It serves as a knowledge partner to the Government of India in advancing the goals of women-led development.

[LEARN MORE](#)

Future Commitments

IWWAGE is dedicated to advancing evidence-based policy discourse on strengthening care systems. We strive to develop better methods to measure and highlight women's work, emphasizing the critical role of care in driving economic and societal progress.

”



Ms. Sona Mittra
Director- Policy & Research



“Value women’s work. Value Care work.”

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Asia Feminist Coalition



The Asia Feminist Coalition is developing a care brief that incorporates perspectives on care work and the care economy across Asia. It has established key demands for stakeholders to recognize care work and is building local and regional care networks in Asia to amplify Asian voices in global care discussions.

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Future Commitments

Strengthening Care alliances in Asia to ensure Asian voices, ideas, and solutions are centered.

”

Ms. Amuda Mishra
Secretariat/ Founder and
Executive Director

“Inclusion has to be Intentional.”

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International Domestic Workers Federation



International Domestic Workers Federation (IDWF) conducted care policy mappings across 12 countries in Asia. Findings from this mapping have been presented at national, regional, and global advocacy events, strengthening its care advocacy efforts.

[LEARN MORE](#)

Future Commitments

The next steps for IDWF include publicly launching the Care Policy Mapping and disseminating the results to various stakeholders. We aim to continue holding National Consultations on Care across different countries in Asia. Additionally, we are conducting interviews with affiliates in Asia to assess their understanding and advocacy on Care.

Ms. Sonia George
Executive Committee Member



“Domestic workers are care workers!”

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FIND ADDITIONAL RESOURCES



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