



CareShift

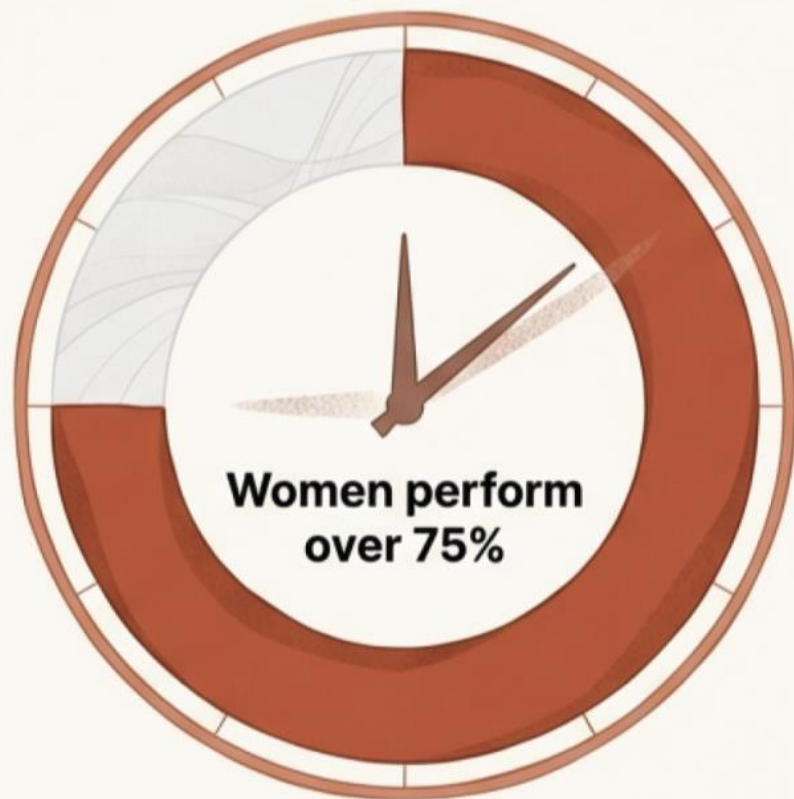
**Designing the Invisible Care Economy
for Gender Equality**

Design Equality 2025 | International Design Competition
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The Invisible Foundation of the Global Economy

Across the world, unpaid care work sustains households, communities, and economies, yet remains largely invisible.

Global Unpaid Care Work



Hours Spent



Source: International Labour Organization (ILO)

Time Poverty: The Hidden Barrier to Opportunity

Across the world, unpaid care work sustains households, communities, and economies, yet remains largely invisible.



Gender inequality persists not because women lack skills—but because they **lack time**.

Care is Treated as a Private Issue, Not a System Design Challenge

Across the world, unpaid care work sustains households, communities, and economies, yet remains largely invisible.



Disproportionate
caregiving
responsibilities

Limited
institutional
support

Rigid
participation
systems

Invisible labor
excluded from
GDP

The World Bank identifies unpaid care as one of the largest barriers to women's economic participation globally.

Source: The World Bank

Gender inequality is not only about “ACCESS” to opportunity— it is about who carries the “RESPONSIBILITY” that makes access impossible.

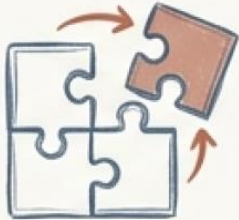
Care work determines who has time to learn, who can take up jobs, and who can lead.

Applying Design Thinking to the Care Economy



1. Empathy

Understanding caregivers' daily routines.



4. Designing

Creating shared solutions instead of individual coping.



2. Mapping

Visualizing time-use and emotional load.



3. Identifying

Pinpointing systemic pressure points.

The Solution: CareShift

A design-led framework that redesigns how care is recognized, redistributed, and reduced.

Invisible



VISIBLE

Individual



COLLECTIVE

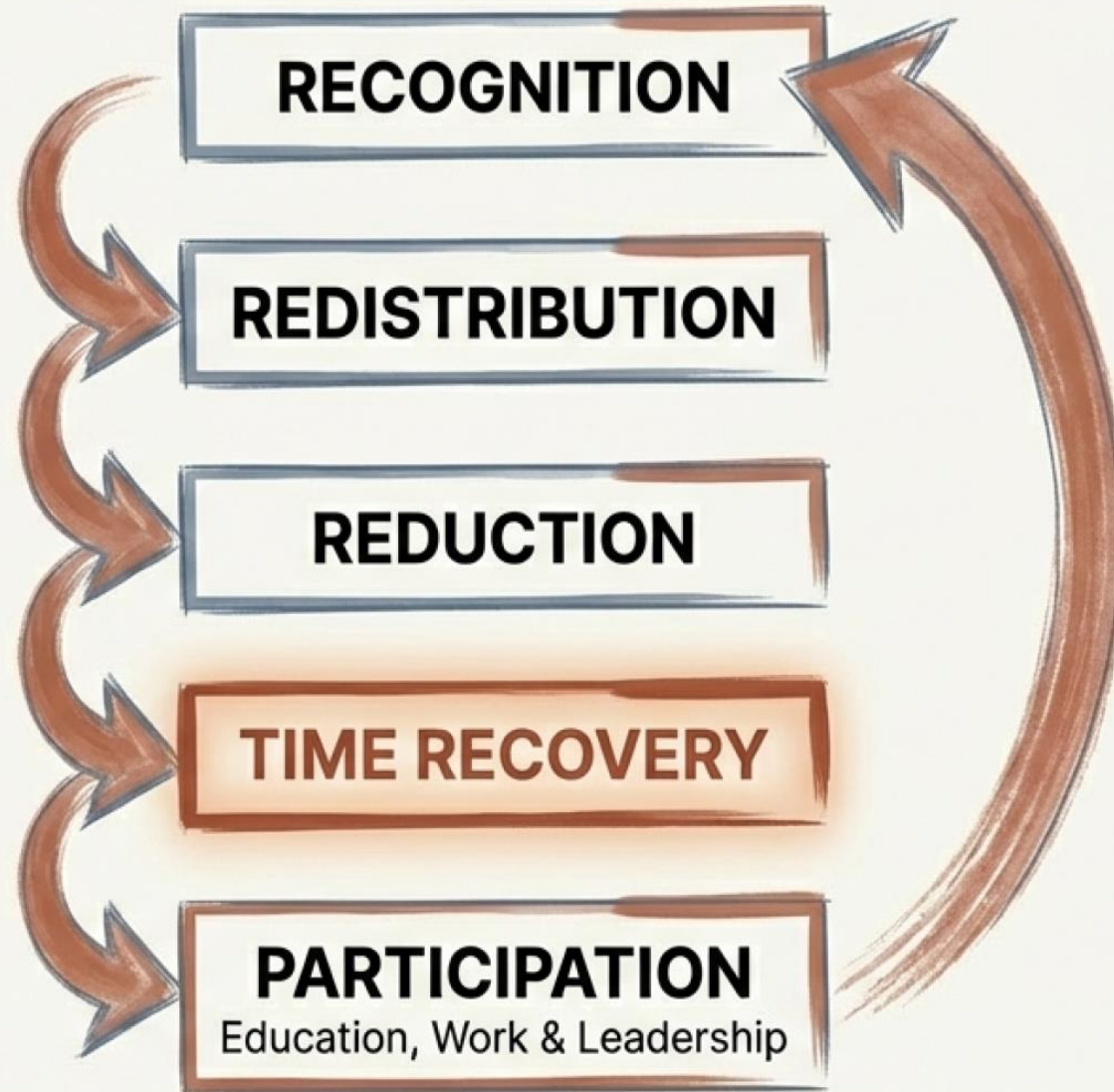
Overwhelming



MANAGEABLE

Goal: To restore time, dignity, and opportunity.

How the System Works



Equality emerges
when time is
redesigned.

Pillar 1: Recognition (Making Care Visible)

The Issue



The Problem: What is invisible cannot be valued.



The Design Intervention

- Time-use recognition tools for caregivers
- Community-level care mapping
- Institutional acknowledgment of caregiving roles
- Formal visibility of unpaid labor

OUTCOME: Care becomes measurable, discussable, and designable.

Pillar 2: Redistribution (Sharing Responsibility)

The Issue



The Problem: Care is socially assigned to women by default.



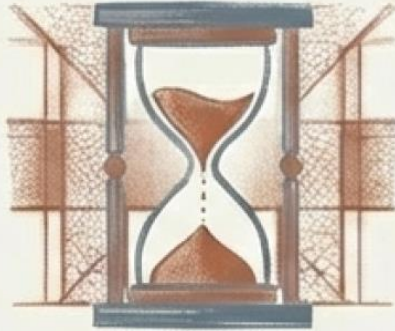
The Design Intervention

- Shared-care planning within households
- Structured pathways for men's participation
- Community caregiving networks
- Employer-supported care participation

OUTCOME: Care responsibility shifts from Women → Society.

Pillar 3: Reduction (Buying Back Time)

The Issue



The Problem: Excessive unpaid labor creates chronic time poverty.



The Design Intervention

- Community care hubs (childcare, eldercare)
- Shared care services within neighborhoods
- Proximity-based support systems
- Time-saving infrastructure

THE IMPACT: Even 1-2 hours of daily time reduction significantly increases women's ability to work, study, rest, and participate.

Time is the most powerful equality resource.

A Collaborative Ecosystem of Stakeholders



Care becomes sustainable through collaboration.

Care is Not a Cost—It is an Investment

Social Impact



Increased workforce participation



Improved educational continuity



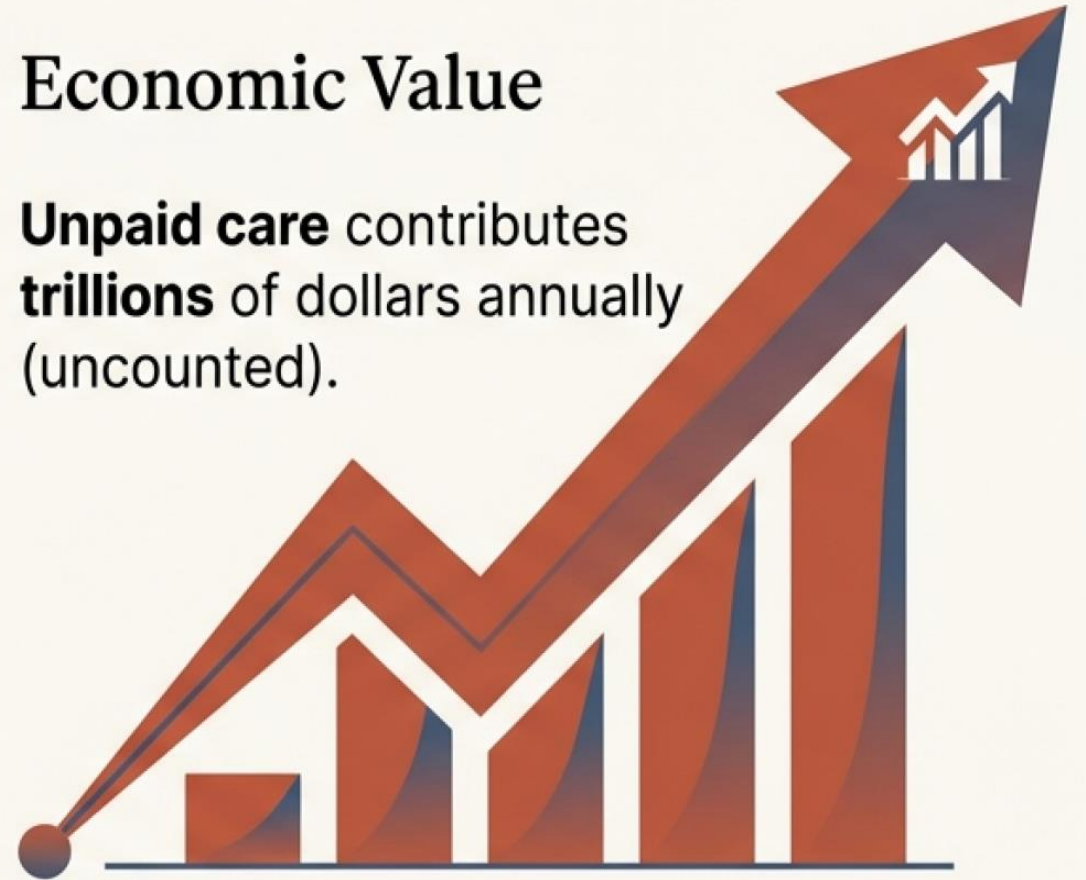
Stronger leadership pipelines



Healthier families and communities

Economic Value

Unpaid care contributes **trillions** of dollars annually (uncounted).



Scalability, Viability, and Global Alignment

Scalability



Adaptable across urban/rural contexts



Scalable from communities to regions



Applicable in developed & developing economies

Viability & Finance



Integrates into existing systems



Design-led, not resource-intensive



Supported by public welfare & CSR

SDG Alignment



SDG 5: Gender Equality



SDG 8: Decent Work & Economic Growth



SDG 10: Reduced Inequalities



SDG 3: Good Health & Well-Being

Restoring Dignity and Opportunity

Gender equality cannot be achieved without addressing the work that makes all other work possible. When care is redesigned, women regain time—and time restores opportunity.

“Care work sustains the world—it deserves visibility, value, and shared responsibility.”

