

Part of the WeRise Series of Resources



Gender-Responsive Decent Care Work

Training + Toolkit
for Asia-Pacific Care Enterprises



ABOUT the Toolkit

The training + toolkit was developed as part of UN Women's **Asia-Pacific Care Accelerator**, a 10-month programme which supported 11 care enterprises to grow and develop into gender-responsive enterprises. This is a key pillar of the Gender-Inclusive Care Entrepreneurship Ecosystem Programme (GICEEP), supported by Visa Foundation and International Development Research Centre (IDRC) and implemented by partners, including UN Women, the Swiss Association for Entrepreneurship in Emerging Markets (SAFEEM) and Bopinc.

The materials are aligned to the **Women's Empowerment Principles (WEPs)**. Launched in 2010 by UN Women and UN Global Compact, the seven principles within WEPs enable companies of all sizes and sectors to become more gender-responsive throughout their value chain.

The training + toolkit is part of the broader WeRise family of resources supporting MSMEs and entrepreneurship support organizations to develop gender-responsive policies, practices and programming to enable a more inclusive entrepreneurial ecosystem. Current resources include the WeRise Toolkit for **Entrepreneurs** and **Accelerators**.



**WeRise Toolkit for
Entrepreneurs**



**WeRise Toolkit for
Accelerators**



**NEW: Gender-Responsive
Decent Care Work**



Want to learn how your organization can utilize the toolkit and trainings?

For more information, contact the UN Women ROAP Women's Economic Empowerment Unit at

wee.asiapacific@unwomen.org

Supported by:



In partnership with:



GENDER-RESPONSIVE DECENT CARE WORK

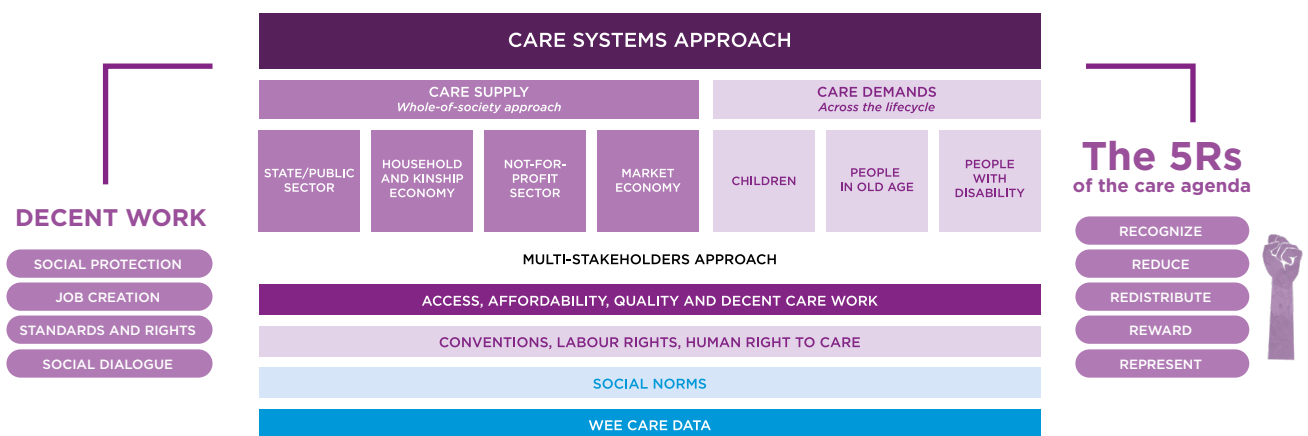
Training + Toolkit for Asia-Pacific Care Enterprises

Taking a multi-stakeholder care systems approach, UN Women advocates for gender-responsive care policies and investments, raises awareness about paid and unpaid, direct and indirect care work, and supports context-relevant solutions to increase access and affordability of quality care whilst advancing women's well-being and women's economic empowerment.

THE JOURNEY TO THE TRAININGS



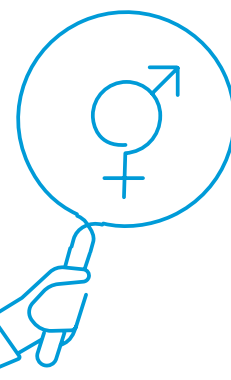
Gender-responsive decent care work involves ensuring that care workers, particularly women, receive fair wages, work in safe and supportive conditions and have equal access to rights and opportunities. It promotes gender equality by recognizing the value of care work, advocating for strong worker representation and challenging societal norms that undervalue care work. Such an approach not only supports quality care delivery and worker retention but also contributes to building healthier, more resilient societies and economies. This definition draws on the ILO Decent Work Agenda¹, the 5R framework for decent care work², and UN Women's Economic Empowerment strategy.³ Decent Work is also a key pillar of UN Women's approach to fostering comprehensive and gender transformative care systems (see graphic below).



Source: Authors' elaboration based on UN Women (2024) *Caring societies, Inclusive and Green Economies*.

1 <https://www.ilo.org/topics/decent-work>
 2 ILO (2018) Care work and care jobs for the future of decent work. <https://www.ilo.org/publications/major-publications/care-work-and-care-jobs-future-decent-work>
 3 UN Women (2024) Women's Economic Empowerment Strategy. <https://www.unwomen.org/sites/default/files/2024-03/un-women-womens-economic-empowerment-strategy-en.pdf>

The Gender-Responsive Decent Care Work: Training + Toolkit for Asia-Pacific Care Enterprises is designed to support women's economic empowerment through decent work opportunities and quality care provision. With adaptable templates, real-life case studies and actionable insights, this training accompanies UN Women's broader care economy portfolio to offer a pathway towards **stronger, more equitable care businesses**.



WHAT DOES IT COVER?

The training + toolkit builds on UN Women research and global best practices to explore various elements of decent work for care workers across the employment lifecycle. National legislation varies between countries and does not always align with international standards for decent work. The training supports enterprises to **go beyond compliance** (which varies between countries and does not always reflect international standards) to **address gaps in ensuring decent work conditions for all workers and embrace a holistic approach to integrating best practices**. By the end of training, participants should be able to do the following:

- Understand gender-responsive decent work and its implications for care enterprises.
- Understand how gender-responsive decent work principles can be integrated into business processes and practices.
- Use practical tools to take action on gender-responsive decent work.

WHO IS IT FOR?

The training is for owners and operators of **small-medium-sized businesses that provide and/or facilitate direct paid care work**. These enterprises offer various products and services, including:

- On-demand or centre-based care services for families, businesses, governments and others.
- Products and services that reduce time and labour spent on unpaid care.
- Training and decent work opportunities to professionalize caregiving and improve care quality.
- Technology and digital platforms that securely connect care workers with employers, including both corporate and private customers.

The training + toolkit integrates global best practices and has been tailored to Asia-Pacific care enterprises.

HOW DOES IT WORK?

The training + toolkit guides care enterprises through the development of **effective workplace interventions based on evidence and best practice** that cater to the specific needs and experiences of care workers (the majority of whom are women), equitable workplaces and better-quality care services. Each module can be delivered in person or online by UN Women staff or industry experts and takes about two hours to complete. Each module:

- Highlights regional and global best practices, incorporating contemporary workplace dynamics and including new and emerging technologies.
- Uses real-life examples and emphasizes a 'pathway approach', acknowledging the spectrum of decent work.
- Includes a self-assessment and action plan to encourage continuous improvement towards the full provision of decent work.

WHAT IMPACT WILL IT HAVE?

The training + toolkit promotes the sustainability of care enterprises providing gender-responsive decent work opportunities for care workers (the majority of whom are women), while **driving quality care provision and contributing to broader economic resilience and sustainable development**. At the enterprise level, the training + toolkit will:

- Support owners/operators to provide decent working conditions, enhance job security and safety, and increase opportunities for professional development.
- Support enhanced service provision and improved worker retention, reducing turnover and boosting business reputation.



Module Overview



MODULE 1 Gender Responsive Decent Work in the Care Economy

Objectives:

- Understand key concepts including women's economic empowerment, gender equality, decent work and the care economy.
- Understand the relevance of decent work in the care economy and the importance of applying a gender lens, given the disproportionate impacts on women.
- Understand how small and medium-sized enterprises (SMEs) fit into the wider landscape and their ability to provide decent work.

Practical tools:

- WeRise Toolkit
- Self-assessment and action plan

After each module, participants will engage in a self-assessment and develop an action plan using a basic-better-best framework. This process enables them to evaluate their current efforts against national standards and global best practices, fostering a culture of continuous improvement. An example from Module 1 is provided below.

Excerpt from Module 1 Self-assessment

We have a basic understanding of what gender-responsive decent work is and its implications for our enterprise.

Basic

We are committed to promoting gender-responsive decent work through our enterprise.

Better

We have integrated continuous improvement practices in regard to providing decent work for our care workers.

Best

Action plan

- What action will we take?
- Who is responsible?
- By when?
- With what resources?
- How will improvements be measured?

MODULE 2 Creating Opportunities for Decent Care Work

Objectives:

- Be equipped to develop non-discrimination and client agreement policies.
- Understand risks associated with recruiting, hiring and matching, and learn how to mitigate risk through effective policies and systems.

Practical tools:

- Job description template
- Non-discrimination policy
- Indicators of forced labour
- Due-diligence for third party agencies
- Self-assessment and action plan

Example



FamBear is a digital care platform where clients can search for and hire a nanny, babysitter, maid, tutor or senior caregiver in Bangkok. After participating in UN Women's Care Accelerator, they removed age and nationality as search filters on their platform, helping to ensure non-discrimination for their care workforce.

MODULE 3 Establishing Fair Terms and Conditions for Care Work

Objectives:

- Understand basic wage structures, benefits and the impact of work-related costs on take-home pay.
- Understand best practices for establishing fair terms and conditions for care workers, including written contracts, social protection measures and pathways to full-time employment.

Practical tools:

- Worker contract template
- Living wage calculator
- Self-assessment and action plan

Example



AYAT Care in Bangladesh uses three different contracts to ensure quality control within their business. These include written and signed agreements between the parties: enterprise/client; enterprise/worker; and worker/client. Furthermore, they provide workers with in-person onboarding so they understand the terms of the contract and what is expected of them.

MODULE 4 Ensuring a Safe and Inclusive Working Environment

Objectives:

- Be aware of the common safety risks facing care workers, particularly those unique to working in clients' homes.
- Understand effective strategies to prevent and respond to sexual harassment and gender-based violence.

Practical tools:

- Basic safety checklist
- Sexual harassment policy template
- Incident report form
- Guidance on establishing an effective grievance mechanism
- Guidance on data protection and algorithmic management
- Checklist for reporting and response procedures
- Self-assessment and action plan

Example



Life Circle recruits care workers from low-income communities who are often young domestic migrants with limited education. Life Circle provides workers with various support services, including opening a bank account, setting up a SIM card, applying for a tax identification number and accessing safe and affordable housing.

MODULE 5 Empowering and Equipping Care

Objectives:

- Understand basic wage structures, benefits and impact of work-related costs on take-home pay.
- Understand best practices for establishing fair terms and conditions for care workers, including written contracts, social protection measures and pathways to full-time employment.
- Understand the importance of workforce development in the care sector and the impacts this can have at the enterprise level.
- Understand the role of technology can play in creating a positive workplace culture and enhancing flexible working arrangements

Practical tools:

- Performance evaluation
- Guidance on promoting freedom of association and collective bargaining
- Worker feedback survey
- SOPs for addressing misconduct
- Self-assessment and action plan

Example



Echoing Healthy Ageing is award winning social enterprise offering home-based therapies, counselling and dementia care training for family carers and professionals and consultants to geriatric care facilities to implement best practices. They provide care workers with training on preparing a digital resume and offer soft skills development to improve workers' interviewing and communication capabilities.