“A PURPLE ECONOMY COMPLIMENTING THE GREEN FOR A GENDER Eгал ITERIAN AND SUSTAINABLE ECONOMIC ORDER”

MONDAY, 20 MARCH 2017  
10:30 AM – 12:00 PM  
SALVATION ARMY AUDITORIUM  
221E. 52ND ST.  
(BETWEEN 2ND AND 3RD AVE)

MODERATOR
ANURADHA SETH  
UN Women Policy Advisor on Economic Empowerment

SPEAKERS
IPEK ILKKARACAN  
Professor of Economics,  
Istanbul Technical University and WWHR - New Ways

INGIBJORG GISLADOTTIR  
UN Women Regional Director for Europe and Central Asia,  
Representative to Turkey

SHANTHI DAIRIAM  
Founder Director,  
IWRAW Asia-Pacific

The “purple economy” represents an alternative feminist vision of a new sustainable and egalitarian economic order complementing the green economy. Purple comes from the symbolic color adopted by the women’s movements in some countries around the world. This new vision acknowledges that we depend on caring labor as an indispensable component of human well-being. It calls for an economic system that accounts for the value of care work and enables its provisioning in a sustainable manner, without reverting to mechanisms that reproduce inequalities by gender, class, and origin. The purple economy is organized around an egalitarian redistribution of the costs of care between households and public services, between women and men.

The event will create a platform for discussion on how a global feminist economic order can be established both in theory and in practice. Representatives of women’s NGOs, UN Women, feminist academics and activists will come together to assess the means of implementation and strategies of advocacy for a purple economy.