

# “A PURPLE ECONOMY COMPLIMENTING THE GREEN FOR A GENDER EGALITARIAN AND SUSTAINABLE ECONOMIC ORDER”

MONDAY, 20 MARCH 2017  
10:30 AM – 12:00 PM  
SALVATION ARMY AUDITORIUM  
221E, 52<sup>ND</sup> ST.  
(BETWEEN 2<sup>ND</sup> AND 3<sup>RD</sup> 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,  
IWRAP 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 wellbeing. 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.



WOMEN FOR WOMEN'S  
HUMAN RIGHTS (WWHR)  
NEW WAYS

