

Thirty Successful Experiences of Redistribution, Reduction,
Recognition, Remuneration and Representation in Care Work

Building Equality Seal (Sello Construir Igualdad), Directorate of Labor Equality, Buenos Aires, Argentina



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Country and/or location of implementation: Buenos Aires, Argentina

Instances and/or legal framework responsible for its implementation: Ministry of Women, Gender Policies and Sexual Diversity, Province of Buenos Aires

Claudia Lázzaro, Director of Equality Policies, Labor Training and Care Policies of the Ministry of Women, Gender Policies and Sexual Diversity, of the Province of Buenos Aires, has agreed to an interview to talk about the actions implemented by the department she heads in the area of care.⁹

Firstly, C. Lázzaro states that when her department addresses care policies, the approach is based on two central axes: registration (of care workers) and public infrastructure (adequate spaces for the provision of care). The former involves initiatives aimed at adequately remunerating and guaranteeing labor rights and decent conditions for the care sector. She states it is essential to tackle the decent work axis proposed by the Sustainable Development Goals (SDGs). She also mentions that the focus is on the world of work, centered on people and not the labor market alone. This conceptual appreciation, Lázzaro explains, is strongly influenced by her own trade union background (C. Lázzaro, personal communication, June 29, 2021).

Likewise, given the characteristics of the current type of federal government in Argentina, C. Lázzaro mentions the design of care policies and actions for the province of Buenos Aires is different from the one in force at the federal level.¹⁰ She specifically states that the directorate in her charge has determined that all its programs should include a line of care. For instance, the program called the Building Equality Seal (Sello Construir Igualdad), launched in 2020, has been designed with a focus on the world of work, and considers care policies as one of its pillars. Through it, the Directorate is proposing to companies in the province of Buenos Aires that, regardless of the legislation in force on family benefits, it can develop corporate policies that take into account gender equality and the importance of care.

⁹ The Directorate of Policies for Labor Equality, Job Training and Care Policies is institutionally dependent on the Provincial Directorate of Gender Equality Policies of the Undersecretariat of Gender and Sexual Diversity Policies of the Ministry of Women. For the full flowchart of the Ministry, visit https://www.gba.gov.ar/static/mujeres/docs/organigrama_mujeres.pdf

¹⁰ During the interview, she mentioned that the document which sets the guidelines for the care policy in the Province of Buenos Aires is not yet public.

Building Equality Seal

The Building Equality Seal program aims to build awareness and accompaniments for the inclusion of gender policies in the productive and private service sectors, and in public companies, based on agreements with businesses and trade unions, through a process of progressive inclusion of gender equality standards on issues such as:

- Access to employment
- Promotion mechanisms
- Care policy: work-family co-responsibility
- Transgender labor quotas
- Prevention of labor violence
- Wage parity

During the program's implementation, badges are awarded as the companies that adhere to the program advance through the different stages. The program stems from the initiative and agreements reached between the Ministry of Women, Gender and Sexual Diversity Policies, the Ministry of Production, Science and Technological Innovation, and the Ministry of Labor, all from the Province of Buenos Aires. The general objective of the program is to assist capital and labor sectors, through facilitating a dialogue, in the definition of the diagnosis, planning, and proposals for action aimed at incorporating policies and organizational changes that ensure equal treatment between men, women, and LGBTQIA+ people. Its goals are:

- A change in the organizational culture of companies in the Province of Buenos Aires
- Companies with a greater commitment to equality
- Workers with equal conditions and access to decent work

The policy foresees the creation of a tripartite Dialogue Table for the Promotion of Equality at the entrepreneurial level. Each of the participating companies must convene a roundtable with the following actors:

- One representative from the Building Equality Seal technical team
- One representative from the company's management
- One representative from the workers' union

The main functions of this Dialogue Roundtable are as follows:

- To ensure the implementation of the diagnosis of the company's operations, with the participation of all stakeholders
- To agree on action plans to resolve problems detected in the company's diagnosis and to define new organizational mechanisms that allow for greater equality and more equal treatment between the different genders

The program is meant to be implemented with five key stages:

1. Signing the program participation agreement; creation of the Dialogue Roundtable for the Promotion of Equality; and signing the adherence act
2. Company's diagnosis validated by the Dialogue Roundtable for the Promotion of Equality
3. Validation by the program's monitoring, management and evaluation department. This department is made up of the three ministries and will provide technical support to each company
4. Implementation of the action plan in two stages, to be agreed upon by the Roundtable
5. Review by the monitoring, management and evaluation roundtable; submitting to the recognition roundtable after compliance with the plan; and subsequent delivery of seals (G. and D.S. Ministry of Women et al., 2020, p. 7)

While there are currently no evaluation studies on the scope and results of the implementation of this program in the Province of Buenos Aires, it is possible to assert that this policy has an intersectoral approach, recognizing that making care work visible as key to the well-being of societies and to the functioning of the economy; and also at redistributing this work between men and women, since it contributes to deconstructing gender roles in companies by defeminizing caregiving tasks.

For more information, visit ministeriodelasmujeres.gba.gob.ar/drive/archivos/Programa%20Sello%20Construir%20Igualdad.pdf