

Chomie

**Making the home chores
more equal**

Opportunity

- Women in OECD countries spend about **271 minutes** on average doing unpaid work compared with **137 minutes**, for men
- In the U.S., that division of labor is slightly more equitable, with **women** doing an average of **242 minutes** of unpaid work compared with **148 minutes** for men



Solution

A **trusted** family-oriented **guide** that helps assign tasks to every member of the family

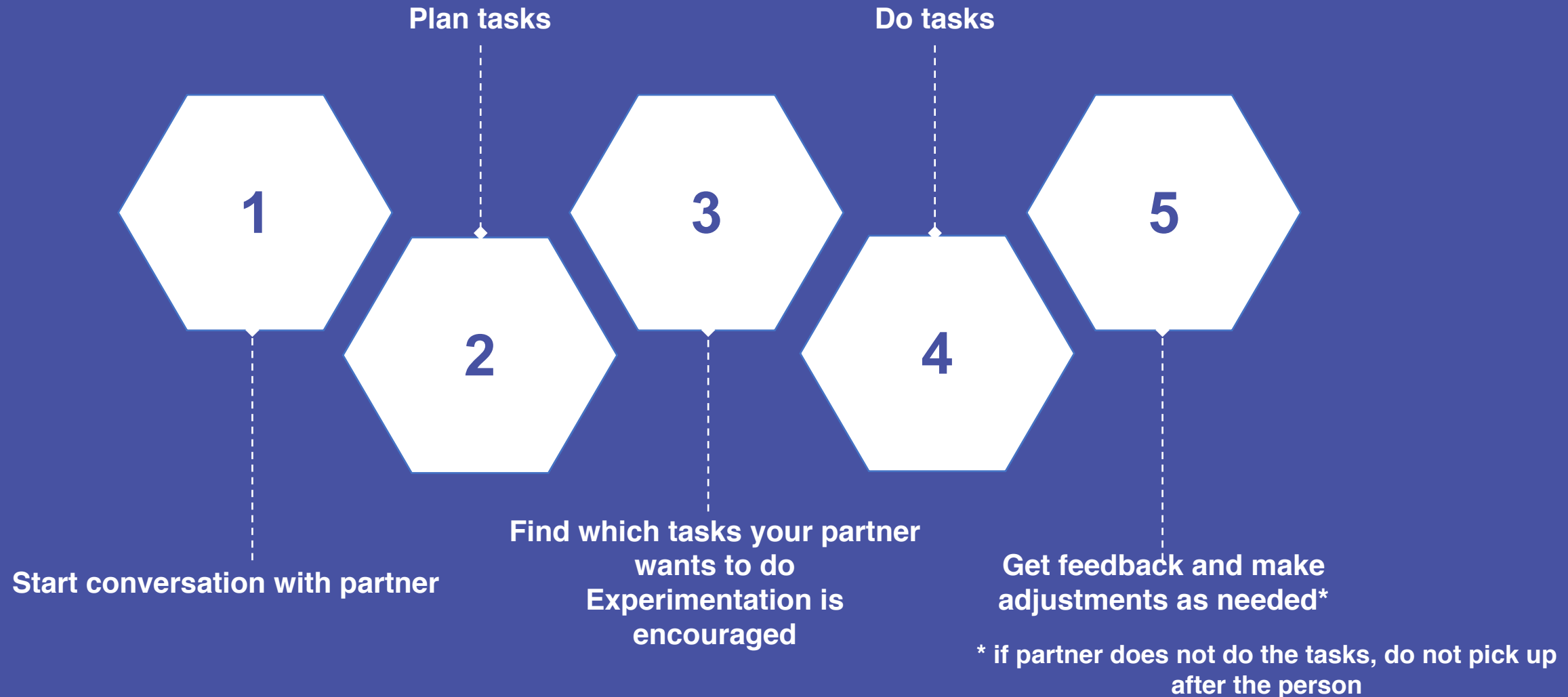
Why now

Covid19 has exacerbated the issue especially for frontline workers which are mainly women

The gender gap in household labor means that women lose not only money, but also time and health

Steeped in gender stereotypes

How it works



Impact

**28 Trillion USD could
be added to the global
GDP**

**Reduction in negative
health outcomes**

More stable marriages

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#DrivingBetterHomeEquity

Resources

- <https://www.npr.org/2020/05/21/860091230/pandemic-makes-evident-grotesque-gender-inequality-in-household-work>
- <https://www.newamerica.org/better-life-lab/podcasts/the-coronavirus-pandemic-is-forcing-us-to-rethink-how-we-value-womens-time-and-invisible-labor-at-home/>
- <https://www.theatlantic.com/family/archive/2019/05/breadwinning-wives-gender-inequality/589237/>
- <https://qz.com/599999/at-work-as-at-home-men-reap-the-benefits-of-womens-invisible-labor/>
- https://greatergood.berkeley.edu/article/item/how_an_unfair_division_of_labor_hurts_your_relationship
- <https://www.marketwatch.com/story/this-is-how-much-more-unpaid-work-women-do-than-men-2017-03-07>