

PRESS KIT

International Day of Care and Support

October 2025

Introduction

The **International Day of Care and Support**, established by the United Nations in 2023, recognizes the essential role of care and support in sustaining life, societies, and economies. It calls for valuing, investing in, and redistributing paid and unpaid care work as a pillar of social justice, equality, and sustainable development.

The 2025 observance calls for collective action to build caring societies that advance equality, dignity, and wellbeing for all, reaffirming that care is a political and collective act.

What to Expect

This year's observance will feature a coordinated global communication and advocacy effort to elevate the care agenda, expand public understanding, mobilize institutions, and inspire concrete commitments for inclusive care systems.

Key features include



Collective agenda of events and activities

A diverse global program of dialogues, interactive panels, and hybrid sessions addressing key care policies, challenges, and innovations.



Voices of Care Podcast Series

A curated podcast spotlighting the lived experiences and expertise of caregivers and care advocates.

AVAILABLE ON [SPOTIFY](#)



Social Media Campaign

A unified campaign led by Global Alliance for Care members, using shared messages and visual assets for a strong and coordinated presence on October 29.

ALL RESOURCES ARE DISPLAYED IN [TRELLO](#)



24-Hour Care Channel Broadcast

Launching on October 29, 2024, the Global Alliance Care Channel will broadcast 24 hours of audiovisual content dedicated to the global care and support agenda. Programming will begin on October 28 at 8:00 p.m. (GMT-6), featuring the first events organized by our members in Asia, Africa, and Europe. No matter where you are in the world, you'll be able to tune in to conversations, events, and discussions related to the International Day of Care and Support at any time.

AVAILABLE IN [YOUTUBE](#)

[FACEBOOK](#)

GAC Members Involved

This mobilization strategy and the shared resources were collectively developed by the **Taskforce of the Global Alliance for Care** for the **International Day of Care and Support**.

The Taskforce is composed of the following organizations:

1. Akahata – Equipo de Trabajo en Sexualidades y Géneros
2. Aldeas Infantiles SOS España
3. Aldeas Infantiles SOS Internacional
4. Universidad Americana de Beirut
5. Arredo
6. Asociación Civil Lola Mora
7. Asociación Mexicana de Psicología y Desarrollo Comunitario
8. Asociación de Trabajadoras del Hogar, a Domicilio y de Maquila (ATRAHDOM)
9. Caregivers Empowerment Network Africa
10. Centro por la Justicia, Democracia e Igualdad (CEJUDI)
11. Centro Nacional para la Capacitación Profesional y Liderazgo de las Empleadas del Hogar (CACEH)
12. Center for Global Development (CGD)
13. Comisión Económica para América Latina y el Caribe (CEPAL)
14. Confederación Sindical Internacional (ITUC)
15. Consejo Latinoamericano de Ciencias Sociales (CLACSO)
16. Colectiva Mujeres por el Derecho al Cuidado y Una Vida Libre de Violencia
17. Colectiva Yo Cuido Perú
18. Congreso del Estado de Jalisco
19. Corporaciones Descentralizadas
20. Creación Positiva
21. Gobierno de Cross River State
22. Cuidando a Violeta
23. Cuido60
24. DEL-PONTE
25. Gobierno de la Ciudad de Buenos Aires
26. Early Childhood Development Action Network (ECDAN)
27. Early Institute
28. Equidad de Género: Ciudadanía, Trabajo y Familia
29. Equipo Latinoamericano de Justicia y Género (ELA)
30. Ethos, Innovación en Políticas Públicas
31. Expertise France
32. Familias Trabajando en Talleres de Artes y Oficios para Personas

- Autistas y Otras Discapacidades, A.C.
33. Familias y Retos Extraordinarios
 34. The African Women Development Communications Network (FEMNET)
 35. Fundación Bien Humano
 36. Fundación EU-LAC (Red Internacional de Mujeres)
 37. Fundación Friedrich Ebert
 38. Fundación K-uidadores CAM
 39. Fundación Marisa
 40. Generación y Desarrollo (GENDES)
 41. Generalitat de Catalunya
 42. Grupo de Información en Reproducción Elegida (GIRE)
 43. Global Initiative for Economic, Social and Cultural Rights (GI-ESCR)
 44. Gobierno de España, Ministerio de Igualdad
 45. Gobierno de México, Secretaría de Relaciones Exteriores
 46. Gobierno de Perú, Instituto Nacional de las Mujeres
 47. Green Future Foundation
 48. International Center for Research on Women (ICRW)
 49. Inclusion International
 50. Iniciativa Ciudadana para la Promoción de la Cultura del Diálogo
 51. Instituto de Investigaciones de las Naciones Unidas para el Desarrollo Social (UNRISD)
 52. Instituto de Liderazgo Simone de Beauvoir
 53. Internacional de los Servicios Públicos (ISP)
 54. Investoria
 55. Initiative for What Works to Advance Women and Girls in the Economy (IWWAGE)
 56. Lideramos
 57. Make Mothers Matter
 58. Más Sueños
 59. Municipio de Río Grande, Argentina
 60. Municipio de San Luis Potosí
 61. ONU Mujeres
 62. Open Data Charter
 63. Oxfam México
 64. Pacto Global México
 65. Paz Cívica
 66. Piña Palmera
 67. Plataforma Mayor

Closing and Contact

The commitments and insights generated through this global effort will continue driving collective action to build more equitable, inclusive, and caring societies that ensure dignity and well-being for all.

Brand Kit and Media Contact

All campaign materials are available on the official ***Voices of Care website*** 

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