

# Shifting millennial gender norms: Indonesia, Vietnam and the Philippines



**Investing in Women (IW)** is an initiative of the Australian Government that catalyses inclusive economic growth by contributing to women's economic empowerment in South East Asia. IW uses innovative approaches to improve women's economic participation as employees and as entrepreneurs and to influence the enabling environment to promote women's economic empowerment in the Philippines, Indonesia, Vietnam and Myanmar.

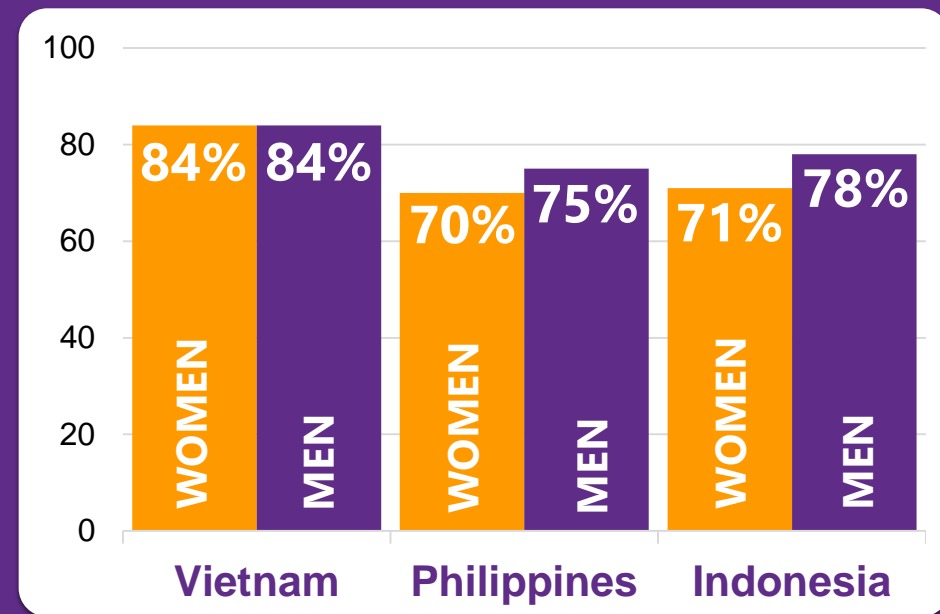
In 2018, IW commissioned an online Social Norms, Attitudes and Practice (SNAP) survey to understand urban millennials' perceptions and practices around the sharing of household chores, women's economic role and parental leave in Indonesia, Vietnam and the Philippines. The survey was completed by 2,000 men and women in cities, between 18 and 40 years, in each country.

## Results

By focusing on urban millennials, the research uncovered attitudes that differ from what is generally considered the broader, national social norm. Despite persistent gender inequalities in all three countries, the survey data reveals that within this demographic there are many positive gender perceptions that can be leveraged to advocate for greater norm shifts:

### Women and work

Women and men show similar levels of ambition to **reach senior positions**:



### Women's motivations to work

Over **50% of women** work for **personal fulfilment and professional development**. Women – much more than men – in Vietnam (**56%**) and Indonesia (**48%**) are primarily motivated to work for **economic independence**.

### Unpaid care work

Across the three countries, gender stereotypes remain about whether women or men are better at specific tasks and in general women are seen as better at the majority of unpaid household and care work.

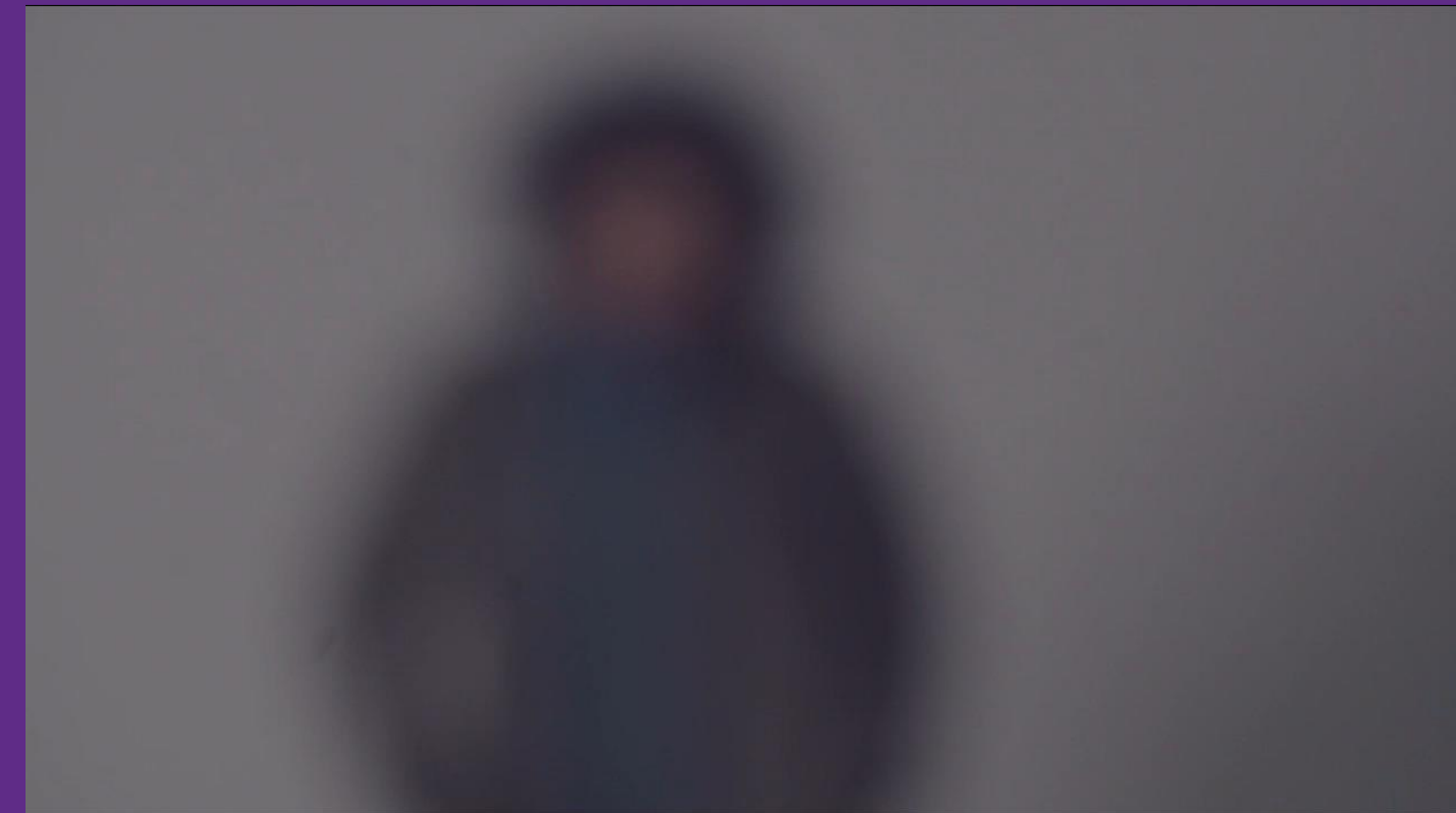
**% of people who believe women and men can do the following tasks equally**



**Realising gender equality requires these gender stereotypes to be considered and challenged.**

## From data to advocacy impact

IW has been working with local media and advocacy partners on campaigns to increase the normalisation of men's role at home and women's economic role.



**In Indonesia**, *Aliansi Laki-Laki Baru*, an alliance of male champions, together with a local women's organisation *Yayasan Pulih*, launched the *#KitaMulaiSekarang* or *#LetsStartNow* campaign, which drawing on the SNAP data, highlights how both **men and women benefit when domestic responsibilities are shared**. Through social media, articles, posters, infographics and videos, the campaign has reached **1.4 million** people in 6 months, getting more than **200,000** likes, comments or shares.

I introduced my husband to this campaign. He agrees with the concept. Besides, he is already sharing housework with me. But after we talked about how happiness in marriage is related to whether husbands pitch in at home, he became more confident when doing household chores—and it really shows. My neighbour told me her husband also wants to help out more at home after seeing what my husband is doing.

**Murhayati**, 49 years old

**In the Philippines**, data informed a similar campaign, targeting urban commuters and social media users with messages encouraging men to share in housework and seeking to normalise women's economic role. The campaign has reached **2 million** users in 9 months and has been recognised by local government units.

**In Vietnam**, data was used to produce a video highlighting that while **most women are ambitious and work for their own economic independence**, they are constrained by gender norms and stereotypes. The video is being used by IW's partner, the Vietnam Business Coalition for Women, to promote conversations among policy makers and business leaders.

