

## PRESS RELEASE: EMBARGOED

*Europe must recognise those who make its prosperity possible*

### Make Mothers Matter launches The MoMney Project

**What if mothers appeared on our banknotes? To make their invisible work visible.**

**Paris, November 14, 2025** — The international NGO, Make Mothers Matter announces the launch of The MoMney Project, a bold awareness campaign proposing that mothers appear on banknotes — a powerful symbol of their essential yet too often invisible contribution to society.

For decades, Make Mothers Matter has advocated for the recognition of the invisible and unpaid work carried out by mothers. The MoMney Project turns this advocacy into a striking visual metaphor: mothers' work properly valued, deserves a place on our banknotes.

#### The statistics are staggering:

- Every day, **over 16 billion hours** are devoted to unpaid domestic and care work worldwide — **76 percent of it done by women**. This invisible labour is equivalent to **around 9 percent of global GDP** (about USD 11 trillion), and in some countries represents **up to 40 percent of GDP**.

**Source:** International Labour Organization (ILO), *Care work and care jobs for the future of decent work* (2018); ILOSTAT (updated 2024).

This caregiving labour that sustains families, communities, and economies is mostly carried out by women, mostly mothers. *“We want this project to challenge how we value care and caregiving,”* says **Anne-Claire de Liedekerke, President of Make Mothers Matter**. *“With The MoMney Project, we invite Europe to imagine a currency that reflects its true wealth: its citizens and what unites them.”*

#### A Contribution to a Growing European Conversation

The idea of rethinking euro banknotes has recently inspired a number of creative initiatives across Europe, exploring how money could better embody our social and human values. The MoMney Project joins this collective movement. *“We applaud all initiatives working to shift mindsets and build a fairer society,”* adds **Anne-Claire de Liedekerke**.

Six illustrators — all mothers — have come together to bring the project to life: **Adolie Day, Virginie Kypriotis, Alice Hoffman, Aurore Petit, Meroo Seth, and Maëlys Chay**. Their work is revealed through a two-minute film, social media, and short videos simultaneously launching in many countries in November.



Without intending to take part in international creative competitions, The MoMney Project is born from a collaboration between **Saatchi & Saatchi France** and Make Mothers Matter. Its single goal is to raise awareness among the public about the vital, undervalued work of mothers in Europe.

### **Reconsidering What We Value**

The MoMney Project invites everyone to rethink what we choose to value in our societies. *“Care is not a private matter but a collective responsibility — one that fathers, businesses, and governments must fully embrace”* emphasises Make Mothers Matter.

### **Join the Movement**

Learn more and get involved:

[www.makemothersmatter.org/the-momney-project](http://www.makemothersmatter.org/the-momney-project)

**#TheMoMneyProject**

The world goes round thanks to MoMney

### **About Make Mothers Matter**

Founded in 1947, Make Mothers Matter (MMM) advocates for the recognition of mothers and their invisible work as a driving force for social and economic change. Independent of any political or religious affiliation, MMM amplifies mothers’ voices at the highest international levels — including the European Union, UNESCO, and the United Nations, where it holds General Consultative Status.

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