Business Champions for Early Childhood:
Supporting the Global Workforce of Today – and Tomorrow

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ReadyNation: 1300+ business members  
2013-2015: 500 media articles, 500 policymaker communications,  
helped win $3 billion in new funds in U.S.

Help members take support early childhood as business issue

New economic evidence, reports

Partner with business organizations

Global Business Leaders Support Early Childhood Development

Creating the workforce of tomorrow through the United Nations Sustainable Development Goals Report

March 2015

Secretary General of the United Nations Ban Ki-Moon

H.E. David Dungoqye, Permanent Representative of Rwanda to the UN

H.E. Michael Gavriu, Permanent Representative of Tanzania to the UN

Executive Director of UNICEF Anthony Lake

Director-General of UNESCO Irina Bokova

Special Advisor on Pre-2015 Development Planning

Amita Mital

As business leaders with global teams, we see no time like the present to take action on early childhood education and care. A well-rounded workforce is essential to address any socioeconomic issues, including economic development, energy, environment, health, gender equity and conflict resolution. Children’s experiences before birth and during the first five years of life are the crucial foundation for a productive citizenry that can contribute to solving the world’s pressing challenges.

We applaud the United Nations for including this youngest children in the Synthesis Report of the UN Secretary General on the Post-2015 Sustainable Development Agenda, and we ask for continued attention to this critical issue in the final report. During the first five years of life, children not only build their academic abilities but also the key physical, social and emotional skills that profoundly influence life success. Implementation is costly and unrealistic to succeed in helping children become the productive employee and consumer every business wants and the informed citizen every country desires.

Therefore, we urge the United Nations to:

Global Business Leader Summit on ECD

THE HILL
December 05, 2013, 10:00 pm

Want big returns? Invest in small children

By Jack Brennan and James E. Rute

Our companies and our corporate colleagues are increasingly addressing a demographic crucial to American businesses: 4-year-olds.

More and more, policy makers at all levels are joining us, as evidenced by the recent introduction of the bipartisan Strong Start for America’s Children Act by Sen. Tom Harkin (D-Iowa), Rep. George Miller (D-Calif.) and Rep. Richard Hanna (R-N.Y.). As proposed, the act would establish a federal–state partnership to increase young children’s access to high quality early learning programs and other valuable services to support their development.

PRIVATE SECTOR FOUNDATION UGANDA

Your Partner in Private Sector Development

Starting Smart & Finishing Strong

Fixing the Cracks in America’s Workforce Pipeline Through Investments in Early Childhood Development
Premises

• Early childhood development is a business concern
• Business leaders are powerful messengers
• Business leaders can take many different actions
• There are more effective ways to work with them, and less effective ways
• Every country has a different context, goal and strategies, but the basic premise for business involvement is similar

Evidence + Trust + Successful Actions = Champions
Companies of all sizes, in many countries, taking action

- Current/former CEOs: Procter & Gamble, Vanguard, Dow Corning, Ecolab
- Companies/foundations: KPMG, LEGO, IKEA, Safaricom, PNC Financial Group, Vodaphone, Eli Lilly
- Business groups: National Association of Manufacturers, Uganda Manufacturers Association
- Key institutions: European Commission, World Bank, Inter-American Development Bank, OECD, Federal Reserve (U.S.)

"The first of these cornerstones of [economic] opportunity...is resources available to children in their most formative years."
6 Types of Business Actions

Contribute money, volunteers to local organizations

Support employees, through family friendly policies, information

Educate customers

Social innovation/impact financing

Speak to key audiences, media

Advocate for local, national, international policy change
Executives speak out

The New York Times
Capitalists for Preschool
By JOHN E. PEPPER Jr. and JAMES M. ZIMMERMAN
Published: March 1, 2013

FINANCIAL TIMES
Why three is the magic number
September 28, 2012
By Simon Kuper

Tampa Bay Times
For Florida economy to prosper, raise the skills of preschoolers today
Robert Trigaux
June 19, 2015

ST. LOUIS POST-DISPATCH
Illinois’ cuts in child care hurt families and businesses
By JOHN MILLER and KEVIN WEINACHT
Published: July 12, 2014

Daily Monitor
All public schools to have a nursery — government
By PATRICKS AHMADUABWE
Published: August 23, 2015

Roll Call
The Conservative Business Case for Early Education Funding
Published: August 3, 2014

Portland Press Herald
School standards crucial to bridging worker skills gap
By PETER GEIGER
Published: August 11, 2014
ReadyNation Open Letters On UN Sustainable Development Goals

January 23, 2017
Collaborating with ReadyNation to build YOUR network of business champions

- Support your goals
- Provide advice, messages, tools
- ReadyNation members can encourage colleagues in your country
- Bring U.S. business leaders to your country and bring your leaders to our business summits
- Help you host a business summit
- Engage your business leaders in global advocacy
A commitment to high-quality early childhood programs should be a global priority. Research shows that such programs can yield positive results across diverse cultures and nations.
Gideon Badagawa, Executive Director, Private Sector Foundation Uganda

Early childhood development is the compelling economic, social and moral issue of our time. It is also the most effective way to build the workforce and customer base we need.
John Pepper, Former Chairman and CEO, Procter & Gamble; Co-Chair ReadyNation CEO Task Force on Early Childhood