

Global Business Leadership to Strengthen the Current and Future Workforce

Sara Watson, Global Director, ReadyNation
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Unexpected Advocates: Same Goals, New Voices



**John Pepper, Former Chairman and CEO,
Procter & Gamble; Co-Chair ReadyNation
CEO Task Force on Early Childhood**

“Early childhood development is the compelling economic, social and moral issue of our time.”



**Dr. Jim Yong Kim, President,
World Bank Group**

“Providing early childhood development is morally right and economically smart.”



**Gideon Badagawa, Director,
Private Sector Foundation Uganda**

“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.”



ReadyNation: What We Do

1500+

Business Members
From 18 countries

500

media articles
(2013-2016)

500

policymaker
communications

\$3 billion

helped win
in new funds in the U.S.

Help members take action to support early childhood



Partner with other business organizations



READYNATION
Australia

Produce new economic evidence, reports



Host Business Leader Summits on ECD



ReadyNation.org

How Do Businesses Benefit from ECEC?

Investing in ECEC:

- Improves productivity of current workforce
- Helps children grow to be successful adults – employees, customers, neighbors
- Reduces wasteful public expenditures
- Supports the local economy
- Improves societal equity and well-being
- Enhances the company's image
- Encourages prospective employees to join/relocate
- Improves employee morale



Business leadership worldwide

***“The first of these cornerstones of [economic] opportunity...
is resources available to children in their most formative years.”***

Janet Yellen, Chair of the U.S. Federal Reserve System



Current and Former CEOs

Procter & Gamble
Delta Airlines
Dow Corning
Xerox
Ecolab



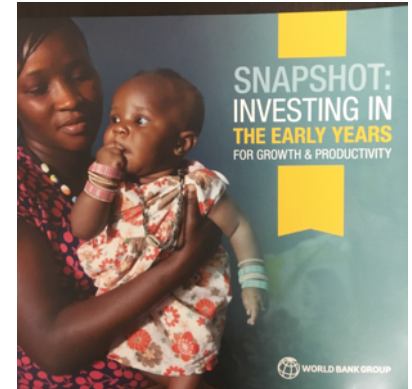
Companies and Foundations

KPMG
LEGO
Safaricom
PNC Financial
Vanguard



Business Groups

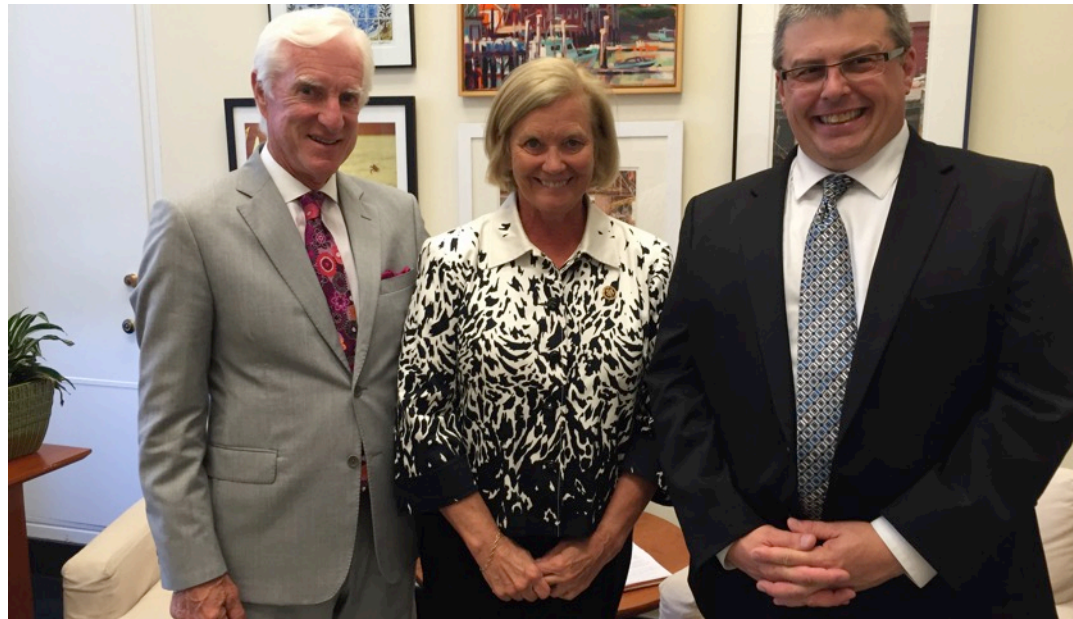
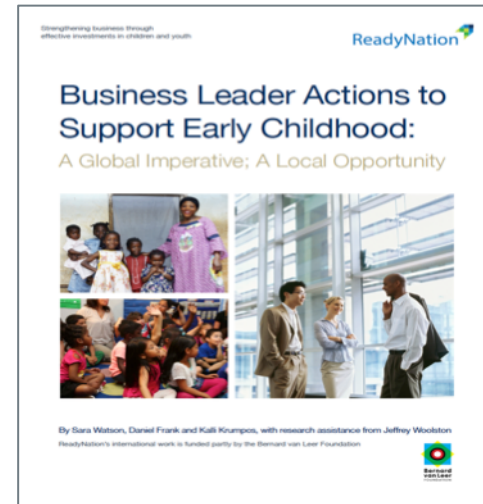
National Association of
Manufacturers
U.S. Chamber of
Commerce
Center for Energy
Workforce



Key Institutions

European Commission
World Bank Group
Federal Reserve (US)
OECD
IADB

1. Members build public will and advocate for local, national, international policy change



ReadyNation Open Letters On Early Childhood in United Nations SDGs

150+ business signers from 5 continents

ReadyNation
Strengthening business through effective investments in children and youth

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 Donaghu, Permanent Representative of Ireland to the UN
H.E. Madhavi Kameswari, Permanent Representative of Kenya to the UN

Executive Director of UNICEF Anthony Lake
Director General of UNESCO Irina Bokova
Special Adviser on Post-2015 Development Planning
Amina Mohamed

As business leaders with global interests, we write to stress the vital importance of the early childhood years as creating the foundation for life-long health and productivity in all countries. A well-trained workforce is essential to address any international priority, including economic development, energy, environment, health, gender equity and conflict resolution. Children's experiences before birth and during the first five years of life lay the crucial foundation for a productive citizenry that can contribute to solving the world's pressing challenges.

We applaud the United Nations for including the 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 outcomes. Remediation is costly and uncertain to succeed in helping children become the productive employees and customers every business needs and the informed citizenry every country desires.

Therefore, we urge the United Nations to:

- In the final report, keep under Goal 4 Education the specific target of Goal 4.2: ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.
- In the final report, keep under Goal 3 Health the specific targets of preventing maternal deaths and those of children under five.
- In the final report, stress the importance of providing sufficient public and private funds to support effective investments that prepare children for success in school and in life.
- Ensure that the implementation of the Sustainable Development Goals includes the measurement, monitoring and tracking of births and child development through age five through coordinated efforts across health and education.

Key Investors:
Vice Chairman, Delta Airlines
Robert Browder
Group Chief Executive, The Abu Group, UK
John "Jack" Brennan
Chairman Emeritus and Senior Advisor, Vanguard

Substantive Endorsees:
President, Chile-US Chamber of Commerce
Jorge Gerdau Johannpeter
President, Conselho de Administração do Grupo Gerdau, Brazil

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Add your voice.
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On October 1-3, ReadyNation will host the first Global Business Summit on Early Childhood Investments, in New York City.

Secretary General of the United Nations Ban Ki-Moon

Executive Director of UNICEF Anthony Lake

As more than 120 business leaders with a vested interest in a skilled workforce and thriving customer base, we commend the increasing international recognition that the first five years of life are crucial in creating the productive adults our world needs. We particularly applaud the attention to early childhood in the United Nations report *Transforming our World: The 2030 Agenda for Sustainable Development*, specifically the new Target in Goal 4—Education:

4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.

We also strongly support the special attention to early childhood in **Goal 2—Nutrition** and **Goal 3—Health**, illustrating the multi-faceted nature of development in the early years.

Overwhelming evidence shows that investments in effective early childhood services, including health, nutrition, education and parental supports, pay off in the short- and long-term. Those investments are key to creating the productive global citizenry our world needs. Research released in just the past few months has shown that:

- As much as 20 percent of the achievement gap between high- and low-income children may be explained by differences in brain development (*Journal of the American Medical Association Pediatrics*).
- In Chile, early education was associated with higher achievement in reading, math and social sciences in fourth grade (*Early Childhood Research Quarterly*).
- Children with better social skills in kindergarten—skills that can be taught and developed in the early years—were more likely to pursue higher education and hold full-time jobs nearly two decades later. Children who lacked those skills were more likely to have negative outcomes as young adults such as lack of employment, receipt of public assistance, and participation in crime (*American Journal of Public Health*).

We celebrate this important development. We also ask that the UN and all countries provide the leadership and resources necessary to lay the foundation for the successful lives that will help every country prosper.

Co-Chairs, ReadyNation CEO Task Force on Early Childhood

Jack Brennan
Chairman Emeritus and Senior Advisor,
Vanguard

John Pepper
Former Chairman and CEO,
Procter & Gamble

James Zimmerman
Former CEO,
Macy's

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Associates



2. Speak to key audiences, media



FINANCIAL TIMES

Why three is the magic number

September 28, 2012

By Simon Kuper

The New York Times

Capitalists for Preschool

By JOHN E. PEPPER Jr. and JAMES M. ZIMMERMAN

Published: March 1, 2013



Forbes

Early Childhood Education Offers Unique Chance For Bipartisan Consensus

forbes.com • The return per dollar spent on early childhood education is among the most productive human-capital investments possible, yet as a society we're not making enough of those investments.

FINANCIAL REVIEW

Ready Nation wants executives to champion early childhood programs

devex
Do Good. Do It Well.™

ABOUT US

HOME COMMUNITY JOBS FUNDING NEWS FOR RECRUITERS FOR EXECUTIVES

Trending UN Sec-Gen race US election #NewUrbanAgenda Making Markets Work

GLOBAL VIEWS » EARLY CHILDHOOD DEVELOPMENT

A powerful, unexpected voice for kids in Uganda

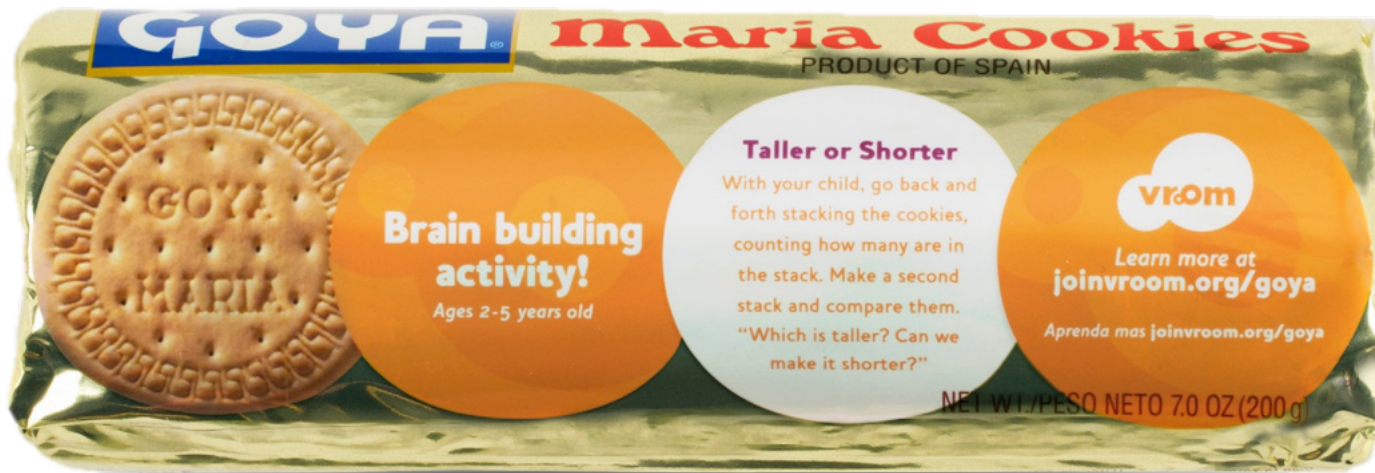
By Sara Watson, Godwin Othieno | 09 August 2016



ReadyNation.org

3. Social innovation and impact financing

4. Communicating through customers



5. Support employees through family friendly policies, information

6. Contribute money, volunteers to local organizations



Biggest Challenges: How to Respond

“”

These are all long-term returns.

The evidence is compelling – and there are some short term benefits, too!

“”

I'm not ready to talk to the PM.

There are many ways to take action – meeting with policymakers is just one

“”

*I need more information/
ideas/examples.*

We can help with materials, reports, and talking points

“”

I'm too busy.

5 minutes of your time can have an impact

“”

I'm not an ECEC expert.

Good! We'll use your business perspective and expertise.



Why Our Members Support ECEC

Roberto Llamas, Executive Vice President, *Univision*

P. Scott Ozanus, COO, *KPMG LLP*

Fionnuala Walsh, Senior Vice President – Global
Quality, *Eli Lilly*

Jack Brennan, Chairman Emeritus, *The Vanguard Group*

John Pepper, former Chairman and CEO, *Procter &
Gamble*

