

# Global Business Leadership to Strengthen the Current and Future Workforce

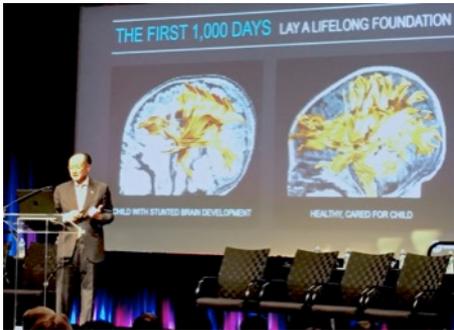
Sara Watson, Global Director, ReadyNation  
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# Unexpected Advocates: Same Goals, New Voices



**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



# How Do Businesses Benefit from ECEC?

## Investing in ECEC:

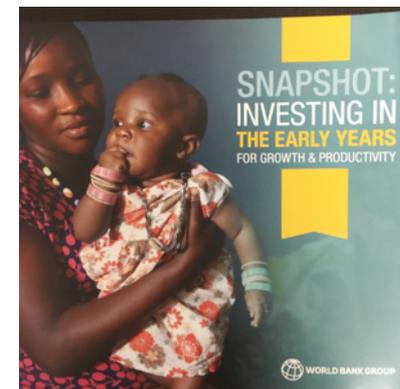
- Improves productivity of current workforce
- Helps children grow to be successful adults – employees, customers, neighbors
- Reduces wasteful public expenditures
- Supports the local economy
- Improves societal equity and well-being
- Enhances the company's image
- Encourages prospective employees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

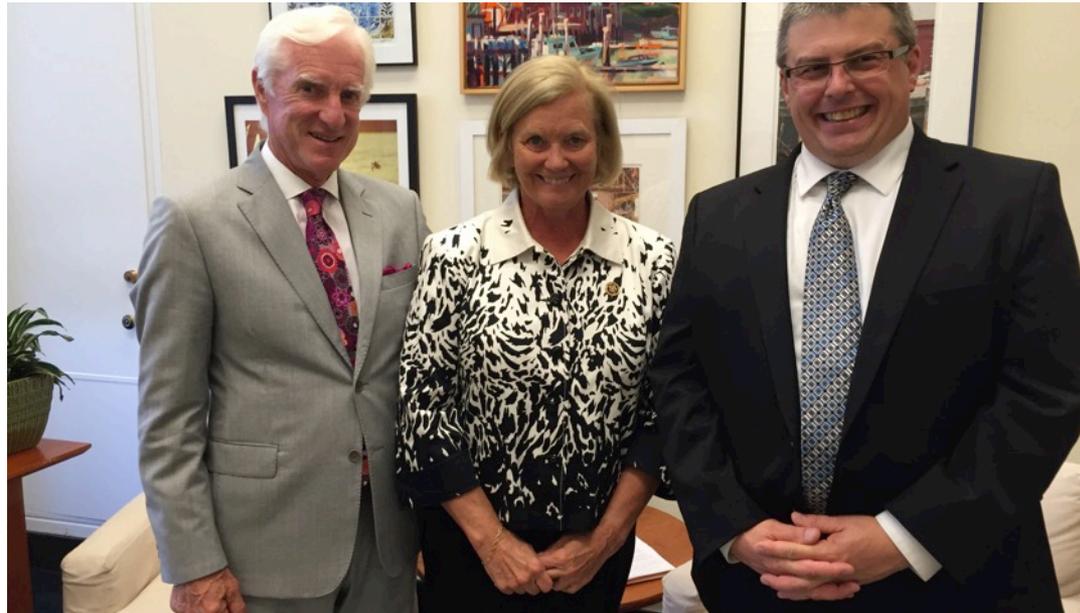
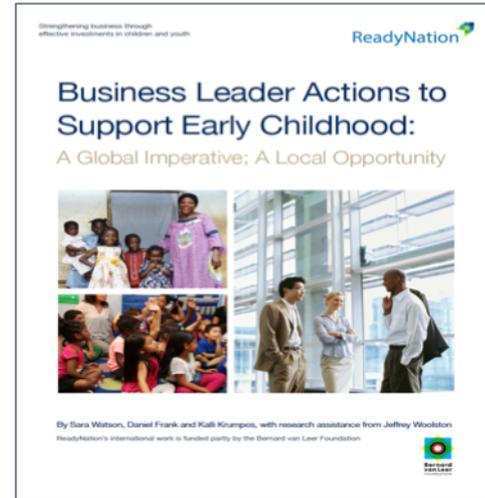
## Business Groups

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 Donoghue, Permanent Representative of Ireland to the UN  
H.E. Madelon Kamau, Permanent Representative of Kenya to the UN

Executive Director of UNICEF Anthony Lake  
Director General of UNESCO Ineta Bokova  
Special Adviser on the 2015 Development Planning Anita 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 citizens 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 Bowler  
Group Chief Executive, The 5th Group, UK  
John "Jack" Brennan  
Chairman Emeritus and Senior Advisor, Vanguard

Sebastian Estades  
President, Chile-US Chamber of Commerce  
Jorge Gerardo Johannpeter  
President, Conselho de Administração do Grupo Gerardo, Brazil

ReadyNation's international work is funded in part by the Bernard and Cori Foundation.  
On October 1-3, ReadyNation will host the first Global Business Summit on Early Childhood Investments, in New York City.

**Add your voice.**  
Contact us at: [info@readynation.org](mailto:info@readynation.org)  
+1 (202) 408-0280  
[www.ReadyNation.org](http://www.ReadyNation.org)

**ReadyNation**  
Dr. Sara Watson, Director  
1212 New York Ave NW, Suite 300 | Washington, DC 20005 USA

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

do de  
Publishing  
en Rich | Architecture  
enrich.com  
Engineers  
nt, Federal Reserve  
Veterinary Hospital  
Street Solutions  
Medico  
Thrivent Financial  
Advertising &  
Bank of  
LLC  
Organization  
cter & Gamble  
Taber 100  
Consultants  
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

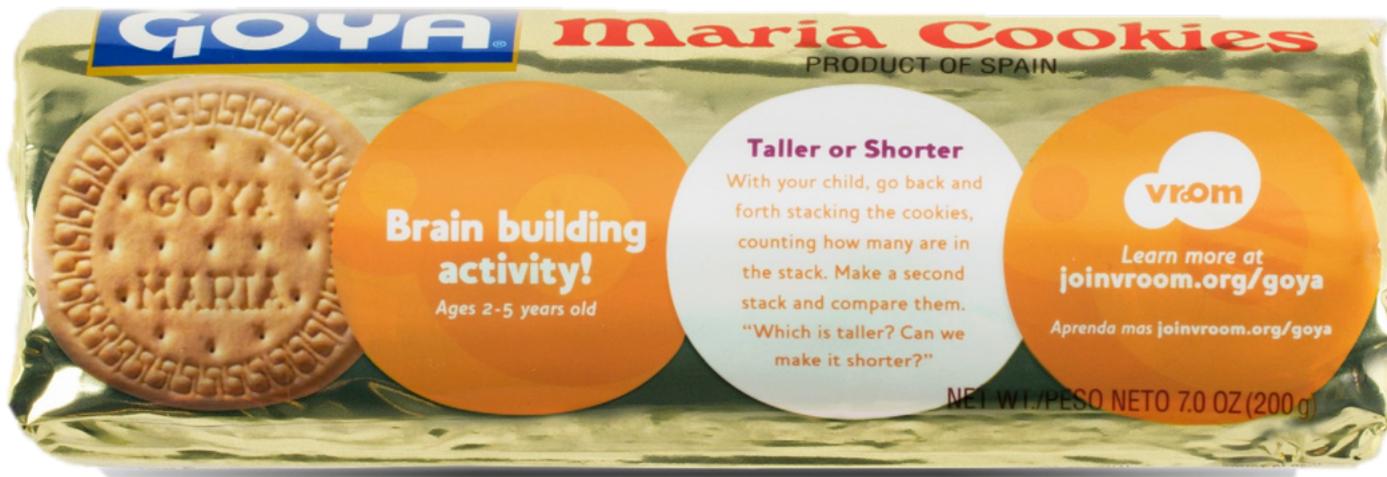
GLOBAL VIEWS > EARLY CHILDHOOD DEVELOPMENT

A powerful, unexpected voice for kids in Uganda

By Sara Watson, Godwin Othieno | 09 August 2016

# 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



WHAT YOU  
*plant*  
NOW

YOU WILL harvest LATER

The 'most important' thing...  
Experts agree: Reading  
aloud is the single most  
important thing a parent or  
caregiver can do to help a  
child prepare for reading  
and learning.

Visit [readaloud.org](http://readaloud.org) to find out  
'Why 15 Minutes Matters'

**15 MINUTES**  
More saving.  
More doing.

The image shows a sign with a cartoon fox sitting on a green field, reading a red book. In the background, there is a red barn and a white cow. The sign has text at the top and bottom. To the right of the sign is a white panel with text and a logo.

# 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***

