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

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
“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
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

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.

6.2. 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-faced nature of development in the early years.

Overwhelming evidence shows that investments in effective early childhood services, including health, nutrition, education and parental support, pay off in the short- and long-term. These 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 achievements 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 these 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

John Pepper

James Zimmerman

Chairman, Americas and Senior Advisor,

Former Chairman and CEO,

Former CEO,

Vanguard

Procter & Gamble

Macys
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*
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’m not an ECEC expert.
Good! We’ll use your business perspective and expertise.

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
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*