EUROPEAN BUSINESS LEADER FORUM
ON EARLY CHILDHOOD
27-28 OCTOBER 2016

POST-CONFERENCE TAKEAWAY PRESENTATION

FUNDERS & INITIATORS

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Developing the Future Workforce: Investments in Early Childhood Education and Care
THE BRAIN SCIENCE

- The earliest years are most critical to brain development
  - 700 new neural connections form every second in the first few years of a child’s life
  - These synapses develop more rapidly in early childhood than at any other point in life
  - These connections, formed and strengthened in the earliest years, can have profound effects

- By 18 months, disparities in children’s vocabulary begin to appear

Image Source: Universe Review
THE BUSINESS CASE

- **Return on investment**
  - Research regarding disadvantaged children shows a 4-9 USD return for every dollar invested in high quality early childhood programs.

- **Prof. Ted Melhuish (Oxford University)** - 3 predictors of a child achieving a favorable trajectory include:
  - good home learning environment
  - good primary education
  - high quality pre-school

### EARLY CHILDHOOD DEVELOPMENT IS A SMART INVESTMENT

The earlier the investment, the greater the return.

Source: James Heckman, Nobel Laureate in Economics
PRE-SCHOOL ENROLLMENT IN EUROPE

Figure C2.1. Enrolment rates at age 3 and 4 in early childhood and primary education (2014)

Countries are ranked in descending order of the enrolment rates of 3-year-olds in pre-primary programmes.


StatLink &mdash; http://dx.doi.org/10.1787/88893396347
How Do Businesses Benefit from Early Childhood Education and Care?

➢ 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 a company’s image
➢ Encourages the attraction and retention of talented employees
➢ Improves employee morale
NEXT STEPS TO CONSIDER (1 of 2)

- **Build political will to influence policies at the local, national or international levels**
  - Meet with and educate policymakers as to why Early Childhood Education and Care is a priority for businesses and the country

- **Educate key audiences, including the media**
  - Author an op-ed; write a letter to the editor; or participate in an interview

- **Social Innovation -- produce products or services that also contribute to social goals**

- **Inform customers about the importance of Early Childhood Education and Care**
  - Include on your products facts about the brain science of early childhood or important parenting actions
NEXT STEPS TO CONSIDER (2 of 2)

- Support and educate employees
  - Talk with your Human Resources Department to implement company-wide policies that support children and families
- Benefit the community by providing funds, volunteers, expertise or other resources to local programs
- Join ReadyNation International to get more help, information and examples. See www.ReadyNationInternational.org.