

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

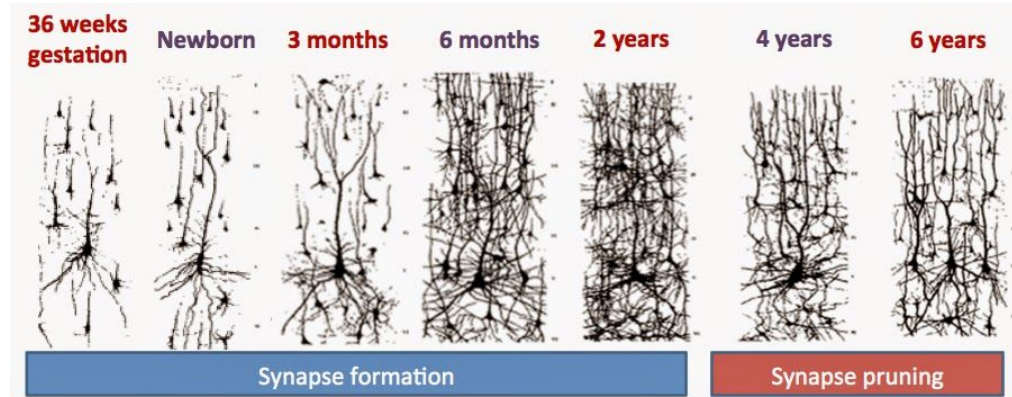


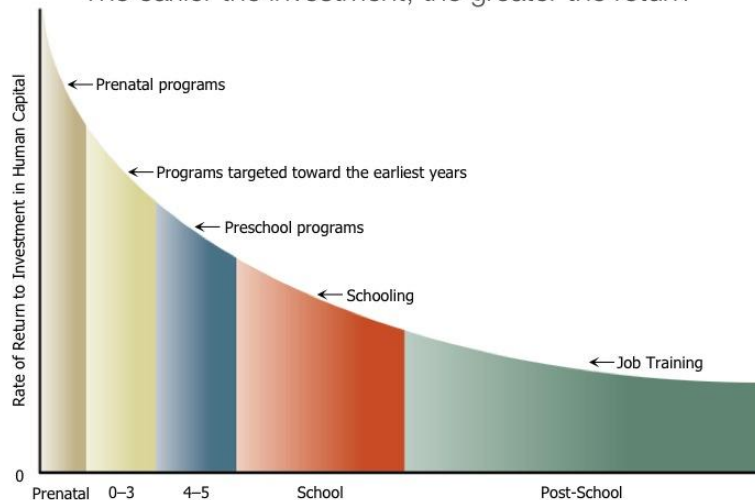
Image Source: Universe Review

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

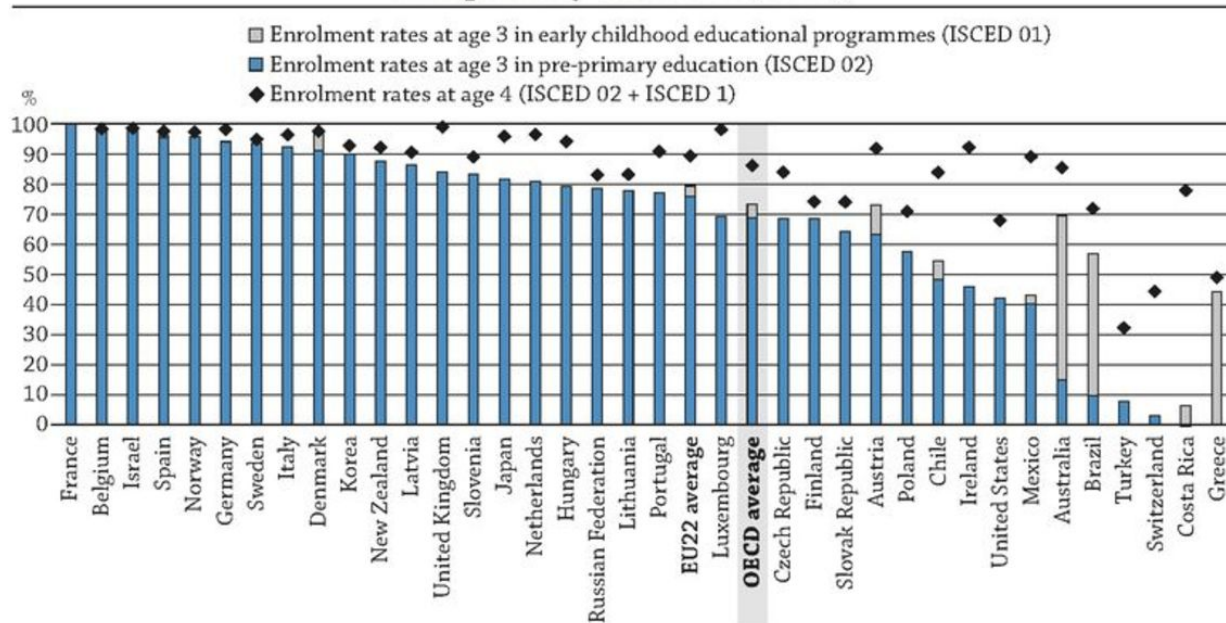
The earlier the investment, the greater the return



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.

Source: OECD, Table C2.1. See Annex 3 for notes (www.oecd.org/education/education-at-a-glance-19991487.htm).

StatLink  <http://dx.doi.org/10.1787/8889333398347>

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.