Smart Investments for Business:
The Global Evidence for ECD

Aga Khan Foundation

Date

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“If we change the beginning of the story, we change the whole story.”

- The Beginning of Life film

What can we learn from the developing world?



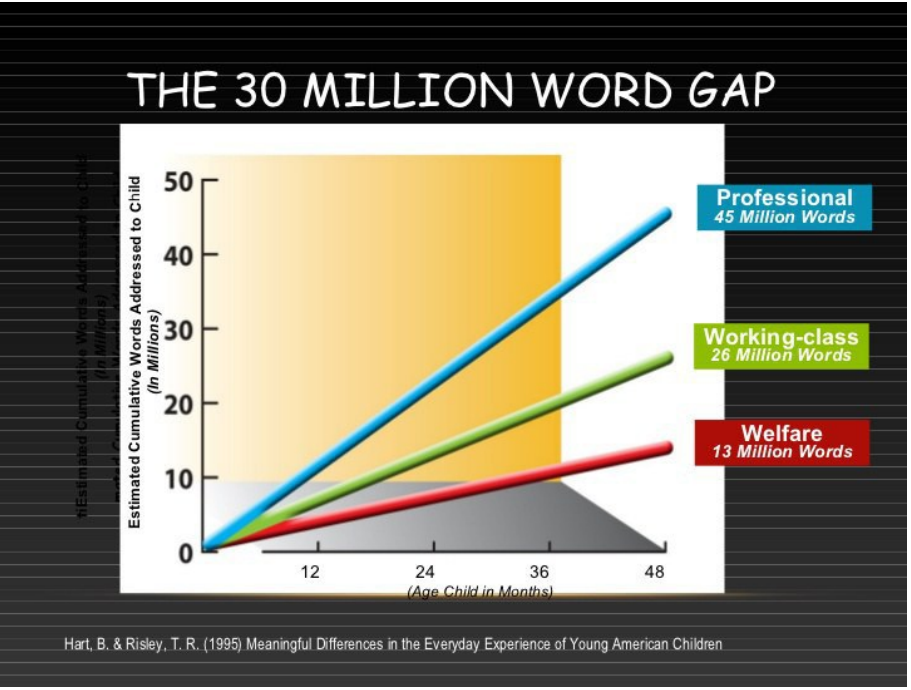

PAKISTAN
INDIA
JAMAICA
VIETNAM
ETHIOPIA
BRAZIL
PERU

Early Learning = Future Adult Success!

Evidence from Jamaica, Peru, India, Vietnam, Ethiopia, Brazil



Focus on Language is Critical:
30 million word gap

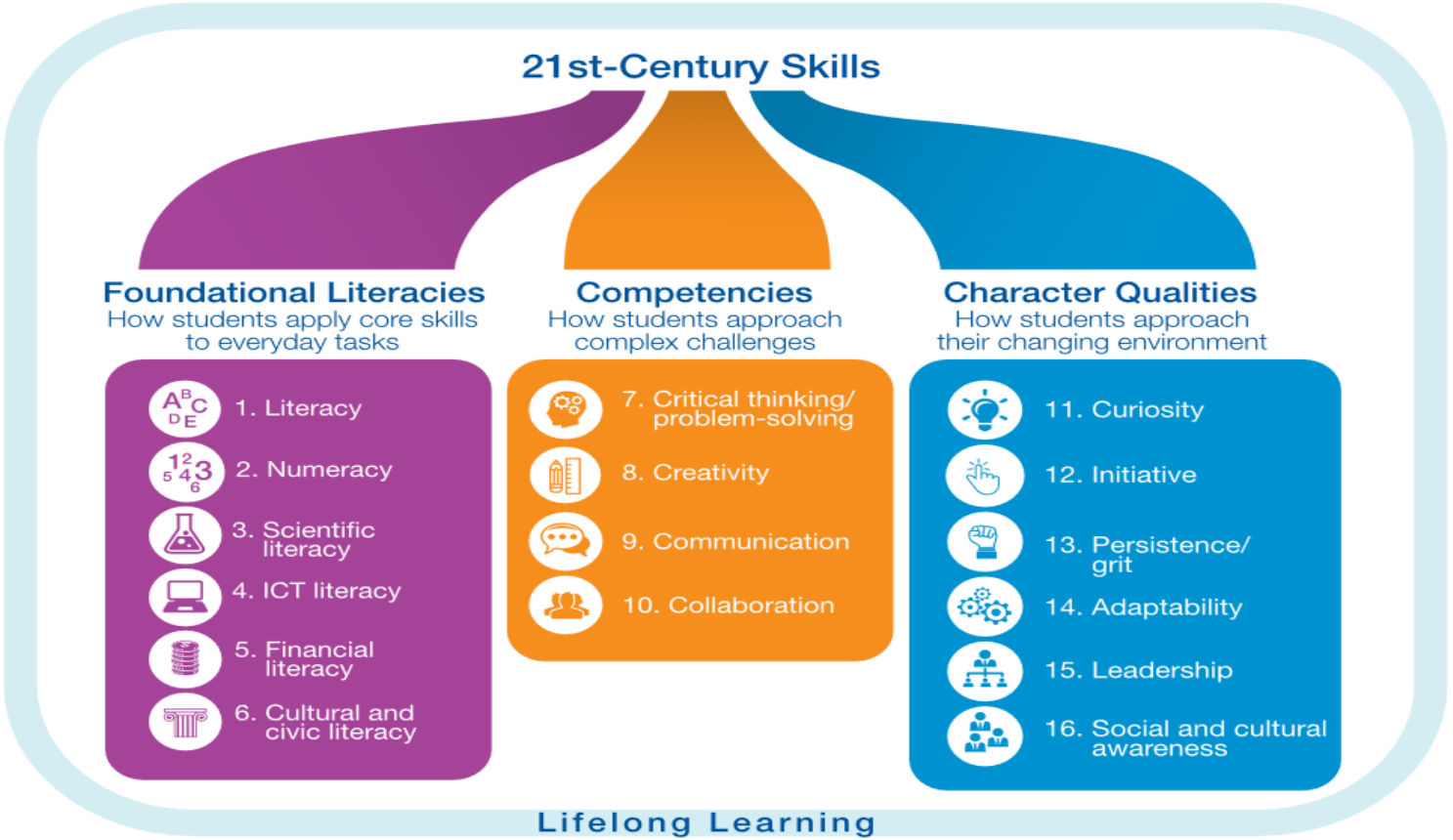


"The more parents talk with their child from birth to age three, the more likely their child will excel academically later in life. In fact, even disadvantages attributed to socioeconomic status can be overcome."

Todd Risley, Ph.D.

Co-Author, Hart & Risley Study

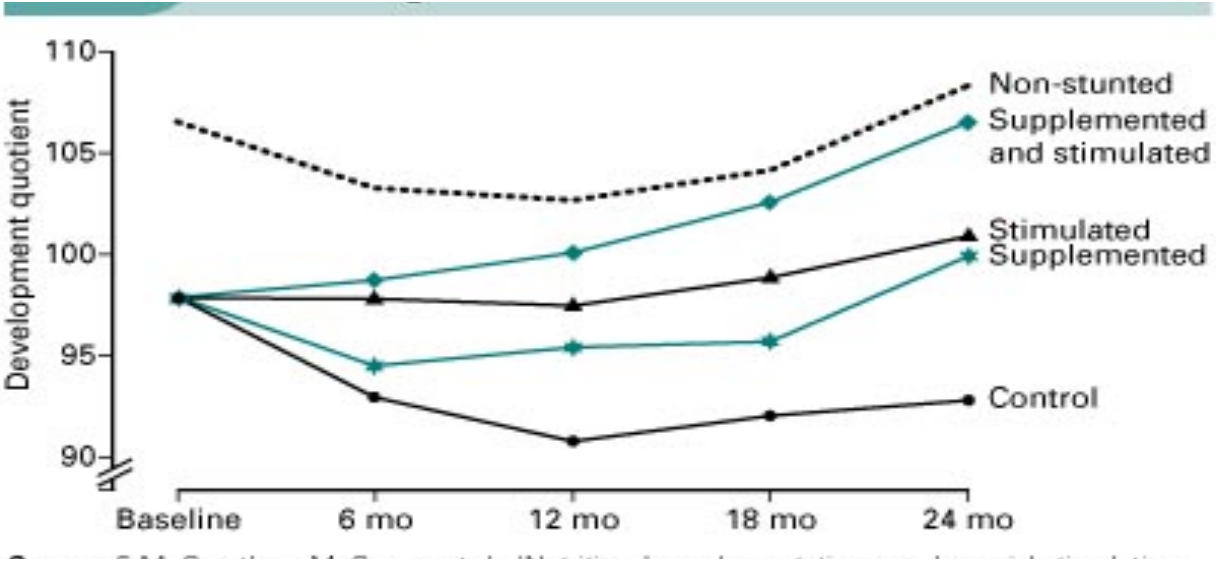
ECD Builds 21st Century Skills



Cognitive Stimulation + Nutrition = Best Development Outcomes



Evidence from Pakistan, Jamaica, Ethiopia



What can business do?



Promoting Early Literacy: Community Libraries

Serena Hotels financed the establishment of **43 community libraries** across Kenya, Tanzania, Uganda and Rwanda benefiting over **20,000 children.**

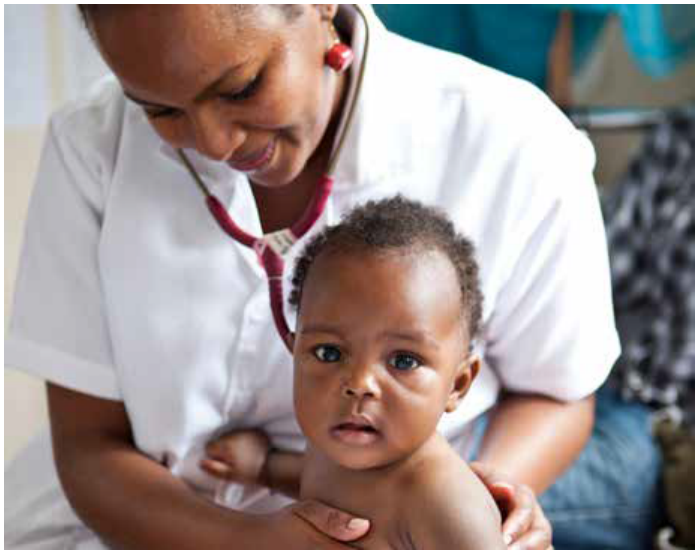
SERENA HOTELS
KENYA • TANZANIA • ZANZIBAR • UGANDA • MOZAMBIQUE • RWANDA



Strengthening the Health Workforce for ECD

For over **15 years**, Johnson and Johnson has worked with the Aga Khan Foundation and invested millions of dollars to support Nurses, mid-wives, doctors, and other front line health workers support parents, other caregivers and young children between birth to 5 years.

Johnson & Johnson
CORPORATE CITIZENSHIP TRUST



Employee Support in the Workplace

Filtisac, an Ivorian company, supports their employees (those who are parents and health staff) to care for their children.

Filitisac health staff reinforce key child development messages through health visits with employees.



Onsite Childcare for Employees

Frigoken, a Kenyan company, has established child care on site for their employees' children. As the onsite child care could not support all employees' children, Frigoken supported nearby home-based day care centers.



“Today’s children are the force, hope and leaders of tomorrow and so I urge the private sector to play its pivotal role…”

- Mahmud Jan Mohamed, Managing Director, Serena Hotesl