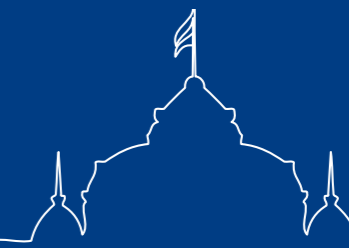




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Business Champions for Early Child Development

Building a Healthy and Educated Workforce in Emerging Markets



WOLFENSOHN
CENTER FOR
DEVELOPMENT
at BROOKINGS

Bernard van Leer  Foundation

WHY EARLY CHILD DEVELOPMENT MATTERS:

“The return on investment on quality, targeted ECD programs is often as high as 16 percent or more.”
(World Bank, 2002)

“More than 200 million children under 5 years do not reach their potential in cognitive development because of poor health and nutrition, poverty, and lack of early stimulation. From 559 million children under 5 years in developing countries, 156 million are stunted in growth and 126 million live in absolute poverty.” (Grantham-McGregor et al., 2007)

“Early child development is a basis for sustainable economic development, as capable children are the foundation of a prosperous society.”
(National Scientific Council on the Developing Child, 2007)



About the Committee for Economic Development

The Committee for Economic Development is a business-led, non-partisan, non-profit public policy research organization comprised of over 200 senior corporate executives and university presidents. Throughout its 65-year history, CED has addressed priorities that promote sustained economic growth and development to benefit all. Among CED's earliest accomplishments was garnering business support for the Marshall Plan and aiding in the development of the Bretton Woods Agreement. Today, CED continues to expand its promotion of economic growth and development by branching out into international partnerships, supporting research and outreach that seeks to improve economic development around the globe.

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About the Wolfensohn Center for Development

The Wolfensohn Center for Development at Brookings seeks effective solutions to key development challenges in order to create a more prosperous and stable world. The Center conducts rigorous, independent research on how development interventions can be successfully implemented, scaled up and sustained. It strives to bridge the gap between development theorists and practitioners and works in partnership with others, especially partners in developing countries, to promote local ownership and capacity and to ensure lasting development impact. James D. Wolfensohn, former president of the World Bank and a member of the Brookings Board of Trustees, founded the Center in July 2006.

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About the Bernard van Leer Foundation

The Bernard van Leer Foundation is a private grantmaking foundation which funds and shares knowledge about work in early childhood development. Our mission is to improve opportunities for children up to age 8 who are growing up in socially and economically difficult circumstances. We have over four decades experience of funding field work in over 40 countries and disseminating lessons learned. We work primarily by supporting projects, which are implemented through local partner organisations to ensure sensitivity to culture and context. We are guided by both a child rights framework which emphasises children's quality of life in the present, and a complementary belief that investment in the early years pays long-term social dividends by shaping the next generation of adults and families.

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BENEFITS OF SUPPORTING EARLY CHILD DEVELOPMENT:

Economic Productivity Employee Performance

Programs for disadvantaged children increase enrollment and improve their performance in school, which increases their economic productivity as adults. Businesses that support child care programs get the direct benefits of increased productivity, low absenteeism, higher employee morale, job satisfaction and employee retention, and improved community relations.

Corporate Benefits Competitiveness

By supporting child care and education programs, a company uniquely positions itself as a socially-responsible leader within its industry and region. Companies looking for new markets will benefit significantly from supporting early child development programs: healthy educated people are more likely to become highly productive workers and consumers with high purchasing power.