

2024 UN Civil Society Conference: Call for Offsite Events - Share your event or activity focused on Summit of the Future!

Business Champions Supporting Early Childhood Development to Transform the Future

Event: Online webinar

Date: May 16 at 10.00 a.m. ET

Zoom link:

<https://us02web.zoom.us/j/89426426942?pwd=RU45TEduUlpPTmRvdW5KbHhLN3lwQT09&from=addon>

Global Themes:

- Sustainable Development & Financing for Development
- Youth and Future Generations

Other: future well-being and prosperity of people, community, and humanity

Organizer:

[Childhood Education International](#)

Brief Session Description:

Business leaders possess a wide range of assets, resources, and influence which make them compelling and unexpected champions for early childhood development (ECD), giving young children a strong start in life. This online event will showcase a new initiative - the [Center for Business Champions](#) from Childhood Education International - to cultivate business champions for early childhood development (ECD). Discover why businesses globally and locally are pivotal partners in advancing ECD, explore the challenges of building effective partnerships between early childhood leaders and business executives, and learn how the new Center will facilitate this collaboration. Through insights from CE International and practical examples from around the world, gain actionable strategies to initiate impactful change in your community.

Main session messages:

- By giving children a good start in life, business champions for young children positively support the community, region and/or nation where their business has impact and can result in positive social and economic outcomes for all.
- When business champions support young children's wellbeing, learning and development, they lay the foundation for a productive current workforce, and a future

workforce who are able to solve complex problems and address global issues such as climate change, healthcare, and equity.

- Through direct linkages, business leaders and ECD leaders can build relationships, develop partnerships, and collaborate to achieve mutual goals.

Program of Session

- Welcome and introduction
- Global overview of businesses as partners in education, and ECD (trends in discourse, actions)
- Part 1: Understanding the importance of business engagement in ECD
- Part 2: Identifying challenges and opportunities in bridging early childhood leaders and business executives
- Part 3: Empowering action and collaboration (strategies and success stories)
 - Examples of success
 - Role of CBC
- Q&A

List of Speakers

- Dr. Sara Watson, Director of the Center for Business Champions
- Dr. Amlata Persaud, Global Practice Area Lead - Leadership

Direct Link with [Summit of the Future](#) (SOFT) Themes

The upcoming webinar, “Business Champions Supporting Early Childhood Development to Transform the Future”, hosted by the Center for Business Champions at Childhood Education International, supports the thematic focus of the Summit of the Future (SOFT) in the following ways:

1. Advancing partnerships for future generations:

- [S. 33 Declaration of the Future Zero Draft](#) states that, “*Developing partnerships with relevant stakeholders, including civil society, academia, the scientific and technological community and the private sector, as well as intergenerational partnerships, to share best practices and develop innovative, long-term and forward-thinking ideas in order to respect, protect and fulfill the needs, interests and rights of future generations.*”
- In line with [Section 33 of the draft Declaration for the Future](#) of SOFT, the webinar emphasizes the importance of developing partnerships with relevant stakeholders, including the private sector, to share best practices and innovative ideas for advancing early childhood development (ECD).
- It highlights the role of the Center for Business Champions from Childhood Education International as a platform for fostering collaboration between business leaders and

early childhood advocates, aligning with the objective of developing long-term and forward-thinking solutions for the benefit of future generations.

2. Private sector engagement for social impact:

- Section 100 of the [Zero Draft, Pact for the Future](#) recognizes, *“the importance of the creation of a conducive environment that attracts and supports private investment, entrepreneurship and corporate social responsibility, including an efficient, adequate, balanced and effective intellectual property framework, while encouraging access to science, technology and innovation by developing countries.”*
- The webinar aligns with this objective in the [draft Pact of the Future for SOFT \(Section 100\)](#) of creating a conducive environment for private investment and corporate social responsibility by showcasing how businesses can play a vital role in supporting early childhood development initiatives.
- It underscores the importance of businesses engaging in ECD efforts, demonstrating how such involvement contributes to social impact and aligns with principles of corporate social responsibility.

3. Investing in Youth: Education and Employment

- Section 104 of the [draft Pact for the Future](#) recognizes that, *“generating decent work and quality employment for young persons is one of the biggest challenges that needs to be tackled.”* It emphasizes that, *“investment in universal, accessible, quality and inclusive education, at all levels, and professional training, both formal and non-formal, is the most important investment that States can make to ensure the immediate and long-term development of youth.”*
- By emphasizing the significance of investing in education and professional training, the webinar highlights how empowering young children through early childhood development sets the foundation for their future success in the workforce.
- It showcases how businesses supporting young children's wellbeing and development not only contribute to immediate community benefits but also foster long-term economic growth by nurturing a skilled and capable workforce.