GLOBAL BUSINESS COALITION FOR EDUCATION

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Global Business Coalition for Education
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“Education is the most powerful weapon which you can use to change the world.”

-Nelson Mandela
We bring the business community together to accelerate progress in delivering quality education for all of the world’s children and youth.

We are a coalition for business by business, working together to address global education challenges.
Why is education important?

An additional 69 million teenagers are not attending secondary school. Girls represent over $\frac{1}{2}$ of children who are not enrolled in school.

Need:

$\$26bn$ per year!
The MDGs are out. The SDGs are in.

• As we transition from MDG’s to SDG’s...
• Cannot forget the original goal:

Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling
Founding Members

Founding members provided significant resources, thought leadership and efforts to establish GBC-Education in 2012. They include: Accenture, Grupo Carso, Chevron Corporation, Dangote Industries, Discovery Communications, Inc., Econet Wireless Group, GUCCI, Hess Corporation, Intel Corporation, Lenovo Group Limited, McKinsey & Co, Inc., Pearson plc, Reed Smith LLP, Tata Sons Limited and Western Union.

The #smartinvestment Network brings together over 100 companies including leading brands such as Deloitte, Ritz Carlton, Nike Foundation, Johnson & Johnson, CEMEX, Rovio and Maersk.
Need to shift from DONOR mindset to INVESTMENT mindset

What are the benefits of an educated population?

- Economic growth
- High disposable income
- Higher consumption
- Bigger and more profitable markets
- Skilled workforce
- More capable of addressing other 16 SDGs!
Role of Business in Education

Planning for Impact: Measuring Business Investments in Education

THE SMARTEST INVESTMENT: A FRAMEWORK FOR BUSINESS ENGAGEMENT IN EDUCATION

A Joint Initiative by UNESCO, UNICEF, the UN Global Compact and the UN Special Envoy for Global Education

Ebola Emergency: Restoring Education, Creating Safe Schools and Preventing a Long-term Crisis
November 2014

@gbceducation  gbc-education.org
How can business improve educational opportunity?

Our members believe that their influence, core business, social responsibility, strategic investments, thought leadership, and philanthropy – when used in collaboration with peer companies, governments, nonprofits, and the educational community – are powerful tools to increase the number of children and youth who are in school and learning.
What we offer

We have 4 core functions

Connect
Cooperate
Showcase
Discover
What we offer

GBC-Education’s forum increases companies’ effectiveness by creating “members-only” spaces for company leaders to connect and identify cutting-edge opportunities for collaboration.

An example:

The Safe Schools Initiative was launched in 2014 with Nigerian business leaders at the World Economic Forum Africa in Abuja. The business community contributed an initial $10M and successfully leveraged a $10M government match (total of $20M).
What we offer

GBC-Education highlights its members' work and their thought leadership to large international audiences to communicate the importance of getting involved in education and to inspire others to action.

An example:

Western Union rolled out the Western Union Education for Better Fund with A World at School which allows nearly anyone, anywhere in the world, to donate to support UNICEF education programs for Syrian youth. Western Union will match consumer donations on a 1:1 basis, up to $100,000.
What we offer

We create avenues for cooperation with governments, bilateral and multilateral agencies, foundations and civil society organizations.

An example:

Alongside the Oslo Summit on Education for Development, business leaders from LEGO Education, Rovio Entertainment and H&M Conscious Foundation advocated for the inclusion of early childhood development and care in the Sustainable Development Goals. Through additional advocacy from GBC-Education’s Biz4ECD Task Force, and through GBC-Education members and GBC-Education Executive Chair Sarah Brown signing ReadyNation’s Open Letter, we were successful.
What we offer

We facilitate research projects that identify opportunities for effective investments in education and establish best practices to guide corporate efforts, seeking to bring real education outcomes for children and youth.

An example:

GBC-Education, in partnership with A World at School, released, Ebola Emergency: Restoring Education, Creating Safe Schools and Preventing Long-term Crisis, a report that offers an overview of the consequences of school shutdowns and recommendations for immediate action. Following the release of the report, schools finally reopened in January 2015 and children began attending classes in Guinea. Liberia followed suite a month later with Sierra Leone reopening its schools in April.
Global Projects

- Working Groups
- Research and Policy
- Task Forces
- Initiatives

Members

@gbceducation  gbc-education.org
The Challenge

The need for skilled individuals is growing

• But the young and marginalized lack access to the education that would allow them to meet this need.

• The global education system cannot supply the quantity and quality of education needed to meet this demand.

• The divide between poor and rich will continue to grow, undermining global growth.
Background on the GEP
Principles for using technology to deliver education:

1. Support the most marginalized
2. Equal access for end-users
3. Support the efforts of governments
4. Public-private networks of support
5. Sustainability
6. Democratic and driven locally
7. Promote global citizenship
8. Foster employment outcomes that include self-employment
9. Harness existing content and create incentives for high-quality content
10. Technology as a means, not an end
MODEL FOUR

global education “do-it-yourself kits” and last mile infrastructure (bottom-up)

GEP

in partnership with local organization and companies will create a do-it-yourself (DIY) kit (e.g. tech platform or open source device) and training that will empower users to create their own learning platforms.

Students and Educators

will develop, teach and learn using the GEP’s do-it-yourself kits to create hyperlocalized content.

Note that this model assumes a threshold level of technological access, aptitude, and motivation from the local content creators.

MAIN AUDIENCE TARGETED:
local content creators with capacity to operate do-it-yourself (DIY) kits
Project Timeline

Phase I
• Launched the working group process and conducted research

Phase II
Sept.–Dec. 2014
• Report developed and model selected

Phase III
Jan.–Sept. 2015
• Partnerships explored and established

Phase IV
Oct.–Dec. 2015
• Launch of pilot, proof-point on mobile learning/partnerships in EdTech, report by end of 2015
Pilot Launch

**SDG #4**
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**SDG #17**
Strengthen the means of implementation and revitalize the global partnership for sustainable development
Pilot Launch

Launching a pilot of the GEP:

The largest and most inclusive youth mobile writing contest in India’s history
Opportunities to engage

• Become a partner
• Join the Global Education Platform Task Force
• Join us for #Tech4Ed session on Sept. 29th