Global Business Coalition For Education

Business Taking Action to end the global education crisis
This December, the **RewirEd Summit**, led by Dubai Cares in partnership with Expo 2020 Dubai, and in collaboration with the UAE Ministry of Foreign Affairs & International Cooperation, will be a pivotal moment for the future of education.

The **Global Business Coalition for Education** is working with the Summit to ensure strategic engagement by the global business community. We will engage a network of companies who are committed to playing an active role in ending the global education crisis.

During the Summit, we will bring together the voices of the business community making collective announcements and commitments to support educational opportunity.
01 The Global Education Crisis
02 Get Involved
03 Next Steps
The global education crisis: A snapshot

175 million children are not in early childhood education, yet this is when 90% of the brain develops.

260 million children are out of primary and secondary school today.

75 million children have had their education interrupted by conflicts and emergencies.

825 million children will not have the most basic skills necessary to be part of the workforce by 2030.
Why education

Education is the key to unlocking all social, economic, and development goals: innovation, economic growth, anti-racism, climate action, equity, skills for the future of work, gender equality, health outcomes, job creation, and closing the digital divide, to name a few.

Equally, education is central to the success of the business community. From the talent pipeline and the next wave of innovation to the income of future consumers, quality education and skill development have a direct impact on whether businesses can survive and thrive in communities and regions across the globe.

The consequences of the global pandemic and its economic aftermath will be real: education will be on the chopping block of government, international aid, and corporate budgets. Effective investment today in education will accelerate the speed and success of efforts to rebuild national and global economies.
Education: The key to unlock big change

If every child in low-income countries completed secondary schools by 2030, income per capita would increase by 75% by 2050.

Closing the education financing gap in lower-middle-income countries could reduce emissions by 51.48 gigatons by 2050.

An additional year of schooling for those with disability reduces the likelihood of his/her household belonging to the two poorest quintiles by 2-5%.

Each US dollar invested in a one-year increase in schooling generates a health-inclusive benefit of US$10 in low-income countries.
How companies can make an impact

The business community can bring all of its assets to support education. These include employee volunteerism, expertise, goods and services, supply chains, corporate social responsibility, ESG investment, philanthropy, human resources policies, and more.

See the annex for a step-by-step framework for identifying where you can make an impact.
Get involved

Choose one or more of the following options for engagement:

1. Back Education
2. Take Action as a Company
3. Take Action as a Business Community

Visit gbc-education.org/rewirEd for more information
We’re creating a movement of businesses dedicated to using their voice, expertise and innovation to end the global education crisis.

This is a simple, easy way to show your company’s commitment to education as a key issue.

We encourage your senior leadership – C-Suite, Presidents, Partners and Managing Directors – to add their name to the growing list of businesses leaders promoting quality education and skills for all young people. In September 2021, during the United Nations General Assembly, we aim to highlight these corporate leaders adding their voice to the statement below about the importance of investing in education.

“Education is the key to unlocking big change for the next generation, ranging from climate action and improved health outcomes to economic growth, job creation and social justice.

As business leaders, we commit to harnessing our expertise, leadership and resources - and collaborating with leaders in the public and private sector - to advance the Sustainable Development Goals and ensure that every child has the best start in life, a safe place to learn, and skills for the future.”
The benefits

- **Published on our website:** We will include your company and its leadership on our website when the statement is launched at the UN General Assembly.

- **Published in media and press releases:** We will include your company in any media and press outreach.

- **Media interviews and promotional materials for social media:** We will provide you with tools to promote and highlight your support for education on social media – and connect with your communications team should any media opportunities develop.

Actions

- **Sign the pledge:** Add your name by signing the pledge [here](#)

- **Reach out to partnerships@gbc-education.org:** Send the names of the individuals in your company wishing to add their voice to the call to action for education. Our team will follow up with more details.

- **Grow the movement:** Reach out to 3-5 colleagues from peer companies asking them to be part of the movement. Our team will provide any support you need.
Get involved

Choose one or more of the following options for engagement:

1. Back Education
2. Take Action as a Company
3. Take Action as a Business Community

Visit gbc-education.org/rewirEd for more information
Take Action as a Company

Make a commitment to action at the RewirEd Summit at Expo 2020 Dubai.

• **Goal:** Provide a platform for companies engaged in education to make announcements on a global stage about their ongoing and new work to end the education crisis in their communities and around the world.

• **Ask:** Companies submit their commitments using the RewirEd business commitments framework (see annex).
  - Commitments can be of any size and focused on harnessing your company’s resources to contribute to ending the global education crisis in your community.
  - Examples include through foundation or philanthropic contributions, scholarships, employee volunteerism, or more.
  - Commitments should align with RewirEd’s three thematic pillars.
Take Action as a Company

Connect with other RewirEd partners.

• Several NGO and international organizations are already discussing how to make a collective impact. We can connect you with other partners to see if there is an opportunity to collaborate.

• **Goal**: Highlight additional activities underway for companies to engage with in the lead up to RewirEd Summit.

Some of the partners include:
• World Economic Forum
• UNHCR
• Generation Unlimited
### GBC-Education Strategic Alignment Matrix

<table>
<thead>
<tr>
<th>Thematic Focus Areas</th>
<th>Action Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation in Education</td>
<td>Financial resources</td>
</tr>
<tr>
<td></td>
<td>In-kind and technical support</td>
</tr>
<tr>
<td>Youth, Skills and the Future of Work</td>
<td>Ed policy reform</td>
</tr>
<tr>
<td>Education Financing</td>
<td>Thought leadership</td>
</tr>
<tr>
<td></td>
<td>Corporate policies</td>
</tr>
</tbody>
</table>

**SAMPLE SPECIFIC OPPORTUNITIES FROM STRATEGIC PARTNERS WILL BE DISPLAYED HERE**

- **Innovation in Education**
  - e.g., Provide reduced-cost wireless data to educators and students
  - e.g., Provide tablets for schools

- **Youth, Skills and the Future of Work**
  - e.g., Pledge to provide skills training and apprenticeship programs

- **Education Financing**
  - e.g., Fund the development of connectivity infrastructure in Africa
  - e.g., Advocate for greater private sector engagement in innovative ed financing
Take Action as a Company

The benefits

- **Be part of a movement**: Join leading companies taking tangible actions and commitment to end the global education crisis.

- **Strategic alignment**: Your company’s contributions will fall in one of the key focus areas and action areas within the GBC-Education Strategic Alignment Matrix to ensure maximum impact and alignment with global efforts.

- **Showcase your Leadership**: Announce your company’s commitment at the RewirEd Summit at Expo 2020 in Dubai, December 2021.

- **Published in media and press releases**: We will include your company in any media and press outreach.

Actions

- **Submit your commitment**: Click [here](#)

- **Refer to the Commitments Framework Guide (see annex)** to shape your commitments
Get involved

Choose one or more of the following options for engagement:

1. Back Education
2. Take Action as a Company
3. Take Action as a Business Community

Visit gbc-education.org/rewirEd for more information
Take Action as a Business Community

Working Groups: a deep dive on strategy and impact

Goal: Bring companies together to collaboratively survey the evidence and leading guidance materials, such as our Education Finance Playbook, strategize, set goals and targets, and commit to tangible actions that will lead to measurable advancement in RewirEd’s three thematic areas. The group of companies will learn about an issue, be led through a process of identifying how they can meaningfully contribute, and develop metrics for impact and cooperation with other companies.

Ask: Join one of these groups to go even deeper on strategy and impact:
- Innovation in Education
- Youth, Skills and the Future of Work
- Education Financing

Announcements on collective business commitment and individual action plans will take place during the RewirEd Summit at Expo 2020 Dubai in December 2021.
Take Action as a Business Community

Working Groups Timeline

- **Meeting 1**: Review evidence on innovative and effective interventions
- **Meeting 2**: Set 3-5 key TARGETS & INDICATORS
- **Meeting 3**: Set collective and individual ACTIONS
- **RewirEd Summit at Expo 2020 Dubai**: Announce commitments and action plans
- **Report Back**: Report back on progress made and lessons learned. Reevaluate and course-correct, if necessary

**Timeline**
- September 8
- October 6
- November 3
- Dec. 2021
- Dec. 2022
Take Action as a Business Community

Working Groups: The benefits

• **The Latest Evidence**: Data and evidence will be provided to help ensure your business is guided by the latest information.

• **A Community of Practice**: Share and discuss evidence from the education sector on effective practices and interventions with other businesses.

• **Collective Targets**: Set shared goals and targets grounded in evidence.

• **Commitment to Action**: Decide on collective commitments and individual actions for 2022 and beyond.

• **Showcase your Leadership**: Announce collective business commitment and individual action plans during Expo 2020 in Dubai, December 2021.

• **Awards Consideration**: All companies participating will be considered for GBC-Education’s awards and profiling of best practices in social impact.
Join the Movement

What to expect at the RewirEd Summit at Expo 2020 Dubai:

• All companies supporting education and making a commitment individually or as a group will receive an exclusive invitation to the Global Business Coalition for Education event during the Summit.

• All participants completing the commitments framework will receive public acknowledgment at the RewirEd Summit Events.

• Additional opportunities for speaking roles and roundtables will also be made available in the months leading up to and following the Summit for participating companies.
The Global Business Coalition for Education is a movement of businesses committed to ending the global education crisis. Our mission is to ensure that every child has the best start in life, a safe and inclusive place to learn, and skills for the future.

We leverage the collective power of business, government, international organizations, NGOs, youth, and other stakeholders to achieve the Sustainable Development Goal of free, equitable, and inclusive quality education for all.

We empower companies to make strategic decisions about how to have the greatest impact in reaching this ambition.

RewirEd is a global platform with a clear vision: to rewire education for a prosperous and sustainable future.

Led by Dubai Cares, in partnership with Expo 2020 Dubai and in close coordination with the UAE Ministry of Foreign Affairs and International Cooperation (MoFAIC), and delivered in partnership with global stakeholders, RewirEd aims to be a catalyst in redefining education to ensure a future that is prosperous, sustainable, innovative and accessible to all.

The RewirEd Summit, 12 to 14th December 2021, we will focus on three key pressing areas in Education globally: Youth, Skills and the Future of Work; Innovation in Education; and Education Financing. Please register [here](#).
Next Steps

Back Education

• Add your senior leadership to the education statement.
• Spread the word to 3-5 peer companies.

Take Action as a Company

• Make a commitment at the RewirEd Summit at Expo 2020 Dubai.
• Connect with other RewirEd Partners.

Take Action as a Business Community

• Join one of three working groups:
  1. Innovation in Education
  2. Youth, Skills and the Future of Work
  3. Education Financing

Email partnerships@gbc-education.org to get involved.
Annex: Commitments Framework
Commitments Framework

This section is intended to help companies develop commitments to announce at the RewirEd Summit at Expo 2020 Dubai.

• We will be using the GBC-Education Strategic Alignment Matrix to help place your contributions at the intersection between a key thematic area and an action area to maximize your contribution’s impact in ending the global education crisis.

• There are three main thematic areas which commitments should fall under:
  • Innovation in Education
  • Youth, Skills and the Future of Work
  • Education Financing

SUBMIT YOUR COMMITMENTS USING THIS ONLINE FORM.

Or, contact us at partnerships@gbc-education.org if you'd like to speak with us directly and have guidance on completing a commitment for Rewired at Expo 2020.
Commitments Framework

STEP 1. Discovery

We find that corporate contributions to education that are grounded in core organizational values and business practices create the most impactful and sustained results.

Let’s start by exploring your company’s overarching vision, mission, and purpose:

• What is your company’s overarching social impact, CSR, or philanthropic mission?
  ✓ Examples: “We are committed to driving positive societal change.” “We intend to become the world’s most sustainable and just technology company.”

• Are there specific goals, objectives, or targets you’ve set out to achieve that relate to education? Do you have a timeframe to achieve those goals?
  ✓ Examples: “We want to touch the lives of 100 million people by 2030 through our education initiatives.” “We want to help deliver access to connectivity to 10,000 schools in the next 5 years.”
We understand that details matter when it comes to deciding what, where, and how your company would like to contribute.

We’ll use the **GBC-Education Strategic Alignment Matrix** to help shape the details of your company’s contribution and position it within the most important strategic parameters for maximum impact.

<table>
<thead>
<tr>
<th>GBC-Education Strategic Alignment Matrix</th>
<th>Action Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial resources</td>
<td>In-kind and technical support</td>
</tr>
<tr>
<td>Innovation in Education</td>
<td></td>
</tr>
<tr>
<td>Youth, Skills and the Future of Work</td>
<td></td>
</tr>
<tr>
<td>Education Financing</td>
<td></td>
</tr>
</tbody>
</table>
Commitments Framework

STEP 2. Alignment

We have identified the following thematic areas in education to ensure that your contributions are aligned with the global efforts and can make the most strategic impact in education:

1. **Innovation in Education**: digital inclusion
   ✓ Help provide devices, connectivity, platforms, training, and other resources to tackle the digital divide and expand opportunities for digital learning to the most marginalized.

2. **Youth, Skills and the Future of Work**
   ✓ On current trends, more than half of children and youth around the world will not have the basic skills to become part of the workforce.

3. **Education Financing**
   ✓ Help fill the annual education financing gap of $75 billion to put the world’s children on track for universal education.

**Other cross-cutting streams**

- Early childhood education and foundational learning
  ✓ Ages 0 to 5 are crucial to a child’s cognitive development and laying the foundation for valuable soft-skills and life-long success.

- Safe schools and learning environments
  ✓ Help build safe learning environments for more than 75 million children and youth missing out on education because they are caught in conflict and emergencies.
STEP 2. Alignment

Your company has a unique set of assets, resources, and expertise that can make an invaluable difference in the lives of children and youth around the world. Take a look at the categories below that will help you identify the types of contributions your company can make.

Types of contributions

✓ **Funding** – channel grants, project funding, and other financial contributions

✓ **In-kind and Technical Support** – provide your company’s products, solutions, services, or other assets and resources at reduced- or no-cost; hands-on opportunities for your company’s leadership and/or employees to provide skills, expertise, and/or training

✓ **Education policy reform** – work with policymakers and government officials to help drive positive changes to education policies

✓ **Thought leadership** – use your voice as a business leader to champion education and reach a broader audience outside of the traditional education space (i.e., your employees, customers, clients, etc.)

✓ **Corporate policies** – new company policies or practices to drive changes in corporate culture and societal norms

✓ **Others** – other creative ways to help make a positive impact in education
STEP 3. Your contributions

We know that your company may already have ongoing initiatives in education, or that you already have amazing partners that you are working with. If so, we’d love the opportunity to build on your work or bring more like-minded organizations into the fold to amplify our collective impact.

• Building on your existing work
  ✓ Is this a new activity? Or, is it a continuation or an expansion of your current efforts?

• Partnerships
  ✓ Are you open to working with other companies?
  ✓ Are there existing non-corporate partners you would want to bring in?
STEP 4. Measuring success

Measuring success (and failures) is the first and crucial step to improving the effectiveness of your work. Tell us how your company typically, or would like to, measure your success.

• What are the most important or relevant CSR, social impact, or education-related metrics your company keeps track of?
  ✓ Examples include: Number of beneficiaries (students, teachers, community members, etc.) impacted, Number of schools, Number of computers donated, Number of employee volunteer hours, Market value of discounted wireless data provided, etc.

• Does your company have an existing framework or criteria for assessing prospective and completed education-related initiatives? If so, will you seek to apply or adapt those criteria to measure the outcome of this contribution?
  ✓ Examples: Quantitative metrics for measuring outcomes or outputs such as KPIs or scoring criteria for prospective NGO partners or projects, etc. Definitions or list of qualitative assessments, etc.
Submit your commitments

• Submit your commitments using this online form. Use this document as a guide to help answer the questions.

• GBC-Education staff will get in touch with you via email to review your submission to ensure that it is well placed for maximum strategic impact and discuss opportunities for deeper engagement.

Email partnerships@gbc-education.org for questions or support regarding the commitments.

Visit gbc-education.org/rewirEd for more information.
Global Business Coalition For Education

To get in touch:

partnerships@gbc-education.org
@gbceducation
www.gbc-education.org