

**} Global Business  
Coalition For  
Education**

**Business.  
Education.  
Impact.**

**A movement of businesses committed  
to ending the global education crisis**

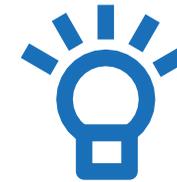


# Why education

**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 has a direct impact on whether businesses can survive and thrive in communities and regions across the globe.

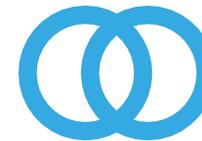
The consequences of the global pandemic and its economic aftermath will be real: education will be on the chopping block of government, international aid, and corporate budgets. Effective investment today in education will accelerate the speed and success of efforts to rebuild national and global economies.



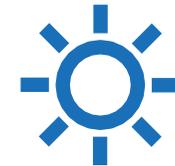
**Innovation**



**Economic growth**



**Anti-racism**



**Climate action**



**Future skills**



**Gender equality**



**Health outcomes**



**Closing the digital divide**

# Why now

**Education is on the chopping block. From local and national government budgets, international aid, corporate sustainability programs, and philanthropy, the progress we have made around the globe is facing the grim realities of budget cuts and increased inequality.**

As demands on companies increase for improved ESG performance, driving change through education is more important today than ever before. It's time to come together to make the case that education as the key to unlocking big change.

# education

# Who we are

**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.



Right top: © Asian Development Bank  
Right middle: © Asian Development Bank  
Right bottom: © 9nong / Adobe Stock  
All other photos: © Leigh Vogel / GBC-Education

# Why work with us

**Every company has something to contribute towards solving the global education crisis. Our goal is to help companies identify the best way to make the greatest social impact.**

A company can activate its diverse assets to support education in the communities where its employees and consumers live, and the places where the business operates. These assets vary from social responsibility, philanthropy, communications expertise, and government relations to employee talent and volunteerism, human resource policies, core business, goods and services, supply chain, and disaster responses.

Joining forces with the Global Business Coalition for Education provides companies unparalleled access to our team's expertise and vast networks of companies, foundations, international organizations, NGOs, and youth partners engaged in shaping education policy, programs, and public campaigns.



**Make a greater  
social impact**

**Positively drive your  
ESG metrics**

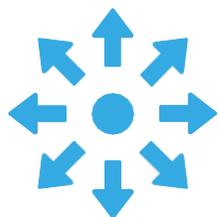
**Activate  
your assets**

**Focus on the  
community**

**Drive  
global change**

**Access unparalleled  
expertise & networks**

# How we work



## 1. Building a Movement to End the Global Education Crisis

The Global Business Coalition for Education rallies companies to ensure every child has the best start in life, a safe and inclusive place to learn, and skills for the future. It allows business leaders to publicly champion a call to action, rally their corporate peers in support of education, and participate in tangible actions contributing towards ending the global education crisis and unleashing the potential of the next generation.



## 2. Tools and Resources

The Business Investment for Education Impact initiative provides businesses with the tools and resources they need to assess their own positioning in the broader ecosystem of actors and develop strategies aimed at maximizing impact across social and business goals.

Our strategic guidance to businesses helps companies proactively drive **ESG metrics** in a positive direction through the integration of education, skills development and human rights into its consideration of people and relationships.

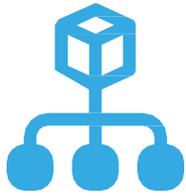


## 3. Partnership and Action Platform

The Global Business Coalition for Education's diverse network spans business, government, international organizations, NGOs, youth, and other stakeholders. Our partnership platform helps businesses find the right partners to connect and collaborate with to unlock change and leverage contributions through the major global funds and institutions impacting education in countries and regions around the globe.

We identify impactful partnership opportunities across our core mission areas, including early childhood education, education in emergencies, inclusive education, and youth skills.

# How we work



## 4. Special Projects

There are several special projects where businesses can participate directly in shaping policy and action for the next generation. We identify impactful partnership opportunities across our core mission areas, including early childhood education, education in emergencies, inclusive education, and youth skills.

- **Skills Friendly Cities** is an initiative setting out opportunities for city governments, education systems, industry leaders and youth-serving organizations to work together to advance skill development for the Fourth Industrial Revolution. The national “Big Ideas, Bright Cities” challenge in the United States encourages cities to put forward bold plans for city investments in skills for the future alongside corporate partners.
- **The Disability Task Force** is an initiative identifying opportunities for the business community to make an impact in inclusive education for young people with disabilities and build a strong bridge from education to inclusive employment. The Task Force’s report and recommendations for how companies can take action to better support and include young people with disabilities in the workforce will serve as a catalyst for action.



## 5. Research

The Global Business Coalition for Education’s reports advance the evidence base in the business community to inform and improve business investment in education.

Our latest resource, **The Key**, helps the business community make concrete links between investment in education and the advancement of other social impact priorities, ranging from climate change to anti-racism and public health.

**The Key conversation series** features business leaders alongside subject-matter experts and youth innovators and campaigners focused on setting the agenda for social impact. Senior corporate leaders will be able to participate as panelists in these discussions which are streamed across our platforms and promoted in all of our global markets.



## 6. Employee engagement and public communications

While 70 percent of employees report that their sense of purpose is defined by their work, only 15 percent of frontline managers and workers feel they are living their purpose at work. Our employee engagement tools help our companies create a narrative about your work to advance social impact through education and provide opportunities for employees to get involved in a purpose-driven approach to impact.

Our communications team works to tell the stories about businesses making strong investments in education, showcase examples of what works, and highlight companies making an impact in the world.

# What you get through partnership

**Making a contribution to GBC-Education is an equity investment in our efforts to set agendas, forge powerful partnerships, innovate, create new campaigns and launch programs that deliver impact.**

When you support our work, in addition to gaining access to our community, team of experts, and tools and resources, you pay it forward by allowing us to also provide tools and resources to other small businesses and effective non-profits.

## **Package 1: Starting at \$400,000**

### **Thought Leadership Development (Premium):**

Work with the GBC-Education team to drive the agenda on an education topic of your choosing. We will work with leading experts to conduct new research, set a national or global agenda, generate content and co-create a customized public-facing initiative for your organization.

Plus:

- Access to The Collective
- 1 Trends & Insights Overview Session
- 1 Executive Briefing for Board Alignment Session;
- And priority Access to a B to B Working Group

## **Package 2: Starting at \$100,000**

### **Capacity & Impact Accelerator:**

The GBC-Education team will conduct research and provide evidence-based recommendations for your company's education impact priorities, on topics ranging from customized partnership opportunities to strategic initiative development to accelerate impact.

Plus:

- Access to The Collective
- 1 Trends & Insights Overview Session
- 1 Executive Briefing Single Session
- And priority Access to a B to B Working Group



# What you get through partnership, cont'd

## Package 3: \$50,000

### Strategic Insight and Community:

Allow the GBC-Education team to provide customized briefing sessions to help your organization make more strategic decisions in your investments to education. In addition, you will have first choice selection for a B to B Working Group. Choose from the below briefing sessions (either A and B OR C) plus access to The Collective.

### A La Carte Products:

A) Trends and Insights in Education Overview Session: Twice yearly seasonal trends and insights sessions where GBC-Education helps your team understand the latest trends in the education space and the implications for the business community.

B) Executive Briefing Single Session: Engage your team in an executive briefing session where a member of the GBC-Education staff will do a deep dive with your organization on an education topic of your choosing.

C) Executive Briefing- Board Alignment: Allow GBC-Education to help senior members of your organization strategize education and CSR priorities that align with your company's Board priorities.

## The Collective

All members of the Global Business Coalition for Education become part of The Collective, a place where global business leaders connect with each other and non-corporate partners to drive impact in education. As part of The Collective, members have access to:

- GBC-Education reports and early access to research
- Quarterly topical webinars led by GBC-Education and peer organizations
- Curated connections through virtual coffee and other forums
- Goal setting check in sessions
- Invitations to in-person events
- Access to our LinkedIn Community
- The opportunity for inclusion in a B to B working group



# Partnership opportunities summarized

## Package 1: Thought Leadership Development (Premium)

**Starting at \$400,000**

Work with leading experts to conduct new research, set a national or global agenda, generate content and co-create a customized public-facing initiative for your organization.

+ The Collective benefits

## Package 2: Capacity & Impact Accelerator

**Starting at \$100,000**

Access to evidence-based recommendations for your company's education impact priorities, on topics ranging from customized partnership opportunities to strategic initiative development to accelerate impact.

+ The Collective benefits

## Package 3: Strategic & Insight Community

**Starting at \$50,000**

Customized briefing sessions to help your organization make more strategic decisions in your investments to education. Selection of a la carte services and support.

+ The Collective benefits

## The Collective

**Open to all eligible  
companies  
committed to  
education**

A community where global business leaders connect with each other and non-corporate partners to drive impact in education.

+ Option for a la carte offerings

**“Over the years, we have witnessed the transformative power of cross-collaborations across business, public policy, and development to address social challenges and scale up solutions. Innovative collaborations, such as those fostered by the Global Business Coalition for Education, drive social impact and positively transform societies.”**

**Zouera Youssoufou**

Managing Director and CEO, The Aliko Dangote Foundation

**} Global Business  
Coalition For  
Education**

**Partners**





} Global Business  
Coalition For  
Education

## Reducing the impact of the digital divide during Covid-19 with HP



Before the COVID-19 pandemic, nearly one in five students between kindergarten and 12th grade did not have computers or good internet access in the US.

In March, when schools turned to e-learning, millions of children were suddenly at risk of falling behind due to a lack of access to a computer or the internet. GBC-Education partnered with HP to help distribute equipment to underserved families in Chicago, Dallas and Houston.

[Click here to find out more](#)

# **Making it easier for businesses to make social impact in education with the BHP Foundation**



Whilst the business community's investment in education is significant, it's not resulting in the impact required to address this enormous challenge, nor is it having the transformative effect like we've seen in response to global health or climate change.

When businesses do decide to invest in education, they lack the tools and resources to make informed decisions that can maximize impact. We are working with the BHP Foundation to develop a set of tools and resources to help businesses make strategic decisions and greater impact in education.

[Click here to find out more](#)

## Getting the word out with Omnicom and Porter Novelli



Every business values education, but communicating how businesses can get involved has not always been easy. The Omnicom Group and Porter Novelli have helped make the connection by supporting media relations and activities to amplify the corporate voice in support of education and identify opportunities for speaking engagement and partnership building across the Sustainable Development Goals.

# } Global Business Coalition For Education

To get in touch:  
[anna@gbc-education.org](mailto:anna@gbc-education.org)

@gbceducation  
[www.gbc-education.org](http://www.gbc-education.org)