



AGENDA8
Prioridad uno
Una iniciativa de Red PaPaz

**Building Momentum
Towards the First
International Finance
Summit for Early Childhood
in 2027**





Actuemos Por La Primera Infancia

The Actuemos por la Primera Infancia campaign is part of the global Act For Early Years campaign and has been **adapted in Colombia by Red PaPaz under the umbrella of Agenda8**, an initiative that seeks to establish early childhood as “Priority One” on Colombia’s public, political, and budgetary agenda.

The Act for Early Years campaign is designed for translation and adaptation, allowing local partners to tailor it to their own context and ensure local ownership.



act For
Early Years

Theirworld

Strategic Context

- ✨ The first country globally to implement the campaign.
- ✨ Supported by key partners: Universidad Javeriana (LEE Lab), Sesame Workshop, Congress, and regional media.
- ✨ Set the foundation for long-term advocacy ahead of the 2026 colombian elections and the 2027 Early Years Finance Summit.
- ✨ Local adaptation in campaign brand colours, images and language



National launch & public visibility



✓ Over **500 participants** (in-person and virtual)

✓ Over **40 journalists trained** on the importance of early childhood investment.

✓ **Engagement with Congress** in the debate on **Law 1804**

✓ **Youth participation** through the "*Tú Lideras*" initiative

✓ **Partnership with Sesame Workshop** for social media content



Citizen mobilisation & media reach

Total registros:

15860

105.73%

Meta: 15000



- ✓ Over 15,000 citizen signatures in support of the Manifesto for Early Childhood
- ✓ Mobilisation across 25 departments
- ✓ Families, youth, educators, communities involved
- ✓ 15+ national and regional media features
- ✓ TV, radio, digital, opinion columns, influencers



Key lessons learned



Scarcity of timely, disaggregated, and accessible data on early childhood investment, which complicates evidence-based advocacy, monitoring, and accountability.



Progress depends heavily on the commitment of decision-makers. When political leadership is present, early childhood can move from a technical topic to a strategic national priority.



Translating complex policy and financing debates into clear, relatable messages is essential to engage citizens and sustain mobilisation around early childhood investment.

Sustaining momentum toward the 2027 Summit

- ✦ **2026:** key electoral moment in Colombia
- ✦ Keep **early childhood visible in public debate**
- ✦ Translate **citizen demands into political responsibility**
- ✦ Connect national action with the **2027 International Finance Summit**
- ✦ **Colombia** positioned as a **good-practice country** example





¡Thanks!

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