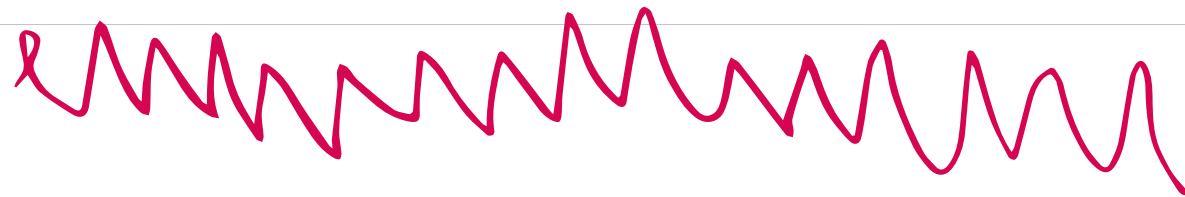




act FOR Early Years



Ben Hewitt, Theirworld / Act For Early Years



1. Introduce the Act For Early Years campaign
2. Share an update on the first ever International Finance Summit for Early Childhood
3. Share how national coalitions and partners can engage



1. Introduce the Act For Early Years campaign

Campaign Vision

All girls and boys have access to quality early childhood development, care and preschool education – vital for school readiness and lifelong well-being.

SDG 4.2



The campaign has three objectives:

- 1. Mobilize new funding commitments from** governments, international donors, businesses and philanthropic donors. Supporting the **first-ever International Financing Summit for Early Childhood.**
- 2. Increase political prioritization:** ensure the early years become a priority across domestic agendas, regional initiatives and global processes.
- 3. Future-proof the global goals:** ensure the early years becomes a priority in the global development agenda and new SDGs.

Act For Early Years exists to help turn the daily reality faced by the youngest children, families and frontline workers into political and financial action governments can't ignore.



**Act For Early Years is powered by a
High-Level Advisory Group**

**Building a collective global movement
for the youngest children**



Operationalized with partners including early childhood coalitions and networks:

- The Early Childhood Development Action Network's (ECDAN)
- International Step by Step Association (ISSA) - Europe and Central Asia Network
- The Asia-Pacific Regional Network for Early Childhood (ARNEC)
- The Arab Network for Early Childhood Development (ANECD)
- The African Early Childhood Network (AfECN)
- Somos Crianza - Latin America
- Moving Minds Alliance (early childhood development in all crisis responses)
- UN Agencies and Partners



Local to Global

Advocacy and campaigning led by organizations in local communities across the globe, uniting a diverse international coalition of frontline workers, experts, youth advocates, business leaders, civil society organizations, and individuals—all committed to ending the global early years crisis.

What Act For Early Years IS

- A campaign movement for coalitions and partners to influence decisions
- A source of adaptable campaign assets for partners without the resources
- Shared narrative + tools + coordinated moments – speaking with one voice
- A way to scale national wins internationally
- Fun and child-like.

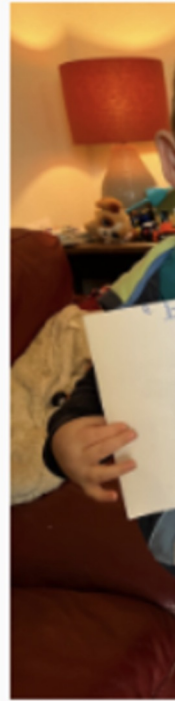


Congresswoman Lorena Ríos, Colombia



**Shared campaign materials
can be adapted locally and
used by partners and
coalitions**





AHEAD
Behind from
the start

actFOR
Early Years

Cortlandt Street
Station

R W

The Act for Early Years ‘Minifesto’ is a child-sized manifesto urging leaders to make big investments in the littlest children.

The ‘Minifesto’ three goals

1. Universal access to quality primary healthcare, supporting health, wellbeing and development from pregnancy to early childhood.
2. Universal access to quality preschool education.
3. Universal family support including affordable quality childcare, child benefits and parents and caregiver support.

To achieve these goals, we’re calling for leaders to make bold new commitments at the first-ever International Financing Summit for early years in 2027.

We’re asking ministers, mayors, MPs, and community or business leaders worldwide to take action by signing it, to demonstrate their commitment to making early childhood a top priority.



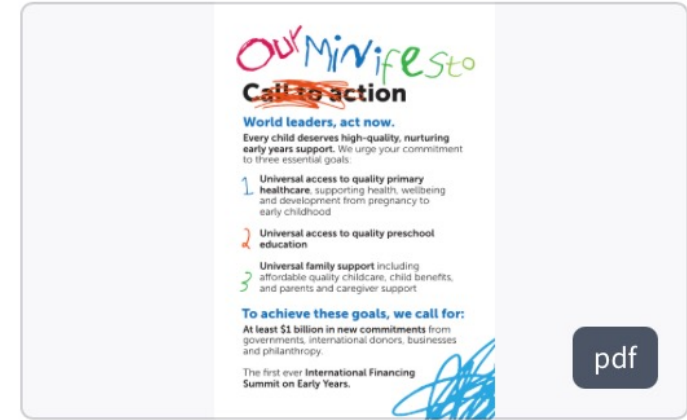
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SWAHILI - Minifesto Print Design



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ARABIC - Minifesto Print Design



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ENGLISH - Minifesto Print Design



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FRENCH - Minifesto Print Design



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PORTUGUESE - Minifesto Print Design



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SPANISH - Minifesto Print Design

I,

urge leaders to make
big investments in
the littlest children.

Signed:

Take a photo with your signed Minifesto,
share it online and tag **#ActForEarlyYears**



Advocacy resources and messaging

Campaign Toolkits

www.actforearlyyears.org



The Case for the First-Ever International Finance Summit for Early Childhood

Investing in the Best Start and a Brighter Future

Leaders' Briefing

The world stands at a pivotal crossroads for the youngest children

The world is changing fast. AI, automation and new technology are reshaping how we work and live. At the same time, climate change, conflict, poverty, and economic uncertainty create real challenges for families everywhere.

Countries that invest in giving every child a strong foundation will be the ones thriving in the future. For governments, the choice is clear. Act now or get left behind.

The International Finance Summit for Early Childhood in 2027 offers a unique moment to act. By investing in the earliest years, leaders secure better futures for children while building stronger, more resilient economies that can adapt to change.

Forward-looking governments will come prepared to lead with bold commitments to invest in what works. Proven policies and services deliver lasting change for the youngest children. In support financial institutions, donors, and private investors must unlock billions in early childhood investment before the fast-approaching 2030 goal.

The Summit is a chance to mobilise new financing, redirect domestic spending, create innovative partnerships, and bring private investment to early childhood. It will put the early years where they belong at the heart of how countries plan for the future.

This summit is about action, not promises. It's about creating real change and accountability for the world's youngest children.

Every child deserves the best possible start in life.

Champions

Ministers

Mayors

First Ladies & Gentleman

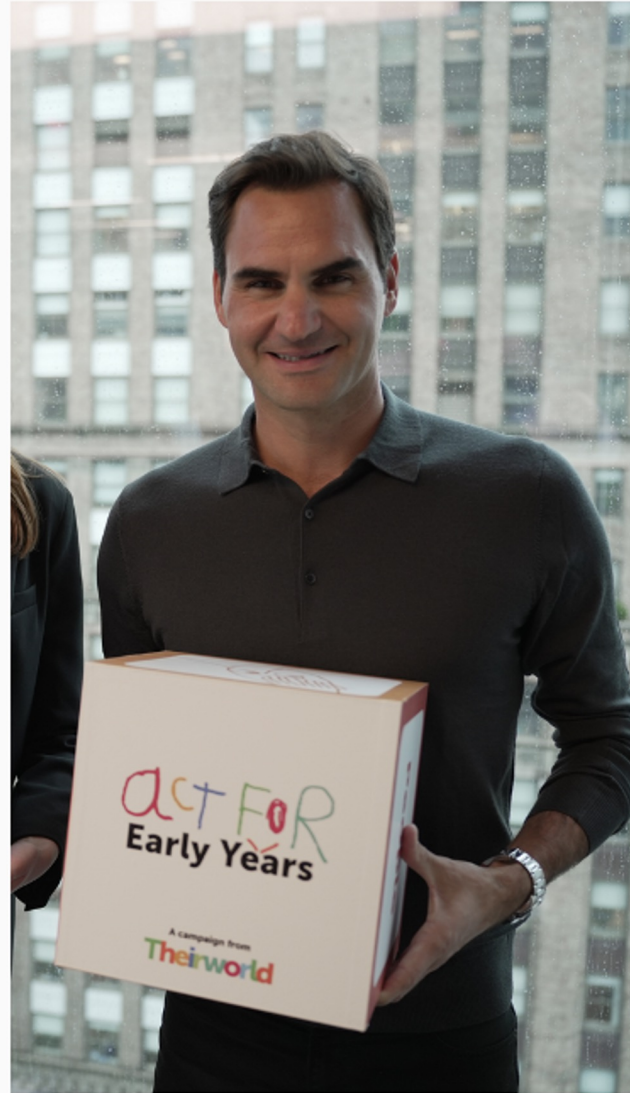
Youth

Business leaders

High profile



actFOR
Early Years



Coordinated advocacy: local to global momentum

2024: Brazil puts the early years on the agenda of the G20

2025: South Africa puts early childhood in the Leadership Communique of the G20

National Progress: Brazil, Ukraine, South Africa, Philippines + many more



United Nations:

Global leaders unite to champion first-ever international finance summit for early childhood (2027)

Announced at UNICEF during the 2025 UN General Assembly, the Summit aims to transform the promise of the SDGs – all girls and boys have access to quality early childhood development, care, and pre-primary education — into concrete action, ensuring that every child has the opportunity to thrive in school and in life.



2. Share an update on the first ever International Finance Summit for Early Childhood

Why an international Finance Summit for Early Childhood?

The moment we're in

The world is changing fast: climate shocks, conflict, economic pressure, AI and automation

The **early years (0–5)** are where societies are won or lost:

- 90% of brain development happens before age 6
- Yet **350 million children globally** lack access to adequate early childhood services

With the **2030 SDG deadline approaching**, progress is too slow and unequal

Bottom line:

👉 Investing in early childhood is one of the **smartest, most future-proof economic choices governments can make**

What Is the International Finance Summit for Early Childhood (2027)?

From promises to action

The **first-ever global summit focused specifically on financing the early years**. Aimed at **turning SDG 4.2 commitments and declarations into concrete, funded action**. Focuses on:

- Mobilising **new and better financing**
- Redirecting domestic budgets
- Unlocking innovative and private finance
- Supporting delivery at scale

This is not another declaration. It is about **real commitments, real money, and real delivery**

To come:

- Formal announcement of dates and hosts
- Commitment Guidance for decision makers

Commitments

Ensure every child has access to high-quality and nurturing proven early years interventions through three enabling policies and supportive services:

- Universal access to **quality primary health care** in support of health, wellbeing and development across pregnancy, birth, and early childhood.
- Universal access to quality, inclusive **preschool education**.
- Universal **support for families** including affordable and **quality childcare**, child benefits, and parent and caregiver support.

Who: National, State, City (domestic led)
Donors, business, philanthropy, trusts



Journey to the Summit (2026–2027)

Now → National coalition mobilisation

April → Finance Ministry briefings (*Smart Buys*)

May → Global Technical Financing Forum & Toolkit

September → UN Summit Launch

November → UNESCO Global ECCE Report Launch

2027 → **First-ever Finance Summit for Early Childhood**



What Are “Smart Buys” for Early Childhood?

Spending wisely, not just spending more

Smart Buys are proven, cost-effective early childhood investments
Developed by a global expert panel using rigorous evidence
Focus on maximum impact per dollar
Designed to support Finance Ministers and planners, not just advocates

This work is being developed by **NYU Global TIES** with support from **UNICEF, the World Bank, the Brookings Institution, and the Centre for Global Development.**

To be published at the World Bank Spring Meetings (April 14th).

3. Share how national coalitions and partners can engage

The Journey to the Summit: Where National Coalitions Fit

Phase 1: 2026 — Mobilise & Prepare

- Launch awareness campaign nationally
- Build evidence & relationships
- Identify champions and focus

Phase 2: 2026 – early 2027 — Shape Commitments

- National consultations
- Finance ministry engagement (April)
- Ministry Engagement
- Draft pledges with sector ministries (using toolkits)
- Raise awareness of process

Phase 3: 2027 — Announce & Deliver

- Summit commitments
- Media & accountability
- Follow-through at national level



How national coalitions and partners can use Smart Buys

- Brief Ministries of Finance in accessible language
- Brief Ministers to use evidence with Planning and Finance departments
- Engage business leaders, philanthropies, trusts and foundations
- Translate global evidence into national context
- Support costed, credible commitments

What we're asking of national coalitions and partners in 2026

Lead nationally – convene, coordinate, and shape ambition

Engage decision-makers – using Smart Buys, toolkits & evidence

Build public momentum – champions, media, storytelling
Then say:

Act For Early Years exists to support you to do this with resources and summit journey — not to replace your leadership





This is about children we will never meet — and futures we will all share.

Together, we can make sure no child's potential is lost simply because investment came too late

Available Now:

- Act For Early Years Campaign Action Toolkit
- Reports and research

Coming Soon

- National Planning Toolkit to guide consultations

actforearlyyears.org

Instagram & LinkedIn **@actforearlyyears**

