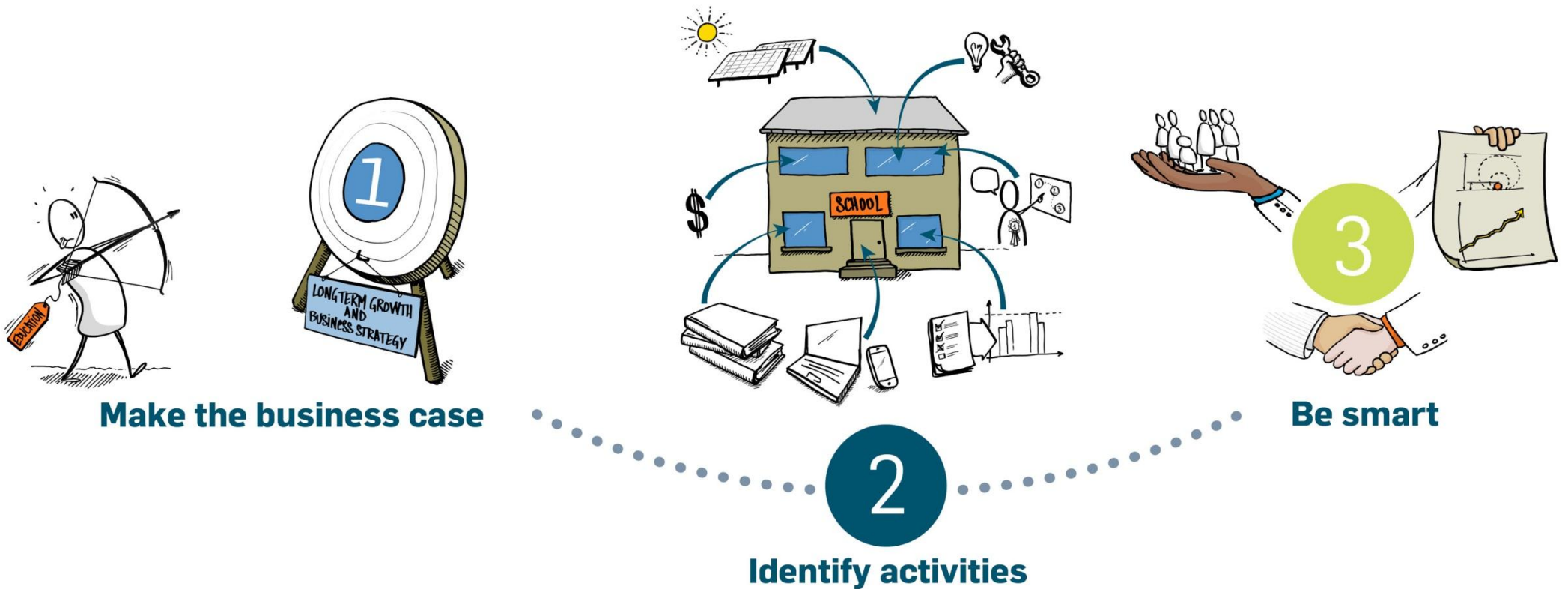


THREE STEPS TO ENGAGE

There are three components to effective business engagement in education. First is to determine a reason to engage in education that aligns with long-term growth and business strategy, while also focusing the company's core issue areas for social investment. Second is to identify activities that realize business benefits and resolve education challenges in line with local needs. Third, when designing activities, business should apply best practices in education rooted in international consensus and the experience of multi-sector partnerships. By following the three steps, companies can realize business benefits while advancing education goals.



THE SMARTEST INVESTMENT:

A FRAMEWORK FOR BUSINESS ENGAGEMENT IN EDUCATION

BE SMART

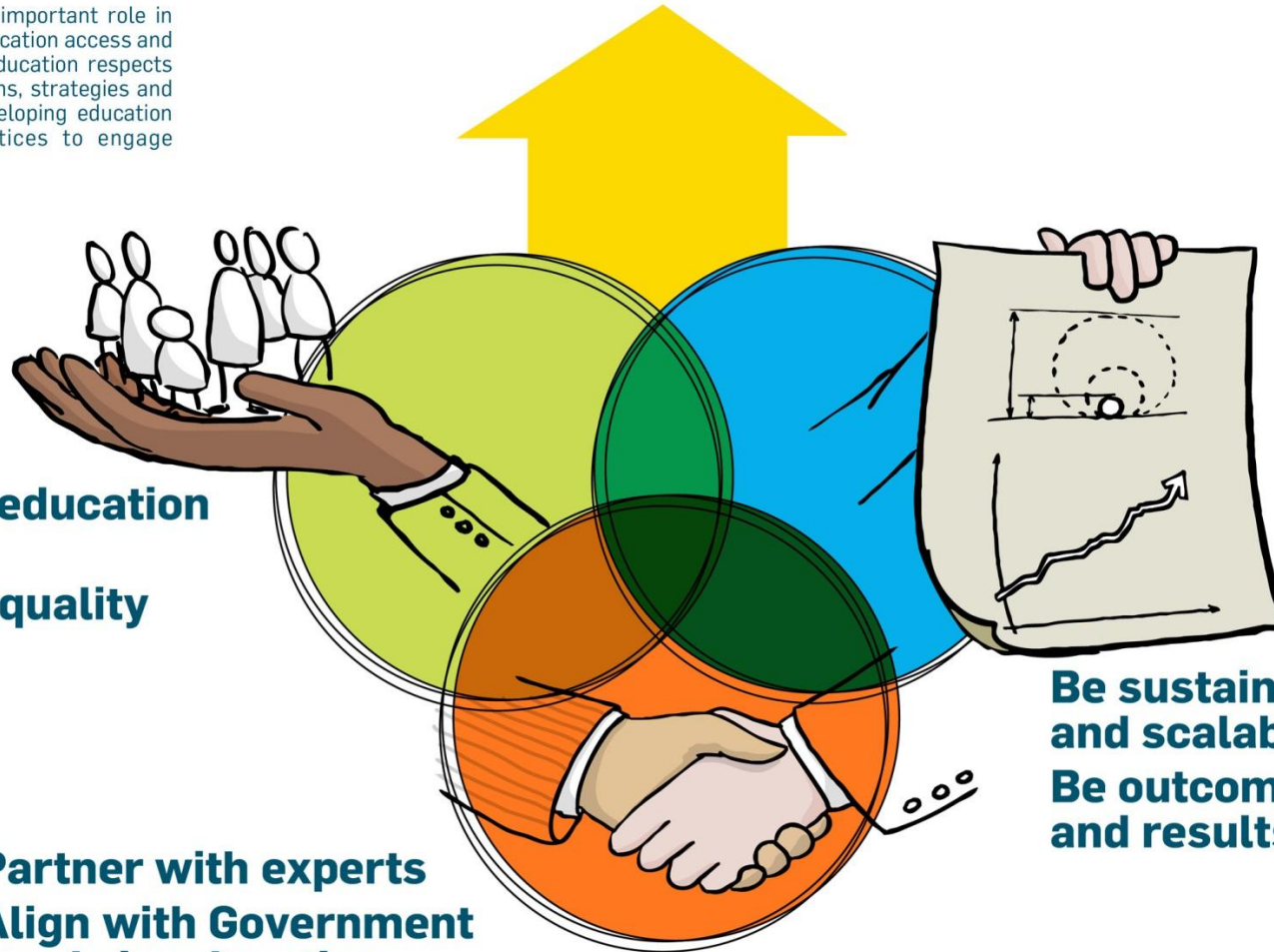
Education is a public good. Business can play an important role in developing the public sector's ability to improve education access and learning quality. Smart business engagement in education respects universal principles in human rights in its operations, strategies and policies. After making the business case and developing education activities, companies should apply best practices to engage responsibly in education.

Apply best practice

Respect and support education
as a human right
Promote equity and equality

Partner with experts
Align with Government
needs in education

Be sustainable
and scalable
Be outcome-oriented
and results-driven



THE SMARTEST INVESTMENT:

A FRAMEWORK FOR BUSINESS ENGAGEMENT IN EDUCATION

EDUCATION IS YOUR BUSINESS

Investing in education is not only smart for society, but smart for business. Education equips individuals with knowledge and skills critical to sustainable development and growth. Business has a vital stake in ensuring all children, youth and adults have the opportunity to reach their potential. There are many ways companies can support education while realizing business benefits.



Address operational risks

- Enhance community well-being
- Strengthen in-country relations
- Help maintain a license to operate

Enhance brand leadership and corporate reputation

- Foster consumer loyalty
- Reflect company values in meaningful ways
- Advance the global education agenda



Boost employee morale and retention

- Increase employee motivation
- Improve job satisfaction
- Support employee welfare

Foster innovation in education

- Innovate products and services
- Foster creative thinking
- Improve cost-effectiveness

Develop the capacity of future employees

- Develop relevant skills
- Create pathways to jobs
- Expand the talent pool