

## Appendix 3- Country Elevator Pitches

### Kenya Elevator Pitch

#### **Context – National Priority**

Kenya's top priority under the *Bottom-Up Economic Transformation Agenda (BETA)* and *Vision 2030* is to raise living standards through job creation, food security, affordable housing, universal healthcare, and human capital development — lifting every family toward shared prosperity.

#### **Connection – Why ECD Matters**

Early Childhood Development (ECD) is the foundation of Kenya's transformation. With half of our population under 18 and 16% below age eight, investing in ECD means investing in our nation's future. ECD drives productivity — building the strong minds and healthy bodies that power agriculture, enterprise, and innovation.

In the short term, it creates jobs for teachers, caregivers, and health workers; in the long term, it delivers an educated, innovative, and resilient workforce.

#### **Example / Evidence – What We Are Seeing**

Counties such as those in the Lake Region Economic Bloc (LREB) show what's possible. By integrating health, nutrition, and social protection, they have improved child nutrition and reduced stunting.

Yet, 53.5% of children still live in poverty, and malnutrition costs us 6.5% of GDP. Evidence shows every dollar invested in ECD yields up to twenty-three dollars in long-term economic return.

#### **Call to Action – The Vision**

Making ECD central to Kenya's development agenda will secure healthier citizens, stronger families, and a more productive workforce.

We call on the government to:

- Double investment in ECD, with clear national and county budget lines.
- Integrate ECD outcomes across all BETA pillars.
- Strengthen coordination between sectors and counties for maximum impact.

## Mozambique Elevator Pitch

### **Context – National Priority**

Mozambique's development agenda, outlined in the *Five-Year Government Program (PQG 2025–2029)* and the *Long-Term Vision 2025–2044*, prioritizes human capital development as the foundation for sustainable economic, social, technological, and environmental progress. Complementing this, the *National Action Plan for Children (PNAC III 2025–2034)* affirms that “Children Come First,” focusing on health, education, protection, and participation — ensuring that every child's rights and voice are central to national development.

### **Connection – Why ECD Matters**

Early Childhood Development (ECD) is the cornerstone of Mozambique's human capital strategy. Currently, 61% of children are not developmentally on track, and 41% live in multidimensional poverty — a challenge that directly threatens national productivity and growth.

By investing in ECD, Mozambique can reverse this trend, building a generation of skilled, healthy, and capable citizens who will drive inclusive and resilient socioeconomic progress.

### **Example / Evidence – What We Are Seeing**

Across provinces such as *Nampula*, *Gaza*, and *Cabo Delgado*, communities exposed to parenting education and preschool programs are already demonstrating impact: parents and caregivers show positive behavior change, and children are better prepared for school — evidence that early investments yield tangible results for families and systems alike.

### **Call to Action – The Vision**

To realize the promise of human capital development, Mozambique must make ECD a national priority through stronger coordination, policy leadership, and financing. We therefore call on the government to:

- Operationalize the ECD Multisectoral Coordination Group under the National Council for Children's Action to ensure accountability and coherence.
- Convene a National Council for Social Action meeting, led by the Prime Minister, to elevate ECD within the broader national agenda.
- Strengthen domestic and external resource mobilization and joint planning for ECD programs.
- Create the enabling conditions for a national ECD policy that unites all stakeholders behind a shared vision.

By making ECD central to Mozambique's human capital development agenda, the nation can secure a future where every child thrives — building the foundation for a healthier, more skilled, and more prosperous Mozambique.

## Tanzania Elevator Pitch

### Context – National Priority

Tanzania's long-term development agenda, *Tanzania Development Vision 2050 (TDV2050)*, identifies nine national priorities. Among them, *poverty reduction* and *human capital development* are central — aiming for a future where 90% of children are developmentally on track and able to contribute fully to national growth.

### Connection – Why ECD Matters

Early investment in children delivers the highest returns for society. Evidence shows that 90% of brain development occurs in the first five years of life — a critical window to build the foundation for learning, health, and productivity. Tanzania's Investment Case (2022–2050) demonstrates that every 1 Tanzanian Shilling invested in early childhood yields up to 37 Shillings in long-term economic return — a powerful case for prioritizing ECD within the national agenda.

### Example / Evidence – What We Are Seeing

Regions that have made deliberate investments in parenting and early childhood programs are already seeing the benefits.

In *Arusha (73%)*, *Njombe (65%)*, and *Zanzibar (60%)*, the proportion of children developmentally on track exceeds the national average — demonstrating the transformative impact of early investment and coordinated service delivery.

### Call to Action – The Vision

To realize TDV2050, Tanzania must invest early and strategically in its youngest citizens. We call on government to:

- Ensure early investment in children across all sectors.
- Deliver integrated services for children and parents and strengthen systems to track progress.

By prioritizing early childhood, Tanzania will nurture a generation of healthy, capable, and productive citizens — the human capital needed to drive sustained economic growth and achieve the aspirations of *Tanzania Development Vision 2050*.