OMEP is the oldest and largest global organization devoted to Early Childhood Education and Care (ECEC). With members in national committees in 73 countries, OMEP has a long and proud history of promoting the health, wellbeing, rights and early education of the world’s children from birth to age 8. OMEP members, individually and collectively, raise our voices for the rights of all young children to live in a sustainable world and achieve their full potential.

We argue that ECEC should always be a high priority in every political, social, and educational agenda. Therefore, we insist that ECEC be included in the United Nations’ Sustainable Development Goals (SDGs) for 2015 – 2030 in order to send a clear and concrete message to governments worldwide that they are responsible to and for young children today and into the future. Learning and sustainable human development begins at birth. Consequently, their education and care must start at birth to ensure the best start for every child in family, society and preschool contexts.

Rationale:

- The Universal Declaration of Human Rights and the UN Convention on Rights of the Child guarantee children the RIGHT to the circumstances and conditions to promote their health, general wellbeing, education, development of their full potential, and realization of their individual and collective rights.

- Scientific evidence from many fields – including neuroscience, education, cognitive and developmental psychology, and economics – clearly demonstrate the health, social, environment, cognitive, educational, and economic benefits of investing in Early Childhood Education and Care.

- Early Childhood Education and Care is the starting point and lays the foundations for all further education and for future societal development.

- In 2010/11 UNESCO recognized that Early Childhood is itself an entity as an educational system, with vital contributions to school and life success, and that Early Childhood Education and Care is crucial for achieving the Millennium Development Goals (MDGs).
The Organization for Economic Cooperation and Development (OECD) *Starting Strong* reports (2001, 2006, 2012) and other research and official documents also show that economic investments in ECEC are beneficial for the whole society.

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