

### Early Steps Program's Calendar of Event for April to July, 2015 Draft 1

Name of the event	Objective	Target Group	Partners	Expected outcome	Timing
PSFU/UMA Corporate Managers' Seminar on Early Childhood investments – Phase 1	<ul style="list-style-type: none"> <li>• To articulate the business case on early childhood investments and its benefits to companies and businesses</li> <li>• To explore entry points and options for CSR activities related to young children for companies</li> <li>• To expose the participants to best practices in family friendly policies and how to mainstream such policies in corporate strategy principles</li> </ul>	Human Resource, Public Relations, Marketing, Administration and Training Managers	PSFU Early Steps Program and UMA	<ul style="list-style-type: none"> <li>• Increased knowledge among corporate managers on the business case for early childhood investments</li> <li>• Improved skills by managers on child friendly CSR activities and integration of family friendly at work place</li> <li>• Improved perception/attitude about young children by corporate managers</li> </ul>	Wednesday 29 <sup>th</sup> April, 2015 8.00 a. m. - 1.00 p. m.  UMA Conference Hall Lugogo
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PSFU ECD Model Project	<ul style="list-style-type: none"> <li>• Build capacity of PSFU Team to understand ECD friendly policies at work place</li> <li>• To introduce PSFU Team to the ECD Model Project and how to roll out to the communities</li> </ul>	Board, Advisory Council, Members, Management and Staff	PSFU Early Steps Program	<ul style="list-style-type: none"> <li>• PSFU ECD Model Project in Place</li> </ul>	Friday 8 <sup>th</sup> May, 2015  9.00 a. m. to 4.00 p. m. Country Resort Beach Garuga in Entebbe
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CSR/CSI Mapping	<ul style="list-style-type: none"> <li>• To establish the current CSR/CSI activities being done by companies to support young children</li> </ul>	Signed up champions Businesses leaders and	UNICEF Private Sector Early steps	<ul style="list-style-type: none"> <li>• CSR/CSI survey report</li> <li>• List of potential</li> </ul>	April-July, 2015

	<ul style="list-style-type: none"> <li>To identify potential companies that can devote substantial resources in their CSR budget to ECD and collaborate with PSFU in the Early Steps Program</li> <li>To recommend strategic areas of engagement for the private sector in support of young children</li> </ul>	companies PSFU membership and key companies	Program Deloitte Consulting Firm	companies compiled <ul style="list-style-type: none"> <li>A set of recommendations defining the role of private sector in supporting young children</li> </ul>	
Name of the event	Objective	Target Group	Partners	Expected outcome	Timing
Corporate Parents Conference	<ul style="list-style-type: none"> <li>To draw the attention of participants to the dangers of 'modern' parenting</li> <li>Engage participants on responsive parenting practices such as work life balance, teaching children through play etc</li> <li>Engage participants on how to effectively communicate with young children and develop a relationship.</li> </ul>	Signed up champions Businesses leaders, top executives and key companies/partners PSFU membership and key companies	UNICEF to focus on ESARO ECD (Pablo)'s presentation  Mama Tendo Foundation  PSFU Early Steps Program	<ul style="list-style-type: none"> <li>Improved skills on managing child parent relationships</li> <li>Increased knowledge on best parenting practices</li> <li>Improved behavior change especially on work life balance</li> </ul>	Saturday  30 <sup>h</sup> May, 2015 9.00 a. m. to 1.00 p. m  Kampala Sheraton Hotel
PSFU/UMA Corporate Managers' Seminar on early childhood investments – Phase 2	<ul style="list-style-type: none"> <li>To articulate the business case on early childhood investments and its benefits to companies and businesses</li> <li>To explore entry points and options for CSR activities related to young children for companies</li> <li>To expose the participants to</li> </ul>	Human Resource, Public Relations, Marketing, Administration and Training Managers	PSFU Early Steps Program and UMA	<ul style="list-style-type: none"> <li>Increased knowledge among corporate managers on the business case for early childhood investments</li> <li>Improved skills by managers on child friendly CSR activities</li> </ul>	End of June, 2015  Definite date to be confirmed later  3-day Supervisory

	best practices in family friendly policies and how to mainstreaming such policies in corporate working principles			and integration of family friendly at work place  <ul style="list-style-type: none"> <li>Improved perception/attitude about young children by corporate managers</li> </ul>	Management Workshop
<b>Name of the event</b>	<b>Objective</b>	<b>Target Group</b>	<b>Partners</b>	<b>Expected outcome</b>	<b>Timing</b>
Short course for Business Leaders and Top Executives on Early Childhood investments	<ul style="list-style-type: none"> <li>To introduce the business case on early childhood investments to business executives and articulate its benefits to businesses and economy of Uganda</li> <li>To show case what business leaders are doing in other parts of the world in support of young children</li> <li>Interest business leaders to form the Uganda business leaders club to support young children</li> </ul>	Chairmen, MDs and CEOs of champions, PSFU membership, key companies and bodies and agencies	PSFU Early Steps Program and UMA	<ul style="list-style-type: none"> <li>Increased awareness and understanding of the importance of investing in young children to businesses</li> <li>Appreciation of what business leaders can do to support and advocate for young children</li> <li>Endorsement by business leaders to form the Uganda business leaders club for young children</li> </ul>	June and July 2015
<b>Name of the event</b>	<b>Objective</b>	<b>Target Group</b>	<b>Partners</b>	<b>Expected outcome</b>	<b>Timing</b>
On site follow up visits to ECD champions	<ul style="list-style-type: none"> <li>Re-enforce partnership and critically working out details of partnership engagements</li> <li>Elaborate engagements by translating commitment into actions</li> </ul>	Signed up Champions	PSFU/Early Steps Program	<ul style="list-style-type: none"> <li>Partnership engagements re-enforced</li> </ul>	March-July, 2015
<b>Name of the event</b>	<b>Objective</b>	<b>Target Group</b>	<b>Partners</b>	<b>Expected outcome</b>	<b>Timing</b>

Business Development Awards Event to recognize champions for young children	<ul style="list-style-type: none"> <li>Support the PSFU PSDA committee in organizing the event and scrutinizing nominations forms to qualify companies investing in the wellbeing of young children</li> </ul>	ECD signed up champions  Business leaders and companies	EADB, Nestle and Early Steps Program	<ul style="list-style-type: none"> <li>Recognize business champions who are investing in the wellbeing of young children in Uganda</li> </ul>	August, 2015 Celebrating PSFU at 20 years  Date to be communicated later
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UMA Health and Nutrition week 2015	<ul style="list-style-type: none"> <li>To show case the early steps program in national fora</li> </ul>			<ul style="list-style-type: none"> <li>Raise visibility and of the early steps and attract prospective champions</li> </ul>	Due on 2 <sup>nd</sup> - 4 <sup>th</sup> July, 2015
Publication of the Early Steps end of project magazine	<ul style="list-style-type: none"> <li>Document and publicize the success stories of the Early Steps Program and capture in verbatim - the comments of partners and business champions</li> </ul>	Beneficiaries of BvLF Early Steps Program in Apac, Kumi and Nakapiripit districts  Business Leaders and Companies	PSFU/Early Steps Program	<ul style="list-style-type: none"> <li>End of Early Steps Program Magazine</li> </ul>	May-July, 2015