

4. Case Studies: Case Study SDG 4 “Education”

SDG and Targets

SDG 4 aims to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.” The goal is underpinned by the targets listed in the table below.

Credit Suisse’s Approach

Education is the key to personal development, social mobility and a decent livelihood on an individual level. On a collective level, education is also an enabler of economic growth, social equality and public participation. On the basis of this understanding, in 2008 Credit Suisse launched the first phase of the Global Education Initiative

focusing on Millennium Development Goal 2 (access to and quality of education), targeting school-aged children in selected countries around the world. Between 2008 and 2014, the Initiative developed strong partnerships, with programs reaching over 100,000 students in over 400 schools in 38 countries. More than 15,000 teachers were trained in subjects ranging from science, technology, engineering, math and IT to child-friendly teaching methodologies.

Based on this success, in 2014 Credit Suisse launched a Signature Pro-

gram within the Initiative focusing on Financial Education for Girls. Strongly aligned with our core business, the Financial Education for Girls program directly addresses multiple targets of SDG 4 and SDG 5. Furthermore, we continue the partnerships with some of our long standing Global Education Initiative partners, i.e. Room to Read (addressing SDG 4.6 directly) and Teach for All whose global network of partners is strengthening the provision of quality education through the promotion of excellence in teaching.

Our Financial Education for Girls program aims to reach approximately 100,000 girls and young women with interventions to prepare them for the challenges in life. The program is being implemented by Plan International and Aflatoun who are working together in Brazil, China, India and Rwanda. Plan International’s life skills materials that encourage girls to remain in education are supplemented by Aflatoun’s financial education curriculum which focuses on understanding one’s rights and responsibilities, planning, saving and budgeting, and enterprise development. Children and young people are thus empowered to make a positive change in their lives and in their communities.

The Global Citizens Program, an integral part of the Global Education Initiative, increases the impact of our funding by enabling suitably qualified employees share their expertise with our local partners. Employees work with our partners in-country on projects, focusing on various organi-

zational development issues while at the same time strengthening their own professional skills and competencies.

Leveraging our expertise in both education and finance, in 2014 and 2015 Credit Suisse launched two successive Higher Education Notes in partnership with Prodigy Finance. This financial product provides a mechanism for hundreds of students who otherwise would not have such opportunities to access quality higher education. The Notes aggregate a diversified portfolio of bonds with hundreds of student loans as underlyings. The students receiving the funds are mainly from the developing world (around 70 %) and two-thirds of them go back to their homeland after completing their master’s qualification, thereby transferring know-how and narrowing skills



gaps present in emerging markets. As investors, clients achieve both a financial return and also social impact.

Impact

Credit Suisse’s integrated approach ensures that we maximize impact across a range of areas. We complement our grant-giving support with an innovative skills-based volunteering program in which our employees

share their expertise with our partners; this provides our employees with an exceptional opportunity to practice leadership and management skills in a challenging context as well as leveraging the bank’s core competencies as a financial institution to develop innovative finance products.

Further information:
credit-suisse.com/responsibility/education

SDG	Targets
4.1	By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.
4.2	By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.
4.3	By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.
4.4	By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.
4.5	By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.
4.6	By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.
4.7	By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.

Contribution to SDG 4	Global Education Initiative	Higher Education Notes
Objective	<ul style="list-style-type: none"> Improving quality of educational opportunities for school-aged children Financial empowerment for girls 	<ul style="list-style-type: none"> Financing quality higher education for high-potential students with no alternative funding option
Impact	<ul style="list-style-type: none"> Between 2008 and 2014, over 100,000 students benefited from improved access to education and/or improved quality of education More than 15,000 teachers trained in science, technology, engineering, math and IT, and in methodology and content to deliver financial education knowledge and life skills About 500 schools in 38 countries have benefited from this support After 2014, 100,000 girls and young women will be empowered through financial education and life skills By the end of 2015, 157 Credit Suisse employees will have supported selected education partners on site in various project assignments, while 4 “virtual volunteers” will have supported our partners through virtual projects 	<ul style="list-style-type: none"> Investment volume of USD 25 million (2014) and USD 50 million (2015) Of students benefitting from support, 70 % come from developing countries, and 66 % return to their home country after graduation Transfer of know-how and narrowing of existing skills gaps in emerging markets Investors achieve both a financial and a social return