



Nesting

Help parents to create a safe and healthy environment for their newborns

Overall Goal: Improvement of children's health by

- Reducing indoor air pollution (chemicals, tobacco smoke, mould)
- reducing accidents
- Awareness raising in the field of healthy living

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Zur Anzeige wird der QuickTime™ Dekompressor „IFX (LZW)“ benötigt.

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Targetgroup

- Expectant parents (first child)
- Multipliers:
 - Midwives
 - doctors,
 - managers of pregnancy courses

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Germany	Great Britain	Netherlands	Greece	France	Hungary

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Thank you!

WECF
Women in Europe for a Common Future

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Why?

Environmental reasons:

- Stay indoor during 90% of the day
- Indoor air pollution often higher than outdoor

Psychological reasons:

- in periods of transition awareness raising and changing of consumer pattern most likely
- Young parents are most interested, what products contain (regard to IKEA-hotline, consumer protection organisations)
- Starting from the perspective of the parents

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Why

Health reasons:

- 200 hazardous chemicals in cord-blood of newborns (Harvard University)
- Allergy risk is rising when renovation in the first 6 months (Leipzig, LARS-study)

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Why WECF?

Zur Anzeige wird der QuickTime™
Dateikomponente (115K) benötigt.

- Win-win situation
(selling the good news, tips and advices
– helping instead of scaring)
- Combining safety and health
- New network:
 - Distribute the information through
multipliers like midwives, doctors,
managers of pregnancy courses
- Huge interest in many countries

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