

How we created a
magical world for
children – without any
magic at all.



The globegarden Story

With over 65 childcare centers, globegarden is Switzerland's leading childcare provider. Our childcare centers do much more than just look after children. They're vibrant places to learn and play where curious children can grow together, learn together and discover the world. For years, countless families have placed their trust in them. Thousands of children look forward to attending every single day.

The story of globegarden began over a decade ago with a study whose results shocked the company's three founders to the core.

A research study by Swiss economist Monika Bütler was published in 2006. Aspects of the study dealt with balancing career and family life.

The sobering conclusion: "work doesn't pay off – a second child, even less."¹ A lack of affordable childcare options would make life harder for families to balance work and family life.

Christina Mair, Kristina Rebsamen and Caroline Staehelin were already aware of this

challenge from their circle of friends.

Finding quality, affordable childcare seemed almost impossible, according to the families they knew. At that time, the three women hadn't started their own families, but were deeply concerned about how the situation might be for them as mothers. They began researching, visiting daycare centers and talking to friends and family.

Until finally they came up with the idea: if there are no nurseries that offer what we want for our children, we'll set up our own!



¹If you'd like to find out more about Prof. Monika Bütler's study, you can read it here:
<https://bit.ly/3Rfj3UQ>



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globegarden
in love with families

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families



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globegarden

globegarden in love

The Beginning of globegarden

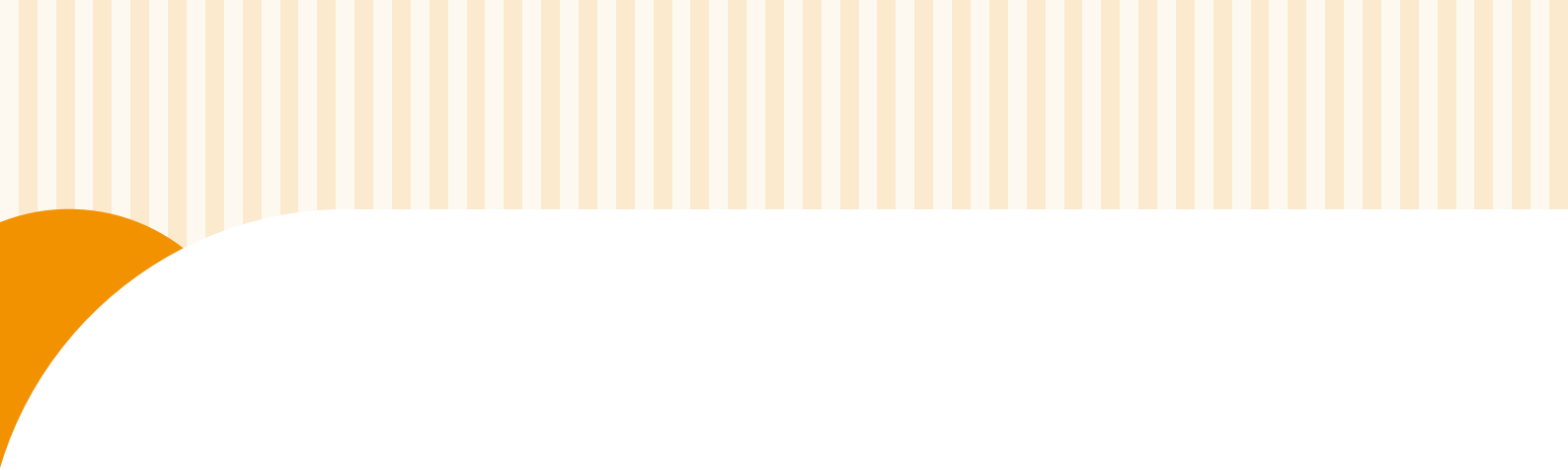
Values and vision are key to globegarden. This hasn't changed since it was established.

Family, trust and friendship have been fundamental to the globegarden philosophy from the very beginning to the present day.

The founders knew each other very well before they set up the business together: Christina and Caroline are sisters, and Kristina is a long-time friend of both. While at first only the three of them worked to create

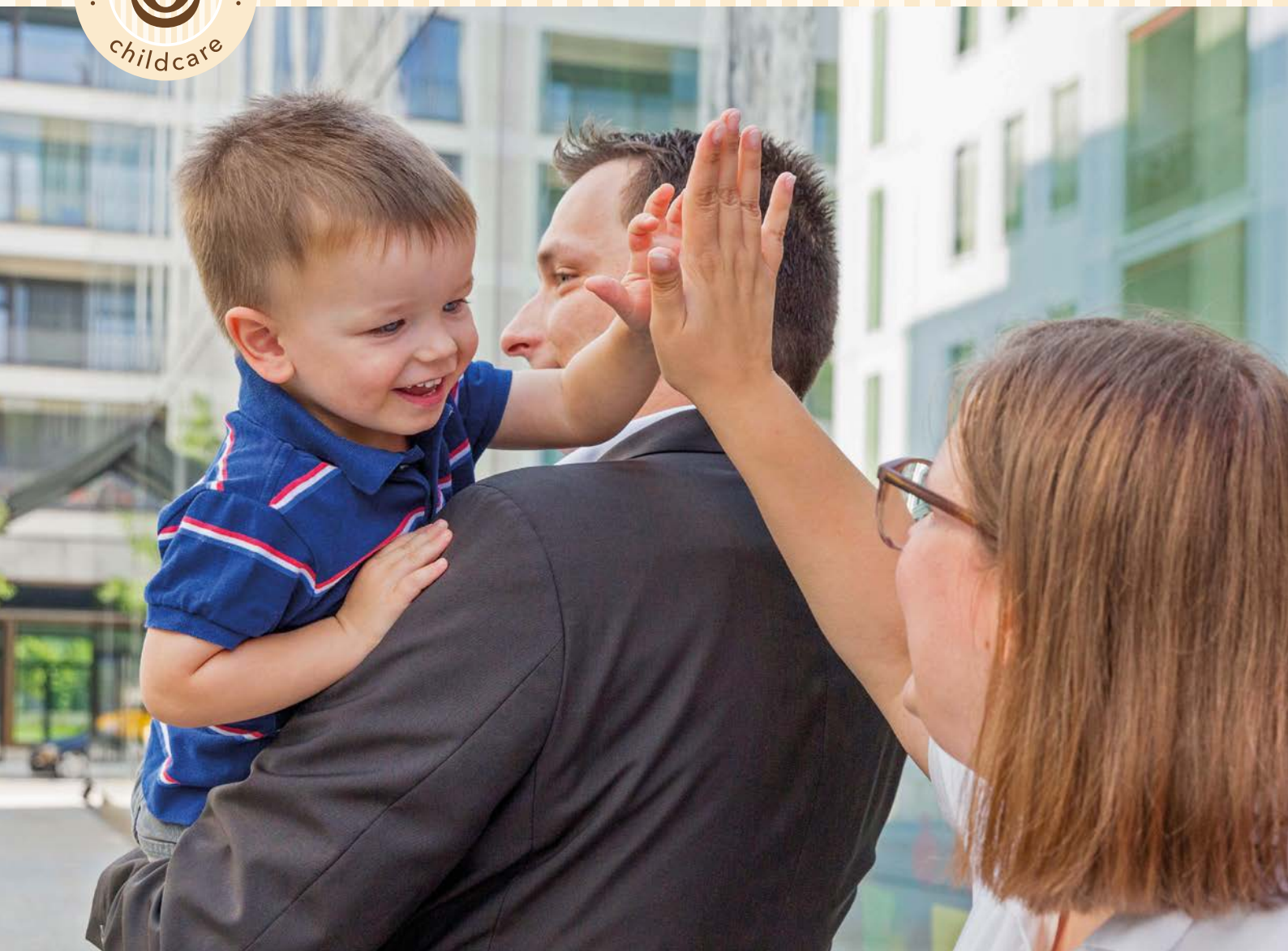
their vision, as of 2023, the globegarden family now has almost 1'000 members and counting. Appreciation and recognition shape how we communicate and how we grow together at globegarden.

The first globegarden opened in 2009 on Zurich's Paradeplatz. Before the childcare center opened, it had a true start-up spirit: the logo was designed on a napkin over a glass of wine in an Italian restaurant, and the paperwork was taken care of at Christina Mair's living room table.



The founders established what mattered to them and the role they wanted globegarden to play in the lives of parents and children alike.

“A good daycare center is based on what’s good for the family – not the other way around. We make children ready for school and fit for the future. We make life a little easier for their parents by helping them balance family life and career. Through early childhood support, we provide children with the necessary skills for education, integration and participation. It’s about much more than just care at globegarden. After all, a child who finds a good place in a daycare center will find it easier to find their place in life later on.”



Together, they defined the basic values that shaped the globegarden approach:

SHARE every moment

Great Place to Work

Globegarden is much more than just a workplace. Team members work together every day to bring the globegarden concept to life, creating a wonderful day that kids will be excited to talk about when they get home. Appreciation, recognition and respect are part of our everyday practice and create an open working environment. The founders put all their passion and enthusiasm into the company: they empower employees to actively get involved, develop their own ideas and continually learn new things. Outstanding working conditions, including for new parents, are all part of this approach.

TEACH the future

Quality and early learning centers

What is an early learning center, after all? Globegarden has the answer: learning through play and discovering the world! Six learning areas teach children everything they need for a good start in life. For instance, the “Math Rocks” learning area helps introduce kids to the world of numbers in a way that’s clear and easy to understand. This means math can be more fun later in kids’ school careers, as anxieties about engaging with numbers are cleared up from the beginning. This basic principle of giving children everything they’ll need to help them later on has shaped the entire globegarden Early Years Curriculum.

ACT

reliably and responsibly

Sustainability and social responsibility

How do I sort waste? How can I help my plants grow? What kind of world do I want to grow up in? Together with the globegarden teaching team, children at globegarden answer all these questions and more on their environment and the role they must play in looking after it. Visits to farmyards and senior care homes, caring for their own flowers or taking a trip to recycle glass: exciting activities for kids that help pass on important values on how we live together. Globegarden helps them explore the world and treat it with care.

RESPECT

every family

Career and family life

Finding a work-life balance was the fundamental principle behind the creation of globegarden. And of course, this remains a fundamental aspect of globegarden's DNA to this day. That goes for the team as well as the parents who no longer need to worry about their children's care thanks to globegarden.

All these values were put into practice for the very first time on Monday, August 17, 2009, at globegarden Talacker, where the first globegarden families were welcomed.

A special touch: the three founders worked with groups alongside their teachers as "interns".

They were taught by their own employees, who passed on their expertise. Understanding day-to-day life in a daycare center from the perspective of the people who work there was crucial to our founders.

The experience allows them to run the business in a way that brings all perspectives on board. At globegarden, there are no decisions made only at desks. To this day, the founders visit facilities frequently and listen to employees' experiences. globegarden is a learning organization that invites everyone to help shape future of early education.





A vision becomes reality

Christina Mair's living-room table quickly became too small for all the jobs that crossed her desk. globegarden had struck a chord. What started out as a "tiny" operation became a "pretty big deal" over the years.

While the founders started out with a dream of running three childcare centers, by 2015, they already had 22 centers across Switzerland. Demand rose constantly and many parents got in touch, excited about the concept. The amount of paperwork began to pile up, too, which the founders didn't want to leave to the nurseries. They wanted their teams at the centers to have the chance to focus on the kids as much as possible. Accordingly, such tasks were soon grouped together in the administration department

in Zurich. Today, this is staffed by an interdisciplinary team who relieve the burden on childcare center employees, act as a point of contact for families and organizations and continue developing the early learning concept.

Instead of three nurseries, there are now 60 globegarden facilities across Switzerland. With plenty of passion, drive and commitment, the founders have achieved something very special and reinvented the concept of childcare in Switzerland. All three are now mothers themselves. Would they do things differently? No way! With globegarden, they've created the very place they always wanted for their children.

globegarden – Ready for the Future

Globegarden has reinvented childcare. What started out as an idea now helps many parents balance work and family. The founders have continued to develop their innovative concept over the years. Today, globegarden is a place where every child can flourish.

Not every child wants to study rocket science one day. But shouldn't every child at least have the chance?

That's what our founders believe.

The most important ingredient is a good start in life. At globegarden, kids can experiment and explore the world, make their first friendships and learn to approach people and cultures without judgment in inclusive and diverse environment. Playing freely, frolicking, climbing and swinging in the park or in the daycare center's own garden are just as much a part of everyday life as doing gymnastics together or turning into a cobra in children's yoga. For globegarden's founders, it was always about much more than just care.





The globegarden family is ready for the future,
every single day: the best is ahead of us, not
behind us.

Today, the globegarden nurseries are as vibrant as the world around us. Cultural diversity is at the heart of globegarden's approach. At globegarden, kids, parents and staff members come into contact with new languages and cultures in a fun and playful way. This opens their hearts - and their horizons.

Today, countless pioneers, visionaries, explorers and change-makers work at globegarden. Globegarden has been reinventing the world of daycare every day for nearly 15 years. Our team describes globegarden as open, vibrant and innovative. That's what it takes to create a magical place for kids - without any magic at all. The globegarden family is ready for the future, every single day: The best is ahead of us, behind us.

globegarden

Solutions for families

ISO 9001-certified systemic quality management and
awarded Great Place to Work® and Best Large Work-
place™ Switzerland



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