

# Parents Show High Satisfaction with Globegarden Childcare Services



**Zurich, November 30, 2023 - Globegarden, a leading provider of childcare in Switzerland, is pleased with the excellent results of a recent parent survey. An impressive 95% of the surveyed parents indicated they would unreservedly recommend Globegarden. The survey involved about 2,000 parents.**

The parents particularly praised the educational teams' expertise, the quality of nutrition, the freshness of meals prepared on-site, the early childhood education plan, general educational offerings, as well as the location and facilities of the daycare centers.

Specifically, 98% of the approximately 2,000 parents applauded the dedicated and competent educational teams and their educational work. Over 95% were impressed by the individual attention given to their children's needs. 97% of parents commended the positive atmosphere in the daycare, and 92% appreciated the healthy and fresh food. Additionally, more than 94% of parents were very satisfied with the quality of communication and exchange. High scores were also given for the educational concept, with a 5.3, and for warmth, friendliness, and family orientation, with scores of 5.6 and 5.5 respectively.

The survey demonstrates that parents are extremely satisfied not only with the educational and infrastructural aspects of Globegarden but especially with the dedicated work of the teams, educators, caregivers, and administrative staff across various specialties and in family services.

Globegarden attributes the exceptionally high satisfaction with the educational expertise of the teams to the establishment of the Early Childhood Education Academy two years ago. The Academy offers training campaigns on early education in daycare centers. In 2022 and 2023, a comprehensive training campaign was conducted, during which each professional underwent a two-day certificate training. The results of the certificate training were deepened across the entire team and at all levels during the two annual team training days. Globegarden plans to further expand the Early Childhood Education Academy in the coming years, aiming to offer its staff professional development opportunities in early childhood education, enhance the profession's standing, and overall improve the quality of early childhood care and education.

Globegarden has actively engaged in recent years in measures to involve parents in the daily care routine, which has proven to be extremely positive. This includes transparent communication tools such as daily reports, special parent corners within the facilities, and regular educational talks, offering parents valuable insights into their children's daily routine. This active involvement fosters a stronger bond between parents and daycare centers.

Based on the study by the Bertelsmann Foundation titled "Daycare Quality from the Perspective of Parents," published in spring 2021, Globe-



garden further expanded the insights of actively involving parents in the daily care routine. Silke Bührmann, Director of Education and Pedagogy and a member of the executive board at Globegarden, emphasizes the importance of continuous exchange and communication. In addition to established practices like daily reports, development portfolios, and parent talks, monthly newsletters with photos or videos from the facilities are provided to support the principle of "making pedagogy visible." Additionally, Globegarden offers family counseling services and special parent corners to promote mutual exchange. Regular events provide interested parents the opportunity to discuss educational topics. The Globegarden family portal also offers informative blog posts on parenting at home and in daycare centers.

A key factor in Globegarden's success is incorporating the experiences and wishes of working mothers into the pedagogical concepts. Galla Stambuk, Head of Family Services at Globegarden, highlights the significance of this approach. She notes that 95% of Globegarden's employees are women, many of them working mothers. These professionals from administration and daycare centers bring their own experiences as mothers and caregivers to the development of pedagogical concepts and initiatives in the daycare centers, which is considered an integral part of the company's success.

Globegarden will celebrate these results with its employees at the joint Christmas party. At this event, the Globegarden Awards will also be presented. Over a month, parents, partners, colleagues, and others have had the opportunity to nominate Globegarden employees who have made a difference in their lives. Over 2,000 personally reasoned nominations have been received by the Globegarden HR department, which will be processed and evaluated, and the award winners for the year 2023 will be selected by a committee. The Globegarden Awards have been part of Globegarden's culture of appreciation for over 10 years and highlight individual commitment

to children, quality, pedagogy, and parents. The Facility of the Year and other team awards will also be presented on this occasion.

Globegarden's commitment to the appreciation and development of educational teams, clear commitment to early education, active parent involvement, and transparent communication have led to exceptionally positive feedback from families. These results confirm the company's commitment to innovative, family- and child-centered childcare.

### **About Globegarden**

Globegarden is a leading provider of childcare services in Switzerland, committed to promoting early childhood education and improving the work-life balance for years. The company has a long history in childcare and education in Switzerland and takes pride in its contribution to the community and Swiss society.