



Our pedagogical approach

In good hands with us

Your child

In our kids & co daycare centres, your child is at the centre of our concerns. We establish relationships, create a secure atmosphere, and offer a stimulating development environment.

It is important for us to accompany children individually based on their needs and to prepare them for the future. In addition to a strong relationship, children need clear structures throughout the day that provide them with security and safety through recurring key situations.

Children need to interact with other children and adults to get to know themselves and develop their identity. Our daily life in kids & co daycare centres offers a wide field of social learning. We help children resolve conflicts, make friends, empathize with others, express their needs and wishes, perceive and respect others' moods. In this way, we help children successfully integrate into our society.



«Children are competent, active and eager to learn from birth»

UNESCO Commission

Our concept

The educational concept of kids & co is the starting point for our professional actions. We describe our fundamental attitudes and the implementation of pedagogical quality that we aim for based on the orientation framework for early childhood education in Switzerland.

For employees, the educational concept serves as guidance and a model. Their daily pedagogical actions are based on the principles outlined in the concept. For parents, educational and training partners, it serves as information about the pedagogical principles according to which we act in our daycare centres.

Creating conditions in which children can actively appropriate the world with a lot of self-determination is an important condition for successful learning development. We encourage social, emotional, cognitive, and motor development by addressing children with interesting new content and helping them connect it with their previous experiences. For us, learning means experiencing things for oneself and with all senses.

Including children appropriately for their age and stage of development in decision-making processes in their daily lives prepares them to make decisions about their own lives in the future, as well as regarding community life. Promoting autonomous and sociable personalities is our goal, which we want to achieve in collaboration with parents.

A trusting collaboration between parents and employees helps children feel well-received and secure. The experience of a relationship based on respect and interest between the family home and the daycare centre is an important experience for children and also serves as a model for their own social interactions. We actively encourage parents to share their experiences, knowledge, and impressions openly and confidently with us.

Our values

Our four values are important for our daily actions. They form the basis of our successful collaboration with all our partners.



Professionalism

The guarantee and development of quality are achieved through various quality management measures.



Trust

The common goal of providing the best possible care and education to children is achieved through mutual trust and appreciation.



Health

Strengthening individual responsibility, personal effectiveness, conflict resolution skills, and self-confidence has a very positive impact on your child's well-being.



Sustainability

In our kids & co daycare centres, we maintain a respectful relationship with nature and the environment and place importance on sustainability, even in the choice of play materials and everyday objects.



profawo - Your partner for balancing family and work

profawo is the management organization for kids & co daycare centres and is a non-profit association. The „co“ in kids & co represents our member companies and thus among others our daycare centres parents and children.

We manage more than 20 daycare centres in the regions of Bern, Zurich, Zug, Aargau, Lucerne, and Vaud and collaborate with around 30 partner daycare centres throughout Switzerland.

To learn more about our locations, please visit:



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