

## Happy Child nursery school – Milan – Italy – [www.happy-child.it](http://www.happy-child.it)

### **Challenge:**

1. to introduce a new concept of nursing with the positive and timely education
2. to help working mothers by opening new nursery schools
3. to open new nursery schools in the companies location
4. to give a small income and a job to mothers to take care of small children in their Home

### **Strategy and Action:**

- Obtain visibility and credibility for the lady founder through literature, brochures, documents on the activity developed with the small children.
- Training events for nursery school leaders.
- Training events for mothers
- Editing and publishing of a policy manual.
- B2B activity with companies.
- Media relations.
- Concerts and evenings events for pregnant women.

**Results:** in three years 12 companies have made their own in-house nursery schools, 67 direct or franchisee nursery schools have been opened in various cities and 33 family nursery schools are being launched.