



Smartphone-freie
Kindheit Schweiz



Smart Kids, not Smartphones!



Our Mission

Childhood is too short and precious to be spent looking at a smartphone.
Children shouldn't get their own smartphone just because "everyone else has one".
Together we stand for responsible decisions.

No own smartphone before age 14 / 8th grade.

1

Connect

We connect parents and encourage the exchange of experiences around conscious smartphone use – without lecturing.

Unite

2

On our platform, parents unite regionally. Together we can stand up to peer pressure.

Negotiate

3

We promote dialogue about smartphone use among children. Parents, schools, politicians and tech companies share responsibility for current and future generations.

How You Can Get Involved



Talk to your children and your community about your decision – and why your children don't (yet) have their own smartphone.



More and more parents are postponing the introduction of their children's first personal smartphone. Collective action helps to protect against exclusion.



Find like-minded individuals in our WhatsApp group and on LinkedIn.



Subscribe to our Newsletter for relevant updates on the topic.



Join the movement – for a smartphone-free childhood in Switzerland!

Take a stand against digital peer pressure and become part of a growing community that empowers each other and raises awareness in their surroundings.