



Smartphone-freie
Kindheit Schweiz



Smart Kids, not Smartphones!

www.smartphonefreiekindheit.ch

Our Mission

Childhood is too short and precious to be spent looking at a smartphone. Peer pressure should not be a reason to give children their own smartphone. Together we stand for responsible and age-appropriate decisions.

Personal smartphone earliest at age 14, personal social media accounts earliest at age 16.

1 Connect

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

2 Unite

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

3 Discuss

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.



Sign the Parent Pact and join other parents who are choosing to wait before giving their child a personal smartphone. When we act together, our children don't have to worry about feeling left out.



Find like-minded people by signing the Parent Pact, in our WhatsApp community and on our LinkedIn page.



Subscribe to our newsletter and receive information about the association 4-6 times a year.



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.