

About KIDS

Key Internationalisation Activities for the European Children's Sector (KIDS) is a 36-month project funded by the European Commission under the COSME programme.

It is led by four European clusters representing different approaches to the children and family' industry in the EU.

In line with the Clusters Go International Programme spirit, the KIDS partnership delivers a proposal of transnational added value across several business sectors, most of them key growth drivers for the EU economy.

For the first time, SMEs in the children & family markets, digital technologies & circular economy sectors will find in this project a safe place to expand cross-sectorial cooperation, explore new value chains, and strengthen their management capabilities to engage in internationalisation processes beyond EU's borders.



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KIDS Project Consortium is formed by:

KID'S CLUSTER, Associació Clúster de Productes Infantils de Catalunya (Spain)
<https://www.kids-cluster.com>

CEIV, Clúster de Empresas Innovadoras del Valle del Juguete (Spain)
<https://www.clustervalle.es>

Nova CHILD, Cluster Enfant (France)
<https://www.novachild.eu>

LDC, Lifestyle and Design Cluster (Denmark)
<https://ldcluster.com/en/home/>



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KEY INTERNATIONALISATION
ACTIVITIES FOR THE EUROPEAN
CHILDREN'S SECTOR



The industry of our future: The children and family market.

What we call “**children’s sector**” includes all the companies and organisations which produce and commercialize products and services for children from 0 to 12 years old.

Our sector covers all the needs of the kids, their parents and their immediate environment, including basic products and services such as housing and fashion, education and learning, health and wellness, and leisure and entertainment. In other words, all these products and services support children in their holistic, healthy and balanced growth.

Your internationalisation, our goal.

The project’s main objective is to foster the internationalisation of the EU children’s industry outside the EU markets, and to unlock and exploit the most promising international business opportunities for the children & family markets. To achieve this objective, we have set three specific goals:

1. To set up a European Children’s Cluster based on the needs, strengths and complementarities of the children & family markets and reinforced by the development of new value chains resulting from the interaction with digitalisation, circularity and gender perspective principles.
2. To agree on a joint internationalisation strategy aiming at 3 target markets and leveraging the strengths of the companies involved.
3. To test and evaluate the internationalisation strategy in the target markets, rolling out the most robust clusters’ support tools and promoting the participation and engagement of its SMEs in the new markets.

The values at the heart of KIDS.

KIDS understands business and companies as key drivers for societal changes. In this regard and following a ‘shared value’ sustainability approach, KIDS will seek synergies leveraging three principles to contribute towards the common goal that companies must increase profits and enhance competitiveness while solving societal and environmental problems:



Circularity: companies can increase profits and enhance competitiveness by solving societal problems.



Digitalisation: today, the most successful companies have reliable technological partners that help them to improve their products or services.



Gender perspective: when speaking about a holistic industry devoted to children needs, closing the gender gap is essential, as product manufacturers and services providers have a huge responsibility to help combat prejudice, stereotypes or to promote women empowerment.

What’s in it for your company.

More than 400 kids and family-oriented companies will benefit from this project. Join us and expand your knowledge on new international markets, get to know “the now generation”, discover kids, teens and family macro trends, boost your management capacities to lead internationalisation strategies, and expand your cross-sectorial connections with other companies and institutions.

Join us if you...

- Are interested in connecting with the new generation of parents and children.
- Are eager to discover macro trends in the children’s sector.
- Would like to detect new and exciting target markets.
- Are interested in discovering how circularity impacts your business.
- Want to find out how more sustainable business models can increase the engagement with your stakeholders.
- Are keen to understand the benefits and potential of implementing digitalisation strategies in your company.

Some of the services KIDS offers include:

Training.
Transnational workshops.
International missions.
Softlanding services.
International support network.