



Nova CHILD, a cross-European network uniting companies, research and training with an innovative approach for the well-being of Children !

Based in the region of « Pays de la Loire », in France, the cluster Nova CHILD drives a network including companies, research, and training institutes, with an innovative approach for the well-being of children, 0 to 12 years old.

Nova CHILD gathers and coordinates a network of professionals from child market: child care, furniture / decor, fashion (clothing - shoes) toys, food, hygiene services ... but also schools, research centers and training, technical centers ... who provide their skills and their expertise: marketing, human and social sciences (psychology ...), design, technical (materials, electronics, IT, ...), medical, etc.

CHILD Nova strives to put the end user at the heart of the business and thus mobilized these skills to make this network a true transverse center of expertise dedicated to the child.

The mission of Nova CHILD is to contribute to the regional economic development and businesses by promoting collaborative approaches and partnerships to innovate for the well-being of the child.



Nova CHILD follows the innovation process by targeting three strategic axes:

- Well-being, health, hygiene and nutrition ;
- Safety and cosiness for equipment ;
- Services : childhood, leisure, ...

Thereby, Nova CHILD offers three services to bring answers for all organization acting around innovation for the well-being of children:



OBSERVATORY

Identify and decipher innovative trends in the child universe !

Nova CHILD center of expertise, the Observatory helps members **better understand their targets**, by sharing and creating knowledge on the changing needs and expectations of the family. To achieve this, it monitors daily the child market internationally to detect and decipher the innovative trends in the world of the child. It also connects businesses with experts (researchers and industry) in order to exchange point of views and experiences.



LIVING LAB

Allows the access to the user (children, parents, grandparents, family, ...) !

For tomorrow, the children grow better, Nova CHILD offers an innovative tool that puts children and families at the heart of innovation approaches. By a set of innovative listening solutions and custom made marketing studies, adapted to their specific needs, the members: big companies, SMEs and entrepreneurs, benefit analysis of public opinion, market expectations, changes in lifestyles ... as well as advices to manage and to optimize their innovation projects.

INNOVATION



Support in project's innovation process !

The R&D intervention of Nova CHILD aims to develop and structure of **technological innovation projects** but also, **projects of innovation of uses and services**, for the well-being of the child and his family.

Nova CHILD provides **a real support** for companies in their development and implementation of their innovative projects, facilitating appropriate approaches to their needs: structuring the project, identification and links with scientific actors, industrial, or financial engineering project.

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Nova CHILD is the first cluster of Pays de la Loire to claim that label bronze. A distinction that allows him to confirm his international expertise on knowledge of the child and reach beyond the borders of the territory Pays de la Loire.

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