





Why?

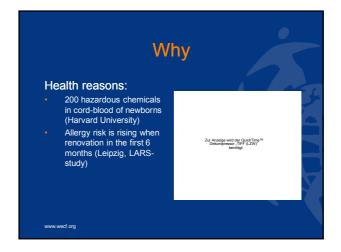
Environmental reasons:

Stay indoor during 90% of the Indoor air pollution often high Psychological reasons:

in periods of transition awareness raising and changing of consumer pattern most likely

Young parents are most interested, what products contain (regard to IKEA-hotline, consumer protection organisations)

Starting from the perspective of the parents



Why WECF? Win-win situation (selling the good news, tipps and advices – helping instead of scaring) Combining safety and health New network: Distribute the information through multiplicators like midwifes, doctors, managers of pregnancy courses Huge interest in many countries