

For family-friendly organisations, attractions and accommodation

# TÜV NORD CERT – Certification “OK for Kids” Child-friendliness tested

The German children's and youth services act, (§ 1 SGB VIII/KJHG ), states that positive living conditions and a family- and child-friendly environment should be created for young people and families. This is a major responsibility and a vital challenge for the whole of society. Families, nurseries, schools, the professions, companies, towns and cities, local authorities and operators of leisure facilities – all are involved in the development and support of children and young people. Many different activities and attractions are on offer – but which are really child- and family-friendly?

**Child-friendliness under scrutiny**  
In co-operation with the German Association for the Protection of Children, TÜV NORD CERT has developed inspection criteria for child-friendliness in hotels, holiday accommodation and leisure parks, while further criteria for other family-friendly facilities and companies are under preparation. For the first time in Germany, an independent seal of quality – “OK for kids” – is being offered in connection with

child-friendly services. Where you see the seal, you will find real child-friendliness. At the same time, child-friendliness should also be established within organisations as an image-enhancing success factor.

#### Clear signals – not only promises

A great deal of advertising and information from the leisure, hotel and restaurant sector includes the claim “child- and family-friendly” – a claim which at present is neither protected nor checked for accuracy. Those wishing to place this claim on a firm foundation should apply for the “OK for Kids” seal of quality.



### Child-friendliness – worthwhile in every sense

Our objective is to signpost quality within the market and to offer your organisation a special commendation to make you stand out from the crowd. You can apply for the “OK for Kids” seal of quality and make an important contribution to child-friendliness in Europe. Your target group (parents, children and those with responsibility for children and young people) receive an impartial indication of quality when selecting products and services. This can support the purchasing or booking process in a way that is positive for all concerned, helping to create trust and transparency within the marketplace. Raise your profile and enhance your image. Apply for certification.

### Many benefits for your organisation

Employees will be more highly motivated and enjoy greater satisfaction in their work, as they like to identify with an organisation that respects and supports positive social values. During the certification process you will also receive suggestions for improvements, and the particular emphasis that is placed on safety will considerably reduce the risk of accidents – which can also lead to reduced costs as a result of possible liability claims.

### Make a statement with your marketing

After successful completion of the certification procedure, we will issue the “OK for Kids” seal of quality to your organisation. This is a superbly effective marketing instrument for your brochures, posters, internet presence and trade fair presentations. Stand out from the crowd and demonstrate what makes you special with our “OK for Kids” seal of quality, and your customers will appreciate that you keep your promises – with services that truly are child- and family-friendly.

### Are you interested?

Please send us your response by fax.

We are looking forward to hearing from you.

Sender (Please use block capitals)

Company .....

Mrs./Mr. ....

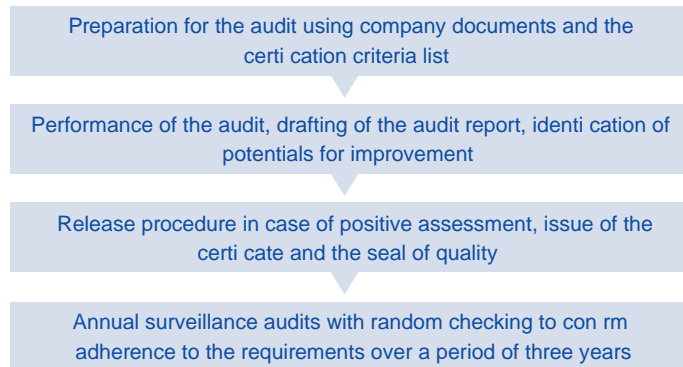
Position .....

Street, No. ....

### Our know-how for your success

TÜV NORD CERT is a well-established and reliable partner for inspection and certification services. Our experts and auditors have extensive knowledge based on experience and are generally permanently employed by TÜV NORD. This guarantees independence and neutrality, and also means we can offer continuity in supporting our clients. The benefit to you is clear: our auditors accompany and support the development of your company and provide you with objective feedback.

### The route to the certificate



Yes, I am interested in the certification “OK for Kids” Child-friendliness tested. Please contact me.

Postcode/Town .....

Phone .....

Fax .....

E-mail .....

Elvis Pazaj

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