



## FROM TODAY, PRÉNATAL TOGETHER WITH MOIGE IS EVEN MORE AT THE SIDE OF FAMILIES THROUGH THE CONCRETE INTERVENTION OF THE G GENERATION PROJECT

**OVER € 700,000 FUNDS RAISED THROUGH DONATIONS FROM CUSTOMERS AND PARTNER COMPANIES. WE START WITH 250 FAMILIES AND AIM TO HELP MORE THAN 500 IN 2024.**

*Cogliate, 17 April 2024* - The birth rate in Italy continues to fall, as shown by the most recent demographic indicators published on 29 March by ISTAT, according to which there are 379,000 births, with a birth rate of 6.4 per thousand, with a 3.6% decrease in births compared to 2022 and an overall drop of 197,000, or -34.2% since 2008, the last year in which an increase was recorded. In this context, it becomes increasingly urgent to act and intervene concretely in order to make a contribution; a priority that Prénatal - a company that has been close to Italian families for over 60 years - together with the **PRG Retail Group brands**, decided to actively preside over a year ago, launching the **Generazione G (Generation Parents) project, which today begins its executive phase in Italy with a network of expert parents alongside the first 250 fragile families, with the aim of reaching 500 within the year.**

In 2023, Prénatal, in collaboration with **Moige - Movimento Italiano Genitori (Italian Parents Movement)**, has launched a fundraising campaign to achieve a concrete and structured intervention in 2024 in support of the birth rate in Italy. The alliance work between the brands of PRG Retail Group, Prénatal, Toys Center, Bimbostore, FAO Schwarz, the association Moige and the **partners** - Chicco, Clementoni, Fater, MAM, Mattel, Okbaby - has allowed us to pool values, commitments, support, skills and basic necessities and to guarantee today the concrete start to help the largest possible number of families over time.

The Group's network of around 400 points of sale and e-commerce made available for fundraising, together with the activation of the Eppela crowdfunding platform and donations from partner companies, has made it possible to reach **more than 700,000 euros**, resources that will be used to promote the project of supporting fragile beneficiary families for a year with the presence of expert parents. These numbers generated by the fundraising confirm, on the part of both customers and private companies, the desire to contribute to the problem of denatality and the desire to see our country reborn and regenerated.

*"It is with great satisfaction that today we see the Generazione G project that we conceived and launched last year taking shape and substance, with the challenging goal of being able to start supporting, in the first half of 2024, 250 families throughout Italy. The results of the donations have actually exceeded our expectations, so much so that we have almost reached our second goal of doubling the number of households helped. For this reason, I would especially like to thank first and foremost our shop customers and PRG Retail Group partners who generously contributed, but also all store colleagues who believed in this initiative. I believe that with today we give even more concreteness to our role of responsibility and commitment to focus attention on the issue of fundamental importance for the country: denatality," says **Alberto Rivolta, CEO of Prénatal**. "The implementation phase will be possible thanks to the valuable collaboration with the Moige Association, to its proven and long experience, and the use of valuable methodological, process and reporting tools developed together with academic partners, including La Sapienza University of Rome, to ensure quality, effectiveness and governance. Moreover, the evidence and data collected and analysed will be of great value for our country to evaluate innovative ways of intervening in support of parenting and understand their impact, making them available to the institutions".*

#### **Defining beneficiaries, training expert parents and programme activities**

In recent months, the Moige has dedicated itself to the core activity of the Generazione G project by creating a support network on the national territory by selecting expert parents\* - for families in difficulty\*\* - on the basis of their experience and practical skills and by leveraging their field of intervention.

**The expert parents** were chosen for their experience as parents and with practical skills such as psychology, pedagogy, gynaecology and engaged in **13 regions** where situations of need and a higher presence of families in difficulty were detected: Lombardy, Trentino-Alto Adige, Piedmont, Emilia-Romagna, Liguria, Tuscany, Lazio, Abruzzo, Campania, Apulia, Calabria, Sardinia and Sicily.

Moige developed, planned and delivered **training on the project** to experienced parents to ensure quality and efficiency, maximum understanding of its value and alignment on the benefits it wants to generate, as well as to transfer the importance of a sensitive and shrewd approach to families.

The Generazione G programme offers **multiple activities**, modular and different for each family unit, to guarantee the help that mums and dads really need: child management support to allow the parent to devote themselves to their needs (domestic commitments, health), presence alongside the fragile parent to provide suggestions (advice, confrontation), concrete help in practical activities and daily errands (shopping, buying medicines), counselling for support and help, if necessary, even at a distance, up to assistance in the management of services (filling in forms, bureaucratic services, booking medical visits), as well as the donation of baskets of essential goods by partner companies.

*"We are delighted to have collaborated and shared this project with Prénatal and launched this initiative in the field, which aims to support fragile parenthood. At a time when Italy is lagging behind in the world in terms of birth rate, we believe that actions to support fragile fathers and mothers are fundamental. Never as in this period it is so necessary to intervene in an effective and concrete manner in a logic of solidarity and subsidiarity. It is only through a great alliance between the social, economic and institutional worlds on the*

*issue of births that we will be able to start again with a spring of births. Only with concrete help will we be able to have strong and resilient families, a safer society and one that is ready to face the new challenges that await us," states Antonio Affinita, Moige General Director.*

Today, Generazione G begins its journey to help 250 families in Italy on which the project wants to generate a positive social impact day after day, which will be closely monitored thanks to the collaboration with **the Department of Law and Economics of Productive Activities of the Sapienza University of Rome.**

The collection continues in stores and online- For more information: [www.generazioneg.com](http://www.generazioneg.com)

**\*Profiling of expert parents** - Expert parents are professional profiles including working or retired mothers and fathers, pedagogues, psychologists, doctors, midwives, family counsellors, family mediators, doulas.

**\*\*Selection of fragile families** - economic hardship, nuclei of young people or adults expecting or with children 0-18 months, presence of cultural obstacles, absence of a family support network, problems of care burden and integration into the social fabric, nuclei with social and health fragilities, poor education.

**Prénatal**, founded in France in 1947, arrived in Italy in 1963 with its first point of sale in Milan, celebrating its first 60 years in our country last year. With 169 sales outlets in Italy, shops and megastores, Prénatal is a leader in the sale of products that accompany parents and children and in offering support and assistance services during pregnancy, birth and growth phases. Also present in Spain, Portugal, Greece. Prénatal is part of the PRG Retail Group.

**PRG Retail Group**, founded in Italy in 2015, is the first Kids & Family Hub in the children's and toy sector with 528 shops in 5 countries (Italy, Spain, Portugal, France, Greece) and a workforce of around 4,000 people. It includes the brands Prénatal, Bimbostore, Toys Center and holds exclusive licences for FAO Schwarz and, in the Iberian peninsula, Toys "R"Us, as well as being a minority shareholder in the King Jouet Group. For further information [www.prenatalretailgroup.com](http://www.prenatalretailgroup.com)

**MOIGE APS - Movimento Italiano Genitori** (Italian Parents' Movement) is a Third Sector organisation, an association of social promotion, with the mission of carrying out an action to protect and raise awareness of parents and minors in all areas of their peculiar and inalienable interest, investing day after day in the growth, education and health of their children. Present nationwide in 35 provinces with a network of over 90,000 parents and over 1,500 project partner schools. Non-partisan and non-denominational, it has been acting for 27 years for the protection of minors and motherhood, in the social, economic, cultural and environmental life of Italy, carrying out initiatives and intervention actions on major emergencies such as bullying, drugs, alcohol, internal security. [www.moige.it](http://www.moige.it)

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