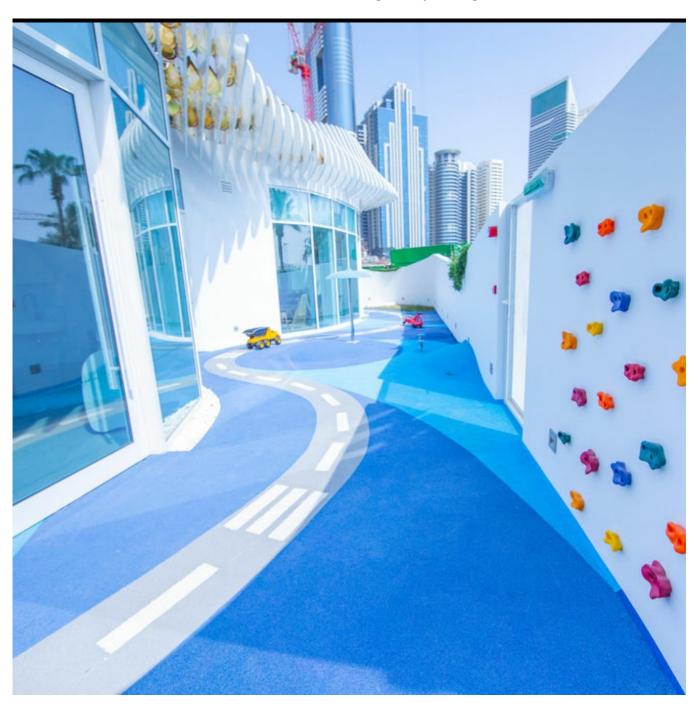


## THOUGHT-STARTER: CAN THE SHARING ECONOMY TRANSFORM CHILDCARE?

By Livvy Houghton and Alex Hawkins

24:04:2019 Youth: Sharing Economy: Housing



With the sharing economy disrupting many of the core pillars of adult life, brands are now turning their attention to the ways it can positively impact childrearing.

News Page 1 of 2

## THOUGHT-STARTER: CAN THE SHARING ECONOMY TRANSFORM CHILDCARE?

According to the U.S. Department of Agriculture, childcare is now the third largest drain on the average middle class American family's expenses, after food and housing, while a survey by Care.com showed that 20% of parents felt prohibited from having as many children as they wanted because of childcare costs.

It's something new US co-living brand <u>Kin</u> looks to change, by helping parents help each other. Rather than the usual emphasis on co-living amenities like gyms and post-work party-orientated lounges, Kin's forthcoming properties will major on kid-friendly social spaces and plenty of buggy parking, while flats come pre-baby proofed.

Key to community life at each address will be the dedicated Kin app, which lets families broadcast details about forthcoming events and milestones, while offering access to on-demand nannies that can be pooled between residents.

Read the full Co-economy Childcare microtrend here.

News Page 2 of 2