



BRAND IMPACT
REPORT 2022/2023



Table of Contents

Introduction	03
Our Vision and Mission	07
2022-2023 Highlights	09
Sustainability	11
Diversity, Equity, & Inclusion	24
Education and Science	32
Giving Back	36
People and Policy	39

Introduction



From Our Leadership

“Alone we can do so little, together we can do so much.” – Helen Keller

As a company focused on the lifelong bonds between babies and parents, we believe it is critical to work together alongside families to achieve our vision of a world where every young family is supported, connected, and thriving. That is why our highest priority is to actively listen to the consumers and communities we serve so that we keep making positive changes that impact and help shape our world.

In 2022-2023, Ergobaby brought to market more responsible, eco-conscious products to address the needs of the diverse communities we support based on feedback from consumers around the world. In addition to our Evolve™ 3-in-1 Bouncer, we launched the Evolve™ 3-in-1 High Chair that grows with families from a high chair, to a chair, to a kitchen tower helping to create memories in the kitchen and beyond. Having products that are used for a longer period of time due to great innovation is a natural add-on as we already have the highest quality products available to parents. As we “evolve” our product line we are consciously working to improve the materials for lessening our carbon footprint. For example, our new 3-in-1 High Chair utilizes wood materials that include FSC Certified® Beechwood and the product is GREENGUARD certified. We also launched the first of its kind upcycled denim carrier in our Omni™ Dream line to ensure that those old pairs of jeans get a new life in the form of a baby carrier. Early this year, we also launched a new Aura wrap collection created from sustainably sourced materials. In addition to our focus on product innovation, we continued to save more carriers from landfills through Everlove™, our pre-loved baby carrier program and through continued improvements on our packaging.

We also recognize how the problems of the world have taken their toll, especially on parents. As a company supporting families, we continue to look for ways to help improve the physical, mental, and social well-being of those families. Our team has continued its Giving Back efforts to support numerous charities around the globe including those helping with recovery from the devastating wildfires in Maui, the birthplace of Ergobaby. We also continued to lean into our values around Diversity, Equity, and Inclusion by implementing training opportunities for our employees around unconscious bias and allyship. We continued our efforts to keep women and parents in the workforce through external partnerships that support maternal mental health and internal partnerships with SitterStream and myStrength Mental Health Care for our employees.

As we look ahead to the future, we are excited and inspired by the possibilities before us to make even more environmental and social impacts. This year marks Ergobaby’s 20th anniversary and when we think of how far we have come from that dream of a single mother in Hawaii, we are humbled and grateful. We truly thank you, our global family, in helping build the community that enables us to continue to do what we love.



Jason Frame

CEO of Ergobaby

From Our Board of Directors

“As we enter the third year of our Impact Report, it is a good time to reflect on where we have progressed in the past three years. We continue to evolve what it means to be sustainable, and we are doing the hard work of improving

diversity, equity, and inclusion for our teams and customers. Teams continue the work to support education and science, and people and our policies, all of which allow Ergobaby to support our charitable efforts.

I am inspired by our unwavering commitment to give back and make a positive impact in the lives of parents, babies, and communities around the world. At Ergobaby, we firmly believe that our success as a company is not solely measured by our financial achievements, but by the connections we foster through our products and philanthropic endeavors. Ergobaby is committed to supporting not-for-profit organizations that benefit the well-being of babies and parents. We believe in supporting organizations that share our mission of strengthening the parent-baby bond. Ergobaby proudly gives back to organizations that value a healthy and informed pregnancy and birth, thriving babies, and happy, committed parents through organizations like CFAH, Baby2Baby, Liftmeup, and others.

We firmly believe that giving back is not merely an act of charity, but a powerful means of fostering connections and creating a positive impact on the world. Our dedication to making a difference is rooted in recognizing the challenges faced by families in need and the transformative power of support and kindness.

I want to express my deepest gratitude to our dedicated teams at Ergobaby, whose unwavering commitment and passion have made our giving initiatives possible. It is your commitment to giving that has driven us to go above and beyond, ensuring that our products not only bring comfort and convenience but also make a tangible difference in the lives of those who need it most. I am personally grateful to serve on the board for a company that values giving back to communities around the world and understands that the more we grow, the more we can give.



Angela Clark

Board Member and
Head of Digital at Patagonia

It All Began With a Simple Idea



Back in 2003, a mother living on Maui was not satisfied with the baby carrying options available to her.

Looking to keep her new son close to her body, she tried several different carriers, some of which worked well, but nothing that satisfied her needs for comfort and ergonomics. With a background in design, she set out to create something that was both comfortable and easy for parents to use. Beginning with a parent's love for her child and her desire to keep him close, the ergonomic, comfortable design of the Ergobaby Baby Carrier was born.

With that humble design, Karin Frost revolutionized how we carry babies. Her soft structured carrier (SSC) design has become the gold standard. Our carriers give you the freedom to enjoy life's big and small adventures, all while keeping baby close. Ergobaby Carriers are ergonomically designed to cradle your baby in a natural sitting position and to evenly distribute baby's weight between your hips and shoulders. Ergobaby Carriers are the ultimate in comfort and

ergonomics, allowing you to carry your baby from those early days to toddler.

With over 30 carriers in five different categories, Ergobaby has become the most recommended Baby Carrier manufacturer, carrying millions of babies all over the world. Over the years we've applied our expertise in comfort and function to create innovative swaddlers, strollers, sleep products, nursing pillows, and bouncers - all with the goal of meeting the needs of today's parents.

Ergobaby is headquartered in Los Angeles and is sold in more than 700 retailers, in the United States and in over 50 countries internationally.

Ergobaby makes
#lifewithbaby easier.

Our Vision and Mission



Our Values

COMMITMENT

We love Ergobaby. Each one of us is deeply committed to empowering families everywhere.

COLLABORATION

We win as a team. We work together efficiently and effectively to bring our ideas into the world.

PASSION

We get it done. We respect a work/life balance — but when we are here, we are focused.

CURIOSITY

We are curious learners. We are always pushing ourselves to continue innovating within our roles.

RESPECT

We value each other. Every role at Ergobaby is purposeful, and we are considerate of all.



Our Vision

Our vision is a world where every young family is supported, connected, and thriving.

Our Mission

To achieve that vision, our mission is to provide the knowledge, community, and thoughtful products that give young families the freedom to bond together.

Our Brand

Ergobaby was founded on the belief that there's magic in every little parenting triumph, even during the not-so-joyful jobs of raising your little one. Through award-winning baby carriers, strollers, and more, Ergobaby is committed to providing parents with the foundation to thrive with products that are engineered for comfort and ease.

2022-2023 Highlights



2022-23 Highlights

As the leader in innovating the world's most ergonomic products for babies and parents, we believe we have a responsibility to carry the future by helping shape the world we leave behind for our children. We've committed to making an impact in Sustainability, Diversity, Equity, & Inclusion, Education & Science, Giving Back, and People & Policy.

Take a look at our 2022-23 efforts in these areas.

- SEAL sustainability award - honors innovative and impactful products that are literally "purpose-built" for a sustainable future
- NCE Eco Excellence award for Aerloom, which recognizes companies who are making the world a better place
- Good Housekeeping sustainability award and Green Good Design award on Aerloom
- Upcycled Denim Carrier launch and 2024 launch of the NEW more sustainable Aura wraps
- Task force to improve our carbon footprint starting with our best-selling products
- JPMA core value recognition for DEI
- Unconscious bias training
- Allyship training
- myStrength Mental Health Care
- Sitterstream
- EBEU training on microplastic pollution with Guppyfriend as collaboration partner

“Recognizing that nurturing a sustainable future is a collective effort, we extend our heartfelt gratitude to our customers, employees, communities, and those we serve. Together, our shared commitment of helping shape the future is the driving force behind our journey. We are truly grateful for our village.”

—Petty Rader

Chief Growth and Legal Officer

Sustainability





“Sustainability carries profound significance for the well-being of future generations. As a mother, I am continually preoccupied with the legacy we are shaping for the coming generations, one marred by the consequences of our choices. It is our responsibility to prioritize sustainability in protecting our planet, so that our children can inherit a world replete with natural splendor, plentiful resources, and limitless possibilities.”

—Sara Capoccia

Associate Director, Product Marketing &
Corporate Responsibility Committee Member



Introduction

Central to the DNA of our company is a focus on giving back to the planet and the people we serve. As parents ourselves, we understand the importance of safeguarding our planet for the next generation.

PRODUCT

That is why we are committed to providing environmentally and socially responsible products as options for you and your children. This past year, we partnered with [The New Denim Project](#), to bring the first-of-its-kind, upcycled denim carrier to market. The [Omni Dream™](#) Denim carrier uses approximately 14 ounces of recycled denim and cotton fiber (the equivalent of a pair of lightweight jeans) from The New Denim Project to give old pairs of jeans a new life in a baby carrier!

Upcycling is an approach that takes into account the “whole system” to create a circular economy where existing materials are given more value. This minimizes environmental impact and decreases the amount of waste going into landfills. Ergobaby’s upcycled denim carrier uses recycled denim fibers that have been turned into a new fabric, which means skipping the additional dyeing process, water use, energy use, wastewater, and GHG emissions associated with typical denim dyeing.

The New Denim Project takes denim recycled from post-industrial textile fabric waste (from the cutting room floor) and then uses a closed-loop manufacturing process to minimize waste. Every element finds purpose: even the short fibers which are too short to spin into yarn are passed on to coffee growers for composting.

Like our [Aerloom™](#) carrier that is made with post-consumer, recycled polyester yarns (certified by Global Recycled Standard), we continue to explore meaningful ways that we can bring more responsible products to market that never sacrifice safety and comfort.

We are committed to providing our customers and partners with transparent information about our commitments to and progress towards meeting our Sustainability North Star:

We believe that it is our responsibility to care for the earth so that it can meet the needs of today’s generation and those to come.

The interconnectedness of the strategies required to achieve this goal is worth noting. While we have identified four sustainability pillars (product design and materials selection, healthy and safe supply chains, measuring and managing our carbon footprint, and keeping our products in use) they coalesce to address the greatest challenge of our and our children’s future: climate change.

Last year, we started our journey towards measuring and managing Ergobaby’s impacts on climate change. To inform our actions to reduce those impacts, we measured the carbon footprint* of our entire company for the year 2019 and also conducted an assessment of the impacts of key products throughout their entire product life cycle. The majority of our emissions come from manufacturing Ergobaby products and the materials we use to make them — an amount equal to 4,641 gasoline-engine cars being driven for one year.

These findings clearly point us in the direction of the other three sustainability pillars (product design and materials selection, healthy and safe supply chains, and keeping our products in use), and rightly informed our 2022 goals. This is a beautiful synergy that we wholeheartedly embrace -- and would like to share with you.

*We used the Greenhouse Gas (GHG) Protocol standards to account for greenhouse gas emissions throughout operations and the value chain of the company.





Ergobaby Sustainability Goals for 2024 and Beyond

AREA OF FOCUS

GOALS

PROGRESS IN 2022-2023

Carbon Footprint

Using our 2019 carbon footprint as a baseline, we will set GHG emissions reduction targets that meaningfully address Ergobaby's impact on climate change.

We have identified three focus areas which are the biggest contributors and biggest reduction opportunities with respect to our carbon footprint: materials, finished goods manufacturing, and product logistics.

In 2022-2023, we created a task force focused on taking existing best-selling products and looking at ways to manufacture them with less materials and alternative materials to lessen our carbon footprint. That work certainly came with complex challenges as we strive to maintain high quality, safe products that are comfortable for baby and comfortable for parents. In 2024, we will be able to share some improved versions of our products that will take us closer to our goals of reducing our impact on climate change.

Ergobaby Sustainability Goals for 2023 and Beyond

AREA OF FOCUS

GOALS

PROGRESS IN 2022-2023

Product Design, Materials, and Healthy & Safe Supply Chains

To help us achieve our GHG reduction target, we will be selecting and incorporating new materials with lower carbon footprints for our products and packaging that still perform as well or better than our current offering.

Additionally, we will be extending our chemicals management program even further beyond regulatory requirements and seeking alternatives that lessen the overall impacts on the planet and people.

We will also work with our suppliers to support and encourage the use of renewable energy at their facilities.

We have established a process for evaluating new materials and deciding on whether or not to adopt them. The assessment of sustainability impacts and benefits is done utilizing an industry-standard index with a prioritization on reducing impacts to climate change (GHG emissions).

Our next steps will include a more defined strategy for low-impact materials with goals and timelines, and a plan for engaging with our manufacturing partners about renewable energy.

In 2022-2023, we took our top selling carrier and created a strategy for reducing its impact on our carbon footprint. Our team created a plan for reducing materials and weight to help bring to market an improved version of this product. In addition, our Supply Chain team partnered with key manufacturers on a strategy for increased renewable energy usage.

Keeping Our Products in Use

In calendar year 2023, Everlove sales will be equal to 5% of the combined US and EU ergobaby.com sales in the same time period.

As of September 2023, Everlove sales are equal to 1% of the combined US and Europe sales on ergobaby.com. Currently, the biggest barrier is encouraging parents to sell back the carriers they no longer use. We will continue to promote the program so that we can collect, refurbish, and bring to market more preloved Ergobaby products next year. In addition, we are exploring additional recommerce partnerships for 2024.

“This year has been very rewarding as we brought a few new products to market that are using sustainable materials as well as using less materials, both of which help to lessen our carbon footprint. None of these sustainable products come to life without complex challenges along the way and that is worth acknowledging and giving credit to the whole team for working diligently together to solve them. And with each new method of building products that are more sustainable, we learn to weave these practices into our ways of working. With each stride we take forward, we find ways to lessen our footprint. One step at a time, we are working to make this world a better place, through our products and our practices.”

—Jennifer Beinash

Senior Manager,
Design & Product Development



Designing for Comfort, Durability, and the Environment

PRODUCT DESIGN

We continuously look for ways to improve our carbon footprint knowing that around 70% of our company's GHG emissions are generated from manufacturing our products and from the materials used in our products.

In addition to launching more products made from recycled and upcycled materials such as our **Omni Dream™** Denim carrier, we continued to design high quality products meant for longer use such as our **Evolve™** 3-in-1 High Chair. From a supportive high chair, to a thoughtfully designed chair, to an interactive kitchen tower, Ergobaby's 3-in-1 High Chair simplifies a parent's life so they can enjoy the magic in everyday moments in a more sustainable way. By combining functionality with a sleek, classic design this product is meant to grow with families. The Evolve™ 3-in-1 High Chair utilizes wood materials that include FSC Certified® Beechwood and the product is GREENGUARD certified. Products that have achieved GREENGUARD Certification are scientifically proven to meet some of the world's most rigorous third-party chemical emissions standards, helping to reduce indoor air pollution and the risk of chemical exposure. We are excited to continue offering products that are good for you, good for baby, and good for the planet.

We also launched an Introductory Feeding Set and Deluxe Dining Kit to support families with little ones starting solids. These sets are made from silicone which is highly durable, non-toxic, and safer than plastic materials that can leach chemicals into food. While no material is perfect, it is a small step toward providing safer, longer lasting, affordable options for families on their parenting journeys.

Not to be forgotten, in 2023, we also worked on improving existing products and their environmental impact. We made changes for a new and improved design on our nursing pillow which has been recommended by lactation consultants. We also used new compressed packaging on that nursing pillow to create 22% less waste for a better world for you and your little one.

MATERIALS

In 2023 we established a workflow to identify and evaluate lower-carbon materials. By using an industry-standard index, we were able to benchmark these options against our existing materials and discovered that using more recycled materials will be key to reducing Ergobaby's carbon footprint. We are also extending this strategy beyond the main materials used in our products and evaluating changes to buttons, zippers, and webbing as well.

True to our word from last year, we took the workflow from 2022 for identifying and evaluating lower-carbon materials to work on using more recycled materials for reducing Ergobaby's carbon footprint. In addition to what we have shared for 2023, we have more updates in the works for 2024 and beyond.



PACKAGING

For years, we have actively focused on ensuring that, wherever possible, we can create products that are in “ship-in-own-containers” (SIOC). SIOC allows us to avoid an additional box for shipping a product, reducing unnecessary packaging and environmental impacts. In addition to SIOC, we have looked at ways to package our products to reduce the number of boxes for transporting to our retailer partners. While our products do not use plastic or PVC outer packaging, and we use recycled cardboard where possible, we set out to work harder to eliminate unnecessary packaging and reduce waste.

In 2023, we developed SIOC for several products including our 3-in-1 High Chair and we made improvements to current packaging such as with our nursing pillow to create 22% less waste. As we stay committed to continuing to provide our customers with the best experience with their products, we are also looking at ways to reduce waste and the environmental impacts of boxes, packaging, instruction manuals, and shipping.

Carbon Footprint

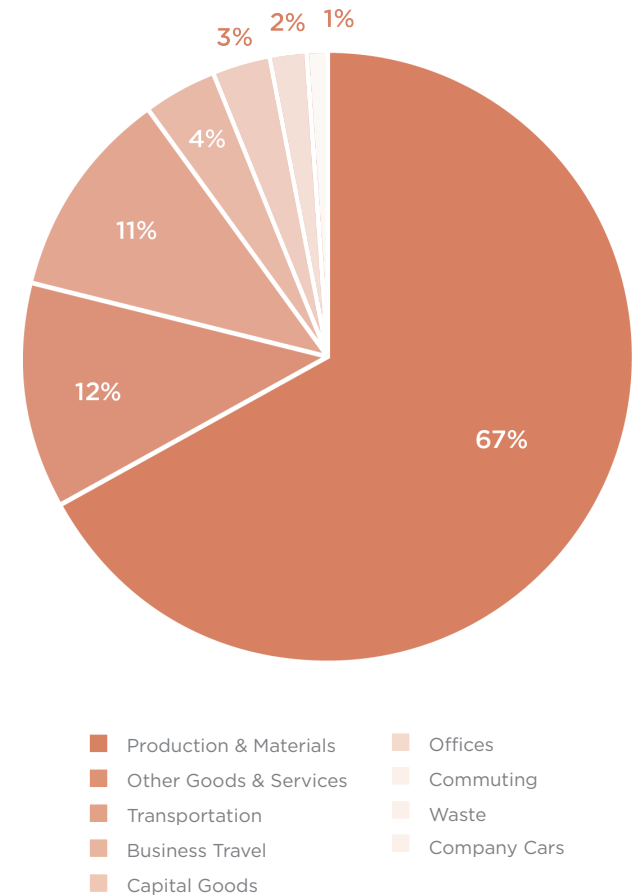
We measured the carbon footprint of our entire company for the year 2022 and compared it with the previous year and with our baseline measurement of 2019. Our footprint grew 5% from 2019 to 2022, a result of company growth overshadowing our emissions reduction efforts so far. **On an individual product level, however, our newer and more deluxe version of our best-selling Omni 360 carrier called the Omni Breeze had 25% less emissions than the Omni 360.** We plan to continue to closely monitor and make efforts to further reduce our emissions. The findings of our latest footprint analysis reinforce our focus on areas that contribute most significantly to our company footprint: emissions from manufacturing Ergobaby products and the materials we use to make them.

We are continuing efforts to reduce our carbon footprint and improve sustainability through our focus on four pillars of sustainability: product design and materials selection, healthy and safe supply chains, measuring and managing our carbon footprint, and keeping our products in use.

Compared with our first carbon footprint measurement, we are collecting more detailed data and able to calculate results that are more representative of our company's impacts. We will continue to improve our ability to measure the most significant contributors to our footprint, and create a feedback loop with our emissions reduction strategy.

In the EMEA region, for the production of advertising and POS materials, we have turned to suppliers who take a more sustainable approach by using bio-sourced or offsetting their CO2 emissions.

Company GHG Emissions*





Ensuring Healthy and Safe Working Conditions for Producing Goods

In our previous impact reports, we have highlighted our manufacturing partners in India and Vietnam and celebrated their efforts of environmental stewardship. This year we reached out broadly throughout our supplier network to identify the environmentally responsible practices that contribute to making our products.

One of our main fabric suppliers exemplifies a commitment to sustainable manufacturing. They maintain internationally recognized certifications for producing fabrics with organic and recycled materials, as well as for managing energy and environmental impacts. They invited a third-

party auditor to verify their facility's industry-standard environmental assessment (Higg FEM). Their facilities boast an array of rooftop solar (photovoltaic) panels, a system for recycling 30% of their used water, and some innovative manufacturing technologies that reduce the temperature, energy use, and associated GHG emissions of processing fabrics.

Our partners that help make our products are an extended part of our family and we believe in caring for them, the same way they help you care for your family. We continuously ensure that the people producing Ergobaby products are treated fairly and work in safe and healthy conditions. We forbid the

use of forced labor, child labor, and discrimination in our company Code of Conduct for suppliers. In order to provide accountability, Ergobaby's factories hold highly regarded social compliance certifications and are regularly audited for adherence to the criteria of Amfori BSCI, WRAP, SA8000, and/or OHSAS 18001 by third party auditors. Some of our factories go far beyond compliance in their programs that focus on workers, the communities, and the environment.

Similarly, we only partner with organizations aligned with our values, such as [The New Denim Project](#).



More than a process, it is a goal that is ethical, economical, efficient and visionary, guiding us in changing our practices to emulate sustainable natural cycles, where all discarded materials are designed to become valuable resources for others to use.

Our Story & Work Ethic

The New Denim Project is an innovative, third-generation, family-owned textile company established in 1956. Located in Guatemala, they focus on natural fibers and circular manufacturing. Ergobaby is proud to be partnering with the New Denim Project on the Omni™ Dream made with 100% upcycled denim by the New Denim Project.

Our Omni Dream is an example of the potential future of textile manufacturing where technology and ecology are united under a commitment to quality and affordability of more sustainable fiber choices. Each Omni Dream Denim Carrier uses about 14 ounces of recycled denim and cotton fiber, which is equivalent to a pair of lightweight jeans. It also skips the additional dyeing process and the water use, energy use, wastewater, and GHG emissions associated with typical denim dyeing.

The material used in the Omni Dream is part of the circular textile system that the New Denim Project has been developing. This circular textile system is one in which products are designed, manufactured, used, and handled to circulate within society for as long as possible, with maximum usability, minimum adverse environmental impacts, minimum waste generation, and with the most efficient use of water, energy and other resources throughout their lifecycle.

New Denim Project Circular Textile System: Collecting and sorting post-industrial waste from local garment factories, grounding these scraps back into fiber, to spin these once again into new yarns to weave and upcycle into our curated woven fabrics collection. The process is chemical-free, dye-free, and uses minimal water and energy. The cottonseed and cotton lint, our own leftover material from our upcycling process, is passed on to coffee-growers, Finca San Jeronimo Miramar, to use as compost to cultivate specialty coffee in the highlands of Guatemala. Upcycling this waste back into production systems makes it a reusable and valuable resource, serving as food for new organisms.

Keeping Products in Use

2023 signaled a change in the way people buy and use products -- this was the year that 82% of Americans purchased secondhand items and the US market for secondhand kids and baby gear alone soared to over \$1B (Mercari, 2022). Projections show that there's no stopping this trend, the total global secondary market is expected to double by 2027, reaching \$350 billion (thredUp, 2023).

Ergobaby is proud to be part of this shift towards responsible consumption with **Everlove™** Pre-Loved carriers, the first brand-owned resale program in the kids and baby market.

Through Everlove, when you are done with your Ergobaby carrier, or ready to upgrade to a newer model, you can sell it back to us and receive your choice of a gift card -- spend it with us or with a national retailer of your choice. If you don't need anything (Awesome!), we'll make a donation to the non-profit organization, **Baby2Baby** on your behalf in honor of passing along your carrier to the next family.

We'll take your used carrier through a 30+ point inspection process, and clean it with a baby-safe, environmentally friendly, and sustainable deep cleaning method. Then we will put it up for sale on the Everlove section of our website at a price more people can afford -- because every family deserves to access quality products that enhance their parenting experience.

Through Everlove, we are able to take immediate responsibility for up to 96% of the carriers we've ever made. And when we compare the impacts of the materials required to make a new carrier with the

opportunity to purchase a used carrier, we estimate that Everlove Ergobaby carriers save up to 96% of energy use, 95% of water use and 84% of CO2.*

Last year was Everlove's third year of operation and sales of used carriers comprised 1.22% of our e-commerce sales across the US and Europe. We're still aiming to increase this percentage of circular revenue next year to 5% of these sales. We hope that you join us in the transition to a more sustainable, responsible, circular economy!

*Footnote: These savings were derived from estimates of raw material production used in Ergobaby production of Omni Mesh and Omni Cotton carriers compared to the transportation and cleaning impacts associated with used carriers. They do not include the cut and sew process at an Ergobaby factory or the scrap material generated during manufacturing. The impacts of used carriers are based on the shipping impacts of collection and cleaning, as well as the cleaning process itself; impacts of repair are excluded at this point in the study. The calculations do not attribute any of the impacts of making the carrier to the used carrier and we acknowledge that this is an over-simplification; however, at this time there is not a standard portion of initial manufacturing impacts that can be attributed to a used product. Packaging is currently excluded from this scope.

everlove
by ergobaby™



“Sustainability to me means being able to reuse or repurpose products that are in new/used/salvageable conditions in order to help with the environment.”

—Sergio Moreles

Associate Director
of Operations

Diversity, Equity, and Inclusion



What We Believe

We believe that the bonds nurtured in early childhood foster a life of love and connection that can transform our world.

We believe that supporting a global society that is resilient, empathetic, anti-racist, and inclusive starts with having a community where all people can thrive.

We believe in making our products and message accessible and inclusive of diverse individuals and abilities.

We believe mothers and other caregivers should be supported and empowered.

We believe in supporting families and our employees' physical and mental well-being, through community and education.

We believe we are responsible to our planet - even in the way we work - to do our part in leaving the world a better place for future generations, so that

love always carries on.

2022-23 Highlights and Demographic Information

ANNUAL REPORTING FOR TRANSPARENCY AND ACCOUNTABILITY

In the past year, we introduced new tools and data collection to ensure our actions are consistent with our words. We are actively measuring DEI in areas such as attrition, performance, promotions, pay equity, and advancement opportunities.

DEVELOPING A DIVERSE WORKFORCE AND EMPOWERING WOMEN

Our greatest asset remains our people. Each individual brings a wealth of diverse experiences, knowledge, creativity, and talent to their work, shaping not just our culture, but also our reputation and success as a company. With the majority of employees being women, we are committed to having that reflected at every level of our company.

In 2023, 72% of promotions were awarded to women for management and senior leadership roles, marking significant progress in their advancement to higher levels of expertise and leadership across various departments including marketing, sales, operations, and creative/design.

Our **Women's Leadership Group**, now in its third year, has grown with even more new members and deeper connections. Through personal storytelling and discussions, we foster shared learning and support. We also extend our impact by supporting external organizations dedicated to empowering women, striving to create a world that recognizes and values women's strengths and contributions.

Demographic Information

GENDER

Ergobaby's global workforce is comprised of 72% women, 24% men, 1% non-binary, and 3% preferred not to identify gender.

RACE / ETHNICITY

The majority of Ergobaby's U.S. employees are non-Caucasian/White. Forty percent (40%) identified as Caucasian/White, 28% Asian, 16% Hispanic/Latino, 9% Two or More Races, and 7% Black or African American, American Indian and Alaskan Native, Native Hawaiian or Pacific Islander, or preferred not to answer.

LGBTQ+

16% of Ergobaby's U.S. employees identify as lesbian, gay, bisexual, transgender, queer, intersex, or asexual.

PERSONS WITH DISABILITIES

5% of Ergobaby's U.S. employees identify as a person with a disability, including physical disabilities, mental and emotional disabilities, and neurodiversity.

RELIGION & SPIRITUALITY

40% of Ergobaby's U.S. employees identify with religions and spirituality that are non-Christian.

ALLYSHIP

Leaning into our core value of curious learning, [Petty Rader](#), CLO/CGO and Certified Diversity Executive (CDE)[®] and [Demetrius Romanos](#), SVP Design & Development led the company through Allyship training and group discussions. Building upon immersive DEI training in prior years, the learning focused on having an active allyship framework and how it can enhance our interactions and relationships within the workplace. Participants committed to implementing at least one individual, interpersonal, or structural allyship strategy in their future interactions and endeavors within the organization. This commitment reflects our collective dedication to fostering a more inclusive and supportive workplace culture where all employees feel valued, respected, and empowered to thrive.

WOMEN'S LEADERSHIP GROUP

This past year, the group engaged in a series of personal storytelling exercises and sharing of “superpowers” - unique strengths and qualities that women bring to leadership roles. The series uncovered and highlighted strengths, diverse leadership styles, provided inspiration and role-modeling, and how women help drive organizational success. By showcasing the diverse range of strengths and skills that women possess as leaders, we break down barriers and biases that may hinder women’s advancement. We wholeheartedly believe leveraging the full potential of all employees leads to better business outcomes. By valuing and harnessing «superpowers» in leadership, we tap into a broader talent pool, promote innovation, and improve overall performance.

CAREER ADVANCEMENT AND MENTORING

We continued to offer one-to-one career path coaching and expanded mentorship opportunities for employees. Employees at all levels of the organization have access to personalized guidance and support tailored to individual professional development goals, networking opportunities, skill development, and certifications.

“It is inspiring to witness our core values driving our Diversity, Equity, and Inclusion initiatives, impacting not only our internal practices but also our engagement with the communities we serve. Our commitment to these values is evident in our people and our culture, and we are actively extending these principles to our community and business partners.”

—Michele Ferren

Senior Director, People & Diversity



FURTHER REPRESENTATION IN MARKETING

Diversity and inclusion are integral in our marketing practices and at the heart of our imagery and storytelling. We celebrate diversity across various dimensions such as age, color, disability, ethnicity, family structure, gender identity, language, nationality, physical and mental abilities, political views, race, religion, sexual orientation, socio-economic status, veteran status, and other individual characteristics. We actively pursue collaborations with BIPOC (Black, Indigenous, and People of Color) nonprofits, brands, thought leaders, and influencers as a fundamental aspect of our approach. We are proud to continue these best practices and demonstrate our work visually to the world.



2023-24 Goals and Beyond

01

Develop a Diverse Workforce

02

Champion Flexible Work and Parental Support

03

Build on Allyship and DEI Resources

04

Further Diversity & Inclusion in Marketing

05

Our DEI values and Best Practices with Vendors and Partners

Education and Science





BACKED BY SCIENCE

At the heart of everything we do, our goal is to support parents through the joys and jobs of parenting. One of the amazing things is that the benefits of our products are backed by science! We want to go above and beyond just selling a product. We want our community to feel equipped and knowledgeable so they can parent with confidence.





PARTNERSHIPS

This year, we partnered with nurses and doulas through our Education Program on babywearing. In 2022, in the DACH region, 5142 experts have been reached through midwife and HP events. 13 webinars have been given and 81 health professionals have been trained to become Ergobaby babywearing consultants.

EDUCATION & SUPPORT

We also created a series of content on the blog and through social media reels to help educate our customers on the health and medical benefits of babywearing. Additionally, our team hosted fit tutorials for our brand ambassadors.

Our Customer Care team continued to provide education to our customers through free, personalized fit checks to ensure proper babywearing as well as assisting with the use of any of Ergobaby's products such as strollers and bouncers.

In an effort to provide not just a high quality and beautiful product, but also a product that's safe and useful, we worked with a pediatric orthopedist, Dr. Robert Cho, M.D. on developing the new Ergobaby **Evolve™ 3-in-1 Bouncer** infant insert. That insert is now certified back-friendly by the AGR (Campaign

for Healthier Backs), an independent association of doctors and therapists.

In addition to our efforts to educate and equip our community, we've also continued to support our staff by encouraging their own research and education in their respective fields as the nature of our work is always evolving.

In June 2023, we initiated the selling of **GUPPYFRIEND** washing bags for carriers on our websites in the EMEA region. They enable our customers to keep their products for longer as they limit damage in the washing machine and prevent the spread of microplastics in the water. Additionally, the EMEA team has received training on microplastics, their impact and solutions to raise awareness of microplastic pollution.



“I’m so proud to be involved with helping Ergobaby design the Evolve 3-in-1 Bouncer. The most compelling features are that it is lightweight, hip safe, quiet, and useful until toddlerhood.”

–Dr. Robert Cho MD

Pediatric Orthopedic Surgeon,
Chief of Staff of Shriners Children's
Southern California,
Assistant Clinical Professor UCLA

Giving Back



We truly believe in the saying “It Takes a Village” and it’s important to us to use the resources we have to support and give back to not-for-profit organizations that benefit the well-being of babies and parents.

Baby2Baby

Each year, employees volunteer to assemble basic essentials for children in partnership with [Baby2Baby](#), and Ergobaby provides in-kind and monetary donations to help care for the lives of the children Baby2Baby serves. Baby2Baby is a mega diaper bank and nonprofit organization providing essential items to children in need across the country. In the last 10 years, Baby2Baby has distributed over 190 million items to children in homeless shelters, domestic violence programs, foster care, hospitals and underserved schools as well as children who have lost everything in the wake of disaster. For more information, please visit baby2baby.org.

Breastfeed LA

For the third consecutive year, we continued to support [Breastfeed LA](#) with carriers, nursing pillows, feeding products, bouncers, high chairs, and in-kind monetary donations. Breastfeed LA is dedicated to improving the health and well-being of infants and families through education, outreach, and advocacy to promote and support breast/chestfeeding.

Breast Cancer Prevention/Awareness

We have developed a partnership with [Pink Ribbon Belgium](#), the association that fights against breast cancer and supports breast cancer prevention. The EMEA team has been fully committed to this cause through marketing and communications, taking part in the Pink Walk throughout October and organizing an in-company event on Blue Monday to raise employee awareness of this cause.

Support for Ukraine

In addition to a monetary donation to the association “[Slings for Refugees](#)”, which helps refugees coming to Europe, we donated sleeping bags to the Kinderschutzbund, the [Federal Association of the Child Protection Association](#) in Germany.

Carriers Donations

Each year, we are sending carrier donations in all local markets (Germany, France, UK and Benelux) to various institutions such as children’s hospitals, babywearing projects, drug counseling facilities, kindergartens, midwives, local family centers, and much more.

Carriers to Refugees

[Carry the Future](#) began as a grassroots movement, with a handful of moms across the United States collecting baby carriers for refugee families arriving in Greece. With duffel bags of donated carriers, many stuffed with notes of encouragement, these determined mamas arrived at port cities in Greece, ready to welcome weary families and fit them with baby carriers that would help keep their little ones close and lighten their load during the journey ahead. Ergobaby was one of their earliest supporters, having donated more than 47,000 Ergobaby and Tula carriers in Greece, Serbia, and Jordan. Most recently, Ergobaby mobilized to send almost 300 carriers to families in Ukraine.

Demanding Action

As a response to the recent acts of gun violence in the US, we made a donation to [Moms Demand Action](#), a volunteer-driven movement for a future free from gun violence, as well as a donation to Everytown.

Foxbox

For the 4th consecutive year, we donated carriers, nursing pillows and blankets to [FoxBox](#), whose mission is to support infants and their families through long hospital stays. Foxbox works directly with Child Life Specialists at children's hospitals to connect with families and deliver donations.

March of Dimes

We donated carriers for new parents with infants undergoing care in the NICU. [March of Dimes](#) fights for the health of all moms and babies. Their goal is to end preventable maternal health risks and deaths, end preventable preterm birth and infant death, and close the health equity gap.

Mother's Day Hike

[Hike Clerb](#) is an LA based intersectional women's hike club and 501c(3). Inspired to take action by the lack of representation of people of color in the outdoors, Hike Clerb was born as a radical solution to this issue and more. We donated \$2,000 and 25 Omni Breeze Carriers and sponsored a Mother's Day hike. We were able to show a quick demonstration on how to wear the carrier. We fit all the moms and their babies to go for a nature walk/hike led by 2 female rangers.

Fed Up and Fired Up

We partnered with [Chamber of Mothers](#) to donate \$2000 and 5 Omni Breeze Carriers for a giveaway at the Future of Motherhood virtual event. It was free for all mothers to attend — because we wanted all mothers to benefit. The Chamber of Mothers is currently unfunded and runs entirely on the free labor of its founding members and volunteers. Every partnership dollar funded operating costs and speaker allotments (because we believe in paying women their worth).

Clean Up

For every customer review left on the Aerloom Baby Carriers, the EMEA team donated €5 to the environmental non-profit organization [The Ocean Cleanup](#). The Ocean Cleanup, a non-profit organization from the Netherlands, develops innovative technologies to get rid of plastic in the oceans. In Hamburg, Germany, we also sponsored the "[Hamburg Räumt Auf!](#)" event, the largest city cleaning campaign in Germany.

Volunteering at Hanseatic Help

For one evening, the Hamburg team gave their time to the [Hanseatic Help association](#), which receives donations of clothing and hygiene items, sorts them and passes them on free of charge, as required, to over 300 shelters for people in need.



People and Policy





Employee-Led Committees

Our **Corporate Responsibility** and **Diversity, Equity, and Inclusion** committees are led by our employees and exist for our employees, acknowledging that true change begins from within. With the support of executive leadership, we continue to work cohesively as a team, prioritizing education, learning, sharing, and above all, responsible action.

We extend sincere appreciation to our committees for their remarkable efforts during 2022-2023!

Corporate Responsibility Committee Members

Jennifer Beinash	Claire McCollum
Sara Capoccia	Mirella Pichardo
Eric Childs	Kevin Scheiferstein
Kevin Clark	Christina Soletti
Michele Ferren	Kate Swanson
Queena Huang	Claire Tillie
Donald Lee	Vanessa Van Bui
Samantha Lee	

Diversity, Equity, and Inclusion Committee Members

Samantha Burrows	Esmeralda Lopez
Addison Camisa	Liz Lopez
Priscilla Wan Chioy	Demetrius Romanos
Marta Comparin	Brandi Sellers-Jackson
Gunnar Dahl	Todd Shimoyama
Teresa Hou	Christina Soletti
Angel Hunter	Lea Wittenberg

Executive Sponsor (CR)

Petty Rader

Executive Sponsors (DEI)

Petty Rader
Michele Ferren

Special Thanks to Our Consultants

Nellie Cohen, Anthesis
 Todd Copeland, Copeland Consultancy
 Laura Moore, OurOffice
 Anouchka Sarif, OurOffice
 Joahanna Thomas, OurOffice

Thank you.

We believe it's important to celebrate success and milestones along the journey whether they're small or great. And yet often, it's baby steps that are the catalyst to making a bigger impact in the years to come.

As we reflect on the 2022-2023 impact, we're inspired by our team's commitment to taking steps large and small in each area, and we're confident that they will continue to make a difference in our world so we can leave it better for generations to come.

We're grateful for your support as we **work to build the world we envision for our children.**

