



BRAND IMPACT
REPORT 2021/2022



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Introduction



From Our Leadership

“Life is a Journey, Not a Destination. Like traveling with my children when they were small, as a brand we try to enjoy the stops on the path to our destination of making an impact for people and our planet.

In 2021-2022, both Ergobaby and our world saw many speed bumps from inflation to supply chain challenges to the war in Ukraine. And yet, despite it all, we keep moving forward and enjoying all of the wonders on our voyage. Seeing the strength of our people as they managed through the challenges of the world and showed up for that journey to support the young families and community we serve has been a lesson in resilience - one I hope we all share with future generations.

We strived to make progress in our travels and this past year we did so by using less packaging and improving our packaging materials, designing products to grow with young families such as our Evolve™ 3-in-1 Bouncer, saving more carriers from landfills through increased pre-loved baby carriers in the world, cleaning up our local environments with ocean clean-ups in celebration of our ocean-themed Aerloom™ baby carrier line, Giving Back to numerous charities, and our continued efforts around Diversity, Equity and Inclusion including

implementing programs to keep women and parents in the workforce, such as SitterStream. We gained tremendous, valuable experience into the complexity of committing to environmental and social impact work. Most importantly, the companions we traveled with, our employees and the young families we serve, kept us feeling inspired and awestruck by how our determination and resolve to reach that destination gives us strength on our journey to success. We look forward to continuing to share our progress with you along the way.”



Jason Frame

CEO of Ergobaby

From Our Board of Directors

“At the heart of every company is it’s people and their shared sense of vision and purpose. Ergobaby’s vision of a planet where every young family is supported, connected, and thriving is reinforced by its values of commitment,

collaboration, passion, curiosity, and respect. I am thrilled to serve on Ergobaby’s board alongside others who believe in promoting diversity of thought and inclusion of divergent perspectives. This mindset allows us to truly unlock our organization’s ability to innovate, be agile, and create disruption. This past year, Ergobaby gathered input from numerous employees across many departments and varied, multicultural feedback from consumers across several countries and regions to inspire new experiences to facilitate bonding of families with young children. This led to the launch of its new line of Evolve™ Products, the first of which is an innovative, patent-pending 3-in-1 bouncer designed to grow with families. This diversity of insights helped create a foundation for the Evolve line to grow and better support young families in its vast, global community with new products.

As Ergobaby continues to further its diversity work, we are grateful to our people and the families that join us in welcoming diversity and inclusion to support a resilient, empathetic, and accepting world where children can live securely in a world without fear.”



Raj Dalal

Board Member,
Principal at Compass Diversified

It All Began With a Simple Idea



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 Bags, Diaper Bags, 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.

Love Carries on with Ergobaby.

*With the use of the Infant Insert (sold separately), may be used for babies 7 to 12 lbs.

Our Vision and Mission



Our Values.

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

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.

2021-2022 Highlights



2021-2022 Highlights

As the leader in innovating the world's most ergonomic products for babies, 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 2021-22 efforts in these areas.



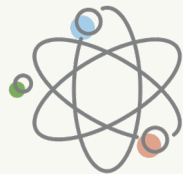
SUSTAINABILITY



DIVERSITY, EQUITY
& INCLUSION



PEOPLE & POLICY



EDUCATION &
SCIENCE



GIVING BACK

“In our current times of strife and uncertainty, our children are our common good and the shared hope for a brighter future. It is more critical than ever that we take action. As parents, we know that it begins with crawling before running, but that even small steps made with big hearts can ignite change.”

—Petty Rader

Chief Growth and Legal Officer

Sustainability



Introduction

As a company focused on supporting parents in the joys and jobs of bringing a brand new person into the world, we want parents to feel confident that they're purchasing environmentally and socially responsible products — helping them check one more thing of their list. To do this, we're 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.

“I believe that adopting a more sustainable attitude is essential and cannot wait. We should not only think about what we can do tomorrow, but what we can already start doing today for a greener world. There are no small actions and each of them matters in leaving behind a better inheritance for the next generation.”

—Claire Tille

Junior Marketing Manager,
Benelux and Corporate Responsibility
Committee Member

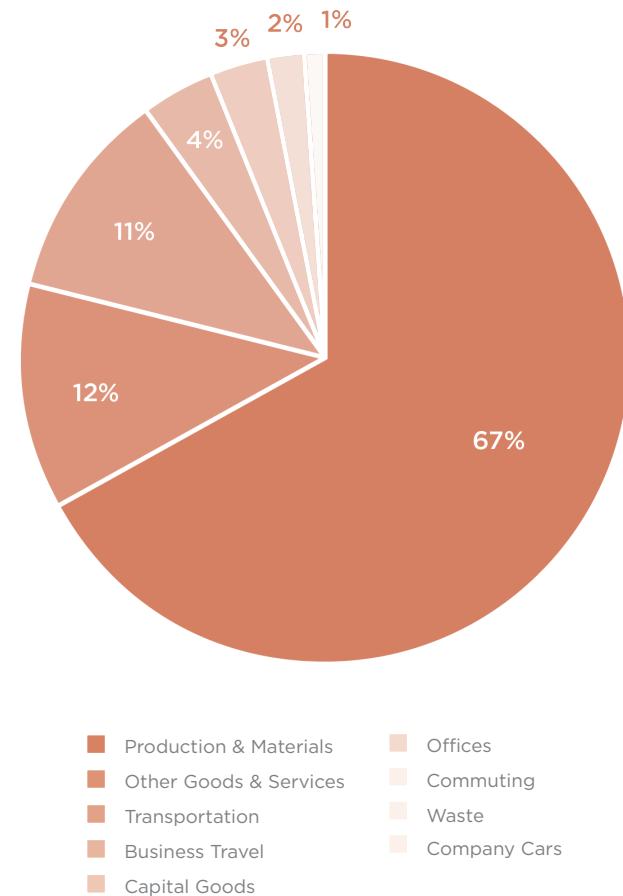
The interconnectedness of the strategies required to achieve this goal is worth noting.

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.

Company GHG Emissions*



*We used the Greenhouse Gas (GHG) Protocol standards to account for greenhouse gas emissions throughout operations and the value chain of the company. These are based on 2019 data.

Ergobaby Sustainability Goals for 2022 and Beyond

AREA OF FOCUS

GOALS

PROGRESS IN 2021-2022

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 3 focus areas which are the biggest contributors and biggest reduction opportunities with respect to our carbon footprint: materials, finished goods manufacturing, and product logistics. We have also identified initiatives within each area that we can pursue in order to reduce emissions. We have more work to do quantifying the potential of these initiatives and setting targets that we feel are ambitious yet achievable.

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.

Keeping our Products in Use

In calendar year 2022, Everlove sales will be equal to 5% of the combined US and EU ergobaby.com sales in the same time period

As of September 2022, 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

Designing for Comfort, Durability, and the Environment

PRODUCT DESIGN

The measurement of our carbon footprint revealed that nearly 70% of our company's GHG emissions are generated from manufacturing our products and from the materials used in our products. Based on this information, we are working on a plan to reduce our impacts through design, material choices, and the longevity of use for our products. Products that are durable and adapt as children grow can provide the service of multiple products, and importantly, reduce the need to make more new products -- saving the environmental impacts associated with making more products including use of natural resources, production of waste and emissions of greenhouse gasses.

This year, we launched our new Evolve™ 3-in-1 Bouncer designed to grow with little ones. We created this bouncer to be three products in one (a newborn lounger, bouncer, and toddler seat) with the idea that products designed to last through multiple ages and stages, and made of high-quality materials would reduce our environmental footprint. We designed the product so that parents could store the bouncer in small spaces, and this compact form also decreases our greenhouse gas emissions by lowering the impact of shipping the products.

MATERIALS

In 2022 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.

“I am particularly interested in sustainability from a design perspective. I love thinking about what we can do on the front end of initiating products in materials, sourcing partners with ethical practices, thinking through cut yield, wastage, etc. to reduce our footprint from the start.

—Kate Swanson

Senior Product Designer &
Corporate Responsibility
Committee Member

Designing for Comfort, Durability, and the Environment



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, we set out to work harder to eliminate unnecessary packaging and reduce waste. In 2022, we saved over 12 tons (24,000 pounds) of packaging. We also reviewed our packaging to ensure that all appropriate recycling symbols are marked clearly to encourage and help our consumers with any confusion and aid them in making conscious choices.

In addition, in 2022, our EU team moved from corrugated boxes made of 70% recycled paper and 30% virgin paper to an alternative of 70% recycled paper and 30% grass. This new grass paper box has 28% less impact on biodiversity and 11% less impact on water scarcity than 100% recycled paper boxes.*

As we look at how to provide our customers 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.

*data from Cartoflex

Carbon Footprint

Ergobaby was founded with a vision to revolutionize how we carry babies and for the last 20 years we've been making the highest quality, safest, most ergonomic baby carriers in the world. In the next 20 years we look forward to making the same quality carriers, but with a smaller carbon footprint.

In 2021, we worked with a professional consultancy to measure our greenhouse gas emissions to establish a baseline measurement for our entire company — this includes manufacturing our products, the materials we use, packaging, transportation from production factories all the way through to retail stores, plus our offices and warehouses and employee activities (see Company GHG Emissions on page 13).

2022 proved to be a challenging year to get our carbon reduction efforts underway. The world presented all of us with wars, increases in energy prices, and inflation -- all of which lead to increases in cost of materials. For example, like so many others, the pandemic caused supply chain delays which resulted in bringing products to market via air in order to meet deadlines, although we know air shipments contribute more GHG emissions per unit shipped compared with ocean freight. We already know from our carbon footprinting data that in 2019, the second most significant category of emissions was from the transportation of Ergobaby products from production factories all the way through to retail stores, an amount equivalent to 856 gasoline-engine cars being driven for one year -- and this was before the pandemic. As part of our future climate strategy, we must minimize emissions from product transportation and distribution despite these challenging conditions.





Ensuring Healthy and Safe Working Conditions for Producing Goods

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. As we shared in 2020-21, we actively seek to work collaboratively with partners that share our values of sustainability, accountability, and transparency. To ensure that the people producing Ergobaby products are treated fairly and work in safe and healthy conditions, we forbid the use of forced labor,

and discrimination in our company Code of Conduct for suppliers. And 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.

“Our suppliers deeply care for their employees with the understanding that it is the people – not the machines – that make them renowned global manufacturers.”

–Vanessa Van Bui

VP Global Supply Chain



Our partner in Vietnam has a robust sustainability program with four areas of focus:

1.

SOCIAL
RESPONSIBILITY

2.

ETHICAL LABOR
PRACTICES

3.

PHILANTHROPY &
VOLUNTEERING

4.

ENVIRONMENTAL
RESPONSIBILITY

Social Responsibility

Access to medical care for both its employees and those living in the surrounding areas is something that our partner in Vietnam has always prioritized. They have consistently recognized that not having available transportation to necessary medical staff and resources was a problem impacting those in rural areas. Our partner saw that most causes of death were related to lack of transportation to proper hospitals and set out to alleviate this issue by purchasing and donating ambulances to disadvantaged and poor communities. Today, up to 50 ambulances have been donated by our partner to districts across the country.

Ethical Labor Practices

Similarly, our Vietnamese partner also deeply cares for their employees with the understanding that it is the people — not the machines — that make them a renowned global manufacturer. Specifically, they recognize the importance of creating a fair and equitable place to work and provide women, who make up a significant portion of their employees, equal opportunities for career growth within the organization.

Philanthropy & Volunteering

The company donates funding to support building local bridges and residential housing. Noticing that many of the bridges in their region of Vietnam were extremely old and made of poor-quality materials, our partner decided to support building bridges throughout the An Giang Province. In addition, they made a conscious decision to support the living conditions of their employees. In 2017, they began building housing for employees with spaces large enough to house a family of two generations. By the end of 2019, our Vietnamese partner had completed 300 separate houses of high-quality materials and construction.

Environmental Responsibility

The company repurposes excess fabric from Ergobaby products to the extent it can in order to make bedding, backpacks, and pajamas for orphanages.

Keeping Products in Use

Everlove, Ergobaby's program for keeping Ergobaby carriers in use, buys back, restores, certifies, and resells quality, lovingly used Ergobaby carriers. All **Everlove by Ergobaby** carriers go through an extensive 30+ point inspection and are thoroughly cleaned with a baby-safe, environmentally friendly, and sustainable deep cleaning method.

2022 marked the second anniversary of Everlove's launch in the US and continued expansion into Europe with the program translated into German. Globally, what is unique about Everlove is that we inspect, authenticate and clean every carrier which ensures that Everlove customers are experiencing the durability, comfort and quality of a genuine Ergobaby carrier. There's no doubt that this requires significant effort, but we see this as a long-term investment in the sustainability of our business. By building a circular business model through Everlove, we are able to disconnect revenue from the extraction of natural resources and production of waste -- which moves us from the "take-make-waste" nature of a linear economy that has led to the devastation of our environment.

Compared to manufacturing a new carrier, **Everlove carriers save about 80% of the CO2e emissions and 90% of water use.** Because of these significant savings and immediacy of the program, Everlove continues to complement our efforts to reduce Ergobaby's carbon footprint through the selection of alternative materials. Specifically, the time it takes to identify, test and produce new carriers can take

months to years, which is why simultaneously focusing on keeping existing products in use helps Ergobaby reduce its carbon footprint in both the near and long term.

We've got a long way to go. When we started Everlove, our goal was that in 2022 Everlove sales would be equal to 5% of the carriers sold on our US and European websites in the same time period. In the first year of the program, we reached 2% of sales and as of printing this in October, we've reached 1% of sales in our second year. 2022 was hampered by moving our warehouse which greatly disrupted the Everlove supply chain in the US.

However, the biggest hurdle to reaching our goal was getting more carriers back from the consumers who love their Ergobaby carriers. We are looking forward to streamlining our operations next year and working with YOU -- our customers to get more carriers out of closets and garages and into the hands of families who need them. By sending back your carriers you are not only helping the landfills, but also helping other young families. You can send yours back by visiting ergobaby.com/used-baby-carriers. We thank you for your participation and support of Everlove!

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 goals and beyond

1. Annual Reporting for Transparency and Accountability
2. Developing a Diverse Workforce
3. Furthering Diversity in Marketing
4. Flexible Work and Parental Support
5. Multicultural Holiday Observance Policies
6. Diversity Training and DEI Resources for All Employees
7. Certifying Diversity Professionals Internally
8. Supporting Socio-Economic Access to Products
9. Career and Leadership Development
10. Metrics for Vendors and Partners to Reflect Internal DEI Values

2022 Highlights and Demographic Information

DEVELOPING A DIVERSE WORKFORCE

Our people continue to be the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and company's achievement as well.

EMPOWERING WOMEN

We continue to hold space for women to thrive. The [Women's Leadership Group](#) is well into its second year at Ergobaby, welcoming many new members and developing even stronger connections together. Through a forum of personal storytelling and discussions, the group creates shared learning and support for each other. Together with the support of and giving to organizations supporting women outside Ergobaby, we endeavor to build a world that values the strengths and contributions of women.

Demographic Information

GENDER

Ergobaby's global workforce is comprised of 67% women, 28% men, 3% non-binary, and 2% preferred not to identify gender.

RACE / ETHNICITY

The majority of Ergobaby's U.S. employees are non-White. Forty percent (40%) identified as Caucasian/White, 27% Asian, 14% Hispanic/Latino, 11% Two or More Races, and 8% all others (Black or African American, American Indian and Alaskan Native, Native Hawaiian or Pacific Islander, or preferred not to answer).

LGBTQ+

Twelve percent (12%) of Ergobaby's U.S. employees identify as Lesbian, Gay, Bisexual, Transgender, Queer and more.

2022 Highlights and Demographic Information

FLEXIBLE WORK AND PARENTAL SUPPORT

In 2022, seventy percent of employees reported having caregiving and/or financial responsibility for children (44%), elders (6%) or both children and elders (20%). At Ergobaby, “flexibility” is not just a “women’s issue” – the way we work flexibly helps all employees to better balance work and life responsibilities. It also helps us to attract and retain more diverse talent and helps us build a more inclusive workplace. We recognize employees need to work flexible hours for reasons such as parenting, school, medical care and work-life balance.

This year, we began a partnership with [SitterStream](#), an organization that provides virtual, on-demand babysitting education and wellness services for children and adults. Employees can book virtual babysitting, tutoring, and adult wellness services at any time, including workshops for new and expecting moms, parent coaches, and elder companions.

Employees also have access to free weekly sessions for preschool and programming for kids, as well as adult meditation and yoga. SitterStream was created by a mom of four who saw the gap in childcare created during the most recent pandemic, and is committed to providing services that fit the evolving needs of employees and working parents.

“As a mother of a young woman, I often think about the world my daughter will inherit and what challenges and opportunities she may

encounter in her career and personal life in the years ahead. While early on, I admit, I dreamed for her to someday live and work in a world where gender equality is a given, it is not enough to dream but to actually engage in building that world into reality. With more than twenty years in the field of people, I have never worked with a team of employees more dedicated to lifting up women and supporting parents at work than at Ergobaby. I am incredibly proud of the work being done here, not only through our products and education, but through curious learning and valuing each other as humans wanting to make a long and lasting positive impact on the world.”

– Michele Ferren

Senior Director, People & Diversity



FURTHER REPRESENTATION IN MARKETING

Recognizing the importance of diversity and inclusion in marketing has become core to our imagery and storytelling. We embrace differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make people unique. We continuously seek partnerships with BIPOC nonprofits, brands, thought leaders and influencers as a best practice.



2022 Highlights and Demographic Information

GREAT PLACE TO WORK CERTIFIED



This year, we are proud to have earned our certification as a **Great Place to Work**, having met the requirements for creating an outstanding employee experience. In addition to employees reporting they are proud to tell others they work at Ergobaby and the ways in which Ergobaby contributes to the community, employees gave the highest ratings to the focus area of justice - up to 97% when it comes to people feeling they are treated fairly regardless of their gender, race, age and sexual orientation.

OUR FIRST IN-HOUSE DIVERSITY PROFESSIONAL

This year, **Petty Rader, Chief Growth Officer & Chief Legal Officer** earned her credential as a **Certified Diversity Executive (CDE)**[®]. As a leader in building inclusivity and cultural change at Ergobaby, Petty leads by example by being Ergobaby's first in-house certified diversity professional. The certification acknowledges her well-developed knowledge and skills to lead DEI globally, including allyship in the workplace, boardroom and supplier diversity, and innovation through DEI best practices.

DIVERSITY TRAINING AND DEI RESOURCES FOR ALL EMPLOYEES

Together with our internal news site and DEI library that launched this year, we achieved our initial goal of making DEI learning foundational and accessible to all employees at Ergobaby. This year, we provided Unconscious Bias training to all global employees by **She+ Geeks Out**. The program covers a number of complex topics such as intersectionality, inclusion, equity, specific types of biases, and more importantly, key strategies for mitigating bias in the workplace and beyond.

In addition, the executive leadership team chose to complete an immersive DEI training together this year with **She+ Geeks Out**. The team is taking deep dives into the significance of identities and experiences, socialization and oppression, power, privilege, and power, and policies, processes and opportunities to further diversity and inclusion at the organizational level.

Career and Leadership Development

The Women's Leadership Group continued to sponsor Ergobaby's Career and Leadership speaker series this year on various topics from public speaking to mental health. In addition, the people and diversity team launched a new site internally dedicated to career development, including tips on skill improvement, skill addition, how to create broader visibility of natural strengths and value, as well as forming a broader network to support professional growth. Employees also gained access to one-to-one mentorship opportunities and career path conversations.

CAREER & LEADERSHIP SPEAKER SERIES

Katie DeFerrari

Katie DeFerrari delivered a seminar on public speaking for Ergobaby this year. In a time where authenticity and the power of personal storytelling are critical to bringing people together, Katie shared smart, simple methods for developing confidence in speaking in front of an audience regardless of the topic.

Katie is a Deputy District Attorney in Oakland, California. She has been a criminal prosecutor for 17 years and has conducted more than 30 jury trials. She specializes in domestic violence and white-collar prosecution. Before law school, Katie worked as a deputy press secretary and speechwriter for politicians in Sacramento, and as manager of the Executive Speakers' Bureau at Charles Schwab, where she assisted executives in public speaking preparation and logistics. Katie is a graduate of Notre Dame Law School.

Diane Clark

Diane Clark, Head of Global Client Success for Pegasystems, spoke with Ergobaby employees on her personal journey in career and leadership. With over 20 years in technology enablement, Diane is responsible for post-sale management of all strategic Pega clients.

Diane is a mental health advocate and change agent. She was recognized by Dr. Robert Kelley (author of *How to be a Star at Work* and Professor at the Tepper School of Business) who "tells our students what you started for them" more than 15 years after graduation. Diane also led the first Mental Health at Work initiative at SAP Ariba and provides counsel to leaders on "it's okay to not be okay". Diane has an MBA from Carnegie Mellon Tepper School of Business, and volunteers for TEDxSeattle, co-chairing the Women's event in 2021.

Education and Science



BACKED BY SCIENCE

At the heart of everything we do, our goal is to help parents in 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.



Here's What We're Doing

PARTNERSHIPS

This year, we partnered with nurses and doulas through our Education Program on babywearing. 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.

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.

EDUCATION & SUPPORT

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 use of any of Ergobaby's products such as strollers and bouncers.

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.



“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.

Essentials for Children

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](#).

Carriers for 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](#).

Keeping Families Together

We have developed a partnership with [Hope and Homes for Children](#), a worldwide association that is fighting to close orphanages, keep families together, and ensure every child has a loving and stable family. Our partnership with Hope and Homes for Children aims to raise awareness of the harm done by orphanages by supporting children and parents to make a special connection, especially in those first few months. In parallel, we have also sent several baby carriers to families in Moldova.

Supporting Breast/Chestfeeding

This past year, we continued to support [BreastfeedLA](#) with strollers, carriers and in-kind monetary donations. BreastfeedLA 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/Awarness

We have initiated a partnership with [Pink Ribbon Belgium](#), the association that fights against breast cancer and supports breast cancer prevention. The EMEA team is fully engaged to this cause through marketing, communication, and will be participating in [The Pink Walk](#) during the whole month of October.

Support for Long Hospital Stays

For the 3rd 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.

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.

Childcare and Wellness

Ergobaby pledged its commitment to the [SitterStream 100 Challenge](#) to reimagine the future of work - keep women in the workforce, engage working parents, improve the mental well-being of families and transform our workplace. Due to our pledged support, SitterStream donated 100 childcare and wellness sessions to Big Brothers Big Sisters.

Clean Oceans

For every customer review left on the [Aerloom Baby Carriers](#), the EMEA team donates €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 the US, we partnered with [Orange County Coast Keepers Inc](#), to host a beach clean up for Clean Beaches Week and to celebrate the launch of the new Aerloom colors. Collectively, our group picked up 14lbs of trash off the beach and all the moms had a great time going to the beach with their babies.

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).



People and Policy



Employee-Led Committees

Knowing that change comes from within, our **Corporate Responsibility** and **Diversity, Equity and Inclusion** committees continue to be employee-led by our people and for our people. Supported by executive leadership, we continue to work as a team to educate, learn and share, and most importantly, act responsibly together.

Corporate Responsibility Committee Members

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

Executive Sponsor

Petty Rader

Special Thanks

Nellie Cohen, Anthesis
Todd Copeland, Copeland Consultancy

Diversity, Equity, and Inclusion Committee Members

Alexandra Bentley
Monifa Brown
Samantha Burrows
Addison Camisa
Priscilla Wan Chioy
Marta Comparin
Gunnar Dahl
Teresa Hou
Esmeralda Lopez
Elizabeth Lopez
Priscilla Parra Arizaga
Caroline Rodrigues
Demetrius Romanos
Brandi Sellers-Jackson
Todd Shimoyama
Christina Soletti
Lea Wittenberg

Executive Sponsors

Petty Rader
Michele Ferren

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 2021-2022 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.**

