



BRAND IMPACT
REPORT 2020/21



Table of Contents

Introduction	03
Our Vision and Mission	07
2020-2021 Highlights	10
Sustainability	12
Diversity, Equity & Inclusion	22
Education and Science	29
Giving Back	33
People and Policy	36

Introduction



“To live by the golden rule.

How do we accomplish this as a brand? It sounds so trite, yet the impact is so meaningful. Treat others, and the planet, how one wants to be treated. It is the spark for what drives this important work. Growing up in the diversity of Southern California, I learned from a young age to treat others and the planet with respect. I learned that no matter what our backgrounds, religions, philosophies, ethnicities, we all have something to contribute. And our contributions are valuable.

With that spark in mind, I'm pleased to present our first annual impact report. We have identified five areas we believe

we have a responsibility to work on that will help build a better future for our children: sustainability; diversity, equity and inclusion (DEI); education and science; giving back; and people and policy. This is the work we are doing to help create the world we envision for our children and live by the golden rule as a brand. Why are we doing it? Because it's the right thing to do--for the people we serve, and more importantly, for the children who will carry the future forward. It's that simple.

Understand that we are actively working to improve on all of these areas and that we will hold ourselves accountable by publishing our progress each year. We are proud of our team and what we have accomplished so far and excited for the future!”



- Jason Frame, CEO of Ergobaby

“Every mother who looks into the eyes of their child, sees a window into the future.

Every mother who holds their baby, heart to heart, hears the sounds of the steps we must take to ensure a bright future for our children and the planet on which we rely. We know the attachment between parent and child is no less important than the attachment of people and planet.

When I joined the Ergobaby board in 2017, I came with the mission of millions of millennial moms: to ensure that the company I loved and supported was an ally in our fight to preserve our precious planet for our future. Over the four years I've served on the board, I have been delighted to see the fervency with which the entire Ergo team has risen to face the challenge of this moment. This impact report tells the story of our efforts and charts our pathway into the future. We're honored to be a part of this journey with all of our young families across our beautiful planet.”

A handwritten signature in black ink, appearing to read 'Ashley Lukens', with a stylized, cursive script.

- Ashley Lukens, PhD (she/her)

Principal Consultant, Ashley Lukens Consulting, Inc
and Ergobaby Board of Directors member

It All Began With a Simple Idea



Almost 20 years ago, 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, but found nothing that satisfied her needs for comfort and balance. She was deeply inspired by indigenous babywearing practices and **The Continuum Concept** — the idea that, from birth, we must be treated with great care to achieve optimal wellness in our future life. With this premise at the top of her mind, and a background in design, she set out to create something that was beneficial for her baby as well as comfortable and easy for parents to use. Drawing inspiration from the traditional mei tai baby carrier, the ergonomic design of the very first Ergobaby Baby Carrier was born. With that humble design, Karin Frost revolutionized how we carry babies. Her soft-structured carrier became the gold standard.

Ergobaby carriers give you the freedom to enjoy life's big and small adventures, all while keeping

your baby close. Our products 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 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, Sleeping Bags and Diaper Bags, all with the goal of meeting the needs of today's parents.

Ergobaby is headquartered in Los Angeles and is sold not only in the United States but also in over 50 countries worldwide.

Our Vision and Mission



Our Belief.

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

Our Vision.

A world where every young family is supported, connected, and thriving.

Our Mission.

Provide the knowledge, community, and thoughtful products that give young families the freedom to bond together.

Our Promise.

We promise to provide parents with the foundation to thrive with products that are engineered for comfort and ease, as well as expert guidance that's grounded in real life.

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 Manifesto

OUR VISION AND MISSION

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 messaging 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.



We believe in the transformative power of love. We are continually amazed by how the tiniest person can transform our lives with just one exquisite breath. Suddenly nothing is more important than keeping baby safe, comfortable, and happily by our sides. To carry our love forward and ensure their healthy and happy future, we believe it is our responsibility to work towards the world we envision for our children. **We've identified five key areas in which we believe our work can have the most impact toward that vision: sustainability, diversity, equity and inclusion (DEI); education and science; giving back; and people and policy.**

2020-2021 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. **In 2020-2021, our impacts included:**



SUSTAINABILITY

Measured our carbon footprint to **establish a baseline** measurement of our contribution to climate change.

Introduced our **Aerloom™** carrier, the first baby carrier to apply seamless knitting technology, and uses yarn made from 87% post-consumer recycled polyester.

Launched **Everlove™**, the first brand-owned resale program from a baby products company.



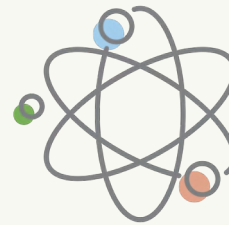
DIVERSITY, EQUITY & INCLUSION

Established **DEI committee and policies**, certified diversity executives and professionals, and hired a diversity consultant to train our employees.

Formed a **Women's Leadership Group** and rolled out career and leadership training for women company-wide.

Created a **global Flex Work policy**, added additional annual DEI holidays to the schedule.

Benchmarked and **further improved diversity** on all packaging and imagery.



EDUCATION & SCIENCE

Partnered with **Nurturely** on babywearing studies and shared education around equity in perinatal wellness.

Re-introduced our Education program to **support birth workers** with discounts and babywearing resources



GIVING BACK

Responded to the global crisis with the **"Five for Families"** initiative, donating 5% of global sales to organizations and small businesses doing work in communities around the world during the pandemic.

Continued our donations and support to partners such as Save the Children, Baby2Baby, FoxBox, Birthline of San Diego, Kindred Space LA, The Loveland Foundation and The Conscious Kid.



PEOPLE & POLICY

In addition to their regular work responsibilities, **our people led these efforts** across Sustainability, Diversity, Equity and Inclusion, Education and Science, and Giving Back to make these impacts.

We continued to create policies to support and grow all the areas of impact listed above.

Sustainability



OUR VISION

A healthy earth that is cared for so that it may meet the needs of today's generation and those to come.

HERE'S WHAT WE'RE DOING

We're committed to providing our customers and partners with transparent information about our commitments to and progress towards meeting our sustainability vision. Our strategy to achieve this is to continue to make Ergobaby products that meet our rigorous standards of comfort, function, quality, and longevity — but with fewer impacts on the planet. This means that we will always use exceptional materials in our product designs, and lead the way in carrier, stroller, and accessory innovation — while reducing our environmental footprint.



In 2020, we identified four areas that we are dedicating resources towards measuring, managing, and improving:

1

PRODUCT DESIGN & MATERIALS:

reducing the environmental impact of making our products through better designs, more sustainable raw materials, innovative manufacturing techniques, and simplified packaging.

2

HEALTHY & SAFE SUPPLY CHAINS:

working with our supply chain partners to collaboratively ensure that the people making our products are treated fairly and work in safe and healthy conditions.

3

CARBON FOOTPRINT:

measuring our entire carbon footprint* from the raw materials we use to the purchase of our products, setting reduction goals, and enacting strategies to achieve those goals.

4

KEEPING OUR PRODUCTS IN USE:

growing our circular product system, Everlove, to keep carriers in use to provide greater access to our products via lower prices and over time will reduce the number of new carriers needed to be made.

*carbon footprint: the greenhouse gas emissions that are directly or indirectly associated with our company's products and operations.

Product Design & Materials

In 2021, our carbon footprint revealed that nearly 70% of our GHG emissions are generated from the raw materials and production of our products. Using this information, we're working to design out impacts — eliminating or reducing impacts by thorough design and material choices.

For example, in 2020, we launched our new Aerloom™ carrier that utilizes the production technique of 3D knitting and we sourced yarn that is made of 87% post-consumer recycled polyester and certified to the Global Recycled Standard to be used in the process. Each choice for this product reduced the environmental impact of this carrier in the following ways:

AERLOOM PRODUCTION: 3D knitting involves knitting every panel to shape, which reduces material waste compared with cutting individual pieces of fabric to shape. Along with reducing waste going to landfills, we're also saving the resources used and impacts generated by making the material that is going to waste.

AERLOOM MATERIALS: Our FormaKnit fabric is made of post-consumer recycled polyester and each Aerloom™ carrier utilizes up to 26 plastic water bottles — which eliminates the impacts generated from making new, virgin materials.



Aerloom is the first baby carrier to apply seamless knitting technology.

We continue to search for more sustainable materials to replace our current selections. We've hired external consultants and surveyed employees and customers to determine what will be the most meaningful changes we can make to our materials for both the planet and parents. We look forward to offering more products with smaller environmental footprints in the future.



Healthy & Safe Supply Chains

At Ergobaby, we believe in taking care of all people, from those who use our products to those who make our products. To that extent, we only **work with suppliers who share the same outlook as us when it comes to social and environmental responsibility.** We work collaboratively to ensure that the people producing our products are treated fairly and work in safe and healthy conditions.

This includes forbidding the use of forced labor, child labor, and discrimination in our company Code of Conduct for suppliers. And to provide accountability, Ergobaby's factories hold highly regarded social compliance certifications assured 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 India has a robust sustainability program with four areas of focus:

1.

ENVIRONMENTAL
RESPONSIBILITY

2.

PHILANTHROPY

3.

VOLUNTEERING

4.

ETHICAL LABOR
PRACTICES

Environmental Responsibility

The company has installed infrastructure onsite to address its natural resource use and pollution. This includes an effluent treatment plant that filters wastewater through a three-stage process so that the water can be reused for irrigation purposes in the garden onsite or discharged safely according to the Pollution Control Board discharge standards. Additionally, they have made large investments in a solar array which has increased GHG emissions savings from 9.1 metric tons of CO₂e in 2012 to over 244 metric tons of CO₂e in 2019 -- which is the equivalent emissions of driving 605,000 miles in a passenger vehicle. Additionally, energy demand was reduced by 10% by changing lighting systems and using a passive solar water heating system that pre-heats water for the boiler. The company follows ISO14001 – the international standard for an effective environmental management system (EMS).

Ethical Labor Practices

In addition to their environmental work, our partner in India 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 local schools and communities through projects such as the installation of toilets in a local school, purchase of wheelchairs for people in need. As part of their philanthropy efforts and in conjunction with funding from Ergobaby, they installed a water treatment system at an orphanage for girls.

Carbon Footprint

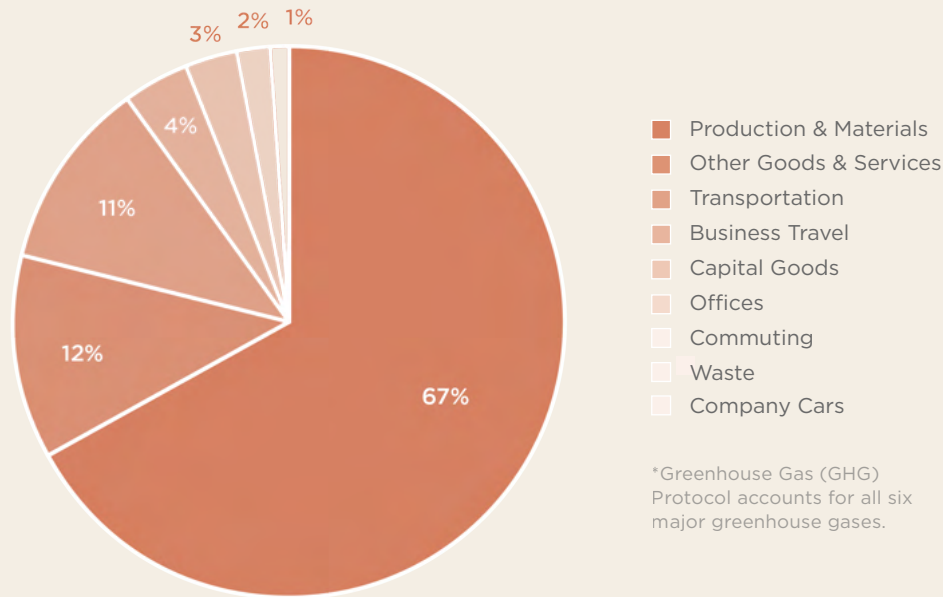
Ergobaby was founded with a vision to revolutionize how we carry babies and for the last 20 years we've been making the highest quality, safest, most ergonomic baby carriers in the world. In the next 20 years we look forward to making the same quality carriers, but with a smaller carbon footprint. In 2021, we worked with a professional consultancy to measure our 2019 greenhouse gas emissions to establish a baseline measurement from the materials we use, to the factories where we produce our products and into our offices and warehouses. Our baseline is our starting point for understanding Ergobaby's contributions to climate change. From here, we will set meaningful reduction targets and transparently report our progress towards meeting them.

“From the first moment I felt their hearts beat and gazed into their eyes, there was nothing I would not do to move mountains to ensure that my children are always loved and protected. As a company that provides products for those very same babies, it is our responsibility to care for the planet the same way we care about our children. We have an obligation to take action to help shape the future and be the stewards for the world we envision – one of belonging, inclusion, love and respect for our Mother Earth.”

–Petty Rader

CHIEF GROWTH OFFICER & CHIEF LEGAL OFFICER

Baseline: Our 2019 Carbon Footprint using GHG Protocol



Emissions Breakdown

- 1. RAW MATERIALS & PRODUCTION**
 = to driving a car 54M miles, or 2,174 trips around the earth.
- 2. TRANSPORTATION OF PRODUCT**
 = to consuming about 447M gallons of gasoline or 1.5M liters of diesel.
- 3. BUSINESS TRAVEL**
 = to powering 144 homes for one year.

*Source of GHG equivalencies: US EPA

Moving Forward

We've started our journey towards reducing our emissions close to home with efforts to reduce the emissions we have greatest control over — our offices and travel and commuting practices.

OFFICE: HAMBURG, GERMANY

In 2020, Ergobaby's European Office in Hamburg, Germany became an EnvironmentPartner — or *Aktiver Partner der UmweltPartnerschaft Hamburg*. Ergobaby's office offers company bike leasing, subsidized tickets for public transport and regularly provides an organic fruit crate for all employees.

EMPLOYEE TRAVEL & COMMUTING

We introduced a *Flexible Work Policy* that continues to serve our people and the planet better by allowing our employees to decide if and when they need to come into the office.

Keeping Products in Use

In 2020, we launched Everlove in the US and in 2021 we expanded into Europe. Everlove is a program whereby Ergobaby buys back, restores, certifies and resells quality, lovingly used Ergobaby carriers that meet our Certified Pre-Loved criteria. By re-selling existing products, Everlove successfully separates the reliance on using precious and limited natural resources to make and sell things to generate revenue. In other words, the most environmentally-friendly product is the one that has already been made.

This business model is the heart of the circular economy — which not only **benefits the environment through the reuse of materials**, but also benefits all people by increasing access to our products via lower costs. Because these carriers are sold at a more affordable price, they reduce the financial barrier to ownership of the world's best baby carrier — helping more families benefit from babywearing.

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 before placing them up for sale in our shop — ready for the next family to enjoy and love.

We are **proud to be the first baby product company to have a resale program** and even prouder that others are following our lead because this is how we'll truly make a positive impact on our planet. Compared to manufacturing a new carrier, Everlove carriers save about 90% of the CO2e emissions.

everlove
by ergobaby™



Everlove carriers
save about 90% of
the CO2e emissions
compared to making
a new carrier.

Sustainability Goals:

1

CARBON FOOTPRINT:

Using our 2019 carbon footprint baseline we will set emission reduction targets and goals that meaningfully address Ergobaby's impact on climate change. We will announce these goals by the end of 2021 and launch our work to meeting these goals in 2022.

2

PRODUCT DESIGN:

To help us achieve our 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 alternative materials, as needed, to lessen the overall impacts on planet and people. We will also work with our suppliers to support and encourage the use of renewable energy at their facilities.

3

KEEPING OUR PRODUCTS IN USE:

Everlove gets carriers back into use with significantly less impact than making a new carrier and by 2022, Everlove sales will comprise at least 5% of total carriers sold by Ergobaby.

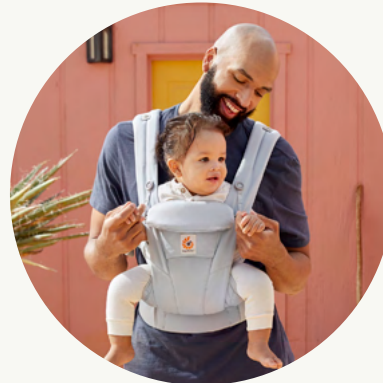
Diversity, Equity and Inclusion





OUR VISION

A global community that is resilient, empathetic, anti-racist, inclusive and welcoming, so our children can live openly in a secure world without fear.



Here's What We're Doing



DIVERSITY, EQUITY AND INCLUSION

CREATING A CULTURE OF INCLUSION

Our people are our most valuable asset. 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. We are investing in credentialing and building diversity and inclusion professionals within the organization to help lead best practices in diversity and inclusion globally. We are providing all employees access to diversity and inclusion resources on complex topics such as intersectionality, inclusion, and equity, understanding types of bias, and learning key strategies for eliminating bias in the workplace.

“The world is big, colorful, but above all diverse. Just as diverse are our customers and ourselves, the employees. We all have different views, belong to different religions, live in different cultures and come from different family backgrounds. But above all we are all individuals with different strengths, weaknesses and needs. I would be pleased to become part of the DEI team to create a workplace culture in which each of us feels valued, respected and accepted, and to help break down barriers so that all employees can bring their true selves to work and achieve success and their full potential. In this way, together we can not only improve the performance of the company, but also increase the work experience for ourselves”

–Sunna Wichmann

JUNIOR SALES MANAGER EMEA

Here's What We're Doing



DIVERSITY, EQUITY AND INCLUSION

EMPOWERING WOMEN

As a company that primarily serves women, we wanted to make an impact with our own women employees through an employee-led Women's Leadership Group. As a group, we welcome and feature women, including mothers and caregivers, sharing advice and encouraging allyship in the workplace. The group provides a safe space for women to talk openly about topics such as their challenges, career advancement, working mom concerns, and intersectionality. The group allows for support and mentorship with a focus on advocacy for its members. Additionally, the group has spearheaded discussions around leadership and career, bringing in a diverse panel of speakers on topics such as career growth, finding your sweet spot, balancing work and parenthood, and empathy in the workplace.

Featured Speakers

LISA GUITIERREZ

VP & Chief Diversity & Inclusion Officer of Indiana University Health with prior leadership roles at Cardinal Health, Procter & Gamble, Deloitte Consulting, and University of California, talked with us about finding the "sweet spot" between company needs, the day job, and career dreams.

KATHRYN KAI-LING FREDERICK

Former CMO at Live Nation Entertainment with prior roles at Ticketmaster, Yahoo!, Modern Luxury Media, and Pricegrabber joined us for a fireside chat on her new role as Chief Marketing Officer of the Los Angeles Rams, her career in marketing, and adventures in motherhood.

JUDGE KRISTI HESTER

shared her career from the district attorney's office to the judge's bench. She shared about the "work-life sway" between family life and her career path leading to the appointment by Governor Gavin Newsom to the Superior Court of California in the last year.

ERIN SPAHN ERENBURG

is a mom of 3 kids under 9, attorney, crowdfunding expert, serial tech and entertainment executive, investor, fund advisor and the founder and CEO of Totum, a community-powered platform to help modern mothers live whole lives.

Here's What We're Doing



DIVERSITY, EQUITY AND INCLUSION

FLEXIBLE WORK

We introduced flexible work to help all employees 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. This policy applies to all employees who are eligible by nature of their job. We recognize employees need to work flexible hours for reasons such as care-giving, school, medical care, and work-life balance.

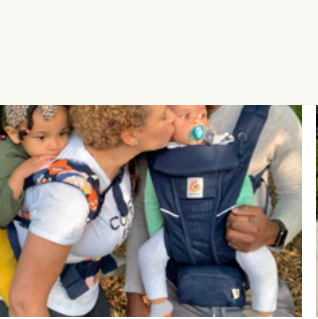
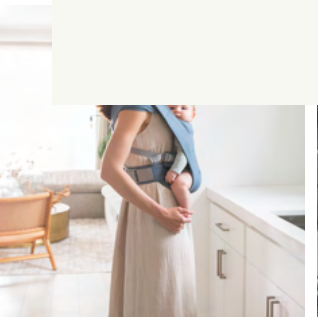
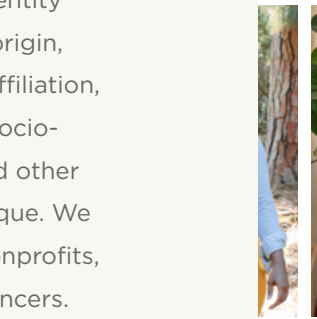
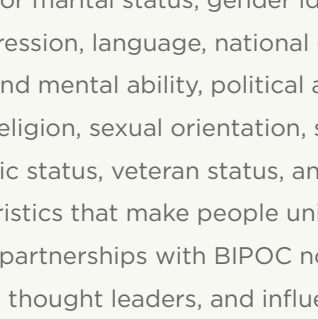
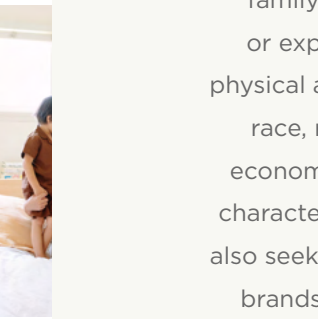
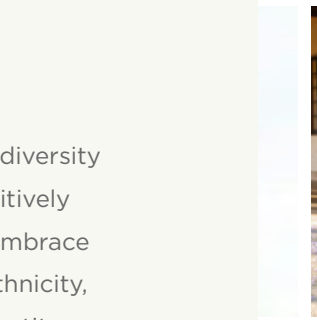
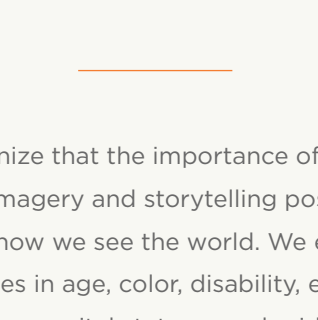
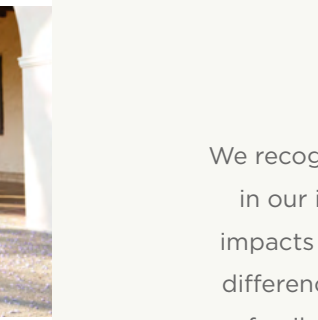
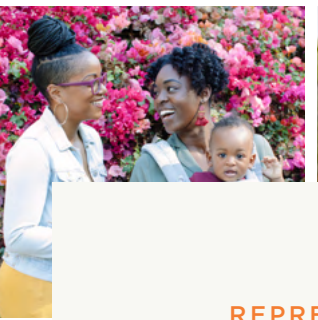
BODY INCLUSIVITY

One of the most amazing things about babywearing is that it is for every baby and every body type. We thoughtfully design for body positivity in our products and our marketing. We believe caregivers and babies of all shapes and sizes should feel comfortable and confident when using our products.

“As a plus size woman and an advocate for body equality, I’m so happy that Ergobaby is making a direct effort toward showing all different body sizes and shapes in our photography. I had my babies just 8 years ago, and back then, I didn’t see anyone who looked like me in parenting magazines and ads. Representation matters- and seeing moms and dads of all sizes comfortably and safely wearing their babies will no doubt introduce new families into babywearing and all of the benefits that come with it.”

–Amanda Chagoya

ASSOCIATE DIRECTOR, PRODUCT MARKETING



REPRESENTATION IN MARKETING

We recognize that the importance of diversity in our imagery and storytelling positively impacts how we see the world. 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 also seek partnerships with BIPOC nonprofits, brands, thought leaders, and influencers.

We have ten goals for 2022 and beyond.

1. ANNUAL REPORTING FOR TRANSPARENCY AND ACCOUNTABILITY
2. CONTINUING DIVERSITY AND INCLUSION HIRING
3. FURTHERING DIVERSITY IN MARKETING PRACTICES
4. FLEXIBLE WORK AND PARENTAL LEAVE POLICIES
5. MULTICULTURAL HOLIDAY OBSERVANCE POLICIES
6. POLICIES TO SUPPORT SOCIO-ECONOMIC ACCESS TO PRODUCTS
7. DIVERSITY TRAINING AND DEI RESOURCES FOR ALL EMPLOYEES
8. CERTIFYING DIVERSITY PROFESSIONALS INTERNALLY
9. CAREER AND LEADERSHIP TRAINING
10. METRICS FOR VENDORS AND PARTNERS TO REFLECT INTERNAL DEI VALUES

Education and Science



OUR VISION

A society where forming strong attachment from the start – including through babywearing – is accessible to all families, so that everyone may reap the lifelong benefits it brings.



Here's What We're Doing

BABYWEARING RESEARCH

We have partnered with [Nurturely](#), an organization that promotes equity in perinatal wellness and strengthens cultures of support for infants and caregivers through research and education. Earlier this year, we invited Emily Little, the executive director of Nurturely to our employee meeting to share her research about the benefits and importance of babywearing and a secure attachment.

MEDICAL ADVISORS

We continue to work with medical experts in their fields, such as [Dr. Bob Cho](#) and [Dr. William Sears](#) to provide evidence-based research to support healthy strong attachment from the start.



Nurturely programs we have supported:

- * Racism in Perinatal Health
- * Positively Pregnancy
- * Tiny Human Survival Training
- * Chocolate Milk Screening and Discussion
- * Babywearing and Bodyfeeding Workshop
- * Milk Mood Moves

Here's What We're Doing

EDUCATION PROGRAM

At Ergobaby, we believe it takes a village. We are committed to empowering organizations and professionals who support caregivers alongside our mission of strengthening the caregiver-child bond. To that end, our education program in the US provides discounts on products, resources, and education to those who work most closely with parents and babies, such as babywearing groups and consultants, doulas, childbirth educators, and sleep and lactation professionals

In the EU, we have created a program for health professionals called the [Midwife Programme](#), where we have done babywearing trainings with students of Schools for Midwifery. In addition, we have added a new blog category: Experts for Experts, as well as a quarterly newsletter to midwives where we share the latest learnings in the world of babywearing.

“I truly believe that if more babies are worn, our world will transform for the better. The idea that we can influence even just one mom to wear her baby gets me up in the morning. The benefits of babywearing are amazing. Supporting caregivers, and especially mothers, from the start can positively influence breastfeeding rates as well as a secure attachment, which is crucial for successful interpersonal relationships. I'm excited to be a part of a company that shares the research and evidence that supports strengthening the bond between parent and child, as I believe it will change the world.”

— Christina Soletti

DIRECTOR, SOCIAL MEDIA AND COMMUNITY

Giving Back



Charitable Initiatives

OUR VISION

A community that is empowered to support the well-being of all families through pregnancy and birth education; maternal health advocacy; strengthening the parent-baby bond and creation of an inspired, welcoming and community-focused future.

HERE'S WHAT WE'RE DOING

We are honored to work with so many amazing partners that make a difference in the lives of caregivers and babies every single day. We have partnered with organizations that share our values and that are working toward this vision we share for our children: organizations that support families in building strong bonds and secure attachments, and raise humans that are safe, healthy, anti-racist, empathetic, and free to be their authentic and true selves.



Our Partners



As a global company based in Los Angeles, we feel it is our responsibility to give back to organizations that serve families in our own community, as well as across the globe, especially during times of crisis. We identified charity partners working with families and for a period of time during the height of the Covid-19 crisis, we donated 5% of our Ergobaby.com sales to those organizations.

OUR PARTNERS



“Not being home in the first month of your baby’s life is so hard... being in the Pediatric Intensive Care Unit (PICU) is even harder. We were so thankful for our Foxbox and giving us the opportunity to enjoy our first walk with our Ergobaby carrier!”

-Deshea, Leighton’s mama

A FOXBOX FAMILY

People and Policy



OUR VISION

A workplace where our people are the future and are empowered with education, training and inspiration to create safe and responsible products.

HERE'S WHAT WE'RE DOING

The employee-led *Corporate Responsibility and Diversity, Equity and Inclusion committees* were established in 2020 with initiatives supported by executive leadership to hold each other accountable for creating a safe community and workspace to educate, learn and share with one another, and most importantly, act responsibly together.



Corporate Responsibility

COMMITTEE MEMBERS

Eric Childs
Christoph Dinnessen
Michele Ferren
Julia Kampf
Claire McCollum
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Thank you.

There is more to come, because there is a lot of work to be done and we hope to continue the conversation and continue the motion of change.

We are not going to do this perfectly, and we are working to keep our work as transparent as possible.

We appreciate your support as we work together to **build the world we envision for our children.**

