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easywalker

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STROLLING TOWARDS 2030, AND BEYOND

Easywalker's Sustainability Policy

INTRODUCTION

At Easywalker, our mission is simple: to make it easier for parents and their children to move around together and explore their surroundings, no matter the terrain.

This means that as a company, we're not only committed to new parents and their children, but to the natural world around us. From oceans and forests to weather systems and animal life, we believe in maintaining and upholding the natural ecosystems that allow our planet to thrive.

With this in mind, our commitment to sustainability is incorporated not only in our products and business practices, but also in our individual actions.

By integrating the 12th UN Sustainable Development Goal (SDG)- Responsible consumption and production - into our business operations, Easywalker aims to significantly reduce the environmental impact of our supply chain, and simultaneously compensate for our business's carbon footprint.

In the process, we aim to contribute to the 13th UN Sustainable Development Goal - Climate Action.

HOW IS SUSTAINABILITY CURRENTLY INCORPORATED INTO OUR BUSINESS PRACTICES?

PRODUCTION

- Our products are made to last. With high quality materials and contemporary design practices at the core of our production process, our strollers can be used by the first, second, third (and more) children in a family.
- As of 2020, the soft fabrics in all of our newly launched strollers and buggies are made from recycled PET bottles.

PACKAGING

- In 2019, we changed our product packaging from coated and coloured plastic to plain recycled carton with minimal printing.

OFFICE AND EMPLOYEES

Upon joining the Easywalker family, all employees are provided with guidelines for ensuring more sustainable practices at work and beyond. In terms of our company culture, this includes encouraging travel by public transport or bicycles, endorsing flexible work-from-home days, and providing vegetarian lunches.

Within our office setting, this includes the following measures:

- Recycled printing paper
- Read from the screen policy (as opposed to printing paper)
- Waste sorting
- Organic and fair-trade coffee & tea supplies
- LED office lights
- Turning off lights and computers wherever possible

OUR SUSTAINABILITY POLICY FOR 2030 AND BEYOND

In order to ensure more sustainable business practices, we aim to reduce the material footprint and CO₂ emissions of our supply chain by:

- Changing the materials of our products and packaging to more sustainable alternatives (e.g. recycled plastics and cardboard, and more circular materials like aluminum).
- Reducing the amount of raw materials used for production and packaging.
- Developing modular products of which parts can be easily replaced and/or repaired, instead of requiring complete replacements.
- Integrating modular design practices, and reducing material use as standard steps in the future product development process.
- Reducing the CO₂ emissions within our entire supply chain by implementing more efficient planning and packing practices, and by investigating alternative fuel supplies and shipping methods. This includes both the shipments from factories/suppliers, as well as the transport from warehouse to customers.
- Investigating business models that extend the lifetime of our products, e.g. take back and refurbish existing strollers, offer repair service, lease or subscription models.
- Reducing waste and energy usage in our office.
- Researching more locally sourced materials and manufacturing opportunities.

Additionally, we aim to offset our entire carbon footprint. The first step in this process entails accurately measuring our CO₂ and other greenhouse gas emissions. In partnership with a credible and certified reforestation organisation, we aim to then adequately compensate for these emissions.

CONCLUSION

By acting on the above policy and expanding the scope of Easywalker's sustainability practices, we hope to not only set a good example to our own team and our own customers, but also to the broader childcare industry and community.