

BAM!

IMPACT REPORT

2022/2023



It's change time

Being a parent in today's world is no small feat. It's a journey filled with joy, love, and countless unforgettable moments. But it's also a journey fraught with challenges – challenges that extend far beyond the nursery walls. From the relentless social pressures to the ever-looming financial strains, modern-day parents are navigating a landscape that is as demanding as it is rewarding.

At **Bambino Mio**, we understand these challenges intimately because we're not just a company; we're parents too. We know what it's like to feel the weight of societal expectations bearing down on you, to juggle work, family, and personal aspirations with grace and resilience. We know what it's like to worry about the future – not just for ourselves, but for our children and their children after them.

That's why we believe that supporting parents isn't just a responsibility; it's a calling. It's a commitment to stand beside them, to empower them, and to provide them with the tools they need to thrive in a world that often feels overwhelming.

Reusable nappies are more than just an eco-friendly alternative. They represent a tangible way for parents to make a positive impact

on the world while caring for their little ones. They offer a beacon of light amidst the chaos, reminding us that small actions can lead to big change.

But our responsibility doesn't end there. We also recognise the importance of good business practices for long-term business viability. Sustainable growth isn't just a buzzword; it's the cornerstone of our philosophy. By prioritising transparency, integrity, and ethical decision-making, we're not just building a business; we're building a legacy – one that we hope will inspire future generations to come.

Achieving Certified B Corporation status is not just a badge of honour; it's a testament to our unwavering commitment to social and environmental responsibility. It represents a milestone in our journey towards creating a better world for the next generation.

It means that we have undergone a rigorous assessment of our impact on people, the planet, and our community. It means that we meet the highest standards of transparency, accountability, and performance. But most importantly, it means that we are part of a global movement of businesses

using their power to drive positive change.

It's about standing shoulder to shoulder with like-minded companies and individuals who believe that business can be a force for good. And we feel so incredibly lucky in our business that our purpose is so inextricably linked to our commercial goals. The more nappies we sell, the more parents make the switch, the more single-use disposable nappies we help avoid from rubbish!

As we look ahead, I am filled with optimism and excitement for what the future holds. Our commitment to sustainability will only grow stronger, our dedication to innovation will only deepen, and our passion for supporting parents of the future will only intensify.

Together, we can create a world where every parent feels supported, every child feels loved, and every business operates with purpose and integrity.

Thank you for being part of our journey. The future is bright, and with your help, anything is possible.

Warm regards,
Guy Schanschieff MBE, DL
Founder



“Reusable nappies are more than just an eco-friendly alternative.

They represent a tangible way for parents to make a positive impact on the world while caring for their little ones.”



BORN to CHANGE THINGS

For over 25 years, we've made nappies that are better for babies, parents, and our planet. We're leading a Reusable Revolution to free the world of single-use nappies, once and for all. We want to send single-use nappies the same way as plastic bottles, straws and carrier bags. We've had enough of the mess they've made. Why? Because our future is not disposable!

We're fighting on behalf of the smallest of us to stop adding to the mess they might have to clean up in the future. To give children a cleaner, safer tomorrow to grow up in, we're tackling throwaway culture today.

And we're starting from **the bottom up.**

vision

A disposable-free future where lifestyles are more circular and less wasteful by default.

This is the world we dream about

and this is how we're doing it

This is the reason we exist

purpose

To make reusable nappies and accessories that are better for babies, parents and the planet.

mission

We're changing the status quo to be the best-selling nappy brand and free the world of single-use nappies for good.



Make it circular!



Single-use products use vast amounts of raw material and generate a huge amount of waste, contributing to resource depletion and pollution. Most disposable nappies end up in landfills, incinerators, or in our oceans, exacerbating greenhouse gas emissions, climate change, and marine ecosystem destruction.

Recycling isn't the answer. Currently in the UK, only 1% of single-use nappies are being recycled. For the very few that are, they are one of the most difficult products to recycle due to their mix of materials which includes crude oil, plastics, adhesives, other synthetic substances, and human waste. Even then, only a small part of the nappy is recovered for recycling (approximately 30%) and the rest is sent to landfill or incineration anyway! Recycling single-use nappies also requires a great deal more energy due to the need for separate nappy collections (usually with diesel-fuelled trucks in single-use sacks) but also in the process of separating and sanitising the materials in the nappy. This is why we believe the most environmentally friendly thing you can do is reuse.

Let's go full circle. The principles of the circular economy offer a solution by eliminating waste from the outset. Reusable nappies have evolved considerably, gaining popularity in developed countries where parents are increasingly aware of plastic waste's impact on the environment. In developing countries, obstacles such as limited access to water and safe washing facilities have increased reliance on disposable nappies.

We truly believe that with the help of government and local council support, promoting reusable nappies as a circular solution is essential, as they offer the most economic and environmentally friendly option for parents and local authorities.

We're aligned to



The United Nations Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030. There are 17 goals in total and we're closely aligned to 13. We proactively focus on these four in everything we do.



Reusable nappies completely reimagine the concept of waste in nappies. They achieve this by fundamentally changing the materials used and breaking away from reliance on finite fossil fuels, minimising the need for constant consumption and disposal.



To limit global temperature rises to less than 1.5C we need to keep fossil fuels in the ground. Reusable nappies help reduce CO2 emissions and methane production by avoiding landfill and incineration.



Reusable nappies significantly reduce marine pollution by eliminating the need for disposable nappies, which are a major contributor to ocean pollution.



Our nappies significantly reduce deforestation by lowering the demand for wood pulp (a primary material in disposable nappy production) which helps to conserve forests and protect vital ecosystems.

The plastic problem

250 million single-use nappies are thrown away every day

In the UK alone that's nearly 10 million per day



90 billion single-use nappies are thrown away every year across the world

Reusable nappies produce 25% less carbon than single-use nappies. This will only increase as more people move to green energy tariffs

Reusable nappies generate 99% less waste than single-use nappies

450 billion wet wipes are thrown away every year

One cup of crude oil goes into making one single-use nappy

Reusable nappies use 98% fewer raw materials than single-use nappies

One single-use nappy takes 500 years to decompose in landfill

Nearly 25,000 trees are lost to deforestation every day to make single-use nappies

Our goals



Save

Parents can keep more pounds in their pocket when they choose to reuse. There is a higher upfront cost with reusables but long-term there are big savings to be had!



Protect

Reusable nappies are gentle on sensitive skin and free from the harmful chemicals and plastics found in disposables. This reduces skin irritation and lowers the risk of nappy rash.



Stop

Every single day, 250 million nappies are thrown away. Parents can reduce their household waste and save around 5,000 single-use nappies from rubbish, per baby!



Reduce

Choosing to reuse creates a healthier planet and a better environment for us and future generations. Reusable nappies require 98% fewer resources to make and generate 99% less waste.

We're proud to be a part of



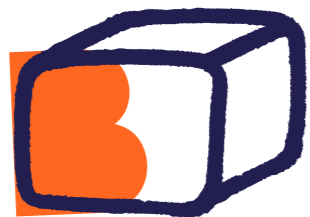
Stats of Success...



88,300,812

single-use nappies were saved from rubbish in 2023

54%



reduction in plastic across our packaging

28,587

Kwh Energy generated from solar



3

EV chargers installed on site



Right now our gender distribution is **54% female** and **46% male**



The nappies we've sold have saved

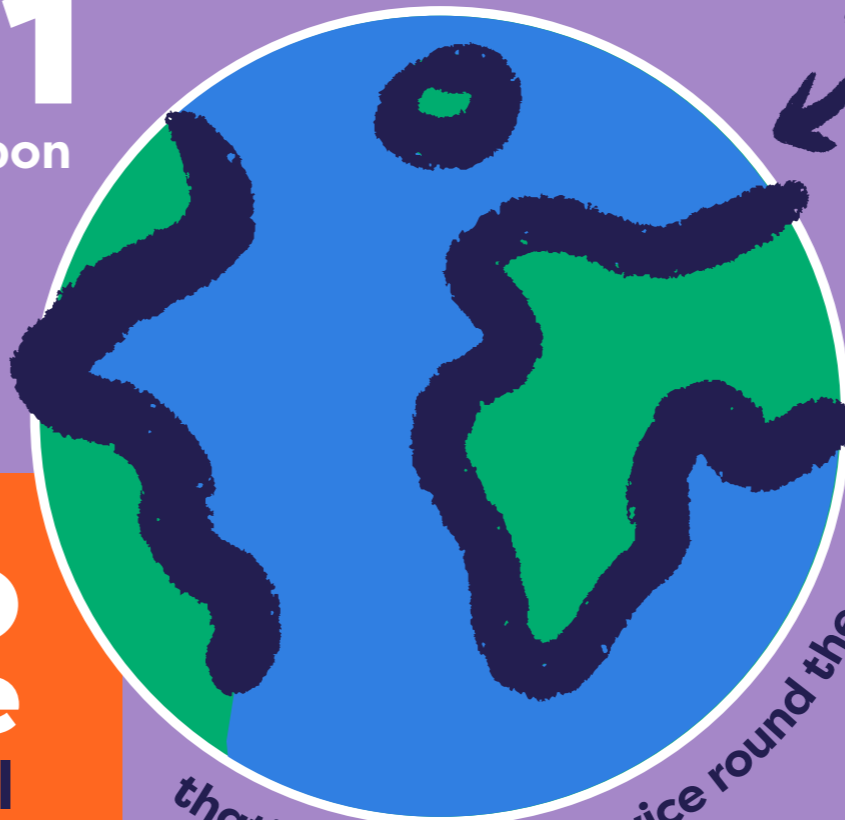
14,128

tonnes of carbon

In 2023 we produced

2,131

tonnes of carbon



that's the same as twice round the earth in a car!

17,218

metric tonnes of waste saved



no more rubbish nappies!

We launched a petition calling on The Government to tackle the nappy waste crisis

Our social purpose efforts are recognised



The Drum Awards Social Purpose

Winner 2021



Our values

We strive for a workplace culture at Bambino Mio where every individual feels genuinely passionate about their work. Grounded in our core values, we actively cultivate an environment that fosters joy and support, enabling each team member to thrive authentically and unleash their full potential.



Caring

We continually strive to have a positive impact on our people and our planet



We're a Real Living Wage employer

We're proud to being a Living Wage employer as we're committed to our employee well-being, fostering financial security and enhancing overall quality of life. We believe that fair pay boosts productivity, engagement, and loyalty among employees while attracting top talent and reducing turnover rates.



Collaborative

We're aligned and stronger when we work together as one team



Committed

We do what we say we'll do! We're driven, positive and take ownership



Courageous

We embrace change and are brave in our mission to achieve our purpose



Consumer Driven Customer Focused

We put consumer experience first and build lasting relationships and advocates for our brand

Overall impact score

We've always believed that businesses can be a force for change, which is why it was important for us to be part of the B Corporation movement. We're proud to now stand side-by-side with a global community of 8,254 certified B Corporations across 162 industries in 96 countries dedicated to operating in a sustainable, transparent manner, and adhering to the highest environmental and social standards.

Achieving B Corp certification involves completing the rigorous Business Impact Assessment. This assessment evaluates a business' genuine social and environmental impact across various aspects, including its impact on the environment, workers, community, and governance structure.



Workers



Customers



Environment



Community



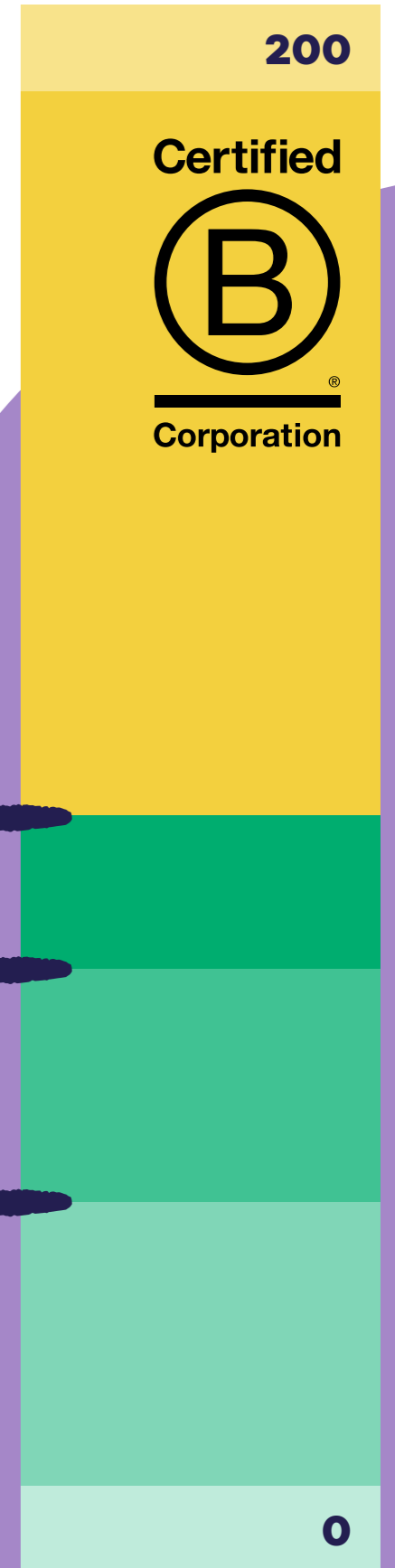
Governance

To become certified, businesses must earn a minimum of 80 points out of 200 so we're really proud of our score of **93.4** and we'll continue to prioritise people and the planet alongside profit.

Overall Impact Score 2023 **93.4**

Qualifies for B Corp certification **80.0**

Median score for non B Corp businesses **50.9**




Carbon footprint

The total carbon footprint for our business in 2023 is **2,123.1 tCO₂e.**

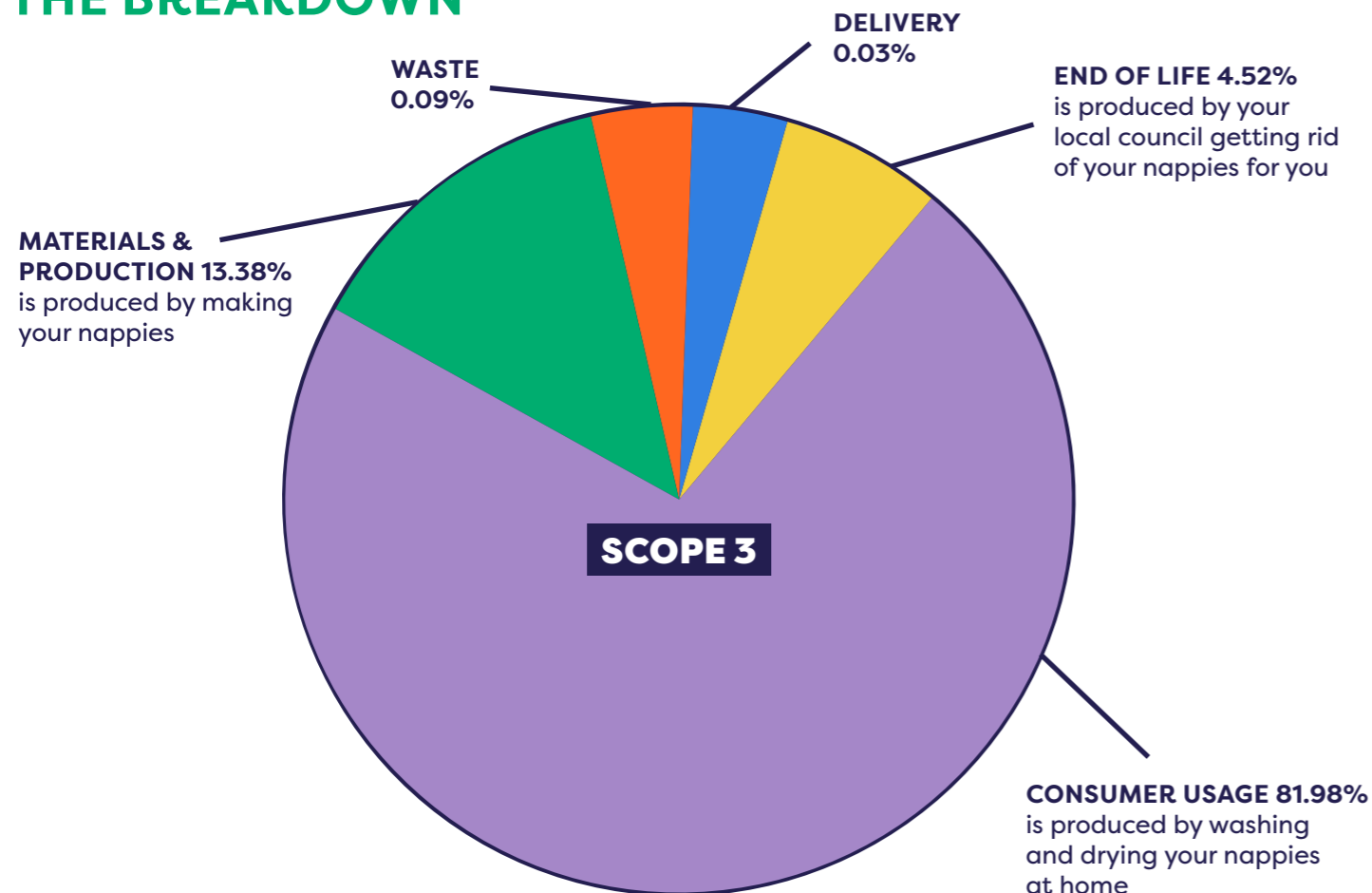
The total carbon footprint for our business in 2022 was 1,987.27 tCO₂e.

 **Scope 1** Direct emissions that originate from Bambino Mio owned or managed sources
1.2 tCO₂e.

 **Scope 2** Indirect emissions from the energy we buy
16.6 tCO₂e.

 **Scope 3** Indirect emissions from sources not owned or managed by Bambino Mio. Our Scope 3 represents the full lifecycle of our products from manufacturing through to consumer usage and end of life
2,105.3 tCO₂e.

THE BREAKDOWN



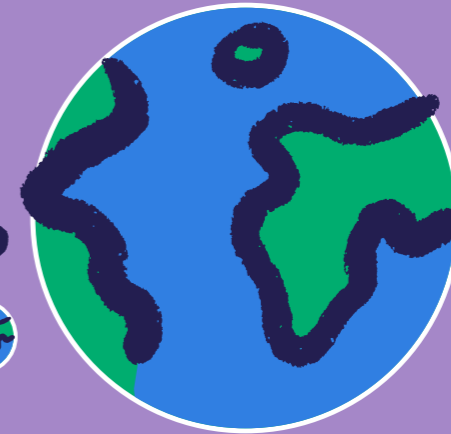
Thanks to the CHANGEMAKERS

Naturally, a large proportion of our emissions stem from Scope 3 sources. We know the more parents who choose to reuse, the more single-use products we save from rubbish. The more single-use products we save from rubbish, the more CO₂ we save. The great news is that the amount of carbon saved by parents choosing to use our reusable nappies over disposable is far, far greater than the amount of carbon that we produce as a business.

Our carbon footprint for 2023 was

2,131
tCO₂e

VS



and the nappies we've sold have saved

14,128
tCO₂e

The story gets even better, consumers are in control. Our most substantial opportunity to further reduce carbon emissions lies in educating consumers on ways they can lower the impact of reusable nappies even further:

- 1 Mindful washing** – think lower temperatures, air drying, washing less often, mixing washing loads - every little helps
- 2 Choose efficient energy** – move to a green energy supplier or install solar panels
- 3 Re-love your products** – extend the life of products by using on multiple children, gift to family and friends, donate, or resell

Most of the environmental impact for single-use disposable nappies comes from the production and end of life stages, which are not within the control of consumers.





DEFRA have got to the bottom of it!

The **Department for Environment, Food and Rural Affairs** conducted a Lifecycle Assessment of disposable and reusable nappies in order to determine the impact of nappies on the environment.

The detailed and intensive investigation carried out, shows that compared to single-use nappies, reusable nappies have a significantly lower environmental impact throughout their lifespan – producing 25% less CO₂ emission.

As individuals, we all know that the best thing we can do for the environment is to reuse the things we buy as much as possible and this report is proof of that. This means that by choosing reusable nappies, parents are not only embracing sustainability but also making a positive contribution to reducing their carbon footprint.

Having this DEFRA research on our side helps fuel the change we need to see and encourages more people to opt for a nappy choice that is better for their baby, their pocket, and the environment too!

IT'S OFFICIAL
Latest government report proves reusable nappies produce **25% LESS CO₂** than single-use nappies!



Department
for Environment
Food & Rural Affairs



Our progress

We believe that small actions lead to significant progress which can inspire transformative change. No one is perfect but we know that by doing a few simple, impactful things better, we can contribute to a cleaner, safer future for us all. That's exactly what we tell the mini revolutionaries that wear our products and it's the same ethos that helps us to evaluate and evolve our objectives.

What we said we'd do	What we did
Community Thorough review of all of our supply chain and supplier practices	All suppliers completed a Sedex assessment allowing us to track and monitor labour standards, health and safety, business ethics and environmental performance.
Community Charitable donations and community engagement	We've launched a Bambino Mio fund in partnership with Northamptonshire Community Foundation to fund local projects and causes. We created an employee panel for team involvement to select projects to fund and visit projects regularly.
Workers Review maternity & paternity offering for employees	As a nursery brand we understand the importance of supporting parents and parents-to-be. We increased our maternity offering and secondary parental leave. We created a policy to support breastfeeding mothers.
Governance Begin to integrate social and environmental performance into decision-making across our organisation	We launched a new employee onboarding process and employee training that includes social and environmental issues material to our organisation and our mission.
Environment Reduce the impact of logistics and travel across our organisation	We introduced a policy to stop air freighting and ensure all inbound and outbound freight or shipping is to be transported via lowest impact methods. We introduced a policy to encourage train travel/ low impact methods of travel for business purposes. Employees are subsidised/ incentivised for use of public transport, carpooling, or biking to work. We installed free EV chargers on site for our team. We opened a warehouse in Europe to enable us to streamline our processes and allow us to reduce our transport mileage and therefore our associated carbon footprint. We also switched our domestic carrier to reduce emissions too.
Environment Increase facility energy efficiency across our organisation	We installed solar panels on site at our HQ. We achieved Zero Waste to Landfill on all waste produced at BAM HQ. 90% of our waste was recycled and the rest was converted into energy.
Environment Resource conservation	We diverted a significant amount of waste from going to landfill and incineration. In 2023, we diverted 88,300,812 single-use plastic nappies from rubbish!
Environment Reduce environmental impact from packaging	We revamped our packaging and saw a 69% reduction in plastic on our nappy products and a 54% plastic reduction overall on all products.
Customers Redevelop our product range with our consumer's feedback as the number one priority	We launched our most innovative nappy to date. Our Revolutionary Reusable nappy is designed to work brilliantly from birth to potty training and empowers parents to embrace reusable nappies from day one and offers ultimate performance to keep them using reusables.

Plans for 2024



1 The circle of life

Circular economy is key to our business so we're looking at ways we can help our consumers extend the lifecycle of our products and are investigating sustainable end-of-life solutions.

Power in numbers! We're exploring how we can build a policy advocacy strategy to lead a coalition of businesses with a mission to influence and improve efforts towards robust legislation change for a circular economy.

2 Educating the educators

Systemic shift doesn't sit solely with the consumer, so we're targeting the early adoption of reusable nappies in the community pre-birth by encouraging reuse in places where the message can have the biggest impact.

3 Go green!

We're looking at how we can educate consumers on ways they can further reduce the impact of reusable nappies and exploring Green Energy partnerships to encourage consumers to make the switch.

4 Supplier accountability

We'll consistently keep our social and ethical monitoring alive with suppliers through both external independent audits and in-person internal visits to review facilities, provide feedback and recommendations on improvements.

5 Less is more

We'll continue to reduce the impact of logistics and travel across our operations. This includes exploring site consolidation, outsourcing logistics, reduction in transport mileage and ultimately our carbon impact.

6 Mindful procurement

We'll create procurement guidelines across our organisation to build a local and environmentally aligned purchasing policy and create a list of approved suppliers or vendors for specific facilities.

7 Driving innovation

Product innovation has a big part to play in our future and as we move forward with some key developments, we'll be aiming for sourcing outcomes that also help us to make the best products with minimal impact.

8 Work that works

We'll continue to review our policies tailored to benefit both our organisation and our valued team, with a special focus on parents and parents-to-be.

9 Progress with purpose

We aim to collaborate with governments and support innovative projects, research, and thought leadership to drive meaningful progress and inspire positive change.



Tell me a story:

The gamechanger!

As a brand with over 27 years of nappy know-how and experience, we recognise the hurdles faced by consumers to enter the world of reusable nappies and stay there, so we set out to overcome as many barriers as possible. And now, with great anticipation, we unveil our crowning achievement: the **Revolutionary Reusable nappy**.

This innovative marvel isn't just a nappy; it's a game-changer. Designed to work brilliantly from birth to potty training, it makes it simple and empowers parents to embrace reusables from day one. Packed with ingenious features, it stands as the epitome of nappy excellence, delivering an unparalleled experience and performance for parents and significantly reducing the likelihood of reverting to single-use alternatives.

Since its launch in 2023, our Revolutionary Reusable nappy has won **GOLD** in both the **Junior Design Awards** and the **Made for Mums Awards**...and we're only getting started!



"I love them!
They're officially my
NEW FAVOURITE
cloth nappy. They work with
both my toddler & newborn"

"**BEST** fitting
nappy we have."



"I actually **LOVE** them!
I'd actually replace
most of my stash
with these"

"No leaks - absolutely
THRILLED by this!"

69% LESS
PLASTIC IN
OUR NAPPY
PACKAGING



Tell me a story:

BIG BOX, little box

As part of our rebrand in 2023 we took the opportunity to do something that we have been longing to do for a while. We've now made significant progress in improving our packaging to minimise our environmental impact by transitioning to more sustainable materials and practices to reduce waste and our carbon footprint.

One notable advancement is our shift towards using recycled and recyclable. By opting for materials that are both recycled and recyclable, we are ensuring that our packaging can be reused or repurposed, and ultimately diverted from landfill. In 2023 we saw a **69% reduction in plastic on our nappy packaging** and a **54% plastic reduction overall** on products with new packaging. All card materials are now derived from FSC sustainable sources. Any plastic packaging remaining in our range is made from recycled plastic or can be recycled by the consumer after use.

Additionally, we have also focused on reducing the amount of packaging used overall. Through streamlined packaging designs and initiatives to minimise excess packaging, we have decreased the environmental burden associated with our products. For our largest products, this has meant a 77% size reduction in small bundles and a 62% size reduction in large bundles.

We plan to continue to innovate in this area and have already been exploring innovative packaging solutions.

Tell me a story:

Profit with purpose

We partnered with the **Northamptonshire Community Foundation (NCF)** to launch a Bambino Mio fund aimed at supporting local community projects and causes, particularly those affecting vulnerable children and families. Through this collaboration, our goal is to empower communities across the county of Northamptonshire (home of our HQ). At the heart of this initiative is our belief that businesses should contribute to social good, aligning with the UN's Sustainable Development Goal number 1 – to end poverty. In 2022, we allocated a total of £58,500 to three deserving grassroots groups.

One of the recipients, **Growing Together Northampton**, received £15,605.00 to expand their staffing and resources, enabling them to offer additional groups and community activities on highly deprived estates. **Re:Store Northampton**, awarded £15,974.00, launched the Restore 'Family Hub' to provide a welcoming space for families in crisis, fostering community connections and support networks. Lastly, **Groundwork Northamptonshire** was granted £26,921.00 to increase access to green spaces and creative activities for families with preschool-aged children, addressing issues such as child poverty, food insecurity, and social isolation.

Community Champions

In addition to providing funding, we established an employee panel to actively involve our team in selecting and visiting these initiatives. Several members of our team had the opportunity to visit these projects firsthand, witnessing the direct impact of our contributions on the community. By engaging in charitable endeavors, we foster a sense of purpose and fulfillment among employees, strengthening relationships and enhancing teamwork skills beyond the confines of the office. We are dedicated to supporting our employees in making a positive difference, both within our organisation and in the wider community.



MADE FROM
FOREVER
RECYCLABLE
WELSH TIN



MANUFACTURED
USING SOLAR
ENERGY

Tell me a story:

Circular economy gains

Our popular laundry cleanser powder has for years been supplied to consumers in a plastic tub and whilst we had reviewed the option to switch to a more environmentally friendly recycled plastic version, we also knew that there was an opportunity to improve things even further for the benefit of both parents and the planet. In 2023 we switched the packaging of our laundry cleanser powder to a recycled and recyclable cardboard box and also introduced a refillable tin to our range.

We're constantly looking for ways to help our consumers with habit formation, ensuring they stick with reusables long-term. This tin also gives them a better way to top up and store their laundry cleanser supply at home.

What's so great about a refill tin?

- It's made from Welsh tin which recycles forever without loss of quality.
- Our manufacturer was an early adopter of solar energy and their site is one of the largest solar farms in the heart of London.

Tell me a story:

It's time for policy change

The majority of parents and parents-to-be believe that climate change poses a threat to their children's future with **86% of parents say the government needs to do more to reduce nappy waste**. Over half of parents (**55%**) say their child has spoken to them about climate change and asked them to stop an associated action, like using single-use plastics. After COP26, the Government put a plan in place to ensure that climate change education features on the curriculum so that all children are taught about the importance of conserving and protecting our planet. The next generation of parents understand how critical this issue is!

The Government say that dealing with plastic pollution is a priority for them but refuse to deal with nappy waste as part of this despite the fact that nappies are comprised of around 75% plastic. They have taken policy action on many other single-use plastic items – including straws, plates and cutlery, none of which create as much waste as nappies.

Let's stop the nappy waste crisis

We're ready to fight the problem head-on to draw attention to this huge issue, increase public awareness and put pressure on decision-makers to address the problem. We're fighting on behalf of those who can't yet speak up for themselves, and have started a petition calling on the government to urgently take action.

We listened to the concerns of parents across the country so we took the lead with this conversation by launching a petition, calling for the Government to create a national strategy to reduce nappy waste in line with other single-use plastic targets.

Get involved [here](#) and sign the petition today.





**The future
says thanks!**

