
2020-2021



**ANNUAL
REPORT**

BCiA
Baby Carrier Industry Alliance

DIRECTOR'S LETTER

2020-21 certainly wasn't business as usual by any stretch of the imagination, was it? That being said, after the utter upheaval of the year before, we did all seem to adjust to a temporary 'new normal' going into a second year of running companies and managing life in a pandemic. The BCIA stayed the course set the year before with reduced staff hours and a pared back budget, and doubled down on helping our members where it was most needed: through compliance help, industry representation and awareness, and small business services. Our approach got us through the year and we were able to end the 2020-21 financial year in the black, a welcome change from the year before.

A good amount of staff time this year was devoted to standards development. There are a number of open ASTM carrier task groups working on various projects, work continues on the EN standard drafts, and a new international ISO group for childcare articles kicked off, which will eventually lead to the creation of international carrier standards. Industry attention was also devoted to the new CPSC Infant Sleep Standard that was published this summer which has thrown the juvenile products industry on the whole into a bit of upheaval. We have been able to pivot quickly and prioritize these various industry issues quickly and efficiently in order to keep our members informed.

When we took stock and looked at where we wanted to go in the upcoming year, the priority was for industry and organizational growth. To that end, the intention is to add a marketing director to our staff team to help us prioritize current member needs as well as attract new members. After 11 years in operation, it's time to make some strategic changes that will ensure our industry relevance for the next decade.

We will be prioritizing a Board of Directors that reflects these strategic goals. We have not added new board members in the last two years, though current directors have stood for re-election. This year we are thrilled to be keeping Allie Vella (Baby Tula) on for a second term as our board Secretary. Our current board is a fantastic mix of industry professionals and includes great diversity in dis/abilities, sexual orientation, and religious and cultural backgrounds. We are, however, missing racial diversity. This coming year we are aiming to address this issue, as well as making sure that growing industry markets (South America, South East Asia) are represented. We are also going to need a new treasurer in 2022, and those are big shoes to fill. We're putting our members on notice now that we need and want your expertise and involvement in the coming year.

Here's to wrapping up 2020-21 and moving on to a productive, healthy, and growth-filled 2022.

LINNEA CATALAN
EXECUTIVE DIRECTOR

ARIE BRENTNALL
BOARD CHAIR



BOARD OF DIRECTORS & STAFF

BOARD OF DIRECTORS

Arie Brentnall, Chair
2010-2022 Geared Up Baby, Canada

Susan Gmeiner, Treasurer
2010-2022 Maya Wrap, USA

Allie Vella, Secretary
2019-2024 Baby Tula, USA

Kit Jenkins 2016-2022
The Carrying On Project,
USA/Germany

STAFF

Linnea Catalan, Executive Director
2012-present, Canada

VOLUNTEERS

Tiffany Leonard, Shipping Coordinator

Angelique Geehan, Industry
Roundtable Facilitator

Tina Hoffmann 2018-2024
DIDYMOS, Germany

Alisa Heytow-DeMarco 2018-2024
Tekhni Wovens, USA

Laura Brown 2019-2023
Babywearinghelp.org, USA

Diana Mateescu 2016-2022
Poarta-Ma!, Romania

ADVOCACY & OUTREACH

PROGRAMS & BENEFITS

As before, our usual program and service offerings have continued—testing lab discounts, referrals and assistance, labels, safety brochures, and the like. We recently expanded our list of industry consultants who are available to hire for special projects, sourcing, carrier design, instructions and general education/compliance assistance. Our personalized compliance assistance program options continue to be popular with both new and established members. We more than doubled the number of businesses we were able to assist this year and have thoroughly enjoyed helping our members execute their plans and visions.

Our partnership with Registria is now in its third year, offering an enhanced product registration experience to consumers at small business pricing. As we are still one of the only providers of this service at the small business level, we are continuing to open the program to other juvenile product manufacturers for a small fee. Our program did experience a set back this year due to a USPS mail forwarding policy change, but we are working to get back on track for 2022. We processed approximately 10,000 paper registration cards this past year.

EDUCATION

We addressed a number of key issues affecting the industry this year, consulting outside industry experts and legal counsel as needed. In our ongoing 'How To' article series we covered Padded Products Registration Requirements, Annual Compliance Requirements, and Media/Social Media Talking Points. When the CPSC published the new (and contentious) Federal Safety Standard for Infant Sleep Products we shared legal advice and sought an official designation from the CPSC to determine how industry members should navigate the implications of this new standard. In September we published our analysis of the current carrier incident data. We wrapped the year up with a public statement addressing the AAP's babywearing injuries news release. All of these articles and publications can be found on the BCIA webpage in the News section.

ROUNDTABLES

It's amazing to see that our hour-long monthly Industry Roundtable Discussions are now in their 4th year! Under Angelique Geehan's (Interchange, Baby Carriers Provided) expert facilitation this program has matured so much in scope and direction. We have covered a broad range of topics this year.

September 2021: CPSC Incident Data Review Part II

August: CPSC Incident Data Review

July: Infant Sleep Standard Industry implications

June: Black Babywearing Week/Industry advocacy

May: COVID small business check-in

April: Building Bridges- resource committee formation

March: Building Bridges- fostering industry connection con't

February: Building Bridges- fostering industry connection

January: Carrying Positions- appropriate recommendations and imagery

November 2020: Crafting Effective Messaging- carrier safety vs optimal positioning vs comfort

October: BCIA Service review

September: Summer recap

August: Improving Online accessibility

Roundtables are free, open to all, and an excellent way to connect with fellow industry members. If you haven't attended one yet, we would love to see you out for one of our 2022 calls.

WORKSHOPS & COMMITTEES

Our newly formed Resource Committee was born from our 'Building Bridges' Roundtable discussion series. The Resource Committee is a group of diverse international stakeholders who are working on baby carrier education resources meant to be broadly useful to many professional groups, including lactation, birth and body workers, doulas, midwives, OBGYN, public health and pediatricians. The committee has outlined a strategic plan that encompasses compiling a library of current carrier and babywearing-adjacent research, creation of broadly shareable 'Why Babywear?' content, an education program component, and more. A new 'Healthcare Professional' membership level was added to our listings to better include those professionals who are working in the carrier industry space more peripherally. offerings We look forward to bringing these plans further along to fruition over the next year.

Back in March we developed and ran a free 'Weaver's Workshop' to help artisan and handweavers navigate current regulations in their unique market niche. By request from the community, we ran the workshop again in October. We are happy to keep this, and other similar workshops in rotation throughout 2022.

STANDARDS & REGULATIONS

ISO

An international committee started work through the International Organization for Standardization (ISO) on the ISO TC 310 Child Care Articles standards process with an initial meeting in June 2021. Countries around the world have come together to create international standards for various juvenile products, including all three categories of baby carriers. Linnea Catalan is participating as a member of the US TAG (technical advisory group) through ASTM/ANSI. We are still very early on in this process and it is likely to be a lengthy undertaking. It is, however, good news for those in countries where an existing standard has not been adopted.

EN/CEN

Work is continuing on the EN13209-3 (Sling Carriers) standard which has not yet been published/finalized. The EN13209-2 (Baby Carriers) standard is in the process of being updated. Items up for discussion in this update includes head support, upper weight limits, and potentially including soft carriers without integrated leg openings rather than capturing this style of carrier under EN13209-3. The committee's intention is to publish both standards together, but timing is TBA.



ASTM

The ASTM subcommittees have been steadily busy over the last year. F2459 Frame Carriers has worked on product weight range requirements, ad hoc updates, warning wording, and how to accommodate testing pockets and compartments in these often storage-heavy carriers. F2907 Sling Carriers have covered ad hoc changes and brought this to ballot. Once this is approved it will mean minor changes to carrier labels/warnings, as well as edits throughout the standard. We will update members accordingly as this rolls out. There are also open task groups working on experimental ring sling testing (adding shoulder caps to the test torso), and a scope task group that is clarifying scope and definition for carriers covered (and excluded) by the sling standard. This includes ongoing discussion about how to classify apparel-type carriers. F2236 Soft Carriers has been quiet in 2021, but in 2020 we began working on reworking the dynamic test method and harmonizing the test torso to the other standards, examining the leg openings requirements and updating labeling requirements, and a preliminary discussion around testing for multiples which have not been specifically addressed in this standard. Work is expected to continue into 2022.

EVENTS

Oh, COVID. While we appreciate saving the travel budget, we sure do miss seeing people in person! This year we attended the ABC Expo and all ASTM, EN, and ISO meetings virtually. We also participated in JPMA's Baby Safety Week in September as an industry partner. We're looking forward to hopefully getting back to an in-person event or two in 2022.



MEMBERSHIP

Business Members 158

Non-profit/Healthcare Members 5

Friends 10

Total 173

MEMBER LIST

GREEN

Baby Bjorn
Ergo Baby

BLUE

Baby Tula
Manduca

YELLOW

Lalabu
Lenny Lamb
Solly Baby
Wildbird

INDIGO

Beluga Baby
Close Parent
DIDYMOS
KeaBabies
The Sleep Store

ORANGE

Apple Blossom Wovens
Baby K'tan
ByKay Carriers
Birdie's Room
Chekoh
Fidella
Hope & Plum
Joeyband
Kids N Such
Kinderpack
Maya Wrap
Miamily
MilkSnob

ORANGE CON'T

Naked Panda Designs
Nalakai
Nesting Days
Sakura Bloom
Tuck and Bundle
Umana

VIOLET

Aloha and Light
Aura Leaf
Baby Womb World
Bibetts
Cococho
Elizabeth Foos
Girasol
Hip Baby Wrap
Lacuna Baby
Levate Wraps
Olives and Applesauce
Oscha Slings
Pavo Textiles
Poppet
Rookie Baby
Sleeping Baby Productions
SlingRings
The Mumsie
TushBaby
TwinGo
Uppymama
Wearababy

RED

2 Lambie
Alight Handwovens
Angelpack
Apricity Baby
AquaRoo
Atlas Rhapsody
Aspen Falls
Baby A Designs
Baby Evolved
babywearinghelp.org
Barbara's Weave and Wear
Beachfront Baby
Beachwood Baby
Behold Baby
Breesy Boutique
Candence Baby
Centro Studi Scuola del Portare-
(Italian Babywearing School)
Co. Family
Cub Wrap
Cute Clara
Danielle Lovell
Daydream Baby
DBG Baby
Draco Mom
Elizabeth Street Boutique
Euphoria Textile Art
Frazrmade
Galaxy Goods
Hatchlet Baby
Heart & Wonder
Heritage Slings
Honeybee Woven
Honey Muffin Co.
Honeyroo
Huggaloops
Indago Sling Studio
Integra Baby
Interchange + Angelique Geehan
Consulting and Education
ISARA
Izzzi
Jasper Wild
Jazbeth Vasquez
Jennifer Miller
Joyful Babywearing
Junior Foxes
Kantha Bae
KAPUALOVE
Keep Company Goods
Kolobok
Kovi Carriers
Leeloo
Liliputi
Local Gal Handwovens
LoveHeld
Lublu Baby
Maison Tulip B.V
Malama Bebe
Mama's Embrace
Mami de la Loma
MAXSo LLC
Meeyoo Handwovens
Miggy and Hat
Miss Gigotine
Misty Weaving
Mountain Girl Handwovens
My Peekaboo
Nessl Baby
October Star
Onakiana
Peper Pockets
Pikimama
Poppy & Dave
PortageX
Portbaby
Potter & Pehar
Pretty Paisley
Purple Alpaca Farms
Quinton Neal
Ring Slings by Claire
Rosanna Brown
Seven Seas Handwovens
Shop Wovven
Stephanie Jacobson
Tekhni Wovens
The Hippie Joey Co.
Ties That Bind Handwoven
Two Fish and the Moon Baby Co.

UCHI Mama
Vienna Springs
Wayward Wovens
Wrapped in Love

DOWNSIZING

Bean Tree Baby
Catbird Baby
Comfy Joey
Daisu
Erizo Baby Slings
Fireweed Baby
la-ma cu tine
Little Zen One
Lollie Wraps
Sewfunky
Soul Slings
Upsy Baby
Whisper Wovens

NON-PROFIT/ HEALTHCARE

ACESL
Banyan
Chocolate Milk Cafe
Carry Me Close Toronto
School of Babywearing

FRIENDS

Alexis Lehman
Bamberoo
Barbara Nicholson/Attachment
Parenting
Little Wildflower Early Years
Liza Herguerta
Loni Thorson
Marie-Reine Trupheme
Stacy Castro
The Babywearing Doula/Cristina
Mackwood
Trageberatung Nesthaekchen
Babywearing Educating



FINANCIAL REPORTS

Statement of Activities July 2019-June 2020

Revenue & Support

Membership Income 25,340.00
Programs & Services 22,284.34

Total Income 47,624.34

Expenses

Staff & Contractors 35,141.99
Legal 1,308.50
Programs & Services 3,561.79
Administrative Costs 3,553.77
Meetings & Events 44.77
Conferences & Sponsorships 0.00
Travel 3,326.70
Dues & Subscriptions 400.00
Insurance 1,849.00
Financial Institution Fees 1,454.48
Miscellaneous -5.00
Reconciliation 1.00

Total Expenses 50,636.00

Net Income -3,012.66

Statement of Activities July 2020-June 2021

Revenue & Support

Membership Income 48,070.00
Programs & Services 19,100.18

Total Income 67,170.18

Expenses

Staff & Contractors 26,798.99
Legal 3,837.00
Programs & Services 4,900.65
Administrative Costs 3,269.34
Meetings & Events 0.00
Conferences & Sponsorships 0.00
Travel 0.00
Dues & Subscriptions 1080.02
Insurance 2021.00
Financial Institution Fees 2,002.48
Miscellaneous 0.00
Reconciliation 0.00

Total Expenses 43,909.48

Net Income 23,260.70