

mamava[®]

2025 Impact Report



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mamava® Letter From Our Cofounders

Hello!

Welcome to Mamava’s 2025 Impact Report. As we look ahead to our next decade of impact, we remain grounded in our founding belief: breastfeeding should be a right, not a privilege. From workplaces to stadiums, we’re building the infrastructure and awareness that make breastfeeding truly accessible in daily life.

This year, we expanded our mission with three new lactation solutions: an inflatable pod rental program, the VaRoom smart lock (our Smart Access technology for lactation rooms), and we’re piloting our breastfeeding bench with a built-in media screen for retail spaces. (The bench is currently on display—and in use!—at the Museum of Arts and Design.) We also advanced our sustainability commitment by establishing baselines for our operational emissions. Finally, we deepened our partnerships in the human milk ecosystem, sponsoring the Human Milk Institute’s Annual Symposium and joining forces with HMBANA to support donor milk awareness and access.

Our Vermont roots continue to ground us—our Springfield factory builds every pod with care, and our Burlington headquarters is now based on the beautiful Hula campus, a net-zero, solar-powered facility featuring geothermal heating and cooling, EV-charging infrastructure, and over one megawatt of renewable energy generation. This lakeside innovation hub is where we collaborate, create, and lead in the push to normalize breastfeeding in the workplace and beyond.

None of this would be possible without our dedicated team, our customer-partners, and the broader community working to create a more equitable world for parents. We’re proud of our progress and excited for what’s ahead. Together, we’re creating spaces where all parents can feed, nurture, and thrive.

With deep gratitude and optimism,



Sascha Mayer + Christine Dodson

Mamava Cofounders



A photograph of a woman with long brown hair, wearing a black top and blue jeans, sitting on a blue cushion and holding a baby. The baby is wearing a white shirt and blue pants, and is looking down at their hands. The background is a blue wall with white clouds. A large blue circle is on the left side of the image, containing text and two star-like icons. A small green and blue flower-like icon is in the bottom right corner.

Mamava's mission

To create a healthier society
through infrastructure and support
for breastfeeding

mamava® Brand Values

Say Yes, And...

Recognizing that diverse experiences and styles make us stronger, we build on ideas with openness and agility, moving conversations and collaborations forward.

Keep it Simple Sunshine/ KISS

We cut complexity. From design to operations, clarity and simplicity drive smarter choices and better outcomes.

Empathize to Innovate

Action follows understanding. We turn insights from parents and customer partners into products, services, and experiences that move culture forward and set us apart.

Bodacious Optimism

We tackle big challenges with confidence, creativity, and good humor—because shaping a better future requires audacity and conviction.



It's a great time to work at Mamava

From our robust employee benefits to high-impact volunteering opportunities, we're invested in our company and our community

Mamava benefits:

- Comprehensive health insurance with an HSA or FSA
- 401(k) employer match
- Employee stock options
- 20 days of PTO a year (25 days after 5 years)
- 11 paid holidays
- 12 weeks of paid parental leave for the birthing parent + 4 weeks for the non-birthing parent
- Wellness reimbursement
- \$500 in professional development / education expenses
- Summer Flexible Fridays
- Milk shipping for breastfeeding employees who travel for work



The people who make our mission possible

We established The Nest Network, a volunteer employee group dedicated to enhancing company culture. Thanks to their leadership, 47 members of the Mamava team raised over \$5000.

- We walked for The March of Dimes
- We picked up litter and filled **27 trash bags** for Vermont Green Up Day
- We pulled a fire truck for Outright Vermont

We are proud member supporters of:



We provided pop-up
lactation support for parents
at conferences and events

28 events including:

Women in Aviation, Society for Human Resources (SHRM),
Women's Leadership Symposium, The Society of Thoracic
Surgeons, Women Leaders in Law Enforcement Conference,
National Association of County and City Health Officials
(NACCHO), Pediatric Hospital Medicine (PHM) Conference,
and March for Babies

120k
total reach



**We pushed to
change the culture**

To normalize breastfeeding, you
have to talk about breastfeeding

430+

Media Hits

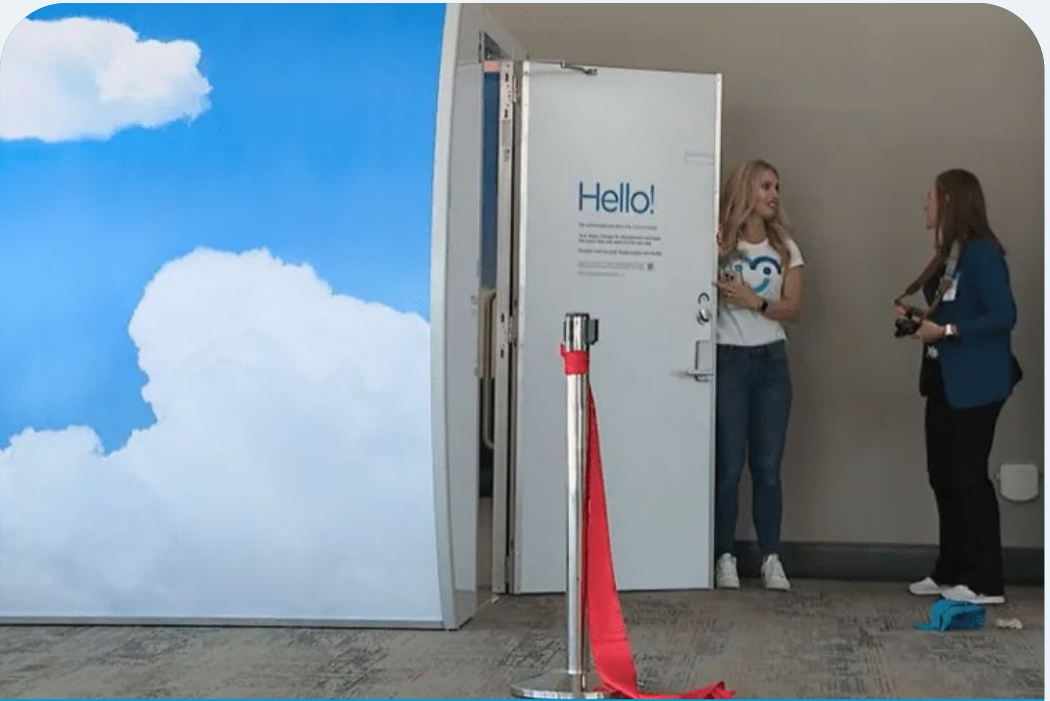
5B
Reach



From fragile masculinity to tough motherhood: Improving back-to-office life for everybody *(Fast Company)*



Mercedes-Benz Stadium unveils sensory room and lactation pods to enhance guest inclusivity *(MSN)*



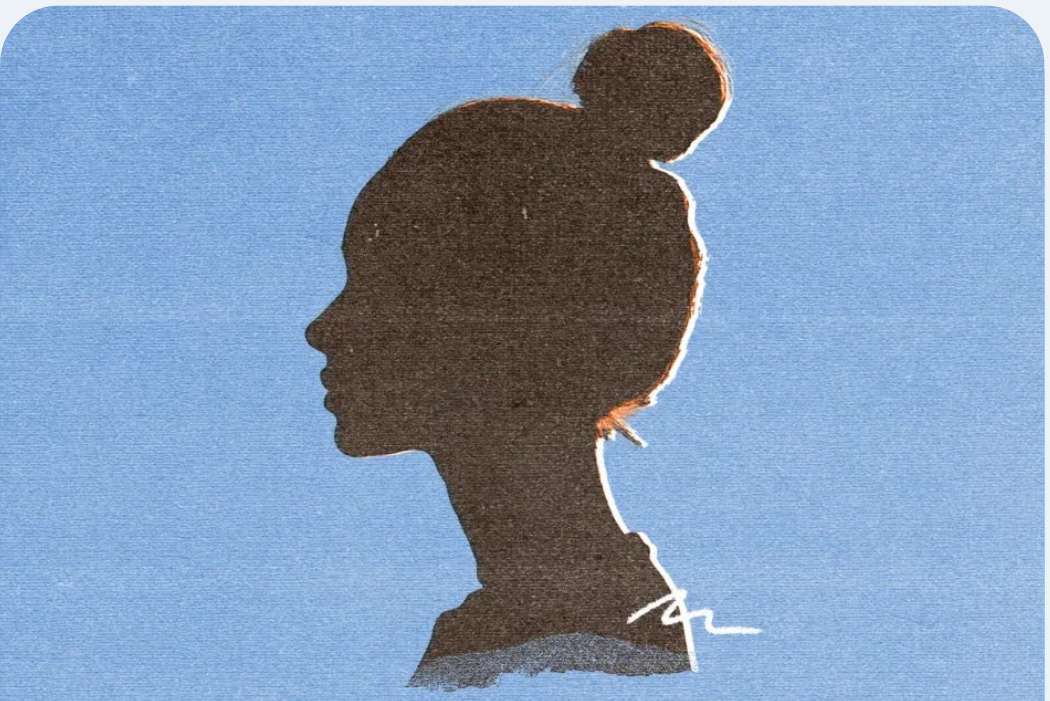
'Mamava' lactation pods now available inside San Diego Convention Center *(Yahoo News)*



One-Third of Working Parents Still Lack a Place to Pump *(The Bump)*



How Installing Lactation Spaces Helps Drive Gender Equity in Collegiate Athletics *(NACDA)*



The Great Return: How forward-thinking cities and companies are reshaping opportunities for women in the workforce *(WorkLife)*

We connected with lactation experts to amplify the science and magic of breast milk

- We created a six-part series dedicated to breastfeeding for our Bodacious Optimist podcast
- We sponsored and attended the Human Milk Institute Symposium in San Diego
- We partnered with HMBANA to spread awareness about donor milk and milk banking



Dr. Lisa Stellwagen, Executive Director of UC Health Milk Bank



Dr. Lars Bode, Executive Director of the Human Milk Institute



A lactivist and Sascha at the Human Milk Institute



We expanded support for breastfeeding parents

Over 91,000 parents used our free app in 2025 to find lactation spaces, unlock Mamava spaces, read encouraging words of support, and find helpful breastfeeding resources

475,000+

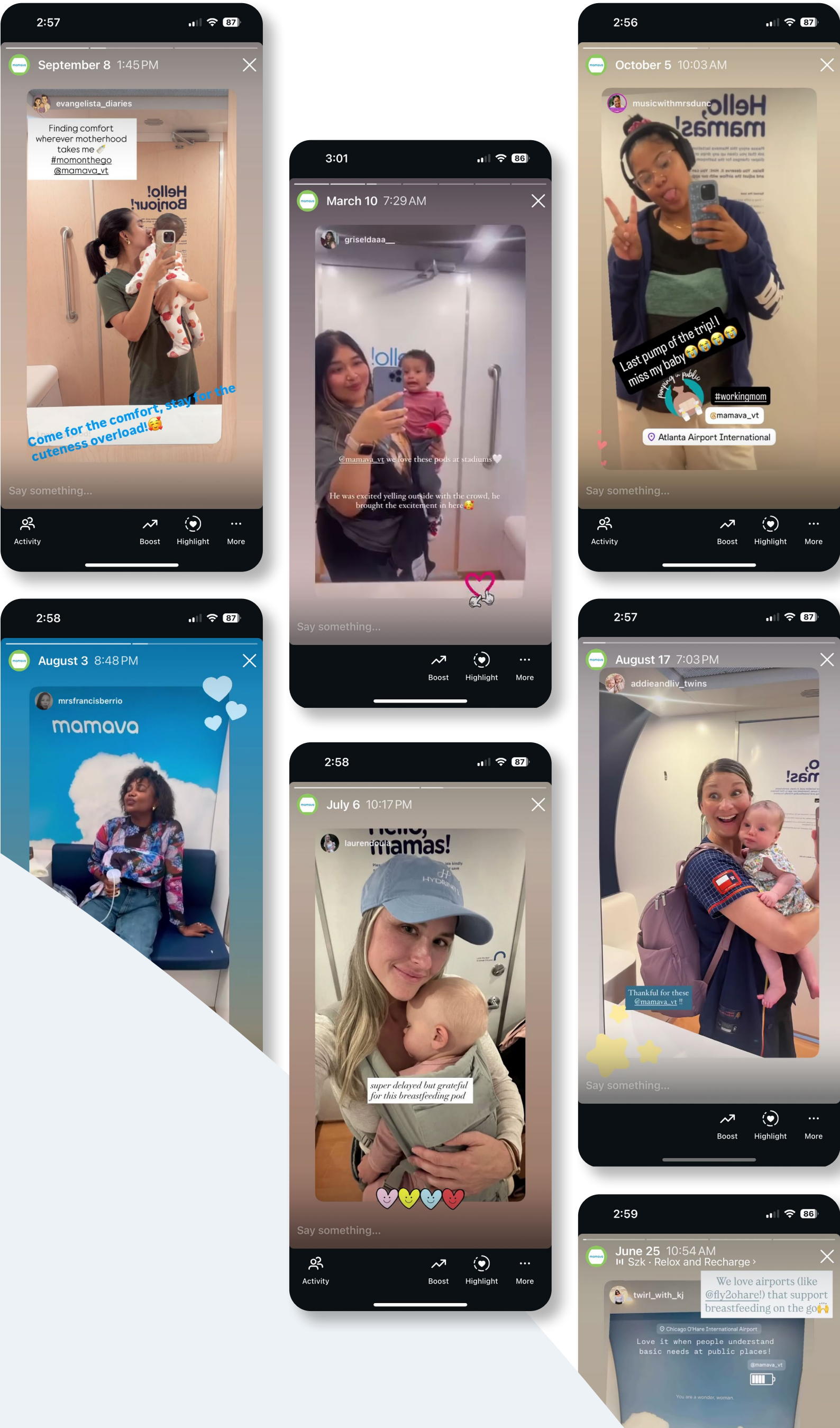
Mamava lactation space sessions

17%

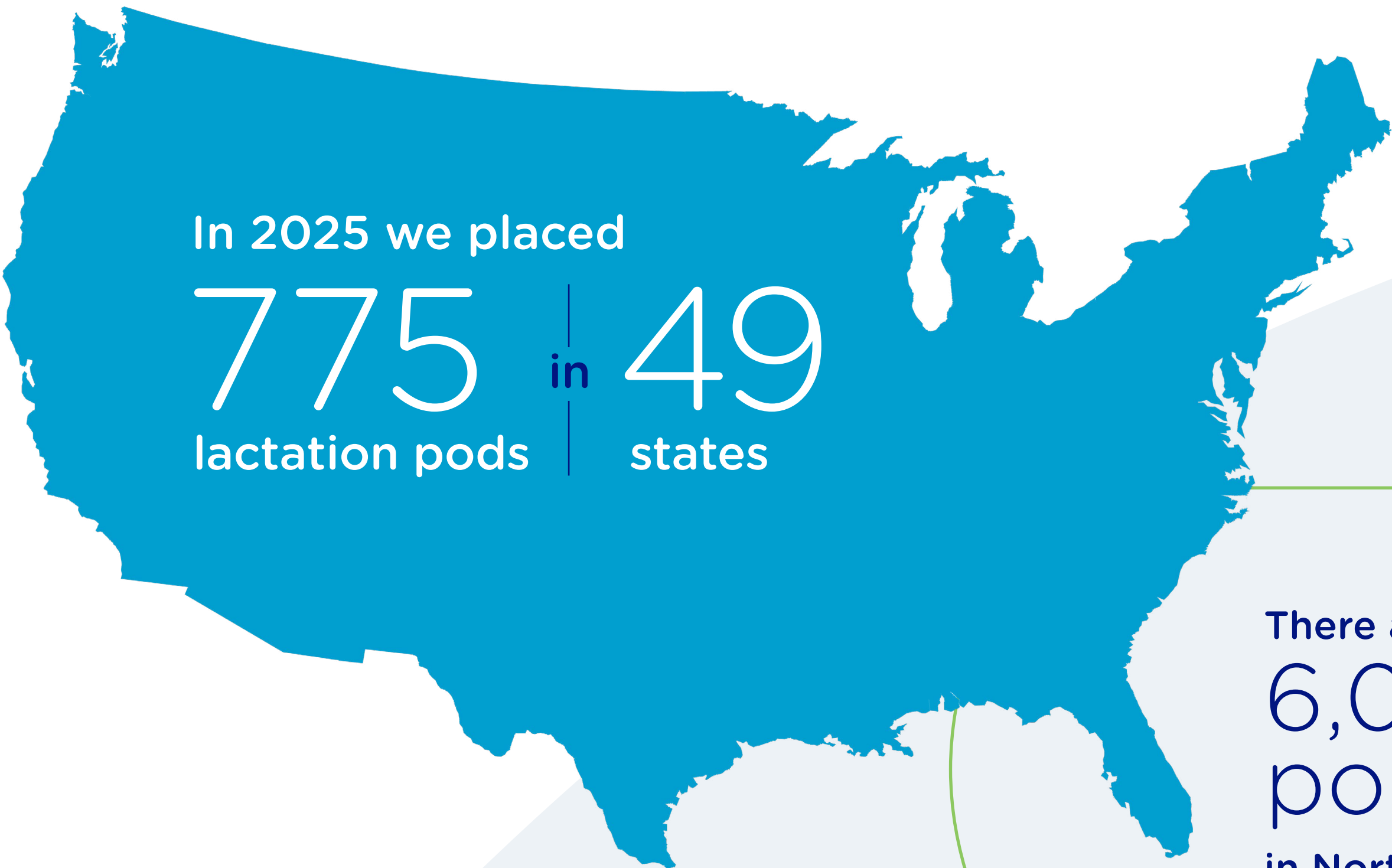
growth in app users

1,400

words of support

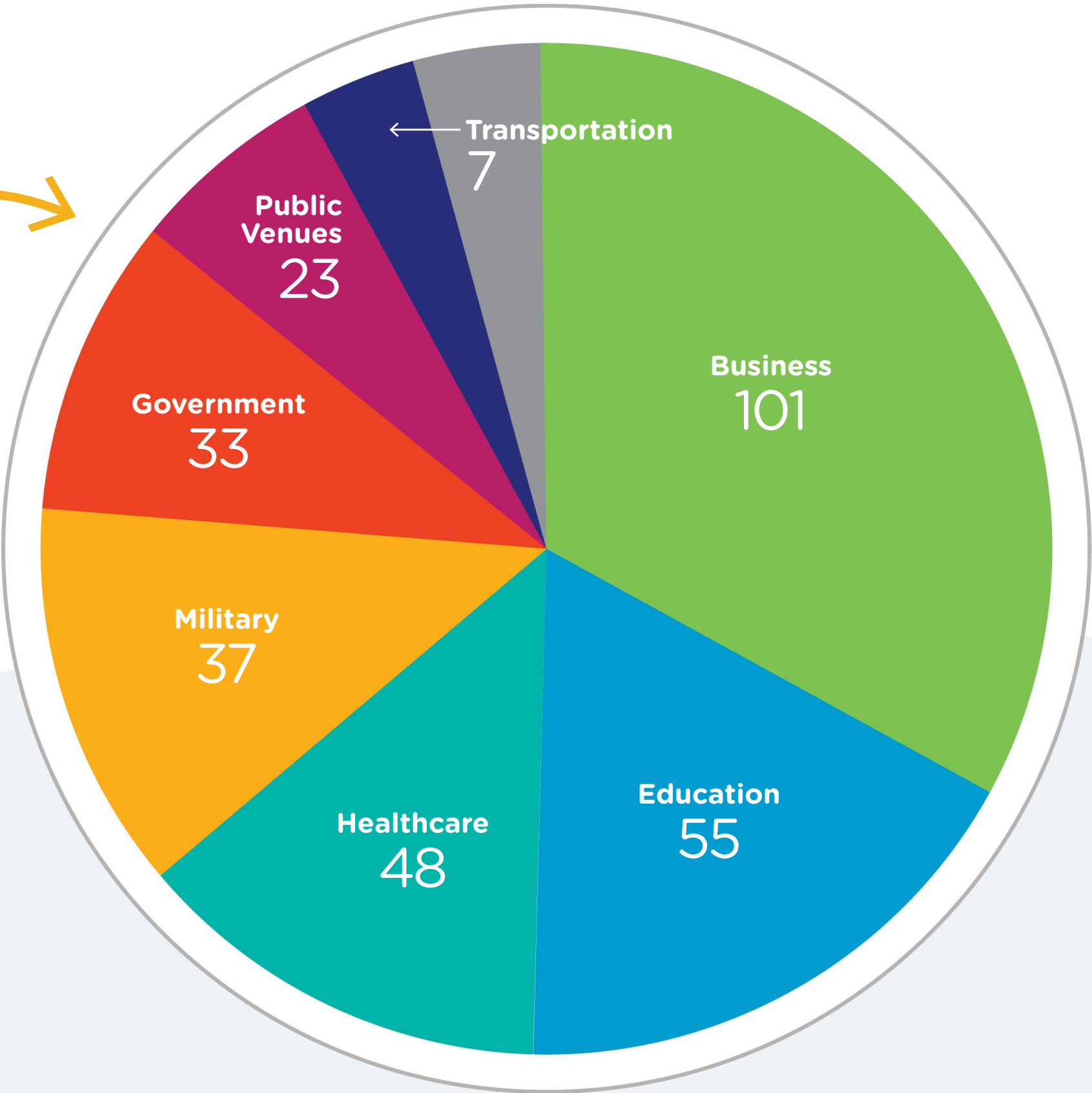


We put more pods in more places
to serve more parents



There are now
6,000+ pods
in North America
and beyond.

2025
breakdown
by industry



Our Service team kept pods
in tip-top shape with
330 preventative
maintenance
visits

We improved our sustainability



EcoVadis awarded us with a bronze medal, a recognition awarded to the top 35% of companies they assess. It reflects the quality of our sustainability management system and demonstrates a commitment to promoting transparency throughout the value chain.

Material Sourcing

- Low-VOC certified
- FSC-Certified paperboard
- GreenGuard Certified for vulnerable population safety
- Indoor Air Quality (IAQ) certified materials
- GreenMedic technology for user safety

Production

- Powered by 82% renewable, 100% climate neutral energy
- Hydropower Power Purchasing Agreement (PPA)
- Facility recycling + material reuse program
- Day lighting procedures + LED lighting
- Long-term plan for asset-level sustainable innovation upgrades

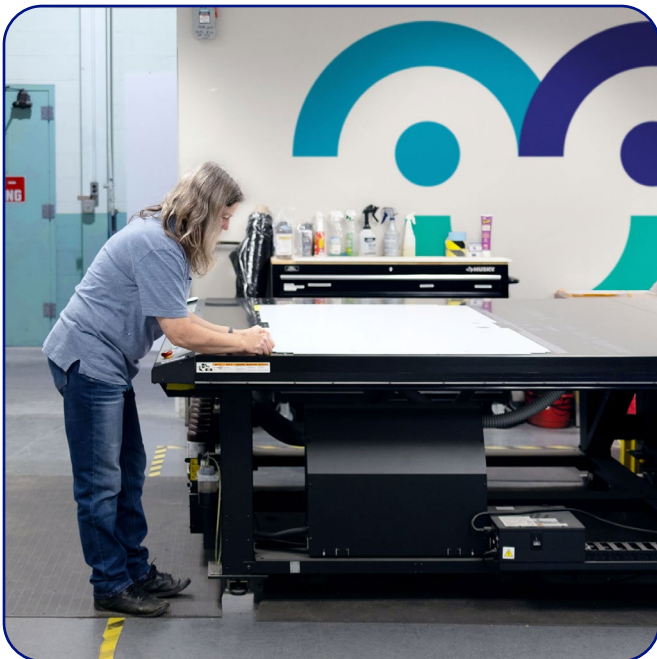
Distribution

- Right-sized packaging to minimize waste + landfill contributions
- Strategic partnership with Planes, a sustainable distribution company with record of 70% landfill diversion rate
- Pod donation program reduces landfill contributions + increases social impact
- Free app maximizes pod use, customer value + societal impact



From materials to manufacturing, we're on the path to sustainability

Breastfeeding is a human right. So is clean air, water, and land. Improving maternal health is inherent to our mission, and it begins with Mother Nature. In 2025 we measured and established benchmarks for operational and pod emissions.*



Operational Emissions

77.05 CO2e Scopes 1 & 2

The majority of our operational emissions are from heat consumption in our Vermont manufacturing facility. We are working with our landlord, Springfield Development Corp, and a local energy efficiency provider to transition to renewable heating sources.



Energy Use

179,146.00 kWh

Green Mountain Power provides Mamava with 82% renewable and 100% climate neutral energy. Our energy mix includes a hydropower PPA to further offset residual emissions.



Materials

Third-Party Certified

We prioritize sourcing materials that are responsibly produced, sustainably sourced, and from companies with a demonstrated track record of ESG performance.



Pod Emissions

1236 CO2e average / Per Pod

The average emissions intensity across our three pods is an estimated 1236 kg CO2e.

*Based off 2024 data.

Sourcing + scaling sustainable materials

We’re improving our lactation spaces, vetting our vendors, and sourcing more sustainable materials*

Sustainably-Sourced Materials

Materials that are recycled, recyclable, and sourced from sustainably-managed raw materials.



Built for Human Health

Materials that are designed to protect and support at-risk and vulnerable populations.



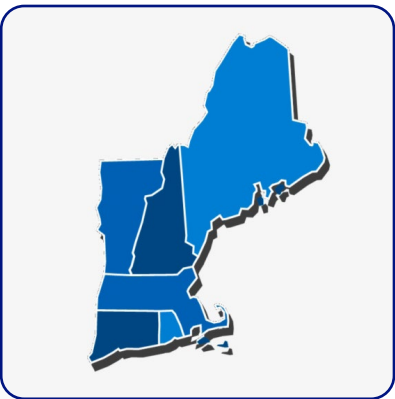
Low-VOC Materials

Materials that are verified for low-VOC emissions.



FloorScore® Indoor Air Quality (IAQ) Certified

FloorScore® is the leading indoor air quality (IAQ) certification for hard surface flooring materials, adhesives, and underlayments. It is a voluntary, independent certification program that evaluates and certifies these products to ensure they meet the stringent indoor air emissions standards for Volatile Organic Compounds (VOCs) as set by California, due to their potential health impacts.



Locally-Sourced

Materials that are procured from New England manufacturers and distributors.



Supplier Conduct

We have engaged, educated, and assessed all of our suppliers against our ESG Supplier Code of Conduct. This approach includes both an ESG due diligence audit as well as an on-site visit protocol (if needed) to ensure compliance.

*Based off 2024 data.

Labor + human rights: Good governance is good for business

We’re working to make a better world for mothers—including our employees. We have a comprehensive approach for ensuring the effectiveness and well-being of our employees, and we prioritize suppliers that share these values.



Workplace safety 1 Workplace injury

Our Safety Manual for Manufacturing Operations and Delivery provides organizational alignment and behavioral expectations of employees in our facility. Safety policies, protocols, monitoring and emergency planning is overseen by a site-level Safety Committee to ensure effective governance and oversight.



Talent management 16 hours of management training

We provide quarterly training for our managers to improve their effectiveness in leadership on topics such as inclusion, team-building, and professional development.



Leadership diversity 83% women in C-suite

In our 6-person executive team, 5 identify as women. Out of 65 employees, 35 identify as women.



Value-chain labor + human rights 100% of suppliers assessed

Our Supplier ESG Audit and Risk Assessment addresses labor management and human rights issues, in addition to other environmental and governance topics.



Ethics: Putting our mission into motion

Our mission guides our business and our values guide our behavior. We’re committed to regularly evaluating and evolving to stay on top of best practices in privacy and security, sustainable innovation, and ethical marketing.

- **Privacy + security** 0 Security breaches
- Our policies and protocols ensure user data is protected and customer security requirements are met. Our app supports user accessibility and access to pods across the country. Our practices are informed by guidance from the Center for Internet Security.
- **Third-party verification** 100% GHG data
- Our GHG inventory, Scopes 1 and 2 emissions, and our emission intensity assessments for each pod were conducted by ESG analytics firm, Rho Impact. All calculations follow WRI’s “GHG Protocol.”
- **Governance + oversight** 4 Committees
- Our ESG efforts are overseen by four committees. These committees include senior leadership and key contributors, the ESG Executive Committee, and associated committees covering Culture, JEDI, and Workplace Safety.
- **Responsible marketing** 0 Incidents
- All marketing collateral, thought leadership, and impact claims are evidence-based and supported by data from credible, vetted sources. We follow all branding guidelines of our customers and ensure we responsibly celebrate the milestones of our key customers, partners, and industry allies.



Appendix

Impact goals,
KPIs + timelines



About this report

This report provides the narrative and the numbers regarding our 2024-2025 ESG efforts. All impact metrics reflect performance achieved in the 2024 calendar year and our long-term vision heading into the future. All objectives, initiatives, and resourcing are subject to change as our business grows and new information becomes available.

Our ESG objectives, data + impact claims

The following methodologies, assumptions, unknowns, and secondary research sources were used to inform all calculations and impact claims:

- Scopes 1 and 2 GHG accounting follows the GHG Protocol and leverages the US EPA's database of emission factors.
- The three emissions intensity assessments conducted for the three pods leverage data from supplier EPDs, EcoInvent database, Circular Economy ICE database, UK Gov't GHG Factors database, and other third-party databases. These assessments are preliminary estimates and based on current data availability.
- All research on gender equality, ESG, and the UN SDGs is derived from UN databases, WEF research, and industry publications.
- Our emissions analysis is a preliminary estimate based on the best available data. These figures will be refined over time as better primary data becomes available from key suppliers.
- Mamava can provide additional information on any of the items expressed in this report on a requested, case-by-case basis to external stakeholders.

Environmental goals

Long-term goals, KPIs + timelines

All goals are assessed against Mamava’s annual performance in 2024.

Environmental Issues	2024 Baseline	2030 Goal	2035 Goal	Details
ENERGY	Our 2024 energy use includes purchased electricity and heating oil.			
Heating Oil	6,311.75 G	100% reduction	100% reduction	Our long-term energy efficiency strategy includes working with our landlord to transition from heating oil to a biopellet heating system.
Electricity	179,146.00 kWh	10% reduction	20% reduction	Our electricity use is projected to decrease as we implement transformer replacements, office LEDs, ventilation improvements, and basic automation controls.
Renewables	90% of electricity (Scope 2)	100% renewables (Scope 2)	50% renewable (Scope 1)	Our long-term sustainability plan for our site includes transitioning heating oil to renewable boipellets.
EMISSIONS	Our 2024 emissions include Scopes 1 and 2 as well as Scope 3, category 1, the emissions associated with purchased goods for our primary products.			
Scope 1	64.65 tCO2e	10% reduction	20% reduction	Reduction will likely be achieved by asset-level automation upgrades.
Scope 2	12.40 tCO2e	0 tCO2e	0 tCO2e	Our utility provider, GMP, plans to be 100% renewable by 2030.
Product Emissions Intensity	Solo (1236.3), Flex (1371.97), XL (1246.5)	10% reduction per pod	15% reduction per pod	Reducing the emissions intensity of each pod is a key driver of our sustainable procurement activities.
Water	NA	NA	NA	Water is not used in the pod production process, nor used for cooling in our manufacturing facility.
WASTE	Our 2024 waste output includes total waste to landfill rates as well as recycling/waste diverted rates.			
Trash Sent to Landfill	101.64 Tons	15% reduction	30% reduction	We are collaborating with our waste haulers to minimize waste and maximize recycling opportunities.
Recycling	18.48 Tons	15% increase	30% increase	We intend to maximize the amount of materials we can recycle, repurpose, and reintegrate into the waste stream.

Sustainable procurement

Long-term goals, KPIs + timelines

All goals are assessed against Mamava’s annual performance in 2024.

Sustainable Procurement Issues	2024	2030	2035	Details
% of Tier 1 Suppliers Assessed on ESG Requirements	100%	100%	100%	Tier 1 suppliers comprise the bulk of our material sourcing and financial spend. We will continue to have 100% coverage of all Tier 1 suppliers.
# “ESG-Certified” Suppliers	75%	100%	100%	We prioritize working with suppliers that meet our ESG requirements and can support our objectives.
% of Suppliers with “On-Site Audits” Completed	20%	30%	35%	On-site audits are conducted when documentation is not readily available. We project the need for on-site audits will increase as we grow.
% of Products Assessed for Emissions Intensity	100%	100%	100%	Reducing the emissions intensity of our pods is integral to our long-term sustainability ambitions.
% of Materials from “At-Risk” Origins	0%	0%	0%	We will continue to ensure no materials are sourced from “at-risk” countries deemed by the US State Department.

Building better pods for parents + the planet

Establishing emission baselines per pod*



Solo

1236.3 kg of CO2e

Comfortably compact lactation pod specifically for workplaces

- Recycled plastic felt roof for noise dampening
- Ergonomic seat for user comfort, fabric is free of PVCs and VOCs and compliant with California Technical Bulletin #117-2013 for flammability
- Low-VOC composite floor, GreenAir formulation certified for indoor air quality
- Interior and exterior walls, shelf, desk, and seat base are UL Greenguard Gold Rating certified



Flex

1371.9 kg of CO2e

A versatile lactation pod for workspaces and public places

- Recycled plastic felt roof for noise dampening
- Ergonomic seat for user comfort, fabric is free of PVCs and VOCs and compliant with California Technical Bulletin #117-2013 for flammability
- Interior and exterior walls, shelf, and seat base are UL Greenguard Gold Rating certified
- Floor meets GreenAir and FloorScore formulation for low VOCs and FMVSS 302 for flammability



XL

1246.5 kg of CO2e

Wheelchair accessible lactation pod for public places or workspaces

- Ergonomic seat for user comfort, fabric is free of PVCs and VOCs and compliant with California Technical Bulletin #117-2013 for flammability
- Front and back wall panels made of aluminum composite material (ACM) with a foam core, minimizing material consumption and waste
- Shelf and seat base are UL Greenguard Gold Rating certified
- Floor meets GreenAir and FloorScore formulation for low VOCs and FMVSS 302 for flammability

*Based off 2024 data.

Labor + human rights goals

Long-term goals, KPIs + timelines

All goals are assessed against Mamava’s annual performance in 2024.

Labor + Human Rights Issues	2025	2030	2035	Details
Employee Engagement	83% engaged	100% engaged	100% engaged	100% engagement would refer to baseline threshold being met across all employees in annual employee engagement surveys.
Employee Trainings	17 hours for managers	40 hours per employee	40 hours per employee	Management receives 17 hours of leadership development training.
Total Recordable Incident Rate	7.70	0	0	Our Total Recordable Incident Rate is 7.70, and we aim to improve this rate heading into the future.
Employee Retention	85% Retained	100% Retained	100% Retained	The retention rate is calculated by comparing the initial employee count against those who remained at the period's end.
\$ Losses due to labor-related legal proceedings	0\$ Losses	0\$ Losses	0\$ Losses	We strive to maintain our track record of no labor-related legal proceedings or lawsuits.
% of Women and/or BIPOC in Leadership Roles	83%	83%	83%	5 of our 6 C-suite are women (2025). We strive to advance the percentage of vulnerable population types on our leadership team.
Employee diversity %	60% women	60% women	60% women	We intend to pilot a diverse hiring partnership to build a long-term pipeline of talented, diverse professionals.

Ethics goals

Long-term goals,
KPIs + timelines

All goals are assessed against Mamava’s
annual performance in 2024.

Ethics Issues	2025	2030	2035	Details
# of Legal Proceedings due to Business Misconduct	0	0	0	There were no legal proceedings conducted against Mamava in 2024.
\$ Losses from Regulatory Noncompliance	0	0	0	There were no instances of regulatory noncompliance in 2024.
# of Cyber-Security Lapses	0	0	0	There were no instances of cybersecurity lapses or associated privacy violations in 2024.
# of Cyber-Security Risk Assessments Completed	2	4	4	Cybersecurity risk assessments are key components to our enterprise risk management system.
# of Employee Training Hours on Security Protocols	3	6	9	Security protocol training for and system integration was a key employee initiative in 2024.
% of Vendors Assessed for Sourcing from Countries with “High Corruption”	100%	100%	100%	Our ESG Vendor Risk Assessment includes screening from countries considered “high risk” from Transparency International
% of employees trained on Business Code of Conduct	100%	100%	100%	All employees undergo training on our Business Code of Conduct and baseline expectations for employee conduct.



mamava[®]

Thank you to all the breastfeeding parents, partners, and organizations helping us push for progress. It truly does take a village.

Join the Mamava movement to make the world better for all breastfeeding parents

Get our quarterly newsletter:

[Sign up for The Drop](#)