

A close-up, intimate photograph of a woman with long brown hair, seen from the side, holding a baby. She is gently cradling the baby against her chest, with her hand resting on the baby's head. The baby is wrapped in a light-colored cloth. The lighting is soft and natural, creating a warm and tender atmosphere. The background is a plain, light-colored wall.

We are here for  
the children

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# We are here for the children



All children matter  
and every child  
deserves a good life

When a child is born, it is dependent on the choices made by the adults surrounding it. We want to give the adults the opportunity to make safe and healthy choices on behalf of their child.

The foundation, upon which the rest of the child's life rests, is laid in the early childhood, and the choices we as adults make have consequences for the children. We wish to contribute in making these consequences positive ones.

We focus on the everyday life with the child as a well-functioning and safe everyday life is paramount. Life with children is rewarding and time spent with children should be filled with love and intimate moments. For that reason, it is important to us that the functionality and quality of our products make the everyday activities easy and that our products are also safe to use. It is important that parents are able to make choices in their everyday life that take care of the children and the world they are going to live in.

# A healthier choice ...



Founders and Managing  
Directors, Annette Tøth Jensen  
& Henrik Tøth Jensen.

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## FB Group is founded on the basis of a desire to contribute to healthier choices for our children

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FB Group stands for Family Business because that is what we are. We want to give families with parents and children the opportunity to make safe and healthy choices regarding many of the products used by any family during the first years of a child's life.

Annette is one of the founders, and she says:

*"During my time as a social worker for vulnerable families, I have seen how crucial a safe life start is for children. I know how important it is that we as adults make good choices on behalf of our children. Choices that provide safety and love from the very beginning, but also choices that provide security and possibilities in their future lives.*

*When we had our son, I - as many other parents - found myself looking for pacifiers and realized that it wasn't possible to find a 100 % non-toxic pacifier. During the first days of my son's life I already realized that I would have to give him something that could potentially be toxic to him and possibly affect his health in the long run. I decided that there needed to be an alternative, therefore my husband and I got to work, and FB Group was founded."*

Today, FB Group works based on the belief that the little everyday choices make a difference to both children and the world.



Annette & Henrik and their children Julie & Malthe.

*"I decided that there needed to be an alternative, therefore my husband and I got to work, and FB Group was founded."*

In the development of our brands, we focus on constantly optimizing the sustainability in all parts of the value chain. To provide an example, we have initiated a production of some of our brands in Denmark in order to be able to monitor and further develop the sustainability of the products.

We constantly focus on innovating our brands and products to increase their sustainability.







# Our purpose

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We contribute to a good, safe and instructive start to children's lives.

We encourage the good everyday life for children.

Children inherit the world. We owe it to them to take care of it and of them so that they are able to carry it on

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# Our values



## Safety through health and security

A healthy start in life where you can be sure that the things you surround your children with are not dangerous or harmful to them.

Good terms of employment where you as an employee can securely focus on your work and on contributing to the good everyday life for children.

## Learning through experiences and play

It is important that it feels like an experience to choose our brands and products. The products are more than functionality - they also encourage learning.

We require our employees to take part in the “play”. All good ideas emerge when we give them a free run, and we welcome any idea for the good everyday life with children.

## Well-being through equality and relationships

Everyday life for children should be in an environment that encourages everyone’s well-being. Our brands and products are designed to make it easy to focus on the relationship rather than the chores.

We believe that all human beings are equal - also in our organizations.

Every employee counts and every employee carries out the most important job.

## Quality through thoroughness and innovation

With our brands and products we wish to teach children to appreciate quality and durability and inspire them and future generations to minimize the “use and throw away” behavior.

All employees contribute to the high quality of our brands and products.





# Our expectations

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## Management

As part of the management team at FB Group, we expect you to be dedicated in pursuing our purpose and complying with our values. This has to be part of your management practice.

Furthermore, it is your responsibility to ensure that all decisions made by FB Group adhere to our purpose and values.

As part of the management team, we expect you to treat everyone with respect and decency. You are obliged to treat all employees equally and involve them in their workday as an employee.

As part of the management team, you are also obliged to cooperate across functions and management fields. This means that you have to be ready to help where help is needed, to take an interest in other people's fields and not least to let others into your own field of responsibility so that decisions are not made solely based on individual or local preferences, but also on what best serves our purpose.

## Employees

As an employee at FB Group, we first and foremost expect of you that you want to contribute to our purpose. We expect that you contribute to fulfilling our values, thereby creating well-being and safety for your colleagues.

We also expect that you contribute to developing the company. It could be a good idea for a product. It could be an idea for a collaboration. It could be an idea for a social or professional event.

You can expect to be involved and we expect that you also contribute to tasks across the organization.

*"We expect of you that you want to contribute to our purpose and that you contribute to fulfilling our values."*

# Our development



## Product development

As part of our product development team, we expect you to develop adhering to our purpose and values. We also expect you to be aware of and have acquainted yourself with the Global Goals to which we wish to contribute.

We expect you to be open to all ideas, also the ones coming from other parts of the organization.

We expect you to focus on the end users and conduct thorough testing of the ideas among the end users.

We expect you to be informed with regards to developments in product materials and to have a thorough knowledge about sustainability and safety.

We expect you to focus on quality assurance and to have an ambitious approach to our desire to maintain and improve the quality.

## Business development

As part of the business development team, we expect that all strategic initiatives comply with our purpose and values. A new strategy must always comply with the core narrative.

We expect you to take sustainability and responsibility into account when making strategic decisions and to be well-informed about the sustainability agenda.

We expect you to acquaint yourself well with our target segments and the values which hold importance in their lives.

*"We have focus on quality assurance  
and have an ambitious approach to our desire  
to maintain and improve the quality."*







# Our business



## Customer service

As part of the customer service team, it is crucial that you always communicate correct information and most current knowledge to the customer. If there is something you do not know, tell this to the customer and get back to them with a full reply once you have gathered the missing knowledge.

We expect you to promote the credibility of FB Group and to treat all customers with equal respect.

We expect you to gather knowledge from the customers and pass on this knowledge to relevant parties in the organization.

## Advisory board

As part of the FB Group advisory board, we expect you to be familiar with our story, our purpose and our values and to be willing to push us in the direction pointed out.

We expect you to make use of your competences in order to realize our purpose as best as possible and to acknowledge and respect the expectations we have for our employees and collaborators.

## Collaborators

We choose our collaborators based on trust. Trust in the fact that they can contribute to our purpose and live up to the values upon which our brands and products are built.

We expect dialogue and transparency and we are willing to enter into a collaboration which is strengthened through these parameters.

We place great trust in our collaborators and expect that our trust is not abused.

## Distributors

As one of our distributors we expect from you that you are true to our purpose and values. We expect that our collaboration is based on trust and decency.

*"We choose our collaborators based on trust. Trust in the fact that they can contribute to our purpose and live up to our values."*

There is no "Planet B"

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# The Global Goals



In FB Group we believe that the world is on loan. Current generations borrow the world from future generations.

Therein lies a responsibility to take good care of it. It does not make sense to provide a safe and healthy childhood for our children if the world in which the children are going to live is not working well from neither a biological, structural nor social point of view.

We want to give back to the world that we live in.

We want to contribute to ensuring that there is a world for the children to inherit.



## GLOBAL GOAL 3

# Good Health and Well-being

Our humble contribution to Global Goal 3 is our focus on:



- **Good nourishment from the beginning of a child's life**
- **No hazardous chemicals**
- **Good hygiene**

One of our focus points is a good latch because it is scientifically proven that pacifiers may impede breastfeeding - but they may also have the opposite effect. It is also proven that breastfeeding is an essential source of proper nutrition for the infant. In addition, breastfeeding increases safety and well-being and strengthens the bond between mother and

child. Furthermore, it is proven that breastfeeding may reduce the risk of developing breast cancer. Consequently, we design our products with the intent to encourage the child's latch and thereby better the breastfeeding conditions.

Another focus point of ours is that our products do not contain any hazardous chemicals. We do not want hazardous chemicals in our products, and we are constantly looking for new possibilities to develop everyday products without hazardous chemicals.

A third focus point is good hygiene. It needs to be easy to keep the products clean on a daily basis. For that reason, we develop durable and robust products that can be cleaned on a daily basis.





## GLOBAL GOAL 8

# Decent Work and Economic Growth

Our humble contribution to Global Goal 8 is our focus on:



- **Decent terms of employment**
- **The inclusive labor market**
- **Avoidance of forced child labor**

We make sure that our employees work under decent conditions and - naturally - we act in accordance with legal requirements and collective agreements. We also prioritize a work environment that promotes the employees' mental and physical well-being.

In Denmark, we make use of the flexible job solution for people with a reduced ability to work due to physical or psychological disabilities. Furthermore, we like to give young people an opportunity to get a good start to being an active part of the labor market. It is our aim that 5-10 % of our staff consists of people who need to work under special conditions in order to hold a position on the labor market.

We do not make use of forced child labor. If we operate in countries with a legislation on child labor different from the Danish legislation, or in countries where families depend on the labor of their children which makes the children a part of the work force, we only want to collaborate with countries adhering to the ILO Conventions on child labor.





## GLOBAL GOAL 12

# Responsible Consumption and Production

Our humble contribution to Global Goal 12 is our focus on:



- **Minimum Waste**
- **Fighting the “use and throw away” culture**
- **Sustainability in product materials**
- **Danish production**

In our Danish production, we strive to generate as little waste as possible. We collect all remains from the production and reuse them.

In our product development, we focus on the durability and robustness of our products because we wish to minimize the “use and throw away” culture. In addition, we constantly develop our products in order for them to be so flexible and easy to use that they are preferred over disposable products.

We constantly look for ways to optimize the sustainability in our product materials. We are currently on the journey towards reusable PP. Even though many of our products are made of plastic, we wish to take part in reducing new production of plastic by implementing new opportunities.



## GLOBAL GOAL 17

# Partnerships for the Goals

Our humble contribution to Global Goal 17 is our focus on:



- **Partnerships with knowledge organizations**
- **Partnerships with NGOs**
- **Partnerships with political organizations**

We collaborate with The Danish Cancer Society (Kræftens Bekæmpelse) where we are active in the “Support the breasts” (Støt brystene) campaign as well as in the “Children do not get cancer” (Børn får ikke kræft) campaign. We have entered into this collaboration because The Danish Cancer Society constantly provides new knowledge about cancer and the

correlation between cancer and nutrition - crucial knowledge both to us and the world.

We wish to enter into a collaboration with a children’s hospice because people working there have great knowledge of what works well in a child’s life when everyday life turns difficult.

We support the Danish hospital clowns because every child needs to laugh and forget. We feel certain that the hospital clowns make everyday life a little easier.

We wish to strengthen our collaboration with more political organizations. We collaborate with pediatric wards in hospitals where we contribute with our knowledge of pacifiers, latch and breastfeeding and also benefit from their knowledge. We wish to extend these types of collaborations.



**FB Group**



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