



**Lise  
Hordijk**

Environmental, Social and Corporate Governance Manager Bugaboo

**Lise joined Bugaboo in July 2014. She has been part of Bugaboo’s sustainability journey and initiatives for almost a third of the Brand’s lifetime. Lise is a strong believer in improving a business societal and ecological impact through innovation, operation efficiency and (industry) cooperation. Hordijk comments, “you cannot make changes or improvement on your own, you need the wide-ranging support of the complete company”.**

During the summer of 2020 Bugaboo formulated a new strategy with the ESG (environmental, social and corporate governance) criteria being explicitly incorporated; this resulted in a solid program with the right focus and support to create true impact within the company.

After a materialization assessment, Bugaboo confirmed that its biggest environmental impact is its CO2 footprint. This led the organization to set a clear roadmap and an ambitious target - to reach Net Zero by 2035 – which stands at the center of Bugaboo’s Push to Zero ESG program. The global Dutch firm has also made externally verified commitments for the future that are rooted in Science Based Targets, keeping accountability as an essential to achieve real progress and contribute to limiting global warming, in line with the Paris agreement. Lise endorses, “working with third parties for verification and certification gives us the confirmation we are on the right track, but also provides us with tools to improve and benchmark ourselves”.

Hordijk’s technical background in (textile) material development, her good understanding in operation management and passion for production processes, makes her the ultimate expert in guiding Bugaboo through all planned ESG initiatives, as well as setting the company’s targets on the short, mid and long term to push to Net Zero. Lise expresses: “having a focus and clear program as a company is crucial to make meaningful improvements, even though we are still learning in how to make it practical”.

Lise is excited and confident about the positive impact Bugaboo can have in the industry while inspiring other businesses to follow the company’s sustainable actions. With the external presentation of Push to Zero, Bugaboo aims to push further by empowering parents-to-be, current Bugaboo owners, children and even its competitors to take a fearless approach to CO2. Bugaboo is willing to be held publicly accountable – but also assuming even more the position to lead by example and influence the industry. Lise proudly states, “we’ve always made high-quality products from high-quality materials, right from when Bugaboo first began in 1999. We continue to take actions and showing the world how business can act as a force for good”.

## **Background**

Lise graduated on her Master’s degree in Textile Engineering in Gent (Belgium) and started her career as a sourcing coordinator at Sioen Apparel – one of the leading manufacturers of professional protective clothing. The interest on production techniques and its coherent topics started during her internship in Laos PDR for the sportswear manufacturer O’Neill back in 2006. Seeing different production sites firsthand, made Lise aware on the importance of controlling the social and ecological impact a supply chain might have. Her expertise relies in operations management for the consumer products sector, especially on production, with a technical background in (textile) material development.

Lise joined Bugaboo as a product developer specialized in fabrics and soon moved to a more specialized role as Material & Production Process engineer. She was responsible for research on new textile materials and production techniques – as well as mapping out existing processes for suppliers. Visiting Bugaboo’s owned factory in Xiamen (China) and its various suppliers over a dozen times gives her a throughout knowledge of several production techniques. In September 2016, Lise made the internal shift within Bugaboo towards a sole focus on sustainability within Product Innovation, leading up to her current position in which she is responsible to execute the whole sustainability program of the company.