

# COVID-19: Interview with Eve Bell, founder of Baba+Boo

As we have adjusted to the new normal, the time is right to re-think about what we want for the future. Do we want to go back? or is now the moment to move forward, make change and rethink our habits. Maddyness spoke to the founder of Baba+Boo about their business during COVID-19 and the positive changes that can become the norm in the world post-lockdown.

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I left my career as a buyer when I became pregnant with my first child in 2008. Having decided that I didn't want to leave him, and with another baby on the way, I made the decision to leave working life and be a stay at home mum. This was by far the hardest thing I have ever done. Having two babies in quick succession was so hard!

So, I started a business. I often blame hormones and tiredness, but I think my work ethic wasn't being satisfied in the world of babies. I needed something for me. I'd always been an environmentalist and had always had a huge passion for protecting the planet. From a young age, my dad had instilled within me the importance of reducing, reusing and recycling, which is why I found using single-use nappies so hard.

I was using cloth nappies at the time, I knew I had skills to design and make the nappies but the rest was the steepest learning curve of my life. But, starting Baba+Boo was my best decision for me, and for my children!

For me, Baba+Boo was a passion project which has spiralled into something which I truly love. I still get goosebumps when I read reviews and testimonials from our customers on how our products have helped their busy lives. Every year we're helping to save thousands of single-use nappies going to landfill, and it's been incredible to be helping create a more sustainable future for our children.

We were truly heartbroken by the stories of NHS workers struggling to buy nappies after their shifts, and we felt compelled to act. So we made the decision to donate 3,500 of our reusable nappies to the brave NHS staff who are on the frontline working tirelessly to battle COVID-19 and help keep us safe.

After reaching out to our customers for their help putting us in touch with NHS Trusts, we were blown away by the stories we heard from struggling parents. In these uncertain times, it's been truly heartwarming seeing communities come together and support one another, and we wanted to offer our support in any way we can.

Over the last few months, we've seen a surge in orders as many parents turn to reusables, and it's been amazing to hear how they're helping to make some lives a little more convenient. Seeing reusables becoming normal has been truly incredible to see, and we only hope this ethos continues.

For us at Baba+Boo, we hope that this desire for reusable products continues, and we're going to continue to support new parents in any way possible in order to help them live simpler, more sustainable lives.

In terms of the economy and how we move forward, for many of us, the last few months have been the most emotional of our lives. Yet, whilst we stopped, the planet continued. We've seen air pollution plummet, aeroplanes grounded and communities come together like never before. For decades we've hammered the planet and its resources, to almost the point of no return.

Yet, these last few months have given many of us the chance to stop, slow down and reflect on our lives before and think about how we carry on our lives after. We were blown away by the research from The BBC which stated that only 9% of people want life to return to how it was before. This is positive.

This shows our desire to change. We hope that more businesses will consider the impact they're having on the planet, and take steps to reduce this. With

many of us beginning to see a new appreciation for the food we eat, the products we buy and the nature surrounding us, we're feeling hopeful for the future of our planet.

*Eve Bell is Founder of [Baba+Boo](#), a reusable nappy company helping parents live simpler, more sustainable lives.*

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