

**The  
Circular  
Market**

# **Becoming Sustainable in Every Way**

**Tradera's Sustainability Strategy**



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**Our Mission:**

# Driving the Transition to Sustainable Shopping

For over 20 years, Tradera has enabled products to be loved and owned more than once. Our online marketplace brings sellers and buyers of used goods together in a safe, reliable and easy way. By enabling people to consume pre-loved items and resell what they no longer need, our business model is built on circularity.

Our new company mission is to Drive the Transition to Sustainable Shopping by shifting the way we as a society consume, from linear production\* to circular consumption. This will both reduce carbon emissions and waste less resources. Our mission consists of four visionary focus areas: Build the Best Second-hand Shopping Experience, Drive Change in Consumers' Buying Habits, Be Sustainable in Every Way, and Stay Creative and Curious in Everything We Do. This sustainability strategy aims to support the third focus area and set the course to become *Sustainable in Every Way* by 2025.

\*Linear production is the current system of producing, consuming and disposing of products, as opposed to a circular system.

# Our Vision Statement

Our mission to Drive the Transition to Sustainable Shopping consists of four focus areas. These are:

## Build the Best Second-Hand Shopping Experience

We believe that people deserve a smooth way to care about the planet. Tradera will provide a safe, easy, engaging and beautifully designed shopping experience for its users. Combining state-of-the-art technology and a huge, rich offering of pre-loved goods, we strive to exceed customer expectations.

## Drive Change in Users' Buying Habits

Shopping is fun, we know. We are not saying no to shopping, but we are saying yes to smart, sustainable shopping. We want to make people aware of how our consumption today impacts climate change, and help them make more sustainable choices for their shopping needs.

## Be Sustainable in Every Way

Our business model is all about sustainability, but we want to do more. We want to promote sustainable initiatives that meet our cause at all levels - from strategic collaborations, down to how we can make our daily life at the office more planet-friendly. With strong leadership commitment and widespread employee engagement, we want to take sustainability to the next level in all aspects of our business.

## Stay Creative and Curious in Everything We Do

We believe in constant learning, a growth mindset and to cherish creativity while still having a business focus. In order to drive change, we need to stay curious, work as one team and always put our users first.



# CEO's Vision: Our Business and Beyond

Overconsumption is a major contributor to the current climate crisis. It is also one of Sweden's largest environmental impacts, more than twice the size of our flight emissions. The average Swede buys 13 kilos of new clothes and textiles every year, a third of which are never used. Producing a 169 gram mobile phone causes 86 kilos of waste and many of us use our phones for less than two years.

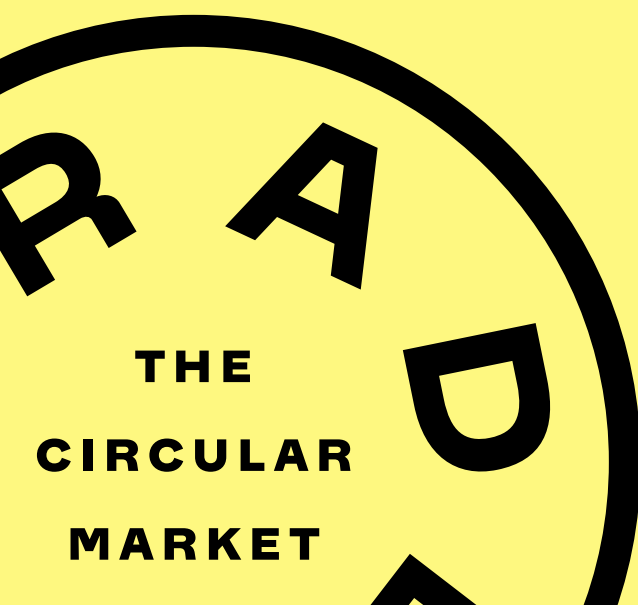
This is where I believe Tradera can make a real difference. We prolong the lifespan of products by enabling them to find new owners. By reusing clothes, instead of recycling them to produce new textiles, we save ten times more carbon. Buying a used laptop instead of a brand new one saves 80 kg of carbon - equal to flying from Stockholm to Copenhagen or driving 600 km by car. Shopping is a necessary part of life, but it needs to be done in a more sustainable way.

Our mission is to drive the transition to *sustainable shopping*. With more than three million users, we have the capacity to spread awareness, transform consumption, and set an example for our industry. We want to make sustainable shopping fun, safe and easy.

To solve the climate crisis and reach the Global Goals for Sustainable Development, action is required from both industries and individuals. We are all part of the problem and therefore we also have a responsibility to be part of the solution. That is why we will become *Sustainable in Every Way* by 2025.



Stefan Öberg, CEO Tradera, wearing pre-loved clothes



## About Tradera

Founded in 1999, Tradera is one of the biggest re-commerce platforms in Sweden. More than three million users sell their pre-loved items through auctions or fixed prices at Tradera, in addition to a number of commercial sellers operating on the platform. In 2006, the company was acquired by Ebay, and from 2015 it was owned by PayPal, and since 2021 Tradera has been a standalone company.

# Sustainable in Every Way

Through our business model, we recognize that we can have a positive impact on society and the environment. We continuously develop new solutions and offerings to enhance circularity and strive to become *Sustainable in Every Way* by 2025. We will therefore, in addition to the external effects generated by our business model, take a number of actions within all aspects of sustainability: environmental, social and financial (called Planet, People and Profit in this report). To make our commitments tangible and actionable, we have developed a comprehensive *Roadmap to 2025* (p. 8) that will guide us in everything we do for the upcoming years. The roadmap is a dynamic tool that will continuously be updated and evaluated to ensure that we stay true to our vision until 2025 and beyond.

Tradera compensates for all emissions with carbon offsets. We will continue our work to reduce our emissions further by continuously screening where we can optimize our use of energy, procurement of material, waste management, way of travelling as well as our offering of shipping.

We will also act in areas of social and economic sustainability, prioritizing the well-being of our employees, having a discrimination-free workplace as well as to enable financial inclusion. To become sustainable in every way, we will look beyond our own direct operations with the aim to promote circularity and changed customer behaviour. Here, we believe that we can drive real change and shift the way we as a society consume.

# The Global Goals

The Global Goals were agreed upon by all member countries of the United Nations in 2015. Through these goals, 193 nations are committed to create a better, more sustainable future by 2030. As a company, we can have the most positive impact in regards to Goal 12, Responsible Consumption and Production, as well as to a number of the Global Goals' targets.



## Targets and how we contribute:



By enabling the shift in consumption behaviour, from newly produced to pre-loved goods.



By raising awareness about sustainable shopping and being an example of how businesses can become positive forces for the planet.



By implementing policies for diversity, gender equality and equal treatment and arranging mandatory training for all staff, promoting the Tradera values.

# Roadmap to 2025

## Planet

- We continue with our reduction plan and GHG reporting. We offset our minimized footprint according to the Gold Standard.
- Only items that are used, created, restored, or aimed at extending a product's lifespan are allowed on our platform.
- Compensation for all shipping booked through Tradera.
- Increase the number of sold items that are shipped together by 100% from 2022 to 2025.
- Offer recyclable or reusable packaging options for our sellers.
- Maintain the carbon footprint per sold item from the technical platform despite expanded product functionality.
- Partnerships with a minimum of 40 linear companies by 2025 to promote circular consumption.
- Annual customer survey on circular trade.
- Compensation for all business trips and prefer green travel options according to the travel policy.
- Annual reduction of carbon emissions per employee.
- 100% of consumed electricity should be green.
- Adhere to the European Commission's guidelines regarding DNSH (Do No Significant Harm).
- All consumed IT equipment and office inventory are disposed of for reuse.
- Annual review of Tradera's sustainability efforts with employees.
- Environmentally certified office.
- Enable remote work for better work-life balance.
- Continue to offer training subsidies, weekly exercise classes, and other health-promoting activities for employee well-being.
- Certified annually as a Great Place to Work company (GPTW).

## Profit

- Poor purchasing experiences, xBBE, should be below 1%.
- A safer marketplace with implemented purchase protection for 100% of transactions.
- Annual training on sustainable pension investment for all staff.
- Increased inclusivity on the marketplace through language translation.
- Sustainability reporting in the annual financial statements.
- Policy to comply with UNGC's principles.
- The company should be run responsibly with profitability for long-term and successful compliance.

## People

- Measure employee satisfaction (eNPS) and be in the top 10% in Sweden.
- Measure employee engagement targets and be in the top 10% in Sweden.
- Minimum 90% of satisfied employees regarding both mental and physical work environment.
- Female representation in managerial positions that corresponds to the total workforce.
- Discrimination-free recruitment training for recruiting personnel.



# Planet

Linear production, over-consumption and waste generation are pressing challenges, increasingly affecting our environment and climate. We have the capacity to make a positive contribution by driving the transition to sustainable shopping, with a circular model that uses less resources and generates less waste. Through the use of our platform, we reduce the need for newly produced goods. The environmental aspect of sustainability is where we can have the largest positive impact, including well beyond our own operations.

# Being Circular

Our business model enables circularity, a vital prerequisite for sustainable consumption. As a company that promotes this shift of how to shop, we must look at our own operational impact and take full responsibility for the carbon emissions we produce.



## Energy

Since Tradera is a platform-based tech company, our carbon footprint is to a large extent comprised by our energy consumption. We have:

- Implemented a green policy for the procurement of energy.
- Implemented an optimization programme for our site's energy consumption.
- We keep the increase of energy usage lower than our business growth.
- We made the office energy efficient by installing LED lights, movement detectors and sleep mode on all devices.
- Compensated for all energy consumption. Today, 100% of our office's consumption is sourced from renewable energy.

## Shipping

Our platform enables a prolonged lifespan of goods, as products find new owners. However, this often requires shipping. We have:

- Compensated for all shipping created through Tradera.
- Educated and encouraged our users to ship sold items together when possible.

## Purchasing

As a small organisation, we purchase relatively few items. Yet, what we acquire to the office sends an important signal about our sustainability engagement.

We have:

- Made vegetarian food the norm at our conferences and events.
- Introduced a purchasing policy, ensuring that organic products and goods with lower carbon emissions are prioritized.
- Compensate our consumption.

## Waste

As circularity is at the core of our business model, waste management is important to us at Tradera. We have:

- Introduced a new recycling system at our office.
- Introduced a Sustainable Waste Policy, including electronic waste.
- Compensate for generated waste.

## Travel

We take pride in doing business digitally but some occasional travelling remain.

We have:

- Introduced a green travel policy.
- Conferences will only be held at locations reachable by train to avoid flights within Sweden.
- Offered bike repairs twice a year as well as bike helmets to encourage our employees to safely ride our electric bikes to meetings.
- Compensate for all business related travel.



# Circular Economy

Circular economy is at the core of everything we do, and it is important for us that the products available at Tradera adheres to our core ideas and values. As a result of this, during 2019, we closed down 700 stores at our website that sold products which did not meet our standards of circularity. We are also establishing partnerships with the fashion industry, aiming to support clothing companies in prolonging the life-span of items through re-selling and re-using. We will establish a report on circular consumption as well as launch a consumer campaign, informing about the impact of fast fashion. To track our user's awareness regarding sustainability, we will send out a recurring user survey about consumer behaviour.

We will introduce a number of policies regarding travels, partnerships and carbon reduction and compensation.

- Only items that are used, crafted, restored or repair items / spare parts are allowed on our platform.
- Partner with at least 40 retail companies before 2025 to promote circular consumption.
- Annual customer survey on circular trade.
- Follow the European Commission's guidelines regarding DNSH (Do No Significant Harm).



# Energy and Data Storage

As a digital company, our energy consumption is one of our largest environmental impacts. Although we carbon offset at least 100% of our usage, we strive to minimize our consumption while continuing to grow. Most of our energy consumption comes from data storage and running our site. As part of minimizing our footprint, we will reduce the carbon footprint from the technical platform per item sold by 5% and, annually, reduce the carbon dioxide emissions per employee.

# Logistics and Packaging

Our largest environmental impact beyond our own operations is generated by the transportation needed for items bought at our site. We can have a large positive effect in this area by informing and encouraging customers to ship multiple items together, pack smarter and by offering reusable or recyclable packaging options. The “close to you” function at our site allows our customers to see which products are close enough to be collected manually. We already offer shared shipping through our website, but we intend to increase the number of sold items that are co-shipped by 100%. We will also carbon compensate for all shipping created through our platform.

- We climate-compensates every kilogram of CO2 emitted via all shipping booked through Tradera.
- Offer recyclable or reusable packaging options for our sellers.
- Increase the number of sold items that are co-shipped by 100%.

## Travels

We strive to minimize travel by implementing a green policy for business trips. Most of our travels take place within the Stockholm region and we encourage our employees to take our electric bikes to external meetings. Our new travel policy will direct that our conferences only take place at locations reachable by train. We rarely travel outside of Sweden, and when we do, these trips will be compensated.

- Compensation of all business trips and preferred green travel options according to the travel policy.



# People

Our team is at the center of everything we do. We always work to stay creative, curious and keep learning. We believe that the best solutions and ideas come from diversified groups, and that a fun and welcoming work environment is reached through equality. We are therefore stepping up our social sustainability efforts.

# Diversity, Gender Equality and Equal Treatment

To secure a diverse and highly merited staff, all our recruiting managers will be educated in prejudice-free recruiting. We have an ongoing programme on discrimination that ensures that competence is the sole deciding factor in recruitment. We monitor wages at all levels to assure gender equal payments.

We have launched new guiding policies for diversity, gender equality and equal treatment. These secure that we live our values, from office culture to promotion processes. To make Tradera an accessible workplace for potential employees who do not speak Swedish, English is our official language. We offer internship opportunities to people with difficulties in accessing the labour market.

Regarding social sustainability, a challenge that we have yet to tackle is the share of women in management positions. By 2025 at the latest, we will have reached a share of female leadership equal to the share of women in the organisation.

- Discrimination-free recruitment training for recruiting personnel.
- Female representation ratio in management positions corresponding to the total workforce.



# Work Environment and Employee Engagement

We believe that a good work environment improves results and attracts the best employees. One of our core values is continuous learning and we have adopted a policy where each employee is on average granted a yearly budget of 25 000 SEK for attending courses. At our office, we also host “Lunch and Learn” sessions where lecturers and speakers are invited to spread new insights, knowledge and inspiration. We offer one workout opportunity per week during work hours and encourage staff to not schedule meetings during these classes. Our employees have an expanded health insurance that guarantees that they will receive care within 24 hours and all prescription based medicine is covered. We are working towards having our office environmentally certified.

To encourage participation and employee engagement on our sustainability journey, we are introducing Values & Sustainability Training for all staff as well as an Internal Engagement Programme where we evaluate our sustainability efforts on an annual basis. Sustainability will be included in our internal surveys where we aim to reach a 90-95% overall employee satisfaction rate. Together, these employee engagement activities will establish *Sustainable in Every Way* as our driving force.

- Annual review of Tradera’s sustainability work with employees.
- Track employee satisfaction (eNPS) and be among the top 10 % in Sweden.
- Track staff engagement and be among the top 10 % in Sweden.
- Minimum 90% employee satisfaction with regards to both mental and physical work environment.
- Environmentally certified office.
- Enable work from home for a better work life balance.
- Continue to offer training allowance, weekly training classes and other health-promoting activities to enhance the well-being of staff.
- Registering with the Science Based Targets initiative.
- Certified annually as a Great Place to Work company (GPTW).





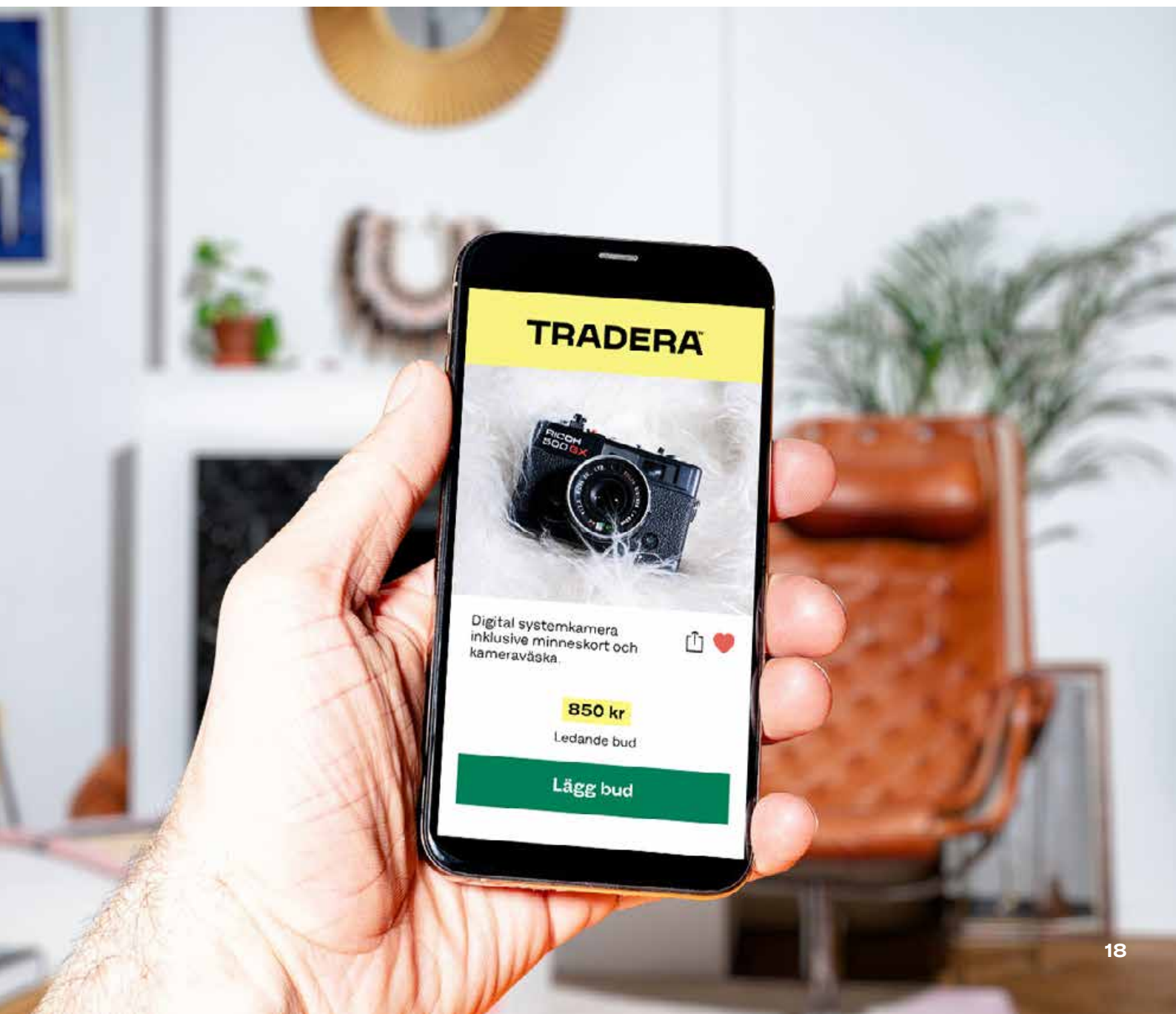
# Profit

We believe that profit should not be made on the planet's expense and we are convinced that for every pre-loved item sold through our platform, the demand for a newly produced item goes down. As we keep our financial stability and grow as a business, we continuously step up our sustainability efforts for the good of our employees, users and partners. We also recognize our potential in increasing financial inclusion as our business model gives people access to clothes and goods at affordable prices.

# Safety and Security

As an online trading platform, security is of highest importance. Our existence is dependent on our users' trust and we put a lot of effort into counteracting fraud and advancing safety. We have systems in place for ensuring fair bidding and for confirming the authenticity of branded goods. In order to prevent the selling of illegal products, the website is frequently screened. This spans from ensuring that branded watches are not forged to taxidermied animals not being endangered. We continuously work against identity theft and our Buyer Protection guidelines safeguards the rights of the buyer. Our Bad Buyer Experience Rate is a key focus for Tradera.

- Bad Buyer Experiences, xBBE, should be below 1%.
- Safer marketplace by implementing purchase protection for 100% of transactions.



# Partnerships, Supporting Entrepreneurs and Financial Inclusion

Helping small businesses thrive is part of our business model, and we have around 700 stores at our site that we offer assistance from our staff. For long-term small businesses, we make face to face visits in case they need extra assistance.

By offering a way to find items to more affordable prices, Tradera supports financial inclusion. We have also put efforts into making the process of setting up a Tradera account easy. We offer the possibility for our users to set up accounts even if they do not have a Swedish social security number. To ensure the security at our platform, this requires contact with our customer service. Our website is also available in English.

- Increased marketplace accessibility with the help of language translation.

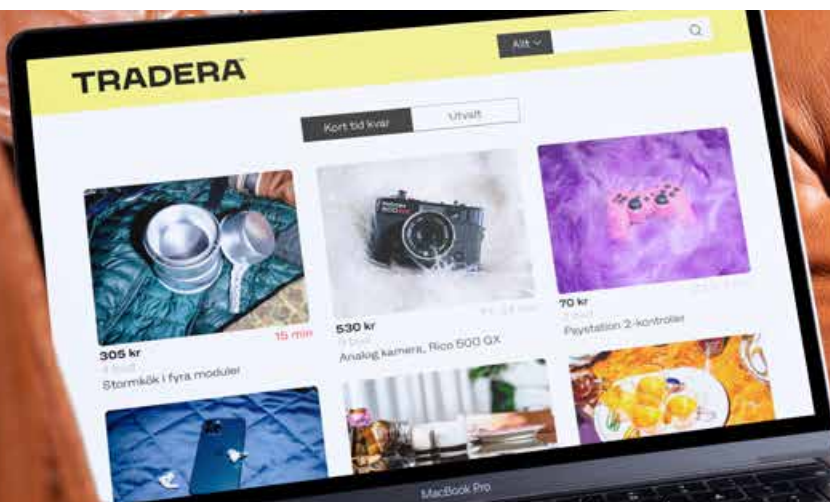
Tradera has multiple partners with contracts exceeding 1,5 MSEK/year. Recognizing the growing importance of sustainability and that we can make a greater difference together, we have implemented sustainability demands for all partnerships exceeding 1,5 MSEK/year.

- We have implemented Sustainability Demands for Our Partnerships.

## Compliance

We report our financial activities on a monthly basis and pay taxes in Sweden. We actively work against corruption and educate all our employees in sustainable placement of pensions.

- Sustainability reporting in the annual report.
- Annual training on sustainable placement of pensions for all staff.
- Policy to comply with the principles of the UNGC.
- The company must be run responsibly with profitability for long-term and successful compliance.



Want to find out more about our sustainability work?  
We would love to hear from you!

Contact Tradera PR Manager Sofia Hagelin:  
[sofia.hagelin@tradera.com](mailto:sofia.hagelin@tradera.com)



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