

Environmental impact report 2022



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01

Introduction to this report



About refurbished

Refurbished

is an online marketplace for refurbished products

Our Vision

is to make consumption more sustainable

Our Mission

is to build the leading platform for sustainable products and services

Refurbishment

is the process of restoring used products to function like new

7

operating markets in Europe
(AT,DE, IT, IE, NL, SE, DK)

Our Products

range from phones, tablets and laptops to household appliances and e-bikes

127,000 t

CO₂ emissions saved*

380 t

e-waste saved*

26 bn. l

water saved*

*Since our foundation through selling refurbished electronics instead of new. The data is based on an extrapolation of the impact measurement by Fraunhofer Austria, for further information, see chapter "We've measured what matters".

A letter from our founders

When we ideated refurbished over six years ago, we knew that we wanted to start a business that would make a considerable contribution to change the way we consume via reusing phones, laptops and tablets. Six years later, here we are – with tons of CO₂ emissions and e-waste saved, as well as millions of liters of water by selling refurbished instead of brand-new electronics. But as we were in the final stages of finalising this very first environmental impact report of ours, we realised that even though those numbers are incredibly important to us, what is even more crucial is creating a movement. To us, the **circular economy is the only way forward** if we want to keep our planet alive in the way that it is now. The circular economy holds endless opportunities for businesses, consumers and our environment. At refurbished, we see it as our obligation to share our experience and passion for this concept with all of you reading our report.

In 2017, in Peter's Viennese apartment, our dream of changing the way we consume as a society became a reality. We wanted to bu-



ild a business that by default decreases the negative impact on the environment, and also sets coherent standards for quality, functionality, and service within the refurbishment industry. Along the way, we've become even more ambitious: we want to set a standard for the industry, encourage other businesses to prioritise environmental impact over conventional business KPIs, and prove to investors, consumers, politicians and beyond that doing business and doing good can go hand-in-hand. Today, in 2023, we have done just that: **sold roughly 3 million products** across Europe, **saved 378 t of e-waste, 127,000 t of CO₂ and 26 billion litres of water**, and additionally **planted over 4 million trees** with our multiple, trusted tree planting partners. Our true impact lies not only within those impact numbers but in the lifestyle we are building, and the **movement we are creating**:

Rethinking the way we consume, changing our appreciation and understanding of resources in the products we use every day, helping improve legislation for the sake of our planet, and building a community of like-minded people that want to see the same change in the world.

To comprehend our environmental impact even better, and understand our sustainability milestones fully, we decided to work with the **Fraunhofer Institute Austria** to attain tangible, transparent environ-

mental numbers based on scientific methodologies for our products. Because even though the refurbishment sector is growing, the industry is still missing comprehensive, coherent standards – even for definitions of widespread buzzwords such as “sustainability”. With the importance of setting standards in mind, we took on the challenge to define these standards, and develop a report that transparently explains **impact numbers**, the **refurbishment process**, and the **environmental impact** of refurbished devices in comparison to new counterparts.

With this being said, we hope that this report does not only educate and explain, but also **inspires some change**.

Enjoy the read and join us on our journey.

Yours,

Kilian Kaminski

Founder refurbished

Peter Windischhofer

Founder refurbished

Jürgen Riedl

Founder refurbished

The case for refurbished



Our Why

Our current linear economic system leads to multiple ecological problems such as climate change, biodiversity loss and natural resource depletion. We need to **change the way we produce and consume goods**, as well as our appreciation of the resources we use. Refurbed wants to be part of the solution and offers its customers high quality products with a significantly lower negative impact.



Our How

With our **circular business model**, we offer a more sustainable alternative to buying new products. Furthermore, we encourage consumers to return their used products to make them circular with our trade-in feature **BuyBack**. Together with our suppliers and customers, we want to make refurbished the new normal through extending the useful life of products.



Our what

Our current product range includes several **thousand products** - from smartphones, laptops and tablets to household appliances and e-bikes.

Did you know that...

...the estimated share of global **greenhouse gas emissions** for digital devices such as smartphones, desktops, displays and notebooks is between 0.4% and 1.8%?¹

...**e-waste** is the fastest growing household waste stream, fuelled primarily by higher consumption of electronic devices, short device life cycles and few repair options?²



...the amount of e-waste in Europe alone is over **10 million tons per year** and only about 40% of this is currently collected for recycling?³

...the production stage of new electronic devices like smartphones, tablets or laptops is responsible for the biggest share of GHG emissions throughout the whole life cycle of these products?⁴

...that the average actual **lifetime** of smartphones, TVs and vacuum cleaners is **2.3 years shorter** than their designed lifetimes?⁵

...if all smartphones in Europe lasted just 1 year more, we would **save emissions** equivalent to removing 1,000,000 cars from our roads?⁶

...current studies estimate that in the EU ~700 million electronic devices are hibernating in people's homes? If only **35% of unused devices in the EU were recycled**, around 5,222 tons of material would be recovered, which would make huge amounts of secondary materials available in the EU.⁷

02

Our approach to sustainability



Our approach

Refurbishment

is a key strategic pillar in the circular economy

High product quality

is our top priority, which we achieve through our thorough quality management

We are

advocating for stronger circular economy and sustainability policies at EU and national levels

We use

our reach to amplify the refurbishment movement and raise awareness

BuyBack,

our trade-in system, makes your old devices circular

80%

of our customers bought new products before they purchased from us*

96%

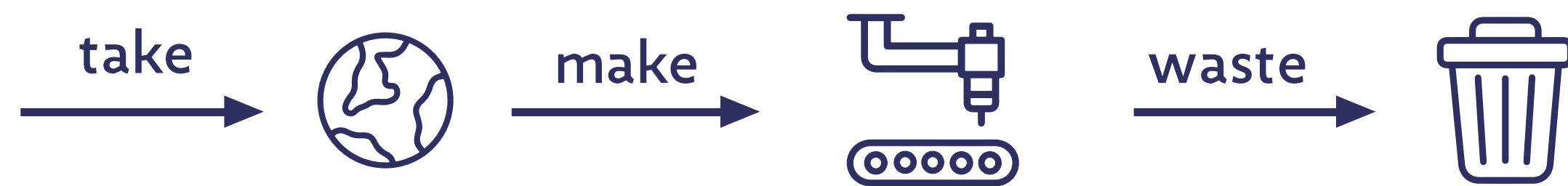
of our customers would buy again from us for their next non-new purchase*

All our products come with a 30-day trial period and minimum of 1 year warranty

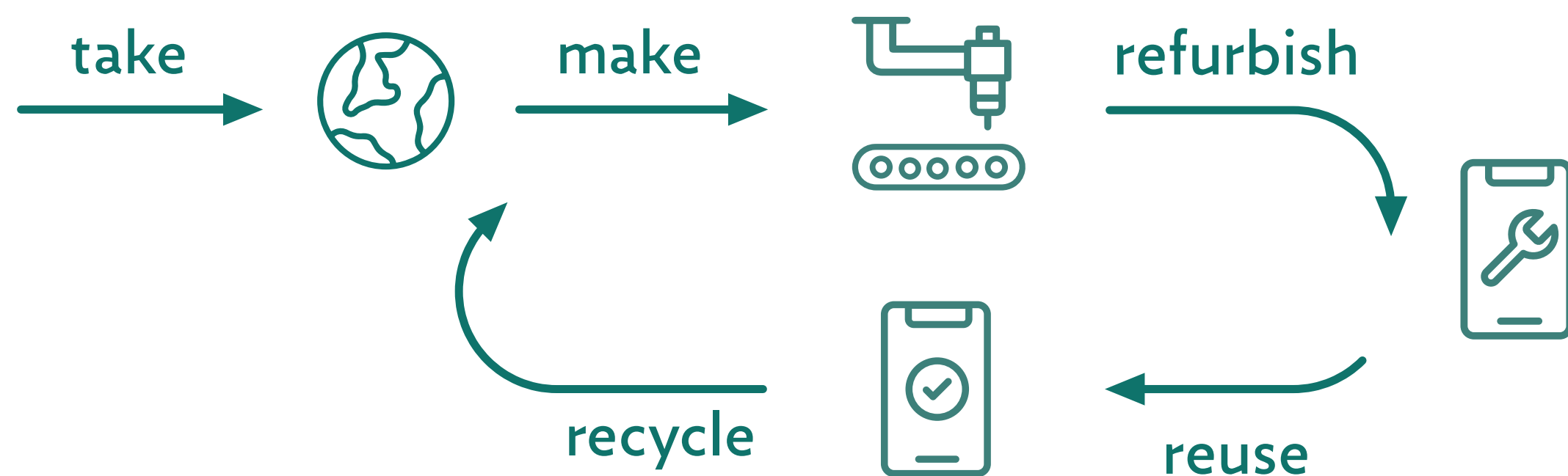
*Source: refurbished customer survey (n = 6206) in DACH (Feb 2023)

From Linear to Circular

Linear Economy



Circular Economy



The **linear economy**, also known as „take, make, waste,“ involves extracting resources, converting them into products, using them, and then throwing them away as waste – the process is linear. This approach results in wasting valuable, finite resources, and is the basis of our current economic system. Our take-make-waste economy consumes 100 billion tons of materials per year and wastes over 90 % of such.⁸

In 2022, global circularity was at 7.2%, meaning that only 7.2% of materials after the end of their life were cycled back into the economy and that material extraction continues to rise every year.⁹ At the same time, the actual lifespan of many products is drastically shorter than their planned lifespan leading to a waste of valuable resources. The linear economy overshoots the planet’s safe environmental boundaries (meaning environmental health across land, water, and air).¹⁰

One solution to live within the boundaries of our planet is fostering a circular economy. **The circular economy** is an approach where less resources are extracted, products are used for longer, and materials are brought back into the cycle e.g., through recycling. The circular economy has the potential to lead to sustainable development by decoupling economic growth from finite resource use. Furthermore, it can contribute to tackling global challenges like climate change, pollution, biodiversity loss, and waste.^{11,12}

There are different strategies that are part of the circular economy such as repairing, reusing, refurbishing, remanufacturing and recycling products. Circularity can also be integrated in the design of the products e.g., by making repair and upgrades easily possible, or using materials with a high recycling share.

At refurbished, we focus on one of the key pillars of the circular economy: the refurbishment of electronic devices. Refurbishment regains value from used products and reduces the amount of electronic waste and materials that need to be mined from the earth when producing brand new products, whilst additionally reducing CO₂ emissions.¹³

Refurbishment means thoroughly testing used products and replacing non-functioning parts to make the products function like new again. Refurbishment significantly extends the life of products, thus leading to lower resource depletion. To make our business truly circular, we buy old devices from our customers through our feature BuyBack, which depending on their economic value are either given a second life or recycled according to the highest environmental standards.



Our political engagement

As a leading marketplace for refurbished products, we want to use our reach to amplify the refurbishment movement and **raise awareness at every level** e.g., consumers, regulators, and other businesses. We believe that every company has a political and social responsibility next to its economic roles. We aim to multiply our positive impact by using our experience and knowledge to drive social change, particularly via policy-making.

By ensuring that there are strong sustainability laws in place, our planet's resources are used responsibly, companies fulfil their social and sustainable obligations, and that our consumption patterns change, we can increase our positive contribution exponentially. By demonstrating that ambitious sustainability laws are not only necessary, but also make economic sense, we can offer an alternative to the status quo.

To achieve this, our climate impact team advocates for stronger circular economy and sustainability policies at EU and national levels.

Our major focus is on EU legislation, as this offers the greatest leverage and potential for positive impact through its applicability in 27 member states. To this end, we follow ongoing legislative processes, engage in dialogue with policy makers and cooperate with like-minded people and businesses. To add weight to our voice and pool synergies with other environmentally conscious companies, we are members of two European umbrella organisations: EUREFAS and the Right to Repair Campaign.

EUREFAS is an association of the European refurbishment industry and currently has 18 members. The aim of EUREFAS is to represent the common interests of European refurbishers and thus promote the development of a circular economy whilst contributing to effective policies and legislation creation at a European level. EUREFAS' involvement includes ongoing legislative processes on issues such as eco-design, the Waste Framework Regulation, the Circular Economy Action Plan, and the Right to Repair.



**SAY YES
TO REPAIR**

The **Right to Repair Campaign** is an alliance of European organisations working for repair. It includes civil society organisations, repair businesses, voluntary repair initiatives, public institutions, and actors from the refurbishment sector from many European countries. The aim of this movement is to **achieve a comprehensive and inclusive right to repair**. This includes, among other things, free access to repair information and spare parts, product design for durability and repairability and a ban on practices that prevent repair (so-called part-pairing or obsolescence).

With our political commitment, we strive to be able to extend the life of a product beyond the limitations of its original design. We advocate for products that are designed in such a way that they can be repaired again and again.



Resonance with our customers

We support our customers in changing their consumption choices by offering high quality products through a credible and easy to use platform combined with exceptional consumer experience.

We play a vital role in creating demand for refurbished instead of new products. Before their engagement with us, around 60% of our customers knew what refurbished products were, but only a small part (~7%) bought refurbished devices. 80% of our customers bought new products before they purchased refurbished devices from us. Of paramount importance, is that the majority of our customers (~96%) would buy again from refurbished for their next non-new purchase.¹⁴

Why do customers buy at refurbished?

We remove key barriers to purchasing refurbished: trust and price transparency. This is also reflected in what our customers say about us: The high quality of our products, price savings and sustainability are the top three reasons why customers buy at refurbished.¹⁵

How do customers rate our sustainability efforts?

Most of our customers are very content with our sustainability efforts. 98% of the customers surveyed in the DACH region, Ireland, and Sweden, and 99% in Italy, are very happy with our sustainability efforts.¹⁶



Our refurbishment process

Refurbed products undergo a thorough inspection of up to 40 steps before they are sold via our platform.

In most cases, the refurbishment process is carried out directly by manufacturers or suppliers. Each supplier or manufacturer selling via refurbed has many years of experience and extensive expertise in their field. Furthermore, they are continually monitored by our quality management.

Our suppliers procure used electronic devices from different sources e.g., from our customers who trade in their used devices via refurbed BuyBack, from companies, telecommunications providers, or auctions.

The 5 main pillars of the refurbishing process:



Data cleansing

Each device is securely cleansed of old data, memory space is overwritten and the device is reset to factory settings.



Testing of device

Technical experts test the device via an approved and certified testing software to check, and ensure 100 % functionality.



Change of components

After the thorough check, individual or multiple components are replaced if necessary. The repairs are done by experts, individual parts are exchanged for equivalent units.



Necessary overhaul

Furthermore, external signs of use (depending on grade) are removed through polishing and cleaning devices. If necessary, upgrades of the operating system are carried out.



Grading of devices

Technical experts or advanced laser machines are matching the exterior of the devices with our guidelines and standards regarding optical condition (product conditions excellent, very good, good).



Lastly, the device is deployed via our marketplace, coming with a 30-day trial period as well as a minimum 12-month warranty.

Refurbed BuyBack – making your old device circular.

With refurbed BuyBack, you can easily sell your old devices to our partners and contribute even more to the circular economy. Returned devices are refurbished by our partner suppliers and given a second life by being sold again for use - via the refurbed marketplace or to businesses. If a returned device cannot be refurbished or reused, it is recycled to the highest environmental and safety standards and the resulting raw materials are sold.



buyback.refurbed.com





Refurbed Business

To further reduce the negative impact of new electronic devices, it is necessary to address companies as well as end consumers. With inflation and energy prices posing significant challenges, businesses need to meet their IT needs sustainably. Refurbed Business was launched in August 2022 to provide companies with cheaper and more sustainable IT equipment. We offer a minimum of 12-months warranty, personal support and flexible payment options. Although business customers account for a small percentage of total sales, we have seen exponential growth and positive feedback. Furthermore, through our buyback programme for companies, we can give used company electronics a second life and create a true circular economy.



business.refurbed.com/ie

Our quality management

At refurbished, we strive to maintain and constantly increase our high product quality, thus **setting industry-wide standards**. All refurbished products come with a **30-day trial period and a product warranty of at least 12 months**. In this way, we minimise possible risks for our customers, e.g., in the event of technical defects.

The product liability lies with our suppliers, who are legally obliged to comply with our Quality Charter and Seller Guide, which cover topics like product quality, shipping, warranty liabilities, customer service and grading criteria. In addition, we require a refurbishment report, as each product must be tested with state-of-the-art software that checks all functions of a product (battery, screen, audio, speakers, etc.).

We provide a multi-level quality management approach through our Supplier Performance department. Our quality assurance and control mechanisms ensure that only high-quality suppliers sell their products on our platform. The overarching quality control measure



is the supplier performance score, which offers feedback to our suppliers on their performance with a benchmark. The score gives them insights on what to improve and helps them find mistakes in their processes quickly. The performance score covers different topics like product quality, as well as customer service, customer happiness and delivery/shipping experience. The total score is crucial, as it is connected to our buybox system, hence the ability for suppliers to sell their products on our marketplace. Meaning, the higher the score, the more a supplier could sell on our platform. Our buybox system ensures that high quality offers are sold on the platform by empowering high performing suppliers while motivating them to continuously improve.

In addition, we have quality assurance mechanisms in place. These consist of continuous monitoring, ad hoc quality controls and alarm systems that are automatically triggered when certain product quality thresholds are exceeded (e.g., defect and condition rates). When product quality thresholds are exceeded, action is taken, and penalties are applied. If no improvements are made, this ultimately leads to exclusion from our marketplace.

Furthermore, we carry out random quality checks through mystery shopping at our suppliers' premises to detect possible blind spots. This means that these random checks examine the refurbishment

and product quality, but also areas such as the packaging of the product, the level of service and, for example, the shipping/return process in general.

Our thorough **quality management** ensures that only the best refurbishers sell through our platform.

refurbed

Reviews 41,473 • Excellent



Faultless

I got exactly what I asked for.

My iphone 11pro was indeed in excellent condition, not a mark on it. I could track the parcel & it was delivered on the stipulated date & at exactly the time stated.

A faultless & seamless transaction. And a first rate phone at half the price of a new one.

Date of experience: April 04, 2023

03

Our environmental impact



Our environmental impact

127,000 t CO₂ saved*

equivalent to 22.400 home's electricity units for one year

380 t e-waste saved*

equivalent to the e-waste at CH + AT combined in 2019

26 bn. l water saved*

equivalent to household water consumption of 550.000 persons/year

Buying refurbished smartphones, tablets and laptops instead of new, saves on average**

-80% CO₂

-73% e-waste

-90% water

>4 mill.

trees were planted with
our trusted partners

>3 mill.

additional usage years
were created

*Since our foundation. Numbers based on extrapolation of the impact assessment by Fraunhofer Austria, see detailed explanation in chapter "We measured what matters"

**Calculations based on average across 5 analysed reference products by Fraunhofer Austria

How we work sustainably

In line with our vision, it is important for us to make sustainable choices in our personal and professional lives.

Our Vienna office uses 100% renewable energy, and our employees use refurbished IT equipment whenever possible. When it comes to business travel, we rely on train travel for our employees if the destination can be reached within six hours. If a flight is unavoidable, we offset the emissions caused via our travel platform. We also emphasise sustainability in office catering by offering vegetarian and vegan options at company events, as well as organic and fair trade coffee and organic fruit on a daily basis. Moreover, since 2022 we are a climate alliance company.¹⁷

However, as a marketplace, most of our emissions come from the refurbished products we sell. To better understand their impact, we commissioned the Fraunhofer Research Institute as an independent party to assess their effects.



The values that guide our daily work



Mission Driven

We want to change the world for the better by enabling people to live more sustainably. We believe that focusing on this mission will allow us to have the biggest impact on the world. As such, we are also careful not to get distracted along the way.



One Company

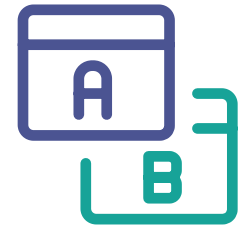
We all work together as one organization. We combine our strengths and focus on the big picture. We don't prioritise individual goals, but the goals of the company.



Fact-based all the way

We value rational reasoning. We choose a fact-based approach backed by data over feelings and guesswork.





Experiment & Learn

We always challenge the status-quo by conceiving and conducting experiments. Our goal is to gain relevant insights and to innovate. We accept the possibility of failure, as long as we can learn from it.



Customer Obsession

We deliver the best experience to our customers, both buyers and suppliers. We value their feedback and are always willing to go the extra mile for them.



Ownership & Accountability

We value competency and autonomy. We expect people to own their sphere and to take responsibility for their decisions and actions.



Openness & Feedback

We are not afraid to be open with each other. We give constructive feedback to our colleagues with the goal to develop both professionally and personally.



Communicate & Trust

We communicate clearly how and why we do things. We accept different views and approaches, even if we disagree with them. Ultimately, we trust each other to have the company's best interests at heart.



Community

We care about each other and support our colleagues when they are in need. Our aim is to not only be colleagues, but to create an atmosphere where everyone feels welcome, and where hard work meets fun.

We've measured what matters

The most sustainable consumption is the one not taking place. Every newly produced product has an impact on the environment. However, we cannot change that we live in a world where electronic devices are part of everyday private and professional life. Instead of buying a new product, where the majority of CO₂ emissions is emitted during the production process¹⁸, we offer our customers options to embrace a more sustainable lifestyle: buying refurbished electronics and contributing to making them the new normal. To gain a deeper understanding of the environmental impact of our sold refurbished electronics we commissioned Fraunhofer Research GmbH¹⁹, to carry out an independent study, in the form of a partial product footprint²⁰, on the savings potential of refurbished vs. new electronic devices.

Fraunhofer conducted a comprehensive accounting of CO₂ emissions, e-waste and water consumption in 2021 for the following five reference products: The models were selected due to their representativeness of our business and the availability of comparative

data on environmental impacts. Fraunhofer created an individual calculation model to be able to allocate all emissions at product level. For the calculation, primary data was collected from six representative suppliers and secondary data from databases such as Ecoinvent were used.



The results of the calculations were compared with environmental data²¹ on the respective new devices in order to make quantitative statements on the savings.

Based on the results of the different life cycle analyses (=LCA)

buying refurbished smartphones, tablets, and laptops instead of new saves between:

-69 & -91 %
CO₂-emissions
with an average across devices of -80%

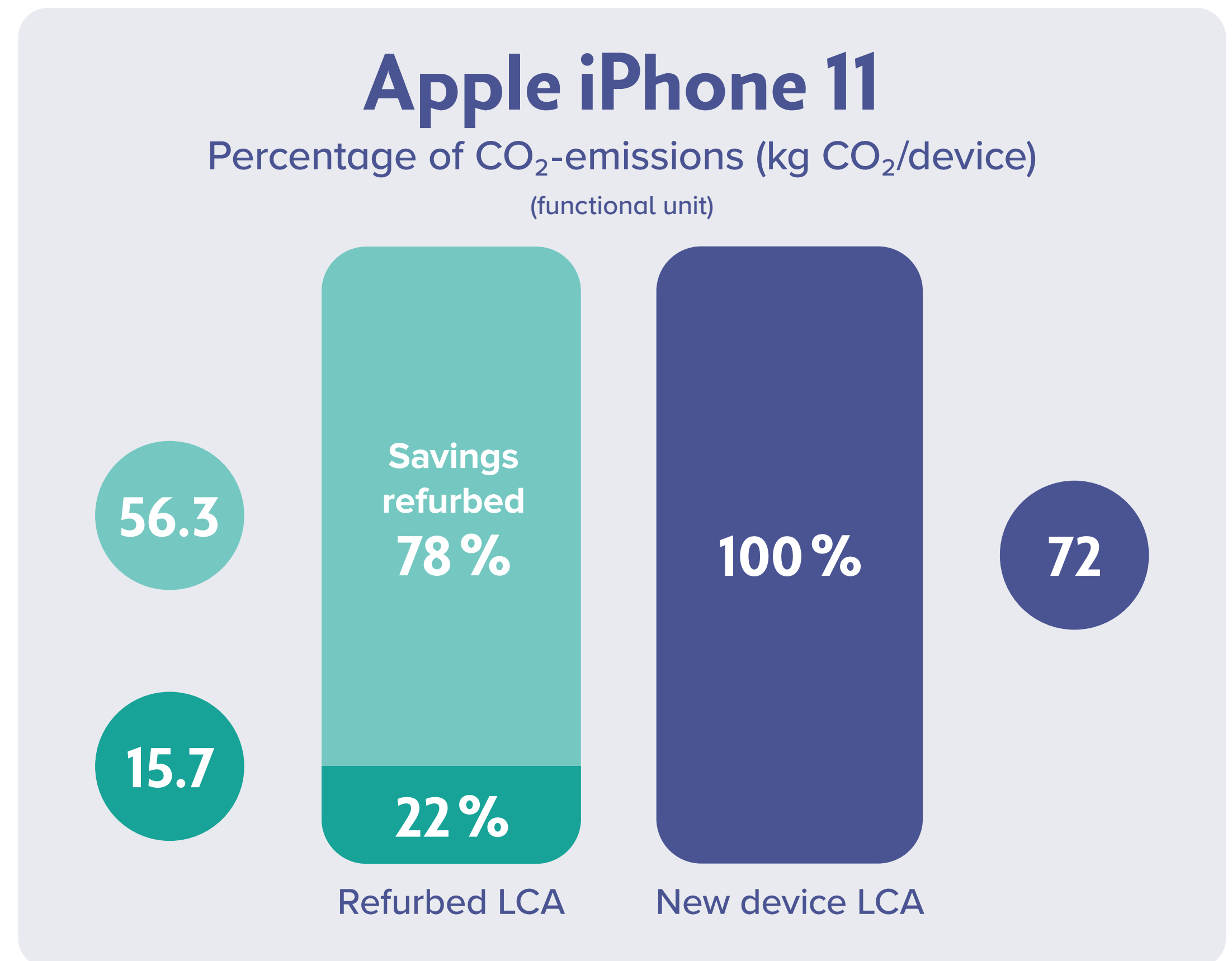
-60 & -93 %
e-waste
with an average across devices of -73%

-86 & -97 %
water
with an average across devices of -90%



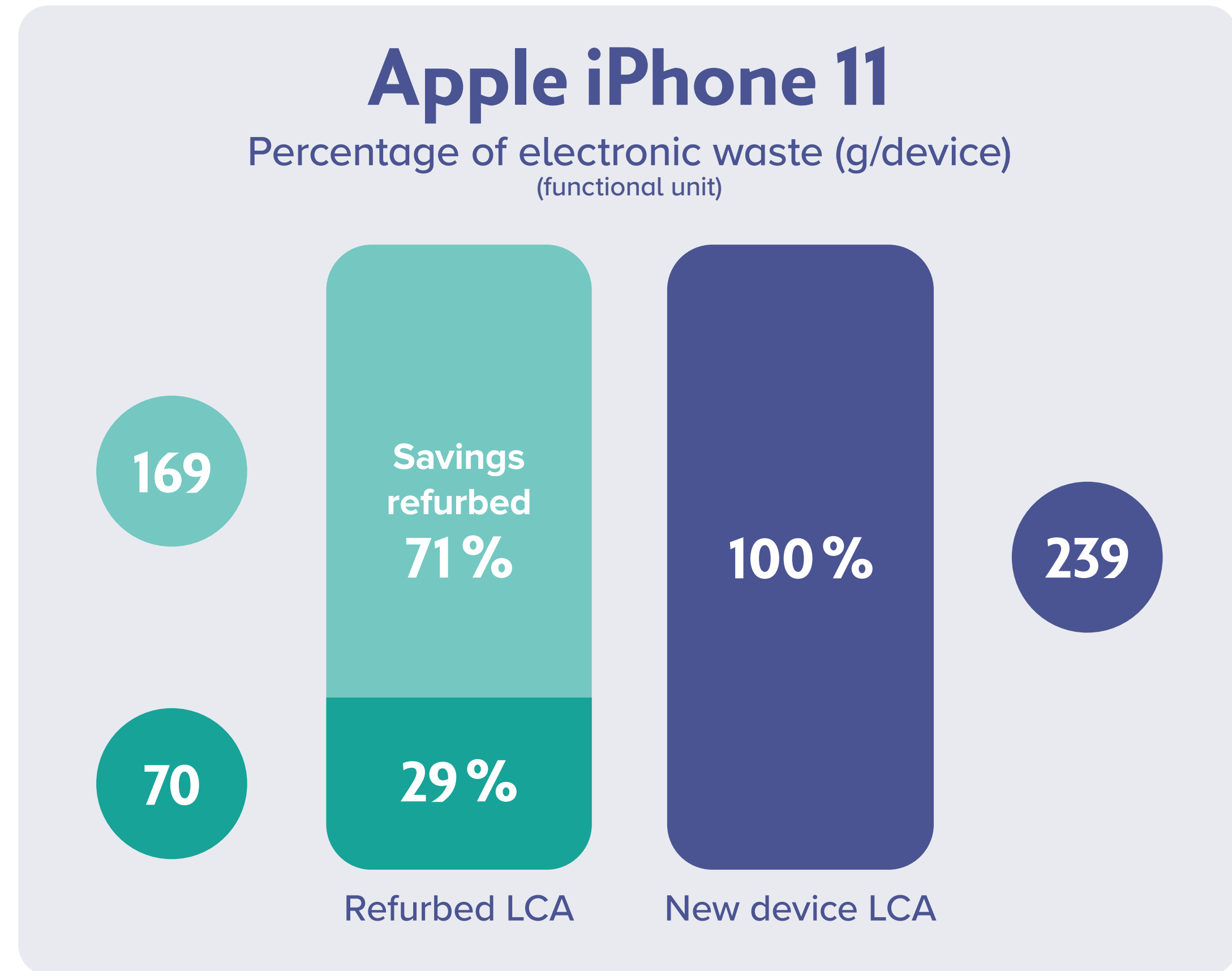
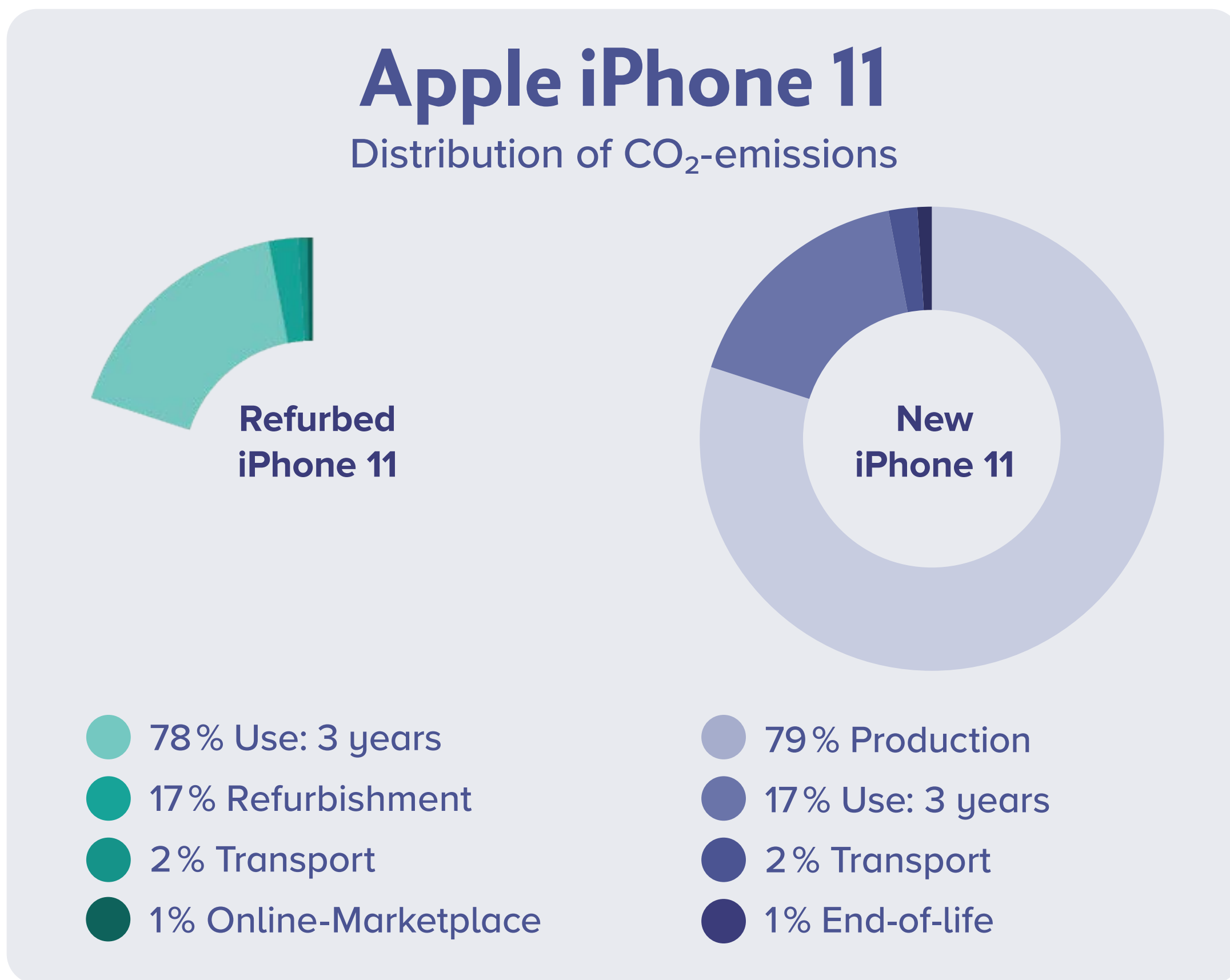
Let us walk you through more details with one of our current best-sellers, the refurbished **iPhone 11**.

A refurbished iPhone 11 with 64 GB storage has a carbon footprint of 15.7 kg CO₂, while a brand-new iPhone 11 with 64 GB storage has a carbon footprint of 72 kg CO₂: a **saving of 78 %**.

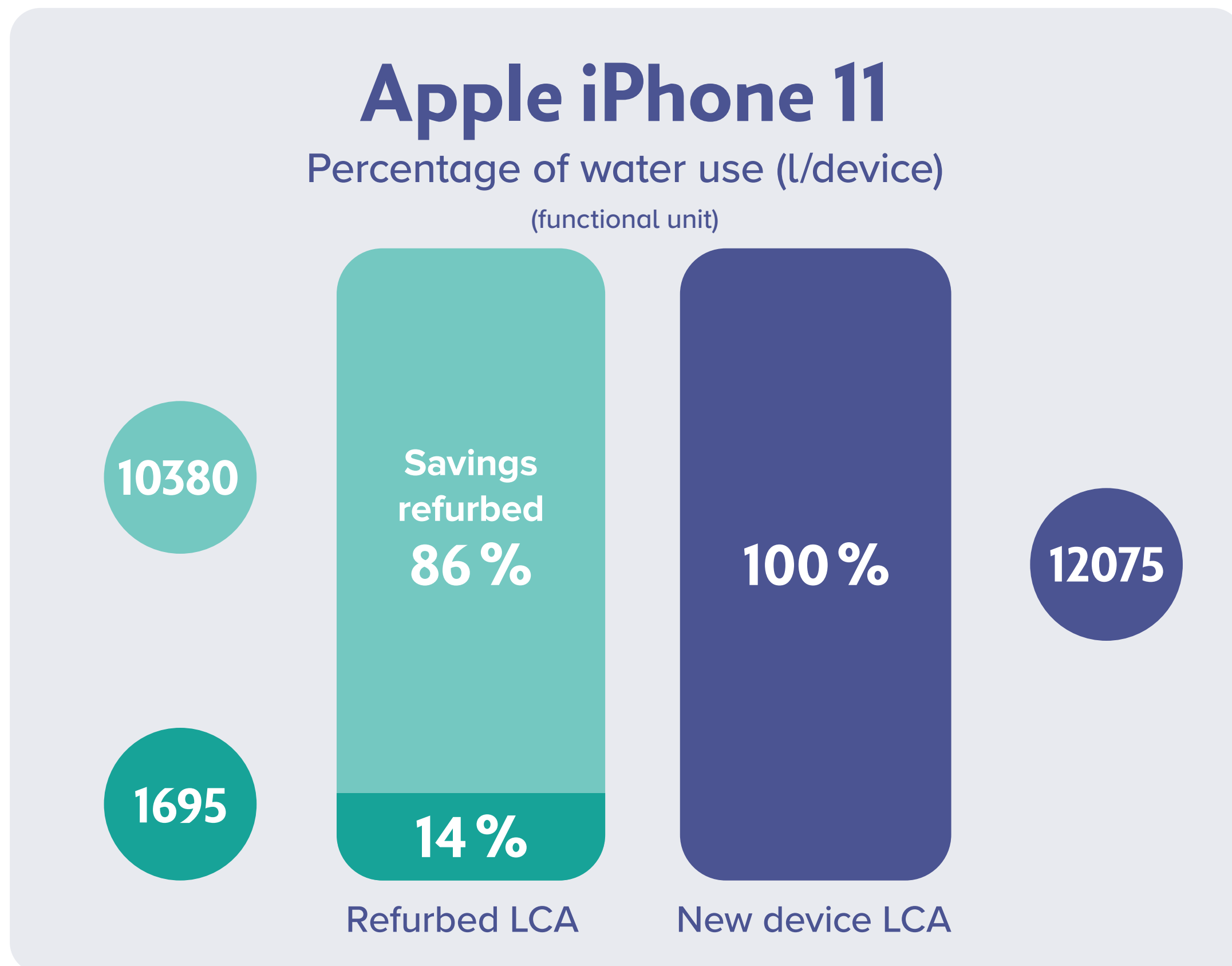


When we look at the highest share of each **carbon footprint**, we can see that the production accounts for 79% for a brand-new iPhone, while for a refurbished iPhone 11 the highest share of the reduced CO₂ emissions is the usage phase with 78%, followed by the refurbishment with 18%, transport with 2%. Emissions from refurbished account for just 1%.

Let's come to the next ecological variable: **e-waste**. The refurbishment of an iPhone 11 results in around 70g of e-waste due to the replacement of defective or visually worn-out components. Compared to a new device, which has a total weight of 239g, this represents savings of 71%.



The third and last variable is **water use**. Water is used and partly polluted in the extraction and processing of needed minerals, as well as in the assembly of the product²². The production of a new device, in this case a factory-new iPhone 11, requires 12,075 l of water, whereas the refurbished counterpart only needs around 1,695 liters of water. This accounts for savings of 86 %.



To make those numbers more tangible,
let's take a look at the following equivalents:

Apple iPhone 11

Savings refurbished vs. new iPhone 11



-78% CO₂

56.3 kg = 230 km car ride
source equivalent CO₂



-71% e-waste

169 g = ~2 computer mice
assumed weight computer mouse: 80 g



-86% water

10380 l = 69 bathtubs
source equivalent water

The savings for a refurbished iPad Pro 4 and the refurbished Lenovo Thinkpad T460 i5 can be found below. More details on the other two devices examined (Samsung Galaxy S20 FE and MacBook Air 2017), can be found directly [in the Fraunhofer study](#).

Apple iPad 4 Pro

Savings refurbished vs. new iPad Pro*



-91% CO₂

127.8 kg = 520 km car ride
source equivalent CO₂



-71% e-waste

637 g = 1 computer keyboard
& ~1,7 computer mice
assumed weight keyboard: 500 g,
assumed weight computer mouse: 80 g



-97% water

22857 l = 152 bathtubs
source equivalent water



*Note: higher relative savings to other refurbished products due to fewer spare parts, e.g., battery, screen, having been replaced in assessed product batch

Choosing to buy a refurbished product instead of a new one has a substantial impact, and we hope this transparent illustration supports you in making a more informed decision in the future.

Lenovo Thinkpad T460

Savings refurbished vs. new Lenovo Thinkpad



-69% CO₂

318.5 kg = round flight VIE-BER
source equivalent CO₂



-64% e-waste

1.08 kg = 2 computer keyboards
and 1 computer mouse
assumed weight keyboard: 500 g,
mouse: 80 g



-91% water

67043 l = 446 bathtubs
source equivalent water

How did we calculate our overall savings compared to buying new?

To get an understanding of our savings compared to buying new since refurbished was founded in 2017, we extrapolated the data for all our refurbished iPhones, iPads, Lenovo laptops and MacBooks sold. In doing so, we calculated the savings for mentioned products whenever an environmental report was available. Then we used the percentage of savings of the reference product for the whole product group. This means that we applied the 78% CO₂ and 71% e-waste savings for iPhone 11 to all other iPhones, and so on. For water, we copied the values with no further adaptations, as there is no publicly available data.²³

Our contribution to the SDGs

The 17 Sustainable Development Goals (SDGs) are policy goals set by the United Nations to ensure sustainable development at economic, social and environmental levels, worldwide.

Below are the SDGs that we impact through our business model.

Industry, Innovation and Infrastructure



The refurbishment industry has grown rapidly in recent years and is a key player in the circular economy, as it contributes to sustainable value creation. With our political involvement in various organisations such as Right to Repair, EUREFAS, the German Sustainable Business Council and the Consumer Insight Action Panel, we actively promote the refurbishment industry in Europe.

Sustainable Cities and Communities



Refurbished electronics are not only more sustainable, but also less expensive than buying new. Refurbished electronics thus strengthen individual purchasing power and create increased accessibility to sustainable electronics for people from different socioeconomic backgrounds.

Responsible Consumption and Production



The most sustainable forms of consumption and production are undoubtedly those that do not take place. Although this is true, consumer electronics are an essential part of our daily lives, thus it is important to choose a sustainable option like refurbished electronics instead of buying new. With our BuyBack feature (a trade-in system for our customers), we further enforce our circular business model and contribute to a closed material loop.

Measures for climate protection

13 CLIMATE ACTION



Refurbished electronics like smartphones, tablets and laptops save between 69 and 91% of CO₂ emissions, 60 and 93% of e-waste and 86 and 97% of water use²⁴ compared to buying new, as only the parts that no longer function like new are replaced, thus prolonging the product life cycle. In addition, we plant a native tree for every product sold to further reduce the burden on the environment and create locally biodiverse habitats.

Overall, the refurbishment of electronics can make a significant contribution to achieving several SDGs by promoting sustainability, reducing e-waste, and improving access to technology.





Extending our positive impact

As aforementioned, buying a refurbished device instead of a conventional, new counterpart has immense benefits for our environment. Nevertheless, refurbished products also have a negative impact on the environment. Since climate change is one of the most pressing issues of our time and one of the reasons refurbished was founded, we decided to not only offer products with a significantly lower environmental footprint, but additionally plant a tree for every product sold. Since our company was founded in 2017, we have **planted over 4 million trees**.

Some of the most well-known facts about trees, and the reasons they have become a popular environmental initiative, is that they sequester carbon, combat climate change, and help preserve both nature and biodiversity. Trees are true superheroes, if they are planted at the right time and place, in the right way. While many companies invest in trees and stop their impact there, we decided to work with partners who take care of the seedlings and work together with communities.

Along our journey we've partnered with different organizations: our major partner is the **NGO Eden Reforestation**, but we also work(ed) together with **Reforest Nation in Ireland**, **One Tree Planted in Australia** or **Wald4Leben in Austria**.

Together with Eden Reforestation, we have planted most of our trees to combine environmental and social impact. Through their reforestation projects, they not only combat climate, global deforestation, and habitat loss for endangered species, but also create livelihoods for thousands of people currently living in extreme poverty. Eden Reforestation therefore mainly plants trees in areas severely affected by climate change, such as Brazil, Madagascar, Mozambique and Kenya. They work with local communities and authorities to develop projects that can have a major environmental and social impact on the ground. The communities employed receive higher wages than are customary in the areas where they work, in order to bring about social change that goes beyond planting trees. Furthermore, Eden offers additional measures such as solar panels and stoves that do not require wood. We are a proud partner of Eden Reforestation and proud of the positive impact we have made over the last six years of our collaboration.

We are also working with other partners such as Wald4Leben, focusing on planting native trees in Austria, Reforest Nation, focusing on replanting the Irish landscape with 20 native tree species, and One Tree Planted, focusing on restoring biodiversity in Australia in areas most affected by the wildfires of 2019.

Besides our multiple tree planting partners, we are also a member of the German Sustainable Business Association, part of the Ellen MacArthur Foundation community as well as of the European Refurbishment Association (EUREFAS) and the right to repair movement. Furthermore, we joined the Climate Alliance Austria and have a re-spAct membership.



Looking into the future

Growing further to achieve even greater savings for the planet

As a leading marketplace for refurbished products, we want to use our reach to amplify this movement and raise awareness at every level. We want to reach more and more people and convince them to replace a potential new purchase with a refurbished one. Of course, we do not want to encourage our customers to buy more than they would have otherwise. However, replacing a new product with a refurbished one saves significant amounts of CO₂ emissions, water, and e-waste. In addition, we encourage consumers to return their old appliances when buying a refurbished one, so we can extend the life cycle or recycle them properly to further contribute to the circular economy.



So, the faster and stronger we grow, the more people we can reach with our idea and the faster we can advance the circular economy. For us, more growth is linked to a higher share of refurbished vs new products, and hence a higher degree of more sustainable consumption.

Follow our mission to build the leading platform for sustainable products and services

We want to further evolve into a multi-category platform and be the one-stop-shop for sustainable products and services, keeping sustainability at the heart of our DNA. Besides increasing our refurbished electronics offering and our trade-in system BuyBack, we want to reach and convince businesses and public institutions to make the switch to refurbished devices, as they mostly buy new IT equipment. In addition, we intend to continuously expand our other two categories - home and garden tools, as well as sports - to extend our positive impact into other areas. As we continue to grow and develop as a company, we want to explore new areas where we can make a difference.





Further strengthen political engagement to promote the circular economy and empower customers to identify truly sustainable businesses

We will continue to follow ongoing legislative processes, engage in dialogue with policy makers, cooperate with like-minded people and advocate for stronger circular economy and sustainability policies at EU and national levels.

Take responsibility to further minimise our negative impact on environment

We are very proud to offer high quality products with substantial savings for the environment. However, we still see it as our responsibility to explore different ways on how to further minimise our reduced impact on the environment.

We will therefore look at how we can best work with our suppliers to further reduce CO₂ emissions and resource consumption. This could mean looking at ways to incentivise our suppliers to use sustainable packaging, switch to renewable energy, or remove chargers from purchases. Another issue we see is the social and environmental impact of new replacement parts, where spare parts harvesting (using functioning spare parts from broken devices) can make better use of available resources. We will also address the issue of how we can further reduce transport emissions.

Diversify financing of climate protection projects to achieve the greatest possible impact

We will continue to diversify the financing of different climate protection initiatives and regularly verify if they still have the greatest possible positive impact for our environment and society.

For us, sustainability and growth go hand-in-hand: by growing our existing business, exploring new areas where we can make a difference and continuing to reduce our negative impact on the environment. We continuously advocate for the circular economy to fight climate change and resource depletion and hope to inspire others and create a movement of like-minded people along the way.



Awards 2022

In 2022, we received the following awards, among others:



LinkedIn Top Start-up 2022



TRIGOS 2022: Winner in the category social innovation & future challenges



Handelsverband Retail Innovation: Best Green Innovation for our trade-in feature Buy-Back



EY Scale-up of the Year 2022: Retail Category

Partnerships



Eden Reforestation Projects



ONETREEPLANTED



End Notes

1. Global Electronics Council 2021: Climate Change Mitigation
2. Forti et al. 2020: The Global E-Waste Monitor 2020
3. Huisman et al. 2017: Prospecting Secondary Raw Materials in the Urban Mine and mining wastes (ProSUM)
4. Apple iPhone 11: Product Environmental Report; Lenovo ThinkPad T560: Lenovo Product Carbon Footprint (PCF)
5. European Environment Agency 2020: Longer-lasting electronics benefit the environment
6. EEB 2019: Cool products don't cost the Earth - Briefing
7. EESC 2019: Identifying the impact of the circular economy on the Fast-Moving Consumer Goods Industry
8. Circle Economy 2023: Circularity Gap Report 2023
9. Circle Economy 2023: Circularity Gap Report 2023
10. Circle Economy 2023: Circularity Gap Report 2023
11. Circle Economy 2023: Circularity Gap Report 2023
12. Ellen MacArthur Foundation: What is a circular economy
13. Van Weelden et al. 2016: Paving the way towards circular consumption
14. Source: refurbished customer survey (n = 6206) in DACH (Feb 2023)
15. Source: refurbished customer survey (n = 6206) in DACH (Feb 2023)
16. Source: refurbished customer survey (n = 60.000) in DACH, Ireland, Sweden, Italy
17. <https://www.klimabuendnis.at>
18. E.g., Apple iPhone 11: Product Environmental Report
19. <https://www.fraunhofer.at/>
20. A second life cycle is considered for the refurbished device, which does not follow on from a previous life cycle of factory new device but runs parallel to it. This approach allows a good comparison between new and refurbished equipment.
21. E.g., with published environmental reports, life cycle assessments (LCA) and environmental product declarations (EPD).
22. 2020: The Life of an iPhone
23. Unfortunately, we could not calculate the saved CO2 emissions for our refurbished Samsung devices, as Samsung does not publish product environmental reports for its products even though measuring and understanding the environmental impact would be an important step for the whole industry. The Samsung S20 FE examined was an exception, but in the end Fraunhofer researchers decided to take an average Apple footprint as a benchmark because the available data for the Samsung model was poor.
24. Fraunhofer Austria (2023): Sustainability Impact Measurement Refurbished GmbH



