



# UK Social Impact Report

Supporting economic opportunity for all.

July 2023



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# Our ambition



**Eve Williams,**  
General Manager, eBay UK

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“Though no two eBay sellers are the same, the systemic barriers to entrepreneurship and growth that many face are all too common: a lack of access to support, education, resources and the ‘right’ networks.”

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Entrepreneurs are the creative energy behind our economy, and with the right tools they can power our nation’s growth, while also having a wider positive impact on society.

When it comes to launching and scaling a business, however, we know that not everyone is competing on a level playing field.

Social, economic and political factors stand in the way for many people, creating significant barriers to building and growing a thriving business.

I believe that eBay has a crucial role to play in reversing that trend, creating more opportunities for under-served communities.

In recent years, we have also seen a rise in groups seeking to drive division within the UK, with a political and media narrative that has continued to scapegoat certain segments of society. It is imperative to me that eBay acts as a force for good in the face of this pressure, standing up for an inclusive and equitable society.

During my time here, a particular highlight has been the opportunity to meet and learn from the people behind some of the businesses we work with at eBay.

From a side-hustle-turned kitchen table start-up to a one hundred-strong family-run operation, the tenacity of entrepreneurs never fails to inspire me. Though no two eBay sellers are the same, the systemic barriers to entrepreneurship and growth that many face are all too common: a lack of access to support, education, resources and the ‘right’ networks.

For more than two decades, eBay has strived to empower everyone to achieve their goals by opening up the world of ecommerce and connecting sellers. We’ve more than 130 million marketplace customers buying from eBay in more than 190 countries. But we want to go further.

That’s why we’ve forged new partnerships and developed programmes designed for anyone who finds themselves outside of traditional trajectories for support and investment.

This report highlights the work of our brilliant partners, alongside the social enterprises, charities and entrepreneurs driving positive change through eBay with diverse, distinctive products and impactful business models.

Crucially, at a time when the cost-of-living and doing business is so high, you don’t need an investor, a big inventory or any special equipment to trade on eBay. With good ideas, access to our global marketplace and support from our network of partners, ever more entrepreneurs are having a positive impact and finding financial success on our marketplace.

I hope you find this report as inspiring as I do.

”

# What we do



**Chris Gale,**  
Head of Purpose and Impact, eBay UK



eBay strives to empower economic opportunity for all by opening up the world of ecommerce and connecting people. However, we recognise that true equity requires more than just access. It's about uplifting and supporting those who have faced and continue to face systemic barriers.

To realise this ambition we embrace the principles of inclusive entrepreneurship by engaging with traditionally underrepresented business owners to understand their experiences and the role we can play in creating more equal opportunities.

Our core values are rooted in sustainability, racial equity and social justice and we bring these to life in a number of ways. Firstly, we partner with grassroots organisations to deliver bespoke programmes through our Seller Academy, and secondly, we collaborate with social enterprises and charities who share our purpose and values.

In the UK, Black women are the most likely to start a side hustle or business<sup>1</sup>, yet they earn a smaller percentage of their income compared to their counterparts. Similarly, highly qualified refugees face four times higher unemployment rates, with 38% of Syrian refugees in the UK holding a university degree or higher<sup>2</sup>.

So, at the outset of our journey, we focused our Seller Academy programmes on **Black women** and refugee communities to help them successfully sell on eBay, recognising their higher interest in starting their own business but lower business outcomes due to ongoing systemic barriers.

Through **eBay for Change**, we collaborate with social and fair trade enterprises, providing business support to sellers who actively make a positive impact on society. By partnering with purpose-driven sellers, our role extends beyond the programmes we run and plays a part in advocating their mission.

Charities play a crucial role in driving positive change and building stronger, more sustainable communities. Through **eBay for Charity**, we want to support charities in focusing on what truly matters - providing much-needed resources to their communities. And through our **Charity Connect** programme, we work to make it easy for UK charities to raise funds and sell on our marketplace.

By collaborating with organisations with missions centred on addressing these challenges and listening attentively to our diverse business communities, we will continuously improve our efforts to ensure they are effective, impactful and tailored to the specific needs of those we aim to empower.

We are proud to share our progress and journey so far. But this report also serves as a reminder of the ongoing work that lies ahead. We are fully committed for the long haul, recognising that our involvement is not driven by obligation, but rather by our desire to use our skills and platform for good.



“We embrace the principles of inclusive entrepreneurship by engaging with traditionally underrepresented business owners to understand their experiences and the role we can play in creating more equal opportunities.”

<sup>1</sup> <https://www.ebayinc.com/stories/press-room/uk/side-hustle-surge-black-uk-women-are-most-likely-to-start-a-business-or-monetise-a-hobby/>  
<sup>2</sup> <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/talent-displaced-syrian-refugees-europe.pdf>

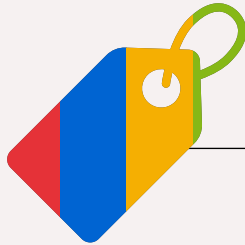
# Our progress and ambitions

## Progress

So far, we've worked with **250 social enterprise and fair-trade businesses** through eBay for Change



Charities achieved sales of over **£40 million during 2022**



We have worked with **550+ entrepreneurs** so far

Over **1,900**

charities are retailing on eBay UK and over **300** charities have completed the Charity Connect programme

## Ambitions

We will have invested **£5 million** in financial and non-financial support to grow the **social enterprise and fair-trade** sector by the end of **2025**



By 2025, we will have **social enterprises from every region** and nation of the UK

We're aiming to raise **£45 million for charity** during **2023**

It's our ambition to work with **1,000 UK** entrepreneurs from social enterprises and underserved communities by **2025**

# ebay for change

## The story so far

eBay for Change is one of the three main pillars of our work supporting economic opportunity for all.

It's a programme that works to support social enterprises - businesses which trade for a social or environmental purpose - and create jobs in marginalised and vulnerable communities.

In this section of the report, we'll explore how eBay for Change works and the impact it's had to date.

Social enterprises provide a valuable and purposeful way of doing business, contributing £60 billion to the UK economy and generating 2 million jobs<sup>3</sup>. They can affect real change in their communities and around the world, but we know juggling a business and making a positive impact on society is challenging.

And it's hard to overestimate how complex it is for small businesses to navigate every aspect of running and growing their operations without the option to hire-in expertise.

We saw in real time the effect COVID-19 had on traditional commercial businesses that couldn't operate in their usual way, whereas online retailers saw huge increases in sales.

Many organisations adapted to operating online, but they didn't necessarily have the skills or capacity needed to make the most of the ecommerce opportunity straight away.

So, in 2020, we launched eBay for Change to help bring more sellers online and consequently more consumers into the social enterprise movement.

It's a free package designed for social enterprises and includes a one-to-one training programme and zero seller fees for 12 months to help bolster profit margins.

The training offers valuable insights into running a successful ecommerce business. For example, our participants are taught how to use Terapeak, a digital tool allowing them to make better-informed pricing decisions.

And each social enterprise receives a free 'featured store' listing to help market their brand, with a shopfront that they can customise to tell their story.

So far, we've worked with **250 social enterprise and fair-trade businesses** through eBay for Change



By 2025, we will have **social enterprises from every region and nation** of the UK

“Social enterprises can affect real change in their communities and around the world, but we know juggling a business and making a positive impact on society is challenging.”

<sup>3</sup> <https://www.socialenterprise.org.uk/all-about-social-enterprise/facts-and-figures/>

## Free and fair

Crucially, we developed eBay for Change with our partners Social Enterprise UK and the World Fair Trade Organisation to get to the heart of the issues that social enterprises face.

We also partnered with UnLtd to help early-stage social entrepreneurs adapt to the global pandemic with an offshoot of eBay for Change, called Selling Social; the UK's first ecommerce programme focused on this entrepreneurial community.

The multi-million-pound initiative focused on supporting entrepreneurs from underserved communities and was backed by grant funding, giving sellers the freedom to explore new strategies. And we set ourselves a target to ensure that more than 50% of programme participants were from a Black or minority ethnic community and/or had a disability.

And we've seen how eBay for Change has created a community of social enterprise sellers who support each other as they work to tackle a huge range of social and environmental issues.

With our partners' expertise in social enterprise and eBay's experience in ecommerce, we're able to help these businesses maximise their impact, driving consumers to their products and spreading the message about their mission at a time when demand for so many social enterprises' services is soaring.

## Connecting with customers

More than 250 social enterprises have already completed the training programme and joined our eBay for Change alumni, and this will grow with two more cohorts of sellers in 2023.

For us, this work is all about making business more inclusive, equitable and regenerative, ensuring that our future economy works for everyone.

And we're seeing a growing appetite from consumers to support ethical businesses with a social mission too.

That's because awareness of the impact that businesses can have on the world – both positive and negative – is growing, and shoppers are becoming ever more conscientious about who they spend their money with.

## Our ask to Government

We're calling on the government to work with the industry to introduce a revised Help to Grow: Digital programme. This previously offered discounts on productivity-enhancing software to small and micro-businesses who were looking to invest in ecommerce. It's essential that we support SMEs – who are often extremely time poor – to boost their productivity and skills.

## eBay for Change – our partners



The UK's membership body for social enterprises, helping to create a fairer economy and a more sustainable future for everyone.



The global community of social enterprises that fully practice Fair Trade, pioneering models of business that put people and the planet first.



UnLtd funds and supports enterprising people with solutions that change our society for the better, breaking down barriers through research, policy work and campaigns.



# Seabirds

Alumni, eBay for Change, 2021



Photo credit @salt.images



**Seabirds** is a Community Interest Company in Brighton that has helped thousands of people enjoy all the physical and mental health benefits of swimming in the sea.

The team promotes open water swimming through free talks and courses, which are funded by selling ethically-sourced swimming kits through their eBay store, like wetsuits, gloves, socks and goggles, including fair trade and upcycled products.

That helps pay for subsidised swimming lessons and equipment for people in the community too, helping make sea swimming accessible to as many people as possible.

The group started in 2018 and joined the eBay for Change programme in 2021.

And they received a big boost during the pandemic when more people around the country took up sea

swimming as a way to improve their wellbeing and connect with others.

Seabirds saw their sales surge on eBay, and the increase in income meant they could afford to help even more people start enjoying the ocean.

Co-founder Catherine Brown said: “Our sea swimming community, the Salty Seabirds, went from 20 people to 5,500 and during lockdown it was a real lifeline to a lot of people.

“You can go into the sea feeling really grumpy and down, and no matter what, you will get out grinning like a kid!”

She added: “Small purchases are making big change. When you buy from Seabirds, you’re helping to get more people in the sea to benefit their mental health.”



# Second Chance Clothing

Alumni, eBay for Change, 2022

Dave Bone knows what it's like to need a second chance, and now he's helping former prisoners eager to make a fresh start set themselves up as eBay sellers.

Dave had been through a prison education programme himself, but he felt more could be done to give inmates the skills to build brighter futures and help break the cycle of reoffending.

His wife Rachael started the Inside Ecommerce Academy, working with Dave to train men and women at prisons in England and Wales on how to sell online.

While the Academy receives some official funding, its work is supported by [Second Chance Clothing](#), the social enterprise selling preloved clothing run by Rachael, which has thrived since joining the eBay for Change programme in 2022.

The business was born out of Rachael's passion for vintage fashion, as well as a desire to run a sustainable business that helps keep old clothes out of landfill.

Rachael said: "We focus on preloved clothing because there's a low financial barrier to entry, you don't need a lot of space and it gets really good visibility on eBay."

"The benefits of eBay for Change have been massive. For example, we've benefited hugely through paying zero fees for the first 12 months."

So far, 70 prisoners have completed their ecommerce training, with a target to train another 240 in the next year.

And Second Chance Clothing is on a growth trajectory that means it should be able to fund all the Inside Ecommerce Academy's operations by 2024.



**"The benefits of eBay for Change have been massive."**

Rachael Bone, Co-founder of Second Chance Clothing

# ebay for charity

## Introducing eBay for Charity

eBay for Charity is our long-standing programme designed to help UK charities raise funds and boost their profile by reaching millions of buyers around the world.

It's empowering our community to support the causes they care about whenever they buy and sell on eBay.

This chapter explores how eBay for Charity is working to connect eBay users with their favourite UK charities.

eBay for Charity is an easy and accessible way for eBay's community of buyers and sellers to support their favourite causes.

In every corner of the UK, you will find charities providing vital services, building more sustainable communities and making the world a better place.

Charity shops have been a proud fixture on UK high streets for generations, with over 10,000 stores across the UK. They also play a key part in the funding of charities, with profit from retail stores contributing more than £350 million in the sector, according to Charity Retail Association<sup>4</sup>.

Volunteers give their time for free to make a positive difference, raising funds to support their organisation's good work.

And today, more than 25,000 charities are registered to receive donations on the platform via the Paypal Giving Fund. Charities are connecting directly with supporters around the world and generate the income they need to deliver their essential services.

In 2022, charities in the UK raised more than £40 million through the eBay for Charity platform.

Harnessing the power of eBay's fundraising, more than £1 million was donated to the British Red Cross Ukraine Crisis Appeal, with eBay matching customer donations pound-for-pound. This is part of our ongoing partnership with the British Red Cross, supporting its humanitarian work in the UK, and around the world.

To help UK charities make the most of eBay, so we designed the Charity Connect programme to get them up and running as quickly as possible.



Charities achieved sales of over **£40 million** during 2022



<sup>4</sup> <https://www.charityretail.org.uk/key-statistics/>

## Charity Connect

Charity Connect is a free 12-week training programme providing tailored support on topics from creating stand-out listings to pricing products and social media marketing to showcase their unique donations to a global market. Charity Connect has benefitted well-known organisations like Oxfam, and at the same time has proved crucial for smaller charities to grow with eBay.

Using eBay for Charity, charities can create an online eBay shop that gives them an additional route to market (on top of bricks-and-mortar retail) where millions of shoppers can see their listings.

And there's ongoing support from our dedicated team of coaches, who stand ready to provide speedy advice and answers to questions.

Importantly, charities on eBay only pay a special charity rate, so fees are kept low on every sale, supporting higher margins to make funds raised go even further.

Buyers and sellers can also choose to add a donation to a registered charity when they make any purchase or sale on eBay.

In the three years it's been running, more than 300 charities have graduated from the Charity Connect programme, with one even going on to grow its income by 1,000%.

Charities provide many essential services in the UK and play such a crucial role in providing dedicated resources to the most vulnerable.

That's why we're driven to help them and their vital volunteers, who do so much to give back to society.

It matters to us, and we know it matters to customers too.

We're doing this because we're driven by a sincere desire to support UK communities, which we know our customers share, and because eBay has a huge opportunity to support a key area of the UK economy.

## Our ask to Government

We are calling on policymakers to increase the number of publicly-funded training programmes available, and ensure that multiple representatives from charities are able to attend in order to strengthen the charity's institutional knowledge and to deliver the impact the third-sector needs.

## eBay for Charity – our partners



Oxfam Great Britain is part of a global movement of millions of people working together to end poverty.



The British Red Cross helps people in crisis, wherever they are and wherever they are. Their Disaster Fund ensures they can provide fast and vital relief to families whose lives and livelihoods have been devastated by disaster.



# Oak Tree Animals' Charity

Alumni, eBay Charity Connect, 2022

Oak Tree Animals' Charity has been helping rehome dogs, cats and horses for more than 100 years.

Based in Carlisle in Cumbria, every year Oak Tree takes in thousands of animals to give them a better life.

And it was able to grow the number of animals it helps from 2,600 in 2021 to more than 4,300 during 2022 after receiving a 1,000% funding boost through the eBay Charity Connect training programme.

Before Charity Connect, Oak Tree volunteers relied mostly on their shop and tearoom to raise funds, but General Manager Caroline Johnson said the course had transformed the charity's fundraising.

She said: "We're here to help animals in our community through rehoming and proactive animal welfare, finding solutions for pets and owners.

"We have seen a huge difference through taking part in Charity Connect.

"We've gone from making £45 or £50 a month on eBay to £4,500 or £5,000 a month!"

Caroline said: "Obviously, the more funds we get, the more we can do and the more animals we can look after, so eBay will continue to be a core part of our trading strategy."

**"We have seen a huge difference through taking part in Charity Connect."**

Caroline Johnson, General Manager, Oak Tree



# Oxfam



Oxfam – one of the UK’s biggest and best-known charities – has been successfully selling on eBay for nearly 10 years.

Oxfam and eBay share a mission to promote a circular economy for fashion, where clothes are reused and recycled as much as possible. Such an economy can greatly benefit people and the planet.

The charity accepts donations of new and pre-loved items before staff and volunteers at its network of over 560 shops list items on a single eBay storefront.

Andrew Ostcliffe, Oxfam’s Head of Ecommerce & Retail Innovation, said: “When an industry leader like eBay opens its doors and shares best practice, shopper behaviour and analytics, as well as tips and tricks to get the most views on an item for sale, it’s like gold!”

Through joint campaigns, eBay and Oxfam are spreading the word about the benefits of shopping second hand. Most recently, Second Hand September and London Fashion Week helped share the message about giving clothes a longer life.

Since 2019, Second Hand September has inspired thousands of people to shop more responsibly. The latest campaign saw over 26,000 people pledging to buy exclusively second hand for the whole month.

At February’s London Fashion Week, Oxfam’s Fashion Fighting Poverty edit was available to buy on an eBay for charity auction, allowing anyone the opportunity to get their hands on the top looks from the event, with all proceeds raising funds for the charity.

And the results speak for themselves; During 2022, Oxfam achieved sales of £685,000.

As Andrew says: “The buzz and excitement around donated items reaching amazing auction prices is addictive and drives our teams to want to reach even further in terms of financial results.”

# Inclusive Entrepreneurship

## Introducing eBay's Inclusive Entrepreneurship programme

In our commitment to inclusive entrepreneurship, we have partnered with community organisations to launch the eBay Seller Academy. This incorporates a series of programmes specifically designed to support underrepresented communities, equipping them with the tools and expertise to effectively utilise eBay as a platform for their business.

One of our long-term partnerships is with [Black Girl Fest](#) (BGF), a creative studio designing solutions that better the lives of Black women, girls and non-binary people. We are offering free 12-week training programmes through the [BGF x eBay Seller Academy](#). These programmes are specifically designed to equip Black women entrepreneurs with the necessary tools, skills, and knowledge to successfully sell on eBay with the opportunity to win grant funding. Graduates who successfully complete the programme are showcased on the [BGF x eBay Black in Bloom hub](#).

Additionally, we have established a partnership with [The Entrepreneurial Refugee Network](#) (TERN), a social enterprise focused on providing advice, mentorship, networking opportunities, and access to funding to UK refugee entrepreneurs. Through this collaboration, our aim is to support refugee entrepreneurs in establishing their businesses. We have set ourselves a goal to support 80 refugee entrepreneurs by the end of 2023, offering startup support, building their eBay store, developing their business acumen, fostering peer-to-peer learning and providing access to microfinance.

Graduates have already experienced the impact of the programmes on their businesses and have been able to forge their own business communities, sharing the knowledge they have gained within their communities.

In our ongoing commitment to expand our efforts, we are excited to launch [a new sneaker selling programme in 2023](#). This programme specifically targets young people who face additional barriers to employment and is developed in partnership with [Hatch Enterprise](#), an organisation dedicated to supporting underrepresented entrepreneurs in the UK.

Through our community-led strategic partnerships and programmes, we are determined to break down barriers and level the entrepreneurship playing field.

## Our ask to Government

One of the biggest barriers for underrepresented groups is a lack of access to funding. We're asking policymakers to encourage private funders to back finance providers that are actively promoting diversity in their own teams and investments.



**BGF** x **eBay**

**Sneaker Academy**

It's our ambition to work with **1,000** UK entrepreneurs from social enterprises and under-served communities by the end of **2023**

# Our Inclusive Entrepreneurship partners



A global creative studio designing solutions to better the lives of Black women, girls and non-binary people, inspiring global change across economic, educational and social spaces.



The Entrepreneurial Refugee Network is a non-profit that supports refugees to start their own business. Its mission is to enable refugees through the power of their own ideas.



Supports underrepresented entrepreneurs to imagine, launch and grow sustainable and impactful businesses through tailored support, community and partnerships.



# Vera Nwajiaku

eBay x Black Girl Fest alumni and founder of NonyelumVee

Vera Nwajiaku has been running her [NonyelumVee](#) gift shop on eBay since 2021, selling a range of stationery, toys, gifts, hair and beauty accessories.

The mother of two started her store after a change in lifestyle inspired the beginning of her entrepreneurial journey.

Vera said: “I decided to go part time so I could help care for my father, but I found I needed to do something for myself too.

“I spotted the opportunity to go on the eBay course with Black Girl Fest and the rest is history!”

Vera learned everything from optimising listings to marketing products on social media and taking excellent photographs and has now sold almost 7,000 items.

She said: “The trainer on my course was particularly excellent and I really vibed with them.

“By this time next year I’d like to hit that tipping point when I’m able to maintain myself, my family and our lifestyle.”

**“I spotted the opportunity to go on the eBay course with Black Girl Fest and the rest is history!”**

Vera Nwajiaku,  
Founder, NonyelumVee gift shop







# Ehsan

TERN x eBay seller Programme alumni  
and founder of Tech Cell Group

Electrical engineering graduate Ehsan, who is originally from Iran, has always been fascinated by technology and used his skills to start his business, Tech Cell Group, on eBay.

Ehsan said: “I had a broken mobile phone that I repaired and sold on eBay during the pandemic.

“The sale of this phone lit up like a light in my mind that there is a way to start a business.”

Ehsan was already in contact with The Entrepreneurial Refugee Network, where he heard about the TERN x eBay Seller Programme.

And he found the weekly mentoring sessions especially useful as he worked to establish his store.

He said: “The TERN x eBay Seller Programme scheduled me weekly meetings to improve my eBay account and they also guided me to get the ‘Certified Refurbished’ accreditation, which improved my sales.”

Ever since then, Ehsan hasn’t looked back; He has sold more than 5,000 refurbished phones and has even recruited two interns, who he is now training to repair mobile phones too.



“I’ve sold more than 5,000 refurbished phones and even recruited two interns.”

Ehsan, Entrepreneur and  
founder of Tech Cell Group

## Our people

Working with sellers who are making a positive impact on society is a hugely rewarding experience for eBay colleagues too.

Delivering our eBay for Change, eBay for Charity and inclusive entrepreneurship programmes has given us a whole new outlook on the world and helped reinforce our commitment to our social sellers.

Emma Simpson, a commercial team leader in our Global Customer Experience team has seen first-hand the transformational impact of our impact programmes through her work leading our team of marketplace advisors who mentor eBay's social sellers.

They use their experience to support sellers build and grow their brands, delivering strategic workshops that suit sellers' learning needs, joining community networking sessions and forming working groups to work on specific challenges that our programme cohorts or participants face on their journey.

She also works closely with our external partners, including Social Enterprise UK, The Entrepreneurial Refugee Network (TERN) and Black Girl Fest, and she is convinced that the commercial opportunity for social sellers will only grow.

Emma said: "Being involved in these programmes has meant a great deal to me."

"There are a lot of businesses and entrepreneurs out there that really want to make a difference through the work they do.

"Going forward, I think we'll see a lot more emphasis on the missions of all businesses, outside of their core product to consumers."

Simon Carey, Purpose & Impact Initiatives Adviser, works to support refugee entrepreneurs onboard and scale-up on eBay, through our partnership with TERN, and says he is full of admiration for their efforts and achievements.

Simon said: "It's such a privilege to be working with entrepreneurs from different countries and cultures, helping to skill them up on how to use eBay's platform and then watching them grow into successful businesses."

**"Being involved in these programmes has meant a great deal to me."**

Emma Simpson, Commercial team leader



**Emma Simpson**  
Commercial Team  
Leader

**Simon Carey**  
Purpose & Impact  
Initiatives Adviser



# The circular economy

## Introducing Recommerce

At eBay, we're in the business of extending the lifecycle of products through recommerce. That means selling pre-owned items online to buyers to be reused, recycled or resold – something we've pioneered ever since our inception.

Not only does recommerce create economic opportunities for sellers, it means buyers on a budget can grab a bargain.

And it benefits the environment because new items don't have to be manufactured, and old items aren't sent to landfill. For example, up to 81% of the climate impact from mobile phones comes from the manufacture of new devices, meaning that choosing refurbished tech has significant environmental benefits<sup>5</sup>.

Buying sustainably often feels like it comes with a 'sustainability premium', but it doesn't have to be that way.

Pre-loved and refurbished products are an incredibly important way to enable buyers to shop sustainably and affordably, and bring down barriers for ecommerce entrepreneurs, especially at a time when the cost-of-living and doing business is so high.

And the average UK consumer throws away more than 70 items of clothing every year that could be recycled or reused<sup>6</sup>.

It's not just fashion; consumer electronics are seen as increasingly disposable too when, with a little love, they could be given a second life.

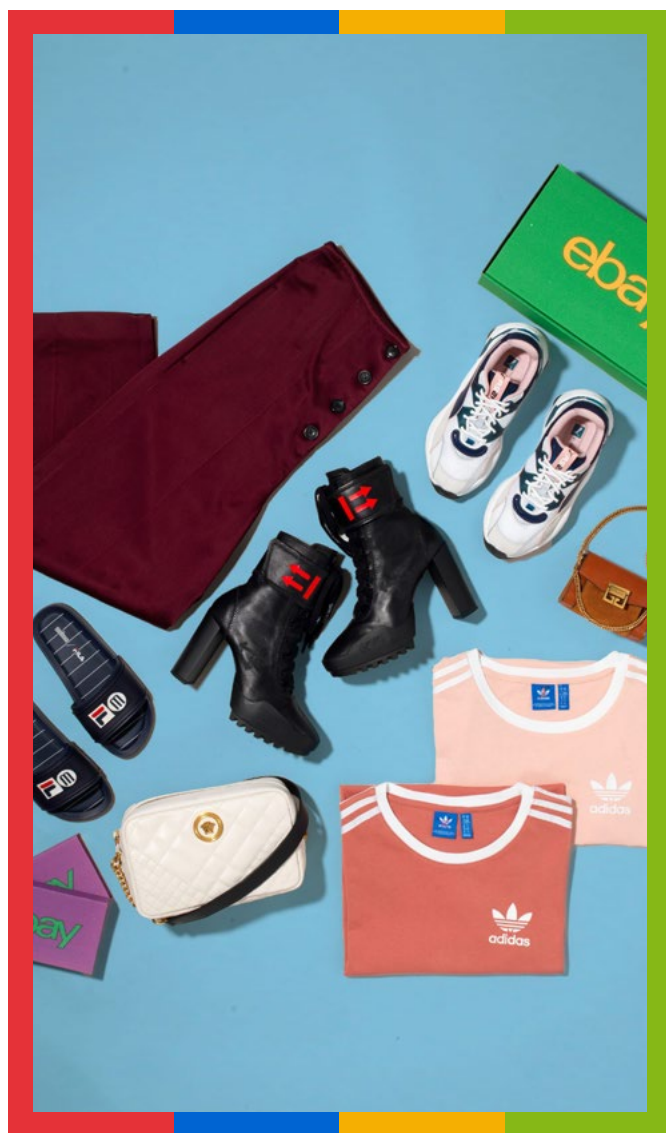
That aligns with the second of the three primary principles of the circular economy; design out waste, keep products in use and regenerate natural systems.

Ever more people are using eBay to give existing products a longer lifespan, rather than buying something new, because consuming less means we use fewer natural resources and cut the emissions that are contributing to climate change<sup>7</sup>.

It's a philosophy that shoppers share too.

Consumers are increasingly aware of their environmental footprint, but they also want to make sure they are getting great value – especially during a cost-of-living crisis.

There are also untapped economic benefits of moving to a circular economy including unlocking millions of jobs and billions in economic opportunity worldwide.



5 [https://circulareconomy.europa.eu/platform/sites/default/files/impact\\_of\\_ce\\_on\\_fmcs\\_-\\_mobile\\_phones\\_case\\_study.pdf](https://circulareconomy.europa.eu/platform/sites/default/files/impact_of_ce_on_fmcs_-_mobile_phones_case_study.pdf)

6 <https://www.telegraph.co.uk/news/2022/10/19/britons-throw-away-72-items-clothing-every-year-end-landfill/>

7 <https://emf.thirdlight.com/file/24/XoGiOySXvopGQ9Xo4d6XnKlvUh/Completing%20the%20picture%20-%20%20Executive%20summary.pdf>

fashion also took centre stage at this year's London Fashion Week, when stars including Daisy Lowe hit the catwalk dressed head to toe in second-hand items that had been donated to Oxfam.

We're working to change the conversation around second-hand shopping, shifting perceptions and showing just how cost-effective it can be, while also championing the environmental benefits of circular fashion.

But we need the whole fashion industry to move forward with us on this journey.

Innovation is key to accelerate the growth of pre-loved, which is why eBay launched our Circular Fashion Innovator Fund with the British Fashion Council in 2022. The £100,000 fund provides grants for small businesses specialising in circular fashion solutions, helping grow the ideas that have real potential to improve the industry by removing the funding barrier.

This programme, alongside our partnerships with repair and resale specialists Reskinned Clothing and ACS Clothing, will mean we can keep learning and sharing our knowledge to do even more good together.



### A new life for the neglected

That's a big challenge, but pre-loved isn't just a passing trend; people recognise that it's better for the planet and their pocket in the long-run.

Research by Opinium shows that people aged 18-34 are twice as likely to buy pre-loved fashion than someone aged over 55, so it seems certain that circularity will only get more popular over time<sup>8</sup>.

Circularity doesn't just reduce our impact on the environment, it's also a fantastic opportunity for UK charities who receive so many donations of pre-loved products, which they can sell on a global marketplace.

And there are low barriers to entry; it's an accessible way for people of all backgrounds to build an inventory and start an online business.

Either way, the circular economy brings new life to those neglected items that might otherwise end up in landfill.

### Our ask to Government

We're calling on policymakers to rally more businesses to sign up to WRAP's Textiles 2030 initiative, which encourages businesses to achieve a more circular business model and reduce their environmental impact.

# eBay's recommerce partners

## BRITISH FASHION COUNCIL

Strengthening British fashion in the global economy as a leader in responsible, creative businesses and major host for landmark events like London Fashion Week.



## RE\_SKINNED™

Creating a more sustainable fashion future, creating more options for people and brands to rehome unwanted clothes through resale, repair and innovative recycling.

## ACS

The EU's largest Circular Fashion Hub that offers brands and retailers expert fulfilment, order management, cleaning, repairs and more.





**TERN x ebay**  
**eBay Seller Programme**  
**Graduate**

successfully graduated from the  
TERN x eBay Seller Programme  
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