OUR POSITIVE IMPACT

Together, we build a more sustainable world through trade.

OLX Impact Report 2023 ▶

THE BENEFIT OF RESELLING

Last year more than **25 million** people used OLX platforms to find unique items or good deals.

Through trading secondhand, those users also helped build a more sustainable world!

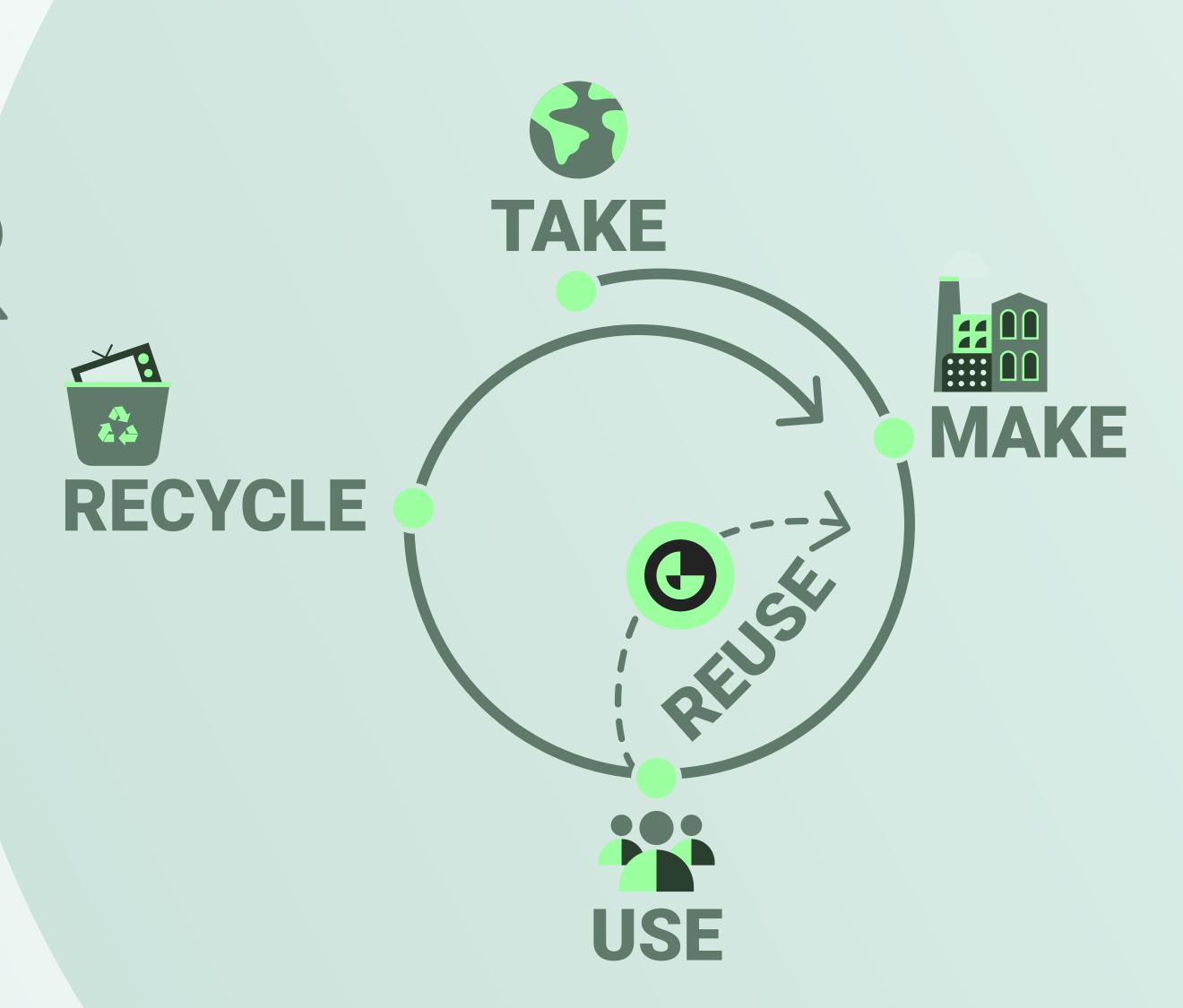# THE **POSITIVE** **IMPACT** IN MORE DETAIL

You're part of
A CIRCULAR ECONOMY

When you buy or sell a secondhand item, you are keeping materials in use for longer, instead of letting them go to waste.

If someone does not have use for a product, maybe someone else will!

TAKE

MAKE

REUSE

RECYCLE

USE

THE MORE PEOPLE TRADE SECONDHAND, THE BETTER!

At the moment, around 91% of new materials go to waste*. Choosing resale keeps the product in use for longer, instead of going to landfill.

Reselling items helps to prevent the extraction of new materials, conserves water and energy that is used in production and contributes to less materials going to landfill.

So let's keep products in use, together!

*Circular Gap Report, 2022.

HOW MUCH
COULD YOU
SAVE?

Let's take an example:

If you buy a used smartphone on OLX:

€

You save
on average
79 euro.

**+2.5
YEARS**

You can use
it for at least
**2.5 more
years.**

But you also help conserve resources:

104g
of materials
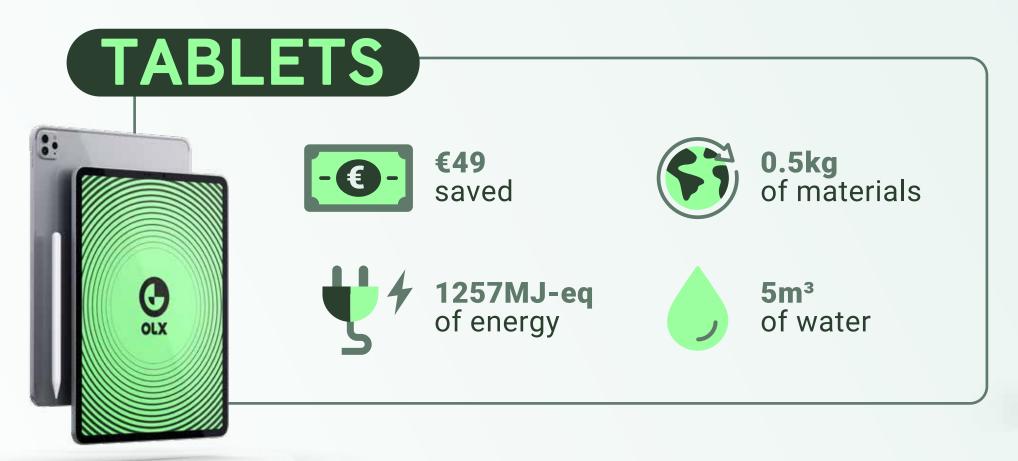
2m³
of water

CO₂

36kg
of CO_2-eq
emissions.

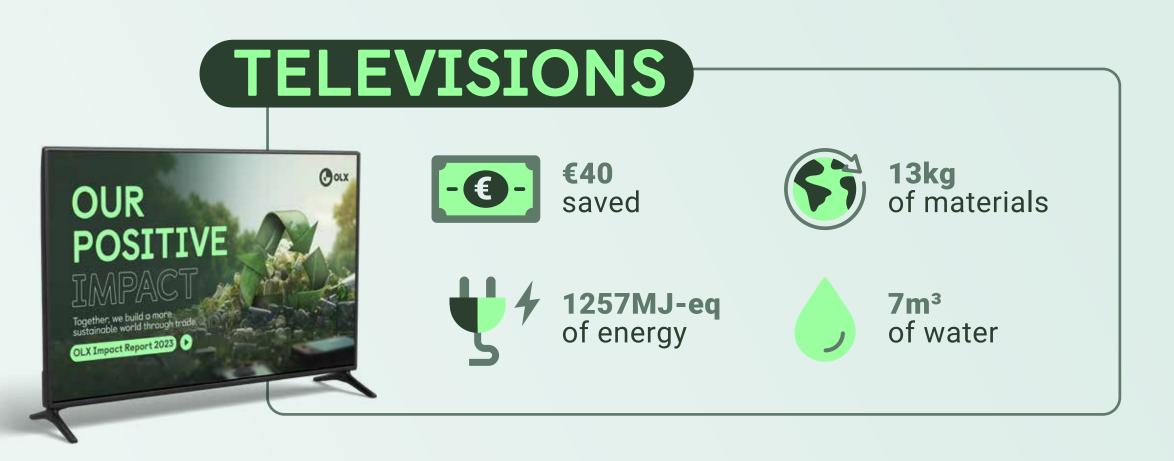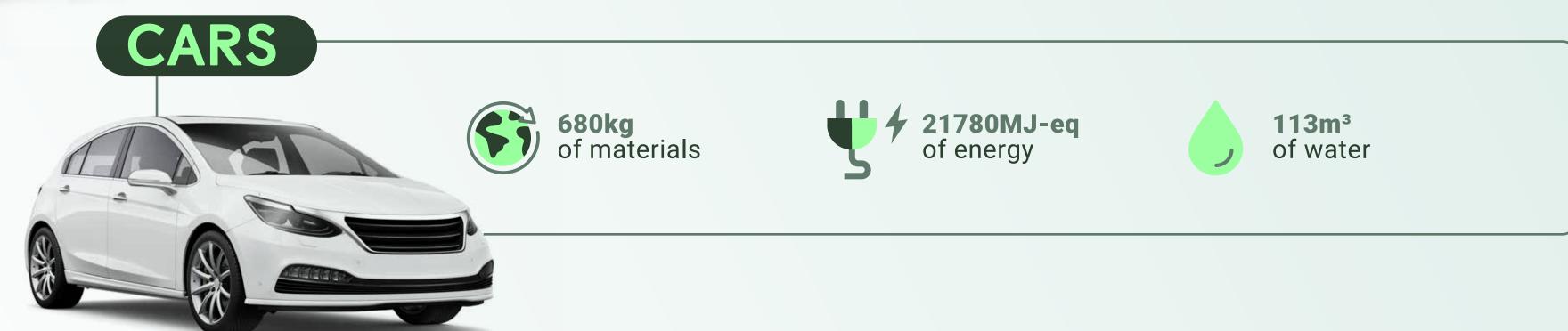**The circular economy is a win-win!**

AND FOR OTHER CATEGORIES,
WE SEE THE FOLLOWING:

TABLETS

€49 saved

0.5kg of materials

1257MJ-eq of energy

5m³ of water

TELEVISIONS

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€40 saved

13kg of materials

1257MJ-eq of energy

7m³ of water

CARS

680kg of materials

21780MJ-eq of energy

113m³ of water

For all of the

9 MILLION SECONDHAND ELECTRONICS AND VEHICLES

sold on our platforms last year, this amounted to:

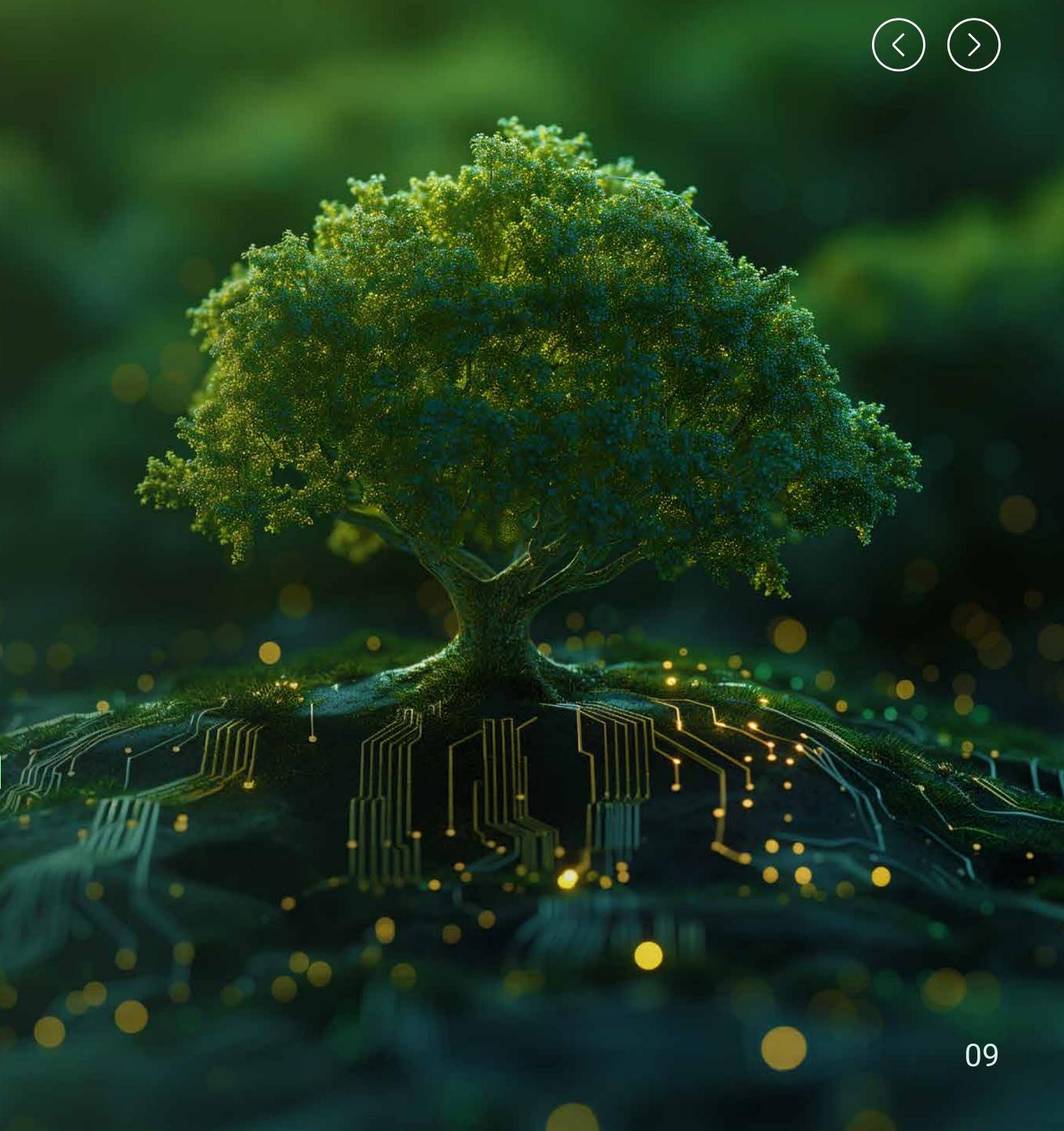**€169M** of savings for just electronics

430M m³ of water

2.5M tonnes of materials

3M tonnes of CO2-eq emissions

82M GJ-eq of energy

KEEPING PRODUCTS IN USE
BENEFITS THE PLANET AND OUR USERS!

Our **Methodology**

How did we make the report?
We developed the method for calculating our positive impact together with our research partner <u>Rebel Group</u>.
using data to model the environmental savings made by secondhand trade on our platforms. Every year we improve our methodology to be as accurate as we can about our impact.

How did we calculate the savings?
First we worked out the impact of one new item - like a smartphone. Then, we worked out how many new items have potentially been prevented from being made, because of secondhand sales on our platform extending the lifespan of existing items (more about this below). Then we multiply the two. We do this for each of the products, then add up the total impact. We have 4 'savings' categories - CO_2-eq emissions, water, energy, and materials - as this gives us a good overall overview of the environmental impact.

OLX's positive impact

# of prevented new items

# of items sold on OLX   X   Lifespan extension

X

Impact of new item

Production   +   Transport   +   Disposal

So does one secondhand item sold really prevent a new item from being produced?
No, we don't assume one used item fully replaces a new item. Instead, the item's lifespan is extended. For those extra years that the second hand item is used, less production, transport and disposal of new items is needed. We used publicly available data to work this out, including things like transport routes and disposal methods. Per type of product and country, this lifespan extension is different, according to the habits of the people there.

How did we calculate the impact of a new item?
Rebel used life cycle analysis (LCA) modeling - which means that different science-backed sources like Ecoinvent were used to work out the environmental impact of the production, transportation and disposal of new items. The impact was split into 4 categories: emissions, water, energy and material use.

Which products were included in the methodology?
This year we looked at 7 different products, because of their high volume on our platforms and their relevance to today's public dialogue about sustainability. These categories are: smartphones, tablets, televisions, laptops, cars, motorcycles and car parts.
To make our calculations as accurate as possible, we look at all the different models and types sold within each product. For example, for phones we looked at different models per brand, for cars we split between diesel and petrol cars and whether it's a hatchback, convertible or sedan, and so on.

Where did our sales data come from?
We needed to be sure we were only including secondhand products in our report, so any listings of new items or from professional sellers were excluded. We used data about our platforms (number of replies) to model which of our listings ended in a sale.

The listings from 8 countries were considered:
For cars:
Bulgaria, Kazakhstan, Poland, Portugal, Romania, South Africa, Ukraine and Uzbekistan. This includes the consumer brands OLX, AutoTrader, Autovit, Otomoto and Standvirtual

For car parts:
Portugal, Ukraine, Romania and Poland.

For all other categories:
Kazakhstan, Poland, Portugal, Romania, Ukraine and Uzbekistan.

How did we measure the economic savings?
We looked at specific subcategories, models and makes of electronics to know the price of the new items and items sold on OLX. We then also applied a lifespan extension formula, to account for the fact that a used product might be used for a shorter period of time, and thereby have less economic benefit.

For more information please visit
https://www.olxgroup.com/impact