



Shop for Change
Report



Message from eBay

At eBay, we believe that business can be a powerful force for positive social change. The scale of our marketplace – reaching more than 20 million shoppers in the UK – means we have an important role to play in supporting businesses with a social or environmental mission and helping shoppers to find brands that align with their own values.

Last year, our inaugural Shop for Change report revealed how the pandemic had caused a seismic shift in our shopping habits. We documented a shift towards a more empathetic approach to shopping – over half of Brits believed it was more important than ever to buy from businesses that give back to society and over a third believed that helping disadvantaged communities must be prioritised as part of the nation’s recovery.

As we have started to come out of the pandemic, we are now in a different type of crisis – with war in Europe and a cost of living crisis squeezing all of our wallets. Our new research shows, unsurprisingly, that shoppers are prioritising cost. However, this report also shows that shopping with a conscience – choosing ethical and sustainable brands where possible, and giving consideration to these factors when choosing a brand – is still hugely important to consumers. A deeper consideration for both people and planet has prevailed, and we’re seeing this play out on our marketplace.

Our research has found in the current climate, consumers are making fewer impulse purchases and are thinking more carefully about how they spend their money. With this comes an opportunity for more considered shopping. More than half of consumers stop to consider a brand’s societal impact or sustainability credentials before making purchases.

Against this landscape, eBay continues on its mission to support consumers to shop for both value and values. The eBay for Change programme aims to support the growth of the social enterprise sector and subsequently the incredible impact that social entrepreneurs are making in marginalised communities and on environmental issues.

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This report delves deeper into consumers’ desire to shop from purpose driven brands, explores some of the barriers to consumers being able to do so more often, and highlights how social enterprises available on eBay are helping consumers make a difference with their purchases – without breaking the bank.



Chris Gale,
Head of Social Impact, eBay UK

What is eBay for Change?

eBay for Change is our platform to shine a light on social enterprises and give shoppers a dedicated space to find socially and environmentally impactful brands.

eBay for Change is a hub on eBay UK, created to connect more than 20 million UK shoppers with small businesses that put ethics and sustainability at the heart of their work.

By providing a dedicated global shop front for these social enterprises, eBay is supporting consumers to make purchases that have a direct impact on society and the environment.

The hub is powered by the eBay for Change programme, a three year multi-million pound training and support package to support small businesses with a social mission, which ultimately aims to create jobs and opportunities in marginalised and vulnerable communities.

The programme is delivered in partnership with Social Enterprise UK and the World Fair Trade Organisation.

“Created to connect more than 20 million UK shoppers with small businesses that put ethics and sustainability at the heart of their work.”



How consumers are shopping now

There's no doubt that the recent cost of living crisis is changing the way Brits shop. This year's report found that 80% of Brits say their day to day shopping habits have changed as a result of the increase in everyday costs, with six in 10 saying that price is the factor they care most about when shopping.

However, even in this difficult time, we have discovered that shopping ethically and sustainably is still firmly on the agenda.

A whopping two thirds of Brits stop to think about sustainability before making a purchase, while over half consider first if a brand gives back to society. In fact, ethical factors are so important to consumers that over half of Brits say they feel guilty when spending money on products they know aren't from a sustainable or ethical brand - rising to 71% amongst young people.

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Four in 10 Brits say that some or most of their purchases are already from brands that give back to society or the planet, and nearly two thirds of us have bought from such a brand in the last month. While four in 10 of us are happy with our current shopping habits, a huge 50% would like to shop more regularly from brands which are clearly putting ethics or sustainability at the heart of their operations.

Four in 10 Brits think a brand that puts social or environmental purpose front and centre of its operations does as much or more good than donating to a charity.

Importantly, Brits are optimistic about their power to make a difference with their purchases.

Over four in 10 people believe their purchases have the power to make positive change and a similar figure consider that shopping from a 'social enterprise' - a brand that puts social or environmental purpose front and centre of its operations - does as much or more good than donating to a charity. Encouragingly, this is particularly true amongst Gen Z and millennial shoppers.

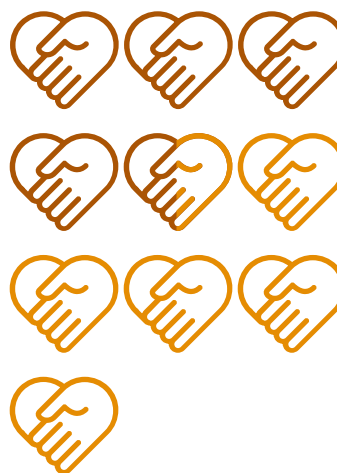
65%

TWO THIRDS OF BRITS STOP TO THINK ABOUT SUSTAINABILITY BEFORE MAKING A PURCHASE; OVER HALF (57%) OF PEOPLE STOP TO THINK IF A BRAND GIVES BACK TO SOCIETY



4 in 10

BRITS SAY THAT SOME OR MOST OF THEIR PURCHASES ARE FROM BRANDS THAT GIVE BACK TO SOCIETY OR THE PLANET

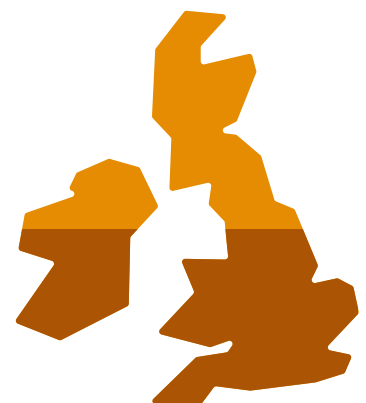


52%

OVER HALF OF BRITS SAY THEY FEEL GUILTY WHEN SPENDING MONEY ON PRODUCTS THEY KNOW AREN'T FROM A SUSTAINABLE OR ETHICAL BRAND

45%

OF PEOPLE BELIEVE THEIR PURCHASES HAVE THE POWER TO MAKE POSITIVE CHANGE



Social enterprise spotlight

LUX LUZ



LUX LUZ – eBay for Change seller

Supporting women affected by domestic abuse

LUX LUZ is social enterprise creating eco-soy scented candles and reed diffusers. All of their products are handmade in London and vegan friendly. The team founded LUX LUZ in response to the harrowing fact that more than 1 in 4 women in the UK are affected by domestic violence in their lifetime.

The name LUX LUZ means light in Latin and in Spanish, to reflect how the brand's products help to bring hope to women who find themselves in situations which can feel hopeless.

The profits from LUX LUZ's candles and reed diffusers support the increasing number of women who find themselves living in terrifying conditions. The brand funds emergency nights in refuges and longer term recovery activities, such as art therapy workshops, to support survivors of domestic violence to begin to heal from the trauma of abuse and rediscover themselves and their confidence.

100% of their profits are given to projects supporting women affected by domestic violence or reinvested in the business and they are a certified member of Social Enterprise UK. Purchasing one three-wick candle can fund five hours in an emergency refuge.



“Our candles help you to be kind to yourself, to others and to the environment.”

LUX LUZ's candles are also created with self-care in mind, creating a space to take care of one's own mental, emotional and physical health. Their products are also kinder to the environment, made from sustainably farmed eco-soy wax, with vegan friendly ingredients and recyclable glass jars and aluminium lids.



Social enterprise spotlight

Boho Homes



Boho Homes – eBay for Change seller Helping to uplift the socio-economic livelihood of artisans

Boho Homes is an independent social enterprise, selling hand-crafted products for homes, with a strong ethical mission at their core. Working with small scale artisans and other fair-trade suppliers, Boho Homes aims to provide eco friendly and sustainable decor options for British homes.

Launched in 2018, the foundation of Boho Homes London was laid on the Fairtrade principles and the Sustainable Development Goals, in the belief that increased trade can empower lives. Founder Tullika started the brand after travelling in her home country, India, and seeing the untapped potential of artisans using sustainable materials to create beautiful, high-quality homewares.

Boho Homes work with eco-friendly materials and take pride in offering products that tell a story. Working with grassroots communities, each product comes from a traceable production line.



The brand is invested in uplifting the socio-economic livelihood of each artisan, which is why they provide need-based support to enable their production. They not only help

Nearly half of Brits believe that shopping from ethical and sustainable brands is a more meaningful way to spend their money.

strengthen local artisans and marginalised small producers to gain adequate skills and confidence, but also financially empower their families.

When it comes to sustainability, the brand uses materials such as mango wood and natural materials like organic cotton. Many of the products use recycled paper, offcuts and repurposed materials to create original designs for gifts and homewares.



How can we support consumers to shop from social enterprises?

It's clear from our findings that there is a real appetite from consumers wanting to shop from businesses that put ethics and sustainability front and centre. But, given today's economic climate, how can we support shoppers with their desire to shop more from social enterprises, without compromising on value?

People shop from ethical and sustainable brands for a variety of reasons, with four in 10 saying they feel proud when they shop from them and over a third saying they do so to feel aligned with their values.

The cause is also key. Over half of Brits say they are more likely to buy from a brand which supports a specific cause close to their heart. Reducing plastic pollution is the top cause which would make Brits more likely to buy from a social enterprise, followed by protecting the oceans and preserving animals' natural habitats.

The research shows that shoppers find the biggest barriers to shopping from ethical and sustainable brands are a perception of high product costs, difficulty spotting the brands that aren't 'greenwashing', and a lack of knowledge about ethical and sustainable shopping.

Clearly, supporting consumers to understand the real impact of a product or brand, and helping them find great value items from social enterprises, are top of the agenda.

Interestingly, despite the perception that shopping from ethical and sustainable brands is more expensive, everyday items are the things most likely to be purchased from social enterprises. Cleaning products, everyday non-perishable food like tea bags, and regular toiletries like toilet roll are top of consumers' lists when shopping from ethical and sustainable brands.

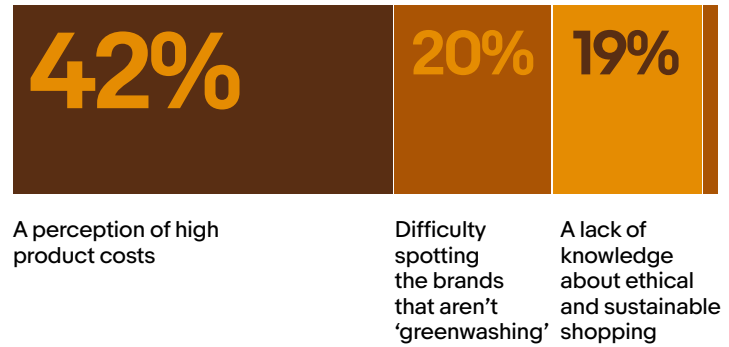
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In fact, when it comes to the meeting of value and values, a third of people believe that shopping from social enterprises is better value overall.

When it comes to where people look to find socially and ethically-minded brands, a quarter of consumers are looking for ethical brands on online marketplaces, demonstrating the huge opportunities for social enterprises to flourish online.

eBay for Change is one such marketplace. In this report, we take a look at some of the social enterprises available on eBay for Change and how they're helping consumers shop for both value and value: offering accessible products whilst making a measurable impact in their communities and beyond.

1 THE BIGGEST BARRIERS TO SHOPPING FROM ETHICAL AND SUSTAINABLE BRANDS ARE:



2 A THIRD (32%) OF PEOPLE BELIEVE SHOPPING FROM SOCIAL ENTERPRISES IS BETTER VALUE OVERALL

32%

3 MOST LIKELY ITEMS TO BE PURCHASED FROM SOCIAL ENTERPRISES ARE:

Cleaning products



Clothing



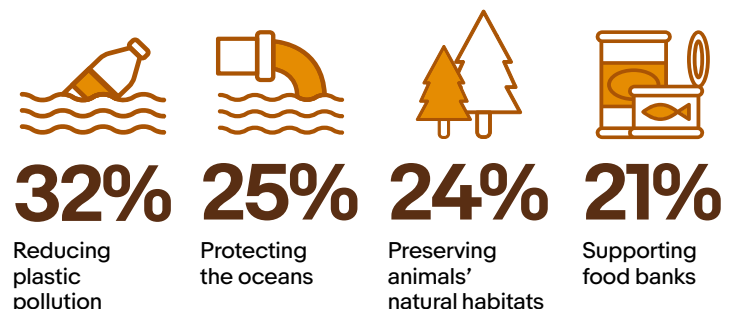
Everyday non-perishable food like tea



Regular toiletries like toilet roll



4 TOP SOCIAL OR ENVIRONMENTAL CHALLENGES THAT ENCOURAGE BRITS TO SHOP FROM SOCIAL ENTERPRISES ARE:



Social enterprise spotlight

Tea People



Tea People – eBay for Change seller Supporting educational and social projects in tea-growing regions

Tea is the second most consumed beverage in the world after water. Some of the premium varieties fetch record prices in international tea auctions. Yet, wages in many tea growing regions are far below the minimum.

Set up by husband and wife team Neeraj and Vishaka, Tea People seeks to address the issue of poverty in tea growing regions of the world.

Selling a wide variety of finest, award-winning whole leaf teas and herbal infusions, Tea People donates half of its profit to support educational and social projects that helps break the vicious cycle of poverty and exploitation in tea growing regions.

Since its inception in 2013, Tea People has positively influenced the lives of over 1,000 children by providing them with better educational facilities. At the peak of the COVID-19 pandemic, they donated Oxygen cylinders and provided emergency kits and

food packets to over 500 families in some of the most severely affected tea growing regions in India.



Food staples like teabags are one of the most likely items to be bought from a social enterprise.

Tea People's mission is to procure, curate and promote a wide variety of natural, healthier and superior quality tea and herbal infusions at an affordable price while leading the way for socially conscious businesses.

They believe that with a little effort, creativity and innovation, tea can become a powerful medium for positive social change.



Social enterprise spotlight

Birdsong

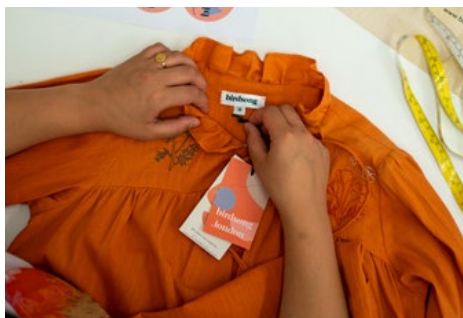


Birdsong – eBay for Change seller

Creating financial security for makers facing barriers to work in marginalised communities

Birdsong is an independent East London fashion brand locally crafting in limited runs, using the best possible ethical and environmental methods. Their garments are made by local communities of expert women makers otherwise facing barriers to work.

Since 2014, Birdsong have paid a London Living Wage to women facing barriers to work and the organisations that support them, to lift women and their families out of poverty in some of the poorest boroughs in the UK.



Their mission is to make the best quality clothing, in luxurious eco fabrics, and to use their brand to inspire and implement change in the fashion industry. Fans of the brand include Lianne La Havas, Aja Barber, Aisling Bea and Gemma Styles.

Birdsong's co-founder Susanna Wen, said: "We make locally and in a different way to fast fashion brands, making a point of knowing every single person we work with so everyone feels respected and like they belong."

"We build empathetic and genuine professional relationships with each of our makers and charity partners."

Susanna is also passionate about Birdsong's body positive messaging, which currently goes up to a size UK 30. "We try to have a diverse range of models to celebrate and wear our clothes. I wanted to build a fashion brand that had positive body representation and I wished a brand existed like Birdsong when I was younger."

Birdsong is a certified B-Corp, Winner of Marie Claire's Best Ethical Brand of 2021 and the Queen's Award for Enterprise in Sustainable Development.

