

A photograph showing three people, two women and one man, focused on a craft project. The man in the center, wearing a black hoodie with a 'G.W. GOODWASH COMPANY' logo, is using a small brush to apply blue paint to a clear plastic sheet. A woman on the left, wearing glasses and a light blue sweater with black and white polka dots, is holding the sheet. A woman on the right, wearing a red and white striped shirt and a leopard print headband, is also working on the project. In the background, another person is visible, and the setting appears to be an indoor workshop or community center.

# Shop for Change Report





# Message from eBay

Change Please uses its profits to employ and support people experiencing homelessness

**At eBay, we believe that business can be a powerful force for positive change, and with the scale of our marketplace, we have an important role to play in ensuring that we help to build a future economy that works for everyone.**

Never has that been more important as we continue to navigate the impact of the COVID-19 pandemic. In the past 18 months, we've seen more change and disruption across our society than any of us could have foreseen. It has caused a seismic shift in the way we live, work and shop. It has also shut doors, opened divides, and exacerbated systemic challenges.

Throughout the pandemic, we have looked to play our part in supporting people and businesses, using the power of our marketplace. In 2020, we supported over 11,000 charities, with £31 million raised by the eBay UK community, helping to funnel donations to organisations and causes in need of support. And as high streets shuttered through lockdowns, we provided free online shop windows for new sellers and helped the 300,000 small businesses on our platform continue trading through the pandemic.

Now, we've launched eBay for Change, an initiative aimed at helping social enterprises thrive online, elevating the work of social enterprises that are supporting economic opportunities for marginalised communities.

This report shows that while the pandemic has disrupted every part of public life, the past 18 months have given birth to a new kind of solidarity that is transforming the way we act as a community. This shared experience that has brought us together has driven an attitudinal shift that is also translating into where we buy and how we shop.

**“...we've seen a seismic shift in the way we live, work and shop.”**

Our eBay for Change hub is how we're connecting this intent to the businesses and communities that need our support, empowering economic opportunity in new ways to create a better future for all.



**Rob Hattrell**  
Head of Europe, eBay



# What is eBay for Change?

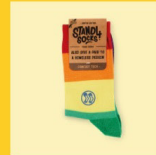
'eBay for Change' is a hub on eBay UK connecting its over 29 million UK shoppers with small businesses with a social mission.

Every purchase from this hub will have a direct positive impact on supporting disadvantaged communities - whether that's providing job or training opportunities to people who are distant

from the labour market, or tackling social problems like homelessness, exclusion, improving people's life chances, or supporting environmental action.

## Support communities every time you buy

Small businesses with a social mission.



## Be part of the change

1. Buy an item from a small business with a social mission.



2. The business reinvests their profits back into the communities they support.



3. This will have a direct positive impact in tackling critical social and environmental challenges.



Behind these shop fronts, the programme includes a three year multi-million pound training and finance support package and ultimately aims to create jobs and opportunities in marginalised and vulnerable communities by helping to grow community based businesses.

To deliver the programme, eBay has partnered with Social Enterprise UK, the World Fair Trade Organisation and UnLtd.

UnLtd are specialists in supporting social entrepreneurs to develop their business and impact models and the partnership will be establishing the very first dedicated social enterprise ecommerce start-up programme. Working with at least 100 social entrepreneurs in the first year, they will receive training, coaching and financial support to help grow their businesses and the impact they have on the communities they serve.



# Shop for Change Research Findings

## Methodology

Between February - May 2021, we surveyed UK consumers to determine how attitudes to shopping have been affected by the pandemic. Initially research was conducted in February with a nationally representative sample size of 5,004 consumers. In May we conducted further nationally representative research with 2,000 UK adults (16+) and surveyed an additional 1,000 UK parents of children under the age of 18.

## Shift in UK Shopping Habits

New research reveals the continued reverberations of COVID-19, as 8 in 10 (81%) reveal their approach to shopping has changed, in light of the pandemic.

With the pandemic exacerbating and creating new social, economical and physical challenges felt by society up and down the UK, a third believe that helping disadvantaged communities must be prioritised as part of the nation's recovery from the pandemic - and it seems shoppers are helping to shoulder some of that responsibility, by altering their shopping habits in favour of community-first, socially responsible businesses.

The majority of the UK (56%) believe it's more important to buy from businesses that give back to society than before the pandemic, with 1 in 4 people looking to shop with businesses that positively impact their local community specifically.

## Power of the Pound

When it comes to driving social change, it seems UK businesses have a vital role in the eyes of consumers. Over half of adults believe the pandemic has created a greater responsibility on businesses to have a positive impact on society, and 1 in 3 (33%) feel bigger businesses should do more to help small businesses get back on track.

In fact, over a quarter (29%) of UK adults say businesses that give back to society are deemed to be the future of retail, as we embark upon the road to recovery.

However, whilst social enterprises are quietly revolutionising our economy and offering a new way to do business, UK shoppers are still struggling to identify and locate businesses giving back to society, with a third (32%) believing there are not enough of them and 27% saying they are difficult to find online.

The launch of eBay for Change, a destination to shop from small businesses with a social mission, aims to make shopping with purpose easier and more accessible.



# 8 in 10

8 IN 10 OF UK ADULTS HAVE CHANGED THEIR APPROACH TO SHOPPING AS A RESULT OF THE PANDEMIC



# 56%

THE MAJORITY OF THE UK (56%) BELIEVE IT'S MORE IMPORTANT TO BUY FROM BUSINESSES THAT GIVE BACK TO SOCIETY, THAN BEFORE THE PANDEMIC

# 51%



OVER HALF (51%) OF SHOPPERS SPEND MORE TIME RESEARCHING A PURCHASE NOW, THAN BEFORE LOCKDOWN BEGAN

# 33%

A THIRD OF THE UK BELIEVE THAT HELPING DISADVANTAGED COMMUNITIES MUST BE PRIORITISED AS PART OF THE NATION'S RECOVERY



# 9 in 10

PARENTS ARE SPEARHEADING THESE EFFORTS, WANTING TO SPEND THEIR MONEY WITH BUSINESSES WHO GIVE BACK TO SOCIETY IN THE HOPE OF BUILDING A BETTER FUTURE FOR THE NEXT GENERATION



TWO THIRDS (69%) BELIEVE THAT BUSINESSES HAVE AN IMPORTANT ROLE TO PLAY IN TACKLING SOCIETAL AND ENVIRONMENTAL ISSUES - THE MOST PRESSING OF WHICH INCLUDE HOMELESSNESS, UNEMPLOYMENT AND CHILD EDUCATION\*

HOMELESSNESS	UNEMPLOYMENT	CHILD EDUCATION	
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\* HOMELESSNESS (40%), UNEMPLOYMENT (36%) AND CHILD EDUCATION (27%)

# A new way to do business

Social enterprises are businesses intent on making the world a better place. Like any other business, they seek to make a profit. But crucially, they choose to reinvest those profits into supporting social or environmental impact – whether that’s providing job or training opportunities, or tackling social problems, or supporting environmental action.

## “At eBay, we’re using the power of our marketplace to help the social enterprise sector grow.”

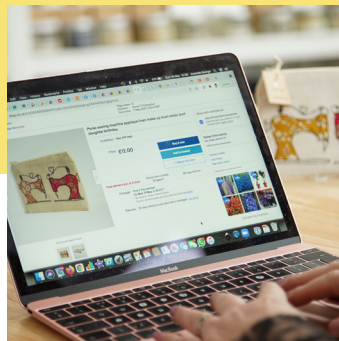
At eBay, we’re using the power of our marketplace to help the social enterprise sector grow. Working with Social Enterprise UK and the World Fair Trade Organisation, the eBay for Change programme offers an in-depth package of support, including zero fees, one to one digital skills training and a significant marketing investment to increase the awareness of these community-based businesses and help them grow. Over the next three years, the programme aims to positively impact thousands of jobs and livelihoods across the UK and beyond by supporting the success and profitability of social enterprises.

## “We believe social enterprises have an important role to play in creating a future that delivers more”

We believe social enterprises have an important role to play in creating a future that delivers more, for more people, than society ever did before. While we look to leave the past 18 months behind us, what we hope stays with us is a renewed sense of social justice – an energy and a passion that will help us build a more inclusive, equitable and regenerative economy.



**Chris Gale**  
Head of Social Impact, eBay UK



“There has never been a greater imperative for businesses to step up and achieve their potential for positive social and environmental impact and recognise the power and influence they can have in building a fairer, more sustainable economy.

We are delighted to be working with eBay to use their scale and reach to help social enterprises to grow and continue to drive positive change across communities both in the UK and around the world.”

Peter Holbrook, CEO of Social Enterprise UK

“It’s great that such a major player in the tech industry is rightly recognising the value that social enterprises can bring. As the country looks to recover from the pandemic, this initiative will help ensure that e-commerce delivers the most positive impact possible on society through Britain’s social entrepreneurs.”

Alex Sobel MP, Chair of the APPG on Social Enterprise



# Social Enterprise Spotlight

## The Goodwash Company



### The Goodwash Company

#### eBay for Change seller

Set up by co-founders, Mandy Powell and Kelly Davies in 2018, Goodwash aims to change the world one wash at a time.

Selling luxury soap, lotions and products made from locally, Welsh-sourced organic essential oils, Goodwash donates its profits to support sustainable projects that make a real difference to the lives of animals and people in local communities.

With social impact at the heart of everything they do, every purchase always goes towards

supporting the community and in April 2021 Goodwash funded 37 days of affordable childcare in Brynaman, South Wales.



**“We wanted to create a product that would look good in the finest of washrooms, all while doing good by improving lives and addressing some of the social challenges in our local communities.”**



# Social Enterprise Spotlight

## Stand4 Socks



### Stand4 Socks

#### eBay for Change seller

Established with a mission to make the greatest socks in the world, Stand4 Socks created the most comfortable socks on the planet, without compromising on style or ethics.

Since its inception in 2015, Stand4 Socks has donated over 150,000 pairs of specially engineered antibacterial socks to homeless people. Operating a buy one, gift one model, Stand4 Socks has impact in most corners of the UK, and directly in over 40 towns and cities.

Taking a product most of us wear everyday but have probably never thought could have an impact on the world, Stand4 Socks exist to demonstrate that the everyday, even small things, can have a big impact.



**“Business is the greatest force for good. If we can prove that something as simple as socks can have a huge impact, then anything can.”**



# Social Enterprise Spotlight

## Karakorum



### Karakorum

eBay for Change seller

Following a life changing two year trip around the world, Natasha von Memerty was so inspired by the many fair-trade artisans she encountered on her journey, she founded Karakorum - a social enterprise selling artisan crafts and affordable ethical home decor.

Using her experiences from the markets of carpet sellers in Iran, scarf weavers in Laos and the bustling hawkers on the streets of South Africa, Karakorum brings together a selection of crafts from around the world in a space defined by its ethics.

From Swazi candles, to woven baskets from Rwanda, Kenya or Eswatini, all products have been ethically sourced using the finest sustainable materials and hand-made by master craftspeople.



**“Karakorum was born out of a journey around the world. A place to buy quality goods that aren’t produced at the expense of others or of the environment.”**