



SOCIAL INNOVATION 2012



CONTENTS

- 3 A Message from our CEO
- 4 Introduction
- 43 Employee Engagement
- 46 eBay Foundation
- 47 Running a Responsible Business



CREATING ECONOMIC OPPORTUNITY

- 8 Enabling Small Businesses & Entrepreneurs
- 10 Promoting Economic Inclusion
- 13 Advocating for Policy Change



ENABLING GREENER COMMERCE

- 19 Managing our Footprint
- 23 A Greener Workplace
- 25 Shipping and Logistics
- 26 A Greener Marketplace
- 30 Environmental Advocacy



POWERING GIVING

- 36 PayPal for Nonprofits
- 37 eBay-Enabled Giving
- 38 StubHub Foundation

DEAR FRIENDS,

I joined eBay Inc. almost ten years ago, drawn to the unique opportunity to change the world and build a great and enduring company in the process. In the years that have followed, I've not only become more convinced of this potential – I've also been deeply inspired by our dedication to realizing it through the innovative and passionate efforts of our global workforce.



Over the past year, we've challenged ourselves to think about how we can build upon this strong foundation and apply the full breadth of our assets toward achieving measurable impact in ways that make sense for our business. The result, which you'll learn more about here, is a global approach to Social Innovation centered around making meaningful, lasting progress in three key areas that are deeply aligned to our unique resources and focus as a company: creating economic opportunity, enabling greener commerce and powering charitable giving.

eBay Inc. has been built on the conviction that we're more than just a company. Through our employees, technologies and global networks, we're committed

to advancing positive change through our business. Put simply, we approach our work with a strong sense of purpose. And as eBay Inc. and commerce continue to evolve, this guiding notion of why we're here and what we're contributing to the world will be more critical than ever in ensuring that both our business and society continue to grow and thrive.

What follows is our full Social Innovation strategy and an associated set of three-year goals, which outline our vision for the social and environmental impact that we think we can drive – alongside positive financial performance. I invite you to read it and further engage with our content on ebayinc.com/socialinnovation – as well as share with others and let us know what you think.

I'm pleased with our efforts to date, and look forward to all the progress we'll make together in the years to come. We're only just getting started.

A handwritten signature in black ink that reads "John".

John Donahoe
President & CEO, eBay Inc.



NEARLY TWO DECADES AGO,
our founder Pierre Omidyar
envisioned that technology-
enabled and people-centered
commerce could not only be
a good business concept, but
also a positive force for social
and environmental change.

In the years that have followed, we've placed a strong sense of purpose at the core of our identity; a guiding notion that together we can transform the world that pushes our actions and thinking every day.

Our intent is to use disruptive Social Innovation to drive results not only for our shareholders, but also for the people who our platform supports, the communities where we do business, and the planet that we serve. We believe that through our efforts, we can look beyond a paradigm where 'corporate responsibility' doesn't just promise to do less harm – but instead works to make the world a better, more sustainable and enabling place for all people – in ways that only eBay Inc. and our unique combination of assets can do.

OUR THREE-YEAR (COMMITMENTS)

Using 2012 as our baseline, we've identified a set of goals to help align our efforts over the next three years to drive impact in specific and measurable ways. It is our hope that these goals just begin to scratch the surface of the impact that we can make.



CREATING ECONOMIC OPPORTUNITY

- Scale 10 social innovations that catalyze economic development
- Help >10,000 low income entrepreneurs achieve increased financial returns
- Expand access to goods and services for >5 million people living in poverty

In 2012, our economic opportunity goals are specific to the impact that we believe we can drive through eBay Foundation. We're currently identifying goals for our other core business and advocacy efforts and the social impact we hope to achieve through them.



ENABLING GREENER COMMERCE

- Source at least 8% of eBay Inc. energy use from cleaner sources by 2015
- Achieve 10% reduction in carbon per transaction in 2013*
- Incorporate environmental criteria into global shipping vendor contracts in 2013
- Realize 10% growth in number of users that engage with our greener commerce programs by 2015 over 2012 baseline

** The carbon reduction goal that we have articulated for 2013 is a one-year vs three-year target, as this goal is based on a new methodology that we're still testing. Next year, we'll reassess our metrics, and articulate a new goal for 2014 and beyond.*



POWERING GIVING

- Double the number of customers that take action on behalf of a charity through our giving programs and platforms
- Double the total value of funds generated for charitable organizations through our giving programs and platforms
- Double the number of charities that benefit from our giving programs and platforms



Creating Economic Opportunity



Photo courtesy of Samasource, eBay Foundation nonprofit partner.

Today digital technology is enabling us to push the boundaries of traditional commercial interactions, fueling increasingly connected commerce. We believe in a future for commerce that is open, diverse, and inclusive – and one that brings about new opportunities for everyone to participate and create value.

Since eBay Inc. got started in 1995, we've been fundamentally rethinking the old models of buying, selling and paying to create a new paradigm for commerce. One that empowers all people – no matter their skills, abilities or geographic location – to join in, contribute and succeed.

Most people see how we do this every day – by connecting individuals and businesses of all sizes to global markets, and by developing technologies that enable commerce that is simple, transparent, participatory, and collaborative. Less visible but equally important is how we also combine these core business activities with strategic investments through The Opportunity Project, an eBay Foundation initiative, as well as our international advocacy efforts to create opportunities for not only developed world traders and retailers, but also disadvantaged populations and developing countries – extending our impact to the places that need it most.

We'll continue to think and act in new ways that help more individuals connect and participate in the global economy. Explore some stories of impact from around the world.

2015 Goals

We'll be a disruptive force for creating economic opportunity around the world

[Download the Full Scorecard >](#)

In addition, we're currently identifying goals for our other core business and advocacy efforts and the social impact we hope to achieve through them. eBay Inc. will continue to update this section as we begin to track our progress against them.

ACCELERATE THE INNOVATORS

GOAL Scale 10 social innovations that catalyze economic development



WHY IT'S IMPORTANT

If we're going to meet the most pressing social challenges, we have to find a way to help organizations accelerate their impact.

WHERE WE WERE IN 2012

eBay Foundation partnered with both Samasource and Grameen Foundation in 2012 to scale innovations they're pioneering. At Samasource, that innovation is their SamaHub technology platform; at Grameen Foundation, their Mobile Transaction Platform and Mobile Marketplace in Indonesia.

HOW WE'LL GET TO 2015

In addition to our work with Samasource and Grameen Foundation, eBay Foundation has partnered with Santa Clara University's Global Social Benefit Incubator to fund a cohort of four social entrepreneurs. In 2013 and beyond, we'll continue to look for new innovations that create economic opportunities for eBay Foundation to fund and scale.

ENRICH ENTREPRENEURS

GOAL Help >10,000 low income entrepreneurs achieve increased financial returns



WHY IT'S IMPORTANT

Nearly one half of the world's population lives on less than \$2/day. Helping them increase their income is a critical step in lifting individuals and communities out of poverty.

WHERE WE WERE IN 2012

In 2012, eBay Foundation signed a grant agreement with Grameen Foundation intended to support and expand the businesses of 1,500-2,500 (primarily female) microentrepreneurs.

HOW WE'LL GET TO 2015

We'll begin to see results of the Grameen Foundation project in 2013, and expect to expand our efforts to new, additional partners to augment our impact in 2013 and beyond.

DRIVE ECONOMIC PARTICIPATION

GOAL Expand access to goods and services for >5 million people living in poverty



WHY IT'S IMPORTANT

Most of the 3+ billion people which make up the world's poor face significant barriers: not only do they lack access to markets and to financial services, they also pay higher prices for goods and services than the rest of the world's population.

WHERE WE WERE IN 2012

In 2012, eBay Foundation signed a grant agreement with Grameen Foundation intended to allow the entrepreneurs that we're supporting through the project to reach a customer base of 150,000-250,000.

HOW WE'LL GET TO 2015

We'll begin to see the results of the Grameen Foundation project in 2013, and expect to expand our efforts to new, additional partners that are focused on making markets more efficient, competitive and inclusive. We'll be looking to new, different partners to augment our impact in 2013 and beyond.

In 2012, our economic opportunity goals are specific to the impact that we believe we can drive through eBay Foundation. We're currently identifying goals for our other core business and advocacy efforts and the social impact we hope to achieve through them.

Enabling Small Businesses & Entrepreneurs

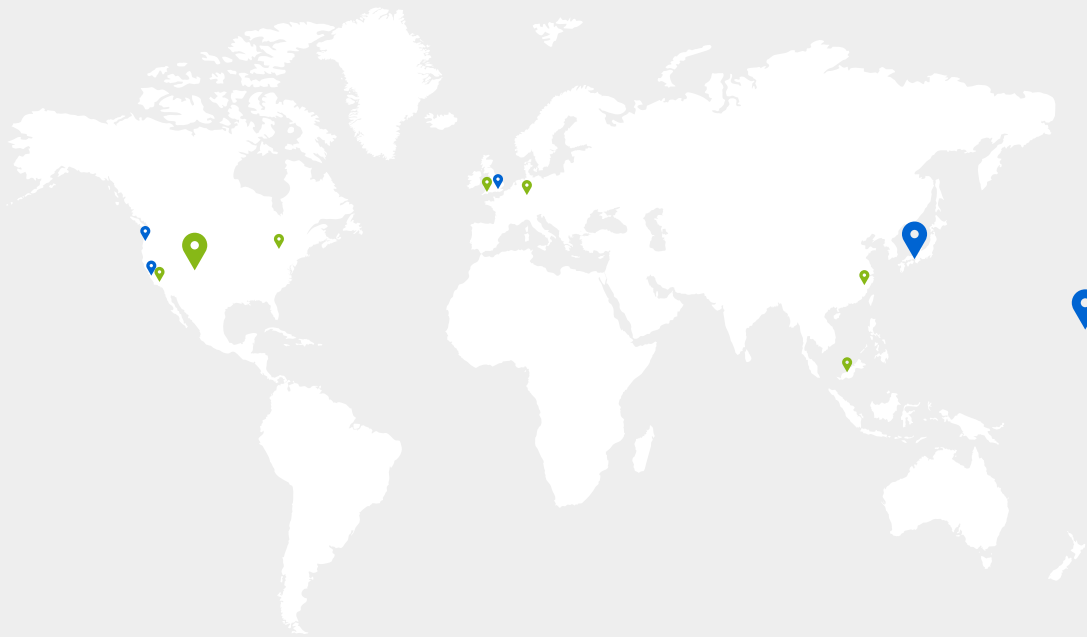
Since our inception, eBay Inc. has offered a dynamic technology platform for individuals all over the world to build and grow successful small business enterprises. At the core of all we do is a fundamental belief in the worth and value of people. And as we strive to innovate within a fast-changing commerce landscape, this founding principle is more important than ever.

We recognize the power of our business to create more possibilities for more people around the world, and we continue to provide solutions that empower people to start and grow new businesses.

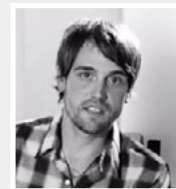
SEE HOW EBAY INC. IS ENABLING COMMERCE

Through its global sellers, merchants & retail partners

[Read more stories >](#)



 **Nick Martin • The Pros Closet**
Boulder, Colorado



eBay • Born out of a love for cycling, Nick Martin founded The Pro's Closet in 2005 to sell used and new bike equipment on eBay. Today, they employ 16 people, and process more than 200 shipments a day to customers all over the world.

 **Thomas & Eriko Bertrand • Bento & Co.**
Kyoto, Japan



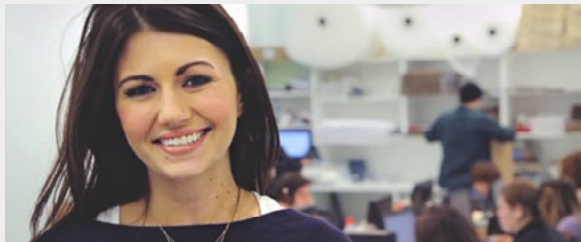
PayPal • The Bertrands moved to Kyoto in 2008, just as the economy turned. Looking for work, Thomas started a business selling Bento boxes to customers in France. Over the last five years, and with the help of PayPal's payment processing and currency exchange services, the business has expanded to employ seven people and service customers all over the world.

SUPPORTING ENTREPRENEURS

To date, there have been countless examples from across the globe of individuals who've leveraged our platforms to not only make a living for themselves, but build businesses that employ others as well – in some cases, hundreds of others. We know, however, that starting and growing an online business – much less one that serves thousands of customers in multiple markets or employs hundreds of people – can be a long, complex and expensive process.

With the assets and strengths of our portfolio companies, we continually work to make it easier for entrepreneurs to launch and build their businesses, access cutting-edge technologies and compete on a global scale. Because we know that when small businesses are able to grow and thrive so, too, are the individuals who make them up and the families and communities who touch them every day.

Here are some of the resources we provide to help entrepreneurs get started and businesses to advance.



Currently, more than 25 million entrepreneurs and small business owners do business on eBay, globally. We offer a full suite of resources and services to sellers to help them start and grow their businesses.

- Local, offline eBay University selling classes
- Shipping and export programs, like the new Global Shipping Platform which helps simplify and streamline international shipping and customs processes for sellers
- Other tools like online tutorials, free eco-friendly packaging and seasonal selling guides
- New pilot programs and initiatives to help individual entrepreneurs scale to full-fledged small businesses, powered by eBay.com



With localized websites in 21 global markets and supporting payments in 25 different currencies, PayPal makes paying and getting paid fast, easy and secure for businesses immediately from their start.

- Critical business functions such as accepting credit cards and checks, sending invoices and data security, all available with no set-up fee or monthly service charge
- Currency conversion services to help any business, of any size participate in the global economy
- New solutions, like PayPal Here, and new pilot programs, like the small business initiative, that enable small businesses to access new financial services products and accept payment anywhere, anytime



ebay inc™
FOUNDATION

Through The Opportunity Project, we connect entrepreneurs in developing countries with resources and expertise to help grow their enterprises. In turn, the organizations we support are able to help more individuals in some of the world's most dis-advantaged areas begin to realize their wage-earning potential.

- Different monetary resources – ranging from one-time strategic grants to impact investments – help scale innovative approaches to creating economic opportunity
- Other supports, like skills-based employee volunteerism and sharing our technological expertise, enable entrepreneurs in new ways

Promoting Economic Inclusion

The artisan in the favelas of Brazil looking for new customers. The young person in the slums of India with an idea to generate just a little more income for his family. The female entrepreneur in rural Indonesia with a mobile phone and unwavering spirit. We believe all these individuals – and everyone across the globe – should have the ability to earn an income and be self-sufficient.

We know that when people have the opportunity to connect to global markets and contribute in the economy, good things happen. Individuals are able to provide for themselves, their families, and their broader communities, and countries grow and become more prosperous. Our platforms enable everyone – no matter their skills, abilities, or geographic location – to participate in the global economy. And through our own unique programs, as well as strategic investments in innovative organizations that advance new models for economic inclusion, we extend our business expertise to have even greater social impact.



ACCESSIBILITY & REGIONAL PROGRAMS

Building on our commitment to support entrepreneurs and small businesses, eBay Inc. has developed several initiatives deliberately designed for the needs of underserved communities that often don't have access to traditional income earning opportunities.

United States • eBay

In 2010, we began working with the National Federation for the Blind to advance our efforts to deliver an accessible eBay platform that creates opportunities for people of all abilities – including the visually impaired. In 2011, we jointly launched a new pilot training and mentorship program to empower the visually impaired to launch their own e-commerce businesses using eBay.

United States • PayPal

We're piloting a new small business initiative in partnership with Opportunity Fund, a community development financial institution (CDFI) in California. Launched in 2012, the program aims to equip underserved micro-businesses (like neighborhood dry cleaners or city parking services) with a simple, high-value bundle of financial services products to build and grow their enterprises.

Korea • eBay

In collaboration with the Korea Ministry of Employment and Labor (MOEL), eBay Korea promotes the online sale of items from "social enterprises" that actively hire socially vulnerable people, including the disabled.

Turkey • GittiGidiyor

Through relationships with KEDV (Foundation for the Support of Women's Work) and TOBB (The Union of Chambers and Commodity Exchanges of Turkey), GittiGidiyor, an eBay subsidiary in Turkey, is supporting female entrepreneurs in selling handmade products.



EBAY FOUNDATION

We extend our commitment to creating economic opportunity through strategic investments in disruptive new initiatives working toward enabling all people – in developed and developing countries alike – to participate in the economy. Through The Opportunity Project, an initiative of eBay Foundation, we share our resources – from funding to technology, mentoring to training – to help promising social innovations scale and spread their impact.

EBAY FOUNDATION MILESTONES

SEPTEMBER 2012

Nearly a decade after eBay Foundation's first grant in support of Grameen Foundation, we were delighted to see their Mobile Microfranchising initiative selected as one of the winners of our competition with Ashoka Changemakers. In September 2012, we committed an additional \$750K towards the development of mobile technology solutions to be piloted by rural entrepreneurs in Indonesia and then scaled globally.

SEPTEMBER 2011

The competition winners are announced! The caliber and diversity of entries were impressive – and with the help of the Changemakers.com community along with a group of expert judges, we identified 5 winners, each of whom received a \$50,000 grant from eBay Foundation. They were: Fundación Paraguaya, Grameen Foundation, Nuru Energy, Solidarium Fair Trade and Twin Cities RISE!

MARCH 2011

eBay Foundation partners with Ashoka Changemakers to identify organizations advancing job creation among disadvantaged populations in truly new and innovative ways. Our "Powering Economic Opportunity: Create a World That Works" competition ultimately received nearly 900 entries from 83 countries, the most ever for a single competition on changemakers.com.

NOVEMBER 2012

In addition to the monetary resources we have granted as part of our work with Grameen Foundation and Samasource, we are providing in-kind support in the form of skilled eBay Inc. employees that will put their expertise to work for communities that need it most.

NOVEMBER 2011

We launched a partnership with Samasource, a nonprofit that connects people living in poverty to Internet-based microwork, to help the organization expand its work in India and provide more employment opportunities for vulnerable populations in the country – particularly women and young adults.

JULY 2011

As part of the Ashoka Changemakers partnership, a team of eBay engineers developed a new Facebook application that allows individuals anywhere around the globe to learn about, vote on, like and share their favorite competition entries from within Facebook. We launched the new app to facilitate voting in our competition and it has been used for every one since. In fact, one year after launch, the app had already logged nearly 10,000 users from around the world and was available in English, French, Portuguese and Spanish.

MICROPLACE

In addition to the philanthropic investments that are made through The Opportunity Project and eBay Foundation, Microplace helps finance the fight against global poverty – inspiring individuals to invest in the world’s working poor and offering an alternative to the global formal banking infrastructure.

Delivered and managed through our PayPal business, Microplace enables everyday people to make micro-investments in entrepreneurs operating in the most underserved communities in the world. In this way, we further eBay Inc.’s core founding commitment to promote market access and financial inclusion.

Advocating for Policy Change

We’re dedicated to advancing meaningful economic opportunity through our business and philanthropic efforts across the globe, but recognize that we’re simply one company and can’t do everything alone.

One of our biggest assets is our voice and we understand the broad-reaching positive social change we can achieve through advocacy and cross-sector collaboration. We support policies that encourage economic diversity and actively work to enlist others in making the economy work better for all.



EBAY MAIN STREET

eBay’s grassroots network of more than 300,000 individuals, empowers our community to be informed and take action on policies that influence their ability to fully participate in commerce.

[Learn More >](#)

COMMERCE 3.0

Small businesses look to eBay Inc. and our various services to help them participate, connect, and grow in the global economy. eBay Inc. has recently commissioned economic research in the EU and US, proving what we have intuitively known to be true – this global Internet-enabled economic activity has significant benefits for entrepreneurs, small businesses, consumers, and countries around the world.

We also believe specific legislative and policy actions can be undertaken to better support entrepreneurs and small businesses to participate in global trade. In 2012, we’ve begun to put forward a series of recommendations in both the EU and US that, together, form a roadmap toward creating a more inclusive economy.

ENTERING GLOBAL MARKETS



With lower trade costs online, eBay sellers are able to reach more international markets

97% of commercial sellers on eBay export to foreign markets

The average offline business reaches only one foreign market

GROWING & SURVIVING

Online marketplaces, such as eBay, offer better growth opportunities for new entrepreneurs



22% **13%**
new online entrepreneurs **MARKET SHARE** new offline businesses

SURVIVAL RATE IN THE FIRST FIVE YEARS

71% **54%** **24%**
new online entrepreneurs (largest 10%) new online entrepreneurs (smallest 10%) new offline businesses

BENEFITTING PEOPLE & COMMUNITIES



Lower Trade Costs



Welfare Gains

LARGEST WELFARE GAINS ACCRUE TO:

developing nations

open and export-oriented countries

A World Economic Forum report based on eBay and outside data found that **cross-border small business sales** increased

↑ 60-80%

from using technology platforms that reduce burdens when selling overseas.

For more about Commerce 3.0 and our efforts to promote cross-border trade, check out our digital downloadable library, [here](#).

OUR STAKEHOLDERS

In addition to our international advocacy efforts, we collaborate regularly with nonprofit organizations, peer companies and other stakeholders through memberships and affiliations such as:





Enabling Greener Commerce

Photo taken from the roof of eBay Inc.'s flagship data center in South Jordan, UT.

Over the past few years, a lot has changed at eBay. Not only in our growing portfolio of businesses, but in the ways that those businesses – and the retail partners, merchants, and customers that they support – engage with and give back to the world.

As a global business, we are committed to running our technology platforms, facilities, and systems in ways that challenge business as usual and break down conventions, constantly improving the service we provide to our customers – and radically reducing our environmental impact. We believe that as our business grows, we have the opportunity to use our footprint as a laboratory for innovative technology that does not take more from the planet than we can give back. And because we know that some of the most important work we do is sharing what we've learned, we often lend our voice to local, national, and global policy discussions, while working to design new systems and policies that communities around the world can benefit from.

We also believe that behind every innovation are one or more brilliant minds. At eBay Inc, the backbone of our work to enable greener commerce is our employees, spread across more than 20 countries around the globe. They are where our best ideas come from. Whether or not it's listed as part of their job description, each one is excited and encouraged by the chance to play a role in driving our business forward while shaping a brighter, greener future for the planet and communities around the world.

2015 Goals

We'll be the leading global engine for greener commerce

[Download the Full Scorecard >](#)

RUN CLEANER

GOAL Source at least 8% of eBay Inc. energy use from cleaner sources by 2015



WHY IT'S IMPORTANT

Using cleaner sources of energy is our best and most impactful opportunity for reducing eBay's direct environmental footprint.

WHERE WE WERE IN 2012

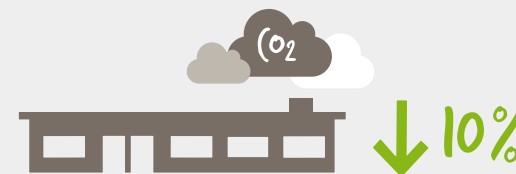
1.4% of total US electricity came from renewables in 2012, 5.6% globally. Sources include solar and fuel cells at our San Jose north campus location as well as green power purchases in Dreilinden and Dublin.

HOW WE'LL GET TO 2015

Prioritize cleaner energy investments where they make business sense and where grid electricity is particularly carbon-intensive.

DRIVE EFFICIENCY

GOAL Achieve 10% reduction in carbon per transaction in 2013*



WHY IT'S IMPORTANT

Data centers are eBay's "factories," and becoming the greenest commerce platform in the world means making them as efficient as possible.

WHERE WE WERE IN 2012

Using our newly developed Digital Service Efficiency metric, we calculated a baseline of 11.5 grams of carbon per 1,000 transactions on eBay.

HOW WE'LL GET TO 2015

Renewable energy and innovation across the stack – from tuning the code that runs the platform to efficiency projects across the data center portfolio.

** The carbon reduction goal that we have articulated for 2013 is a one-year vs three-year target, as this goal is based on a new methodology that we're still testing. Next year, we'll reassess our metrics, and articulate a new goal for 2014 and beyond.*

SHIP GREENER

GOAL Incorporate environmental criteria into global shipping vendor contracts in 2013



WHY IT'S IMPORTANT

Operating under eBay values extends beyond just our own employees. To affect real change, we need to get everyone on board.

WHERE WE WERE IN 2012

In 2012, we undertook a project to assess scope of global shipping footprint and identify ways to build green programs. We developed draft criteria as a first step in working with vendors to report and improve environmental performance.

HOW WE'LL GET TO 2015

Implement a clear set of vendor expectations and criteria into all RFPs and, eventually, contracts.

EXPAND THE COMMUNITY

GOAL Realize 10% growth in number of users that engage with our greener commerce programs by 2015 over 2012 baseline



WHY IT'S IMPORTANT

What we aim to affect is the people behind the transactions, not just the products themselves.

WHERE WE WERE IN 2012

In 2012, we identified attributes necessary for a program to be deemed 'green' (measureable environmental impact, green messaging, etc) and developed specific 'people' metrics associated with each.

HOW WE'LL GET TO 2015

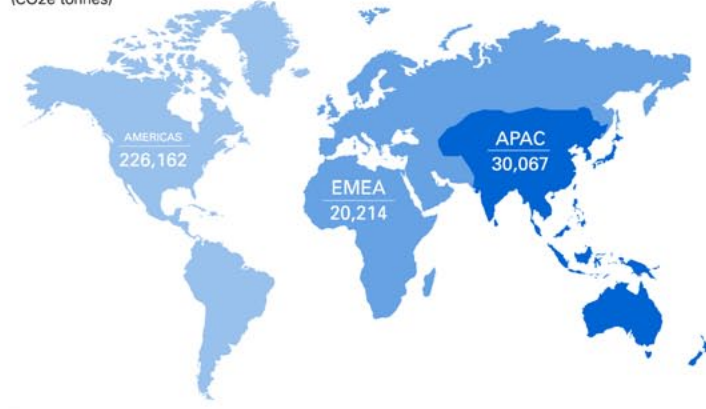
Expand current key programs, embed features and tools in the core experience and develop new, greener commerce offerings.

Managing Our Footprint

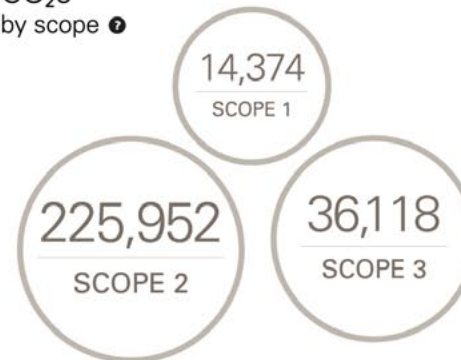
Each day, eBay Inc. connects hundreds of millions of individuals and retailers around the world through our eBay Marketplaces, PayPal and eBay Enterprise businesses. These connections are powered by our data centers, which account for half of our energy use and generate the largest share of our carbon emissions.

OUR GLOBAL FOOTPRINT

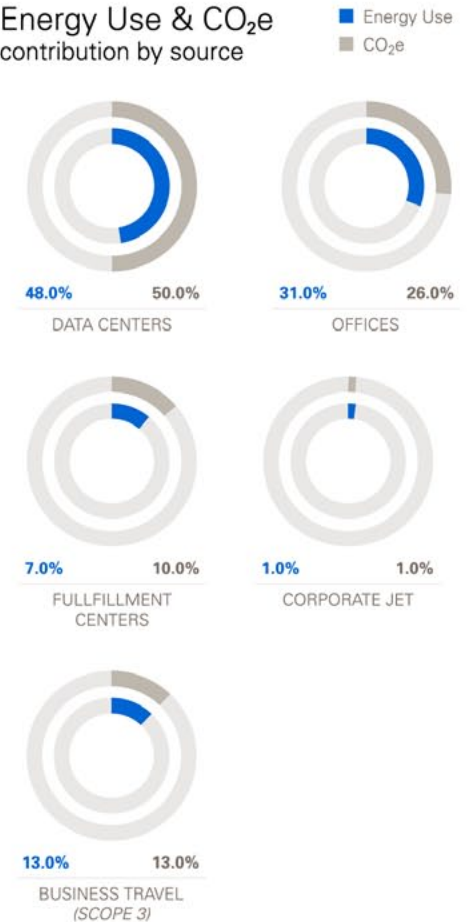
CO₂e
by geography
(CO₂e tonnes)



CO₂e
by scope



Energy Use & CO₂e
contribution by source



2012 Totals*



ENERGY USE

561,994
MWh
18.73
MWh/Employee
0.000040
MWh/Revenue



CARBON

276,443
Tonnes of CO₂e
7.53
CO₂e/Employee
0.000016
CO₂e/\$ Revenue

*NOTE: CDP totals for each year are as of May 31 of the following year. On-going data management may result in revised energy use and emissions totals.

OUR ENERGY APPROACH

Conventional wisdom suggests that as our business continues to grow rapidly, so will our environmental footprint. But we're not satisfied with this paradigm; instead, we're throwing open the doors to disruptive innovation and challenging both ourselves and our partners to do better. We see this as an opportunity to drive meaningful change – not just within our company, but also among the retailers and small businesses who use our platforms and across the broader commerce industry.

Our strategy for conserving energy and reducing carbon emissions throughout our data centers and other operations is three-fold: strive for radical efficiency in our structures and processes; leverage on-site clean energy when and where it makes sense; and supplement our energy supply by procuring renewable energy from off-site sources.

MEASUREMENT

As we reimagine the way our data center facilities are designed and managed, we're bringing our IT and facilities teams into full alignment and gaining insights about our performance through better and more accurate measurement. We've developed a new, business-level metric to measure our carbon emissions and energy usage, which we call the **Digital Service Efficiency** metric. It not only paints a complete picture of the energy usage associated with actions that people take through our eBay Marketplaces business, but it also allows us to fine-tune our technical infrastructure in real time. We think of it like a miles-per-gallon equivalent for data centers; enabling our executives and technology teams to see the results of how the eBay 'engine' performs as our customers drove it.

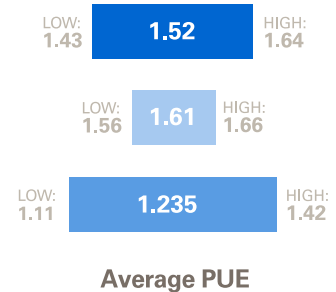
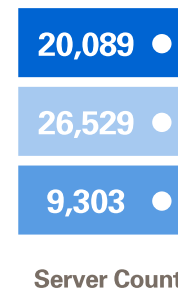
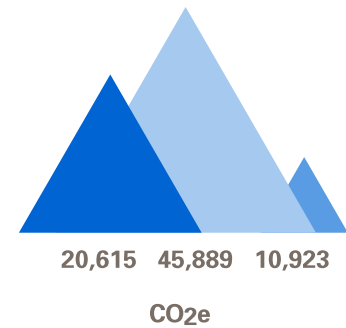
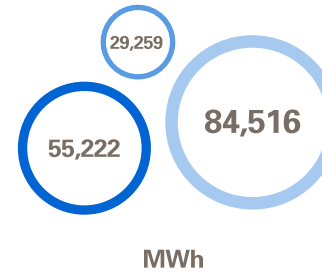


DSE dashboard reflects data through end of 2012.

DATA CENTERS

In 2008, we embarked upon a multi-year data center consolidation project to move our operations out of leased facilities and into company-owned buildings, where we can have better control over our energy use and operating costs. To help inform our efforts and share best practices, we've been working with progressive industry organizations like The Green Grid, a consortium of policy makers, technology providers, facility architects, and utility companies focused on improving resource efficiency.

2012 KEY DATA (ENTER REGION TOTALS)



Salt Lake City, Utah



Las Vegas, Nevada



Phoenix, Arizona

RENEWABLE ENERGY

To further reduce our environmental footprint while increasing the reliability of our energy supply and stabilizing costs over the long term, we're investing in a variety of cleaner energy technologies to help power our offices and data centers. Over the years, we've experimented with both on-site solar and fuel cell technologies, and our investments have added up to more than 8MW of clean energy capacity.

We recognize our responsibility to inform investors and other stakeholders about our successes and challenges in managing carbon emissions. To help facilitate this transparency, we've responded to the Carbon Disclosure Project's annual investor request since 2006.



In the Spring of 2008, eBay Inc. goes big with our first foray into renewables and creates San Jose's largest commercial solar array: 650 kW and 3,248 panels atop our PayPal campus.



In July 2009, a 500 kW Bloom fuel cell installation turns on behind our LEED-certified Mint building in San Jose.



Utah outdoes San Jose: we unveil a 665 kW array atop our Salt Lake City data center in June of 2012. eBay employee Green Team members get to name panels after themselves.



Bloom comes back in a big way: in June 2012, we announced that our new Utah data center would be the first in the world to run on 6MW of fuel cells as a primary power source.



Ten percent of employees in Tel Aviv, Israel gave up their cars to participate in a company-funded bike share program!

A Greener Workplace

From Shanghai to Rio de Janeiro and Tel Aviv to Omaha, our more than 108 offices are not only our idea labs and our innovation hubs – they also represent a significant portion of our environmental footprint. And the employees that work in them care – about the work they do while they’re there, as well as the way the offices are operated and their impact on the communities around them.

BUILDINGS

From our office buildings to our data centers, every facility we’ve built from the ground up has been designed and constructed with the environment in mind. In cases where we’ve purchased existing buildings or are leased space, our facilities teams and local employee Green Teams are working hand-in-hand to reduce our footprint through energy efficiency investments, lighting retrofits and other improvements.

Our design and construction efforts are informed, in part, by the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED®) principles. Since 2008, every building we’ve built has been constructed to LEED Gold standards, and we’re committed to continuing to build with the environment in mind for all new construction, globally.

WASTE MANAGEMENT

At many of our offices globally, we’re reducing waste sent to landfills through aggressive recycling and composting programs. At our San Jose, California headquarters, our Zero Waste for Green Space program has completely eliminated employee waste bins and has achieved landfill diversion rates over 90%. Local teams in offices around the world have followed San Jose’s lead, getting creative in their efforts to reduce waste by running promotions that encourage employees to use durables instead of disposables and start recycling and composting.

Our corporate IT and data center teams have also set the bar high: both only partner with e-Steward-certified providers to recycle all of our old hardware and other electronic waste. And, our data center team is actively involved in programs with the hardware vendors that we use to reduce not only packaging waste but responsibly recycle the thousands of data center servers and other equipment at the end of their life with us.



EMPLOYEE COMMUTING & TRANSPORTATION

In addition, we're cutting carbon emissions from employee commuting by promoting and incentivizing transit use, biking and ridesharing. In 2011, our Green Team in Scottsdale, Arizona was instrumental in pioneering the first five electric vehicle charging stations at eBay Inc., and as of 2012 we also provide chargers for employees at our two San Jose campuses. At different locations around the world, we're experimenting with creative ways to get cars off the road completely: a shuttle program at our headquarters in San Jose; preferred parking for carpools and more fuel efficient cars in Salt Lake City, Utah; and bike share programs in Tel Aviv, Israel and Dreilinden, Germany.

Many eBay Inc. employees work across the world with other teams and customers, and the miles they travel on business contribute significantly to our environmental impacts. To help reduce some of that travel, we've installed 570 video conferencing systems around the world. In 2012, more than 100,000 video conferences were held, each one representing a trip that didn't have to be taken, whether across town or across the world.

2012 SHUTTLE PROGRAM IMPACT

Transit Reimbursement Program



1,309
CARS OFF THE ROAD

9,983
PAYMENTS
MADE TO
EMPLOYEES

San Jose/San Francisco Shuttles

90,413
SHUTTLE
TRIPS

4.2 M
MILES
SAVED

ENOUGH MILES WERE SAVED
TO SEND A CAR AROUND
THE EARTH 11.2 TIMES

11.2



Shipping & Logistics

eBay is a global enabler of commerce, with hundreds of millions of packages sent to customers from our sellers, merchants and retail partners annually. In 2011, when eBay Enterprise joined the eBay Inc. family, we formally entered the fulfillment business and shipped millions of packages for leading retail brands that year.

All of that shipping has environmental consequences. But it also presents significant opportunities to change things for the better. We believe that we can use that scale to do business in a smarter way, both in our own operations and by finding innovative ways to make the entire system greener.

PACKAGING & MATERIALS

USPS

While we know that roughly 70% of the environmental impact of shipping comes from how packages travel from one place to another, we know that the packaging and boxes themselves have impact, too. This is why, in 2007, we partnered with the US Postal Service to develop a co-branded, Cradle-to-Cradle certified shipping box, and made it available to our sellers at no charge. The program is currently providing eco-friendlier boxes to hundreds of thousands of sellers each year.

eBay Box Pilot

After first working on improving the materials in standard boxes, we set out to dream big and envision a world where sending a package moves from a design-for-disposal transaction to a system optimized for packaging reuse. In 2010, we created the branded, reusable, recycled-content eBay Box with a front flap (designed to be easily reusable) that required minimal taping. As a pilot, we sent 100,000 boxes out, asking our buyers and sellers to track their journey online and write notes to each other as they passed them on. The pilot engaged hundreds of thousands of buyers and sellers and encouraged them to embrace reusable packaging. Findings from this experiment are informing program design in markets around the world.



SHIPPING OPERATIONS

With the acquisition of eBay Enterprise and the launch of eBay's Global Shipping Program, we have the opportunity to make environmental sustainability core to our shipping initiatives. Our current focus areas include promoting the use of sustainable packaging materials and design, optimizing our shipping networks (logistics) and modes of transportation, and running efficient warehouses and distribution centers.

An important step on this path is to share our environmental commitments with our vendors and partner with them in a shared vision. Over the next three years, we plan to integrate performance objectives into our vendor contract requirements and report on our performance and key findings. Our shipping partners are key to our success, and we look forward to rolling up our sleeves and working with them to make our collective efforts greener.

A Greener Marketplace

As a global enabler of commerce, we're acutely aware that commerce breeds consumption, and that, consumption and environmental responsibility have often stood at odds with one another. Today, a global paradigm for 'green shopping' has emerged: grounded in 'making stuff better' – but still making stuff.

We know that how things are made is important and that what consumers buy will have varying degrees of impact on our planet. And while we believe that we have an opportunity as a global business to improve access to greener products, we also believe we can improve how people shop: their relationship with products, and the way they find, purchase, own, pass on or eventually dispose of them.

Research has shown that the greenest product is often the one that already exists. Knowing this, we've built on eBay's history of facilitating reuse and launched a number of programs and partnerships that make extending the useful life of products easier and more delightful, and that are designed for positive, lasting impact.

PATAGONIA

In September 2011, we launched the Patagonia Common Threads Initiative + eBay, a storefront on eBay.com and Patagonia.com where consumers are encouraged to resell their used Patagonia gear, extending its useful life and reducing the manufacture of new products. In 2013, the program will be expanded to the UK market.

[View Video >](#)



PGA TRADE-IN NETWORK

Inspired by our work with Patagonia, we joined forces with PGA Professionals in the summer of 2012 to promote the trade-in and resale of golf equipment in a branded storefront that appears on eBay.com and PGA.com.

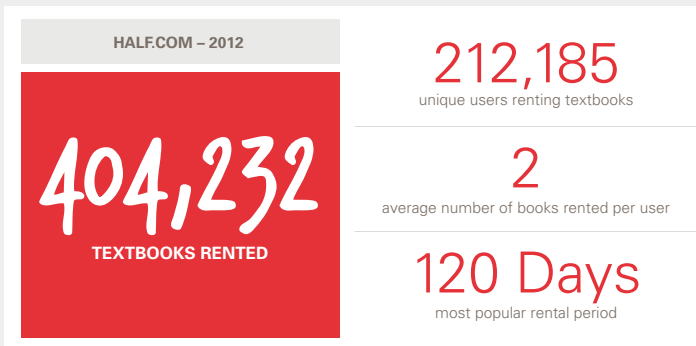
[View Video >](#)



HALF.COM

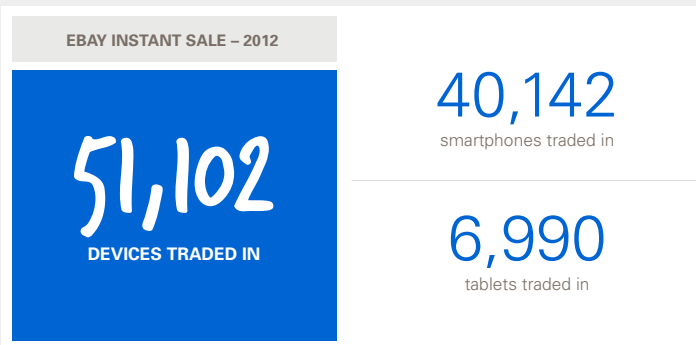
In 2011, Half.com began offering a rental program for textbooks. In 2012, more than 200,000 students used this service to borrow, rather than buy, course materials.

[View Video >](#)



INSTANT SALE

Since October 2010, customers have resold hundreds of thousands of devices through the eBay Instant Sale program on eBay.com, eBay.ca and eBay.de, and responsibly recycled thousands more. In 2013, eBay.com integrated the US and Canadian Instant Sale platforms into core selling initiatives and shuttered the standalone programs; we'll be sharing outcomes as the program – and our consumer selling initiatives – continue to evolve.



RECOMMERCE REVOLUTION

[Find out more >](#)

eBay is powering a global recommerce revolution, helping us think differently not just about what we buy, but how we buy. By extending the useful life of products, and creating innovative programs for redistribution, we're changing the relationship people have with their "stuff." Here's a snapshot of 2012.

EBAY

In 2012, more than **112 MILLION** active users around the world bought or sold goods through the eBay Marketplace.

EBAY CLASSIFIEDS GROUP

eBay Classifieds Group is active in more than **1,000** cities around the world.

HALF.COM

In 2012, more than **400,000** textbooks were rented to over 200,000 students on half.com

PGA Partnership

In 2012, PGA Professionals helped extend the useful life of **74,500** used clubs by selling them to golfers on eBay.

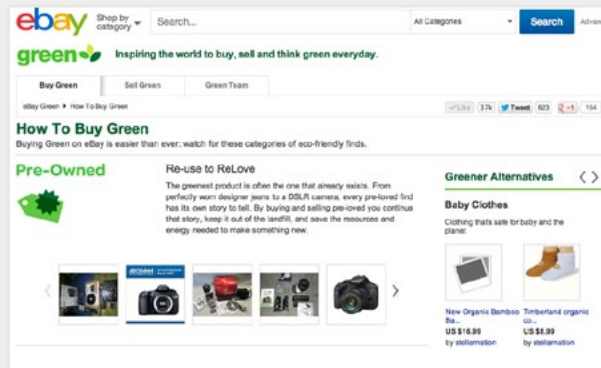
PATAGONIA Partnership

More than **20,000** people extended the useful life over **28,000** patagonia products through the common threads storefront.

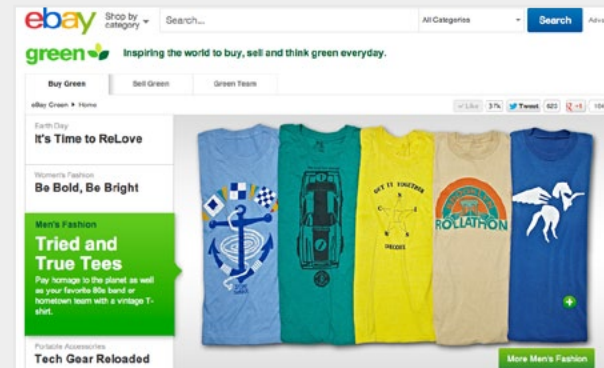


SHOPPING GREENER ON EBAY

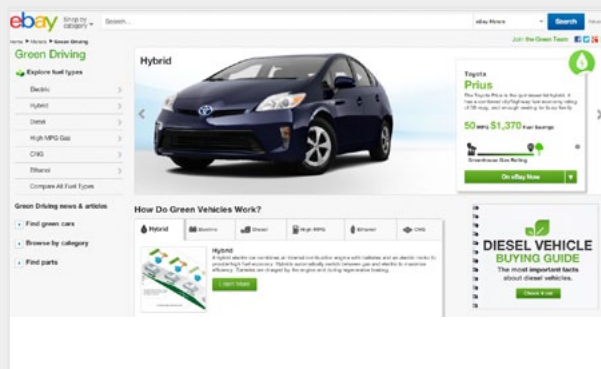
Across the eBay Marketplace, millions of people are buying stuff every day. In an effort to make it easier for our buyers to shop for products with a lighter impact on the environment, we have:



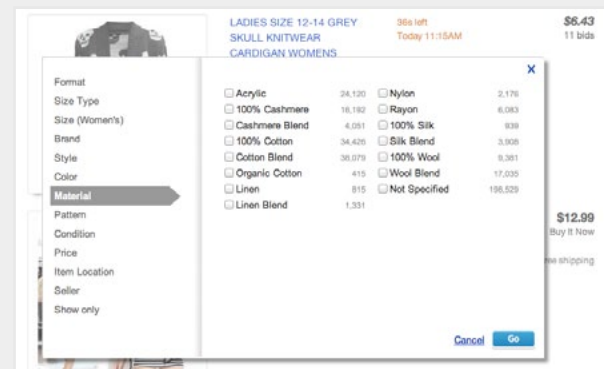
Developed a handy buying guide for consumers to help them shop greener. [View more >](#)



Launched a green portal into the site that makes it easier for people to find greener products. [View more >](#)



Created a green driving hub within our Motors category to educate buyers, surface more energy-efficient vehicles and recycle auto parts. [View more >](#)



Added filters and search criteria to eBay.com – like organic cotton and bamboo in the Fashion category – to make it easier for sellers to list and buyers to find products with greener attributes.

Environmental Advocacy

We believe that some of the most important work we do to enable greener commerce are our efforts to use our voice and the power of our global brand to effect industry-shifting policy change.

We're active at every level – local, state, national, and global – on issues like access to renewable energy that we believe will move the needle on climate change over the long term. We align with other global brands through advocacy organizations like Businesses for Innovative Climate and Energy Policy (BICEP), and trade associations like Information Technology Industry Council (ITIC) and Silicon Valley Leadership Group (SVLG) to weigh in on, and add our voice to the debate.

Our work in Utah is just one example of how we're moving the needle on effective policy. Partnering with State Senator Mark Madsen in the spring of 2012, we played a pivotal role in bringing to fruition new legislation that allows non-utility energy consumers in Utah to buy and transmit power directly from renewable energy developers. The result was a win-win: we expanded our ability to reduce the environmental impacts of our operations and the State has gained new opportunities for economic development.

2012 POLICY MILESTONES

JUNE 2012

Signed on to the 2 Degree Challenge Communiqué for Rio+20.

FALL 2010

Supported California initiatives to reduce greenhouse gas emissions.

NOVEMBER 2012

Supported IT efficiency initiatives, including participation in White House Roundtable on IT Industry Sustainability and Congressional Briefing on Data Center Efficiency.

APRIL 2012

Played a critical role in the development of renewable energy legislation in Utah.

SUMMER 2010

Supported federal climate legislation.

We also regularly join forces with nonprofit advocates, peer companies and other stakeholders through memberships and affiliations such as The Green Grid and BSR (Business for Social Responsibility) as well as Forum for the Future in Europe. Through these partnerships and affiliations, we engage in industry-level problem solving and innovation, publish white papers and share best practices and lessons learned to advance ourselves, our peers and all of our stakeholders, toward a more sustainable future.





Powering Giving

Photo taken during PayPal nonprofit partner Team Rubicon's Hurricane Sandy recovery efforts. Rockaway, Queens, November 2012.

At eBay Inc., our approach to charitable giving is grounded in what we do best – technology-enabled commerce. We're working to extend our business models to create a worldwide network for good that inspires everyone – whether individuals, nonprofits or global brands – to take action.

Through an increasingly global and diverse portfolio of businesses, as well as cutting-edge tools that enable anytime, anywhere transactions, our approach to powering charitable giving is three-fold:

- 1 Connect people with easy ways to support the causes they care about
- 2 Enable nonprofits to raise mission-critical funds and connect with donors in new ways
- 3 Offer innovative ways for retail partners and celebrities to extend their positive impact

By way of PayPal, eBay, StubHub, and the rest of our global portfolio, we're pioneering new, disruptive giving solutions that take advantage of each business's unique assets to rally our customers in support of charitable causes. As we jointly work to drive the next generation of commerce, we're committed to building a future that enables and inspires charitable giving at a scale never seen before. With hundreds of millions of users and the trust that comes with processing billions of dollars in donations for nonprofits around the world, we think we can make a pretty good start.

2015 Goals

We'll power the world's largest platform for charitable giving

[Download the Full Scorecard >](#)



MORE DONORS

GOAL Double the number of customers that take action on behalf of a charity through our giving programs and platforms



WHY IT'S IMPORTANT

We believe that the good that we do as a company is only the beginning – our bigger opportunity is to enable our hundreds of millions of customers to do more good.

WHERE WE WERE IN 2012

32.4 million customers took action on behalf of a charitable organization through our programs and platforms in 2012.

HOW WE'LL GET TO 2015

We'll look to expand our programs internationally, further embed giving features and tools into core product experiences and enhance our offerings through incentives, personalization and relevance, making them more accessible and attractive to our customers.

MORE FUNDS GENERATED

GOAL Double the total value of funds generated for charitable organizations through our giving programs and platforms



WHY IT'S IMPORTANT

Our technology and business processes can spur more innovative, more personalized, and more on-demand forms of giving and help charitable organizations ultimately raise more money towards their missions.

WHERE WE WERE IN 2012

\$3.7 billion generated for charitable organizations through our giving programs and platforms in 2012.

HOW WE'LL GET TO 2015

By leveraging our core technologies and business processes; expanding our partnerships with merchants, retailers and brands, and embedding charitable giving into all of our commerce experiences, we believe we have the potential to significantly increase the funds raised for charitable organizations over time.

MORE CHARITIES BENEFITTING

GOAL Double the number of charities that benefit from our giving programs and platforms



WHY IT'S IMPORTANT

We believe that every organization can benefit from our suite of giving programs and platforms, and we're committed to opening them up to as many as we can, regardless of their mission, size, or location.

WHERE WE WERE IN 2012

More than 332,000 charities benefitted from our giving programs and platforms in 2012.

HOW WE'LL GET TO 2015

By consolidating and streamlining our charity on-boarding flows, cross-promoting our offerings so they're more easily findable, and enhancing the value proposition of participation for charities, we have a huge opportunity to create value for twice as many charities by 2015.



THE IMPACT OF OUR GLOBAL EFFORTS [Find out more >](#)

PayPal™

TOP TEN COUNTRIES

processing donations
via PayPal (in \$USD):



1. UNITED STATES
2. UNITED KINGDOM
3. CANADA
4. AUSTRALIA
5. FRANCE
6. ITALY
7. GERMANY
8. NEW ZEALAND
9. IRELAND
10. SINGAPORE

Globally, the total value of mobile
payments for charities grew **97%**
from 2011 to 2012.



Average donation amount processed through PayPal
Here mobile devices is **\$39.25** higher than average
PayPal donation amount (all donation channels).

ebay™

\$73.8

RAISED BY EBAY BUYERS
AND SELLERS GLOBALLY

186K

SELLERS CREATED 14.6M
CHARITABLE LISTINGS ON EBAY

\$140

RAISED EVERY MINUTE
ON EBAY



The Give-And-Go
program's StubHub
ticket sales raised

\$970K

for nonprofit
organizations.



Through a combination
of Give-and-Go
proceeds and corporate
donations, StubHub
committed more than

\$1.2M

to charities in 2012.



SUPERSTORM SANDY CASE STUDY

In the weeks following Superstorm Sandy's devastating landfall in the Northeastern United States, eBay Inc. mobilized our brands, customers, and resources to support the affected community. From waived PayPal fees to donated concert tickets to pro-bono software licensing, eBay Inc. brands stepped up in their own unique ways to ensure the families and communities in the area received the support they needed.



MORE THAN 210,000

eBay and PayPal users donated nearly \$1,000,000 to nonprofit relief organizations through our giving platforms.



Featuring items from the likes of Anne Hathaway, Kanye West, and Marc Jacobs, RE/CREATE NYC and eBay raised over

\$44,000

for New York Cares through one-of-a-kind celebrity auctions.



Nearly
7,000 EBAY SELLERS
listed more than
85,000 ITEMS

with 10% to 100% of the final sale benefitting a Sandy relief organization.



eBay Foundation donated

\$25,000 EACH

to the Food Bank for New York City and the American Red Cross Greater NY Region, two organizations serving the hardest hit areas of the city.



Partner organization Indiegogo used PayPal to power 161 individual post-Sandy fundraising campaigns, collecting

MORE THAN \$915,000.



StubHub donated all profits from the resale of tickets to 12.12.12: The Concert for Sandy Relief,

TOTALING \$1 MILLION

in support for the Robin Hood Relief Fund.



By using PayPal on their donation sites, relief and recovery organizations raised

MORE THAN \$7.2 MILLION,

with almost \$900,000 donated via mobile alone.



X.commerce gifted a license of its Magento Enterprise eCommerce software to HealHoboken.org, a campaign that has already

RAISED OVER \$32,000

to help rebuild the city of Hoboken, N.J.

[Download Case Study >](#)



CASE STUDIES



Children's Miracle Network Hospitals took advantage of PayPal Here to capture \$10,000 in donations by swiping credit cards on the spot during a private golf tournament.

[Learn More >](#)



PayPal UK hosts an annual Charity Hack Weekend bringing together developers and fundraisers from across the UK to create new software tools that will make charitable giving faster and easier.

[Learn More >](#)

PayPal for Nonprofits

Today, hundreds of thousands of nonprofit organizations tap into PayPal's full suite of fundraising tools to take their efforts to the next level. And more than 100 million users trust PayPal as a fast, easy-to-use, and secure way to support the causes they care about most, from local community initiatives to international disaster relief efforts.

With the billions of dollars in donations and other payments we process on behalf of charitable organizations every year, we're seeing the old models of fundraising rapidly give way to a whole new paradigm for donor engagement. New platforms and technologies, like mobile and social, are enabling causes to reach current and potential donors wherever they are and raise the funds they need to pursue their missions. In 2012, we saw mobile-enabled giving grow by 97% globally from the year prior.

PayPal is committed to using new technologies to make fundraising easier and more affordable for nonprofits around the world – not to mention more accessible and enjoyable for donors.

More than just provide nonprofits and causes with the technical tools they need to raise funds, we're also committed to help them cultivate new donors by inspiring PayPal users to give. Time and again we've seen how generous this community can be when presented with simple ways to support their favorite cause as part of their daily life.

As we strive to make giving quicker, simpler, safer and more delightful, and as we connect more of our user base to philanthropic opportunities they never before knew existed, we're empowering a whole new generation of donors to begin doing their part. With a growing base of users in more than 190 countries, PayPal helps causes of all sizes and varieties cultivate the communities of supporters they need to extend their impact, and empowers individuals the world over to realize their giving potential, no matter how big or small.



CASE STUDIES



BBC Children in Need is pioneering new, innovative approaches to fundraising through their partnership with eBay UK.

[Learn More >](#)



NIKE, Michael J. Fox Foundation and eBay joined forces to offer Back to the Future fans the opportunity to own one of only 1,500 pairs of the iconic Mag shoe – and raised \$4.7 million for Parkinson's research.

[Learn More >](#)

eBay-Enabled Giving

Over time, the eBay marketplace has evolved into a powerful driver and enabler of global commerce. Inspired by the generosity and compassion that our vast network of buyers, sellers, retailers and global brands has demonstrated over the years, we've built a suite of virtual tools that enable not only commerce – but also charitable giving – at an unprecedented scale.

Our eBay giving programs around the world provide simple and effective ways for our community to support the causes they care about most as they shop and sell. Buyers can shop on behalf of their favorite nonprofits by browsing listings that support specific causes, taking part in celebrity auctions or disaster relief campaigns, or by simply adding a donation to their purchase at checkout. Sellers are encouraged to donate a percentage of sales to nonprofits and are rewarded with a fee credit for their generosity. And we make it free for nonprofits to realize the benefits of selling items through the world's largest online marketplace.

Our vision is simple: use our global platform to enable more people to give more money to more organizations – anytime, anywhere they want.



As one of the leading sponsors of the 2012 American Heart Association Bay Area Heart Walks, StubHub, its Foundation and its employees helped raise and donate more than \$170,000 to promote healthy hearts and hosted a variety of healthy activity stations for youth.

StubHub Foundation

Each year, millions of people use StubHub to book tickets for concerts, sporting events, and other activities. If they change their minds or find they can't make it, we try to make it right. In 2010, we decided to use these tickets to benefit the communities we serve.

Called "Give-and-Go," the program auctions extra tickets donated by StubHub through the eBay marketplace with 100 percent of the proceeds going to charity. In 2012 alone, the program raised over \$970,000 for nonprofit organizations.

Capitalizing on our early momentum, we decided to create the StubHub Foundation in 2012 to grant funds raised through the Give-and-Go program. Our funds advance the work of innovative, effective programs that encourage and build confidence and academic achievement in youth through engagement and empowerment in arts and recreation – the groundwork necessary for any great performance or sports game to which we sell tickets.

The StubHub Foundation teams up with partners like the American Heart Association, Real Options for City Kids, London's Chickenshed Theatre and Beyond Sport to support programs that find unique ways to get youth involved in our communities.

As more people use Give-and-Go to buy tickets to their favorite activities, we're able to do more good by supporting the efforts of charitable organizations around the world that are creating brighter futures for young people.

Employee Engagement



StubHub employees on the Connecticut GIVE Team participated in a Mud Volleyball Tournament for the Epilepsy Foundation of Connecticut.

As far back as the company's founding in 1995, our employees – including our very first employee, founder Pierre Omidyar – have been not only driven by a spirit of innovation and entrepreneurship, but guided by a sense of purpose.

Over the years, hundreds of these employees have presented ideas big and small to our leaders on how to drive eBay Inc.'s positive impact into the far corners of the world.

Today, not only do many of those initiatives and ideas still live on as part of our Social Innovation portfolio – we continue to prioritize identifying and supporting these passionate 'intrapreneurs' as a key element of our strategy.

Explore the ways in which our employees – regardless of their role, level, geographic location or business unit – are making a positive impact at eBay Inc.

GREEN TEAM

The eBay Green Team, founded in 2007, includes more than 3,000 employees from 24 offices around the world. Teams of employees from eBay, PayPal, StubHub and many of our other businesses rally together in local offices to implement projects such as bike share programs, community events and even local advocacy campaigns.

GIVE TEAM

Since 2008, hundreds of employees in more than 30 eBay Inc. offices around the world have partnered with eBay Foundation to support mission-driven organizations in their local communities. As GIVE team members, these employees help select organizations that receive nearly \$1 million in grants each year, plan charitable activities such as donation drives and promote and host employee volunteer events in the cities in which they live and work.

GREEN AND GIVE TEAM LOCATIONS

[Read more stories >](#)



Dublin, Ireland Green Team • eBay



Members of the Dublin Green Team helped plant 1000 trees in one day as part of the One Million Trees Project. They also provided funding to plant another 1500 trees – one for each Green Team member in Europe.

Georgia GIVE Team • eBay Enterprise



The team raised \$6,583 for the American Cancer Society and participated in the Relay For Life.



A team of eBay marketing and brand experts from our San Jose headquarters partnered with Habitat for Humanity to help them build a new brand vision for both the Global Village and Collegiate Challenge programs.

Beyond our Green and GIVE teams, employees in diverse roles and locations have partnered with our Social Innovation team to use their unique skills and business goals to drive positive social impact.

Much of this work happens informally – between meetings, during commutes, as side conversations. In late 2012, however, we started to formalize some of these efforts. Teams of employees around the world partnered with eBay Foundation to engage with some of our nonprofit partners on projects that require specialized skills.

In addition to our employee volunteer and engagement programs, we encourage our employees to use our Social Innovation programs to maximize their impact when they buy and sell on eBay, invest and donate to their favorite charities.

Here's some of the work that's underway:

HOMES FOR THE HOLIDAYS

As part of our 2011 Holiday Gift to our eBay Inc. employees across the world, we sent teams of employees to villages in Brazil, China and India in the spring of 2012 to build houses with the Habitat for Humanity Global Village program.



Team India



Team Guangdong



Team Brazil



Team Sichuan

The first corporate foundation to be endowed with pre-IPO stock, eBay Foundation was established in 1998, underscoring the company's early commitment to philanthropy. Over the years, eBay Foundation has made investments toward a vision of all people being able to participate fully in the global economy.

eBay Foundation

We emphasize two primary areas of focus:

CREATING ECONOMIC OPPORTUNITY

eBay Foundation's grantmaking is designed to support and help scale market-based approaches to empowering economic opportunity in vulnerable communities around the world. Our efforts, which we refer to as The Opportunity Project, are focused on applying resources – from funding to technology, mentoring to training – to connect disadvantaged people with opportunities to become economically independent.

EMPLOYEE ENGAGEMENT

In communities around the world where eBay Inc. has business operations, employees are involved in promoting and managing charitable giving and volunteerism. Through eBay Foundation GIVE Teams, employees are directly involved in recommending grants to organizations that are the most important to them and address critical community needs. We also offer a matching gift program to employees and coordinate volunteerism efforts around the world.

In addition to our primary areas of focus, eBay Foundation engages in giving in the wake of natural disasters, as well as local grantmaking in the communities where the majority of our employees are based – primarily our global headquarters in San Jose, CA.

Outside of eBay Foundation, we also engage in corporate giving programs tied to our areas of strategic focus. eBay Foundation reaches out directly to potential partner organizations or receives recommendations for GIVE Team grants through our employees. Neither eBay Foundation nor eBay Inc. accepts unsolicited grant proposals.

As we strive to innovate within a fast-changing commerce landscape, we believe that our founding principles and fundamental beliefs as a purpose-driven enterprise are more important than ever in defining who we are. We demonstrate these beliefs through not only our global Social Innovation strategy and approach, but also the ways in which we operate our business every day.

Running a Responsible Business

We think we can do more than simply meet our legal and regulatory requirements – we see an opportunity to set eBay Inc. apart as a trusted partner of choice for everyone, no matter how they interact with our company. We do this by holding ourselves to the highest ethical standards, treating all our customers and their personal information with care, and by empowering an open and diverse workplace.

COMPLIANCE & ETHICS

Our [Code of Business Conduct](#) outlines our values and expectations for our employees, including the legal requirements we must meet. eBay Inc. has established the Office of Compliance and Ethics to champion our Code and ensure that we meet our shared commitments. In addition to setting policies for the company, the office also conducts formal, annual company-wide trainings. All employees are assigned Code of Business Conduct training, and in 2012, 93% of our employees completed this training. A network of Business Ethics Officers around the globe is also available to provide guidance to employees around eBay Inc.'s compliance and ethics requirements, and if employees prefer, they can submit their questions or concerns anonymously through eBay Inc.'s 24-hour Integrity helpline.

eBay Inc. is currently governed by an 11-person [Board of Directors](#), nine of whom are considered independent under the listing standards of the Nasdaq Global Select Market. You can review the practices and policies that guide our Board and that reflect our strong commitment to our stockholders, community and employees [here](#).

Our executives believe the success of our business is determined by the strength of the values with which it is run. From the [highest levels of the company](#) to the summer interns, we believe maintaining high ethical standards is everyone's job.

TRUST & SAFETY

With the high volume of transactions conducted through eBay Inc. businesses every second, building and maintaining trust is critical for our continued success and growth. To maintain the high safety and security standards that we demand for our customers, partners, and other stakeholders, we operate a [Global Privacy Office](#), a centrally managed team tasked with handling privacy matters for all of eBay Inc.'s products and companies across the globe. The office has developed a set of [Global Privacy Principles](#) that guide our use of personal information and ensure that we are transparent, consistent and reliable in our policies.

We also recognize the distinct responsibilities that come along with the unique attributes of our global marketplace. In close collaboration with international and domestic law enforcement authorities, regulatory agencies, non-governmental organizations and our community of buyers and sellers, our global team of legal and policy experts maintains a list of [prohibited and restricted items for eBay.com and all of our international sites](#). And from fashion designers to artists to major global brands, we work closely with all rights owners to protect their intellectual property. Our [Verified Rights Owner \(VeRO\) Program](#) enables owners of IP to quickly and easily report any listings they believe infringe their rights.

We also provide a robust set of resources – on topics ranging from identity protection to hardware and software security – to ensure every transaction is as safe and secure as possible. Visit the [eBay](#) and [PayPal](#) Security Centers for more information.

DIVERSITY & INCLUSION

eBay Inc. firmly believes that a high-quality, diverse workforce is critical to our success. We strive for a creative and diverse workplace in which each employee is treated with dignity, courtesy, and respect for his/her unique experience and cultural background. We're also committed to hiring, promoting, and compensating employees based on their qualifications and demonstrated ability to perform job responsibilities. As an equal opportunity employer, eBay Inc. promotes equal employment opportunity to all employees and applicants, without regard to age, race, color, national origin, physical or mental disability, gender, religion, sexual orientation, gender identity, marital or veteran status, condition of pregnancy, genetic information, or any other legally protected characteristic.

In 2010, we launched the Women's Initiative Network (WIN) program, which provides opportunities, tools and resources that enable women to learn, grow and develop. To date, we've hosted two global summits, convening women leaders from around the world at our global headquarters to participate in intensive discussions and workshops, and network with each other.

AWARDS & RECOGNITIONS





CONNECT

We are excited to hear the feedback from our employees, customers, partners, and other stakeholders on our Social Innovation efforts. Please don't hesitate to reach out with your comments and questions.



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