

# Verkkokauppa.com renews its Sustainability Program: sustainable consumption and ambitious climate targets as key themes

**The key themes of the renewed Sustainability Program of the Finnish Verkkokauppa.com are sustainable consumption leaning on circular economy and science-based climate targets, to which suppliers and partners are also engaged.**

In recent years, Verkkokauppa.com has taken significant steps to promote transition to circular economy. The company has launched refurbished electronic devices in its range, as well as a trade-in service that allows customers to sell their functioning used devices back for a refund. Due to growing customer interest, Verkkokauppa.com has put circular economy at the heart of its sustainability work. The company aims to increase sales of circular products, services and solutions by double digits annually. This strategic change enables refurbished products and their resale in all relevant product categories.

At the same time, Verkkokauppa.com is taking a significant step in its climate work by committing to the Science Based Targets initiative (SBTi) to reduce its indirect greenhouse gas emissions in line with the 1.5-degree target of the Paris Agreement. For years, the company has systematically reduced emissions from its own operations. This commitment focuses on reducing indirect emissions in the value chain, which is achieved by engaging suppliers and partners in climate work.

"Committing to science-based climate targets is a big step in our climate work, as it means that we start influencing the emissions from the manufacture of products sold. The emissions from our own operations are already almost zero. In addition, we have long promoted sustainable consumption by selling high-quality products that customers actually need." Suvituli Tuukkanen, Director of Marketing, Communications and Sustainability at Verkkokauppa.com, says.

Verkkokauppa.com's Sustainability Program consists of four priority themes, the goals and objectives of which are described in the figure attached:

- Passionately on customers' side for circular future
- Ensuring responsible operations and supply chains
- Fostering well-being and success of own personnel
- Maintaining exemplary business conduct

Several perspectives were considered in putting together the Sustainability Program, such as the company's strategy and vision to create a new normal for buying and owning, a double materiality analysis and stakeholder expectations, which are monitored, for example, through surveys. According to a survey\* conducted by Verkkokauppa.com in 2024 on electronics, online stores and sustainability, more than half of Finns feel that the sustainability of electronics matters to them. The willingness to acquire used electronics is high, and the repairability of products and repair services are of interest.

*\*Verkkokauppa.com surveyed Finns' thoughts on responsible electronics buying and consumption. The survey was conducted by Kantar in May 2024. A total of 1,044 Finns aged between 18 and 79 responded to the survey.*

**More info on**

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## Verkkokauppa.com's Sustainability Program 2024-2028

**VISION: TO CREATE THE NEW NORM FOR BUYING AND OWNING**

### PASSIONATELY ON CUSTOMERS' SIDE FOR CIRCULAR FUTURE

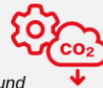


Empowering customers to new ways of buying and owning with fair sales practices, transparent data and circular services that prolong product lifecycles

**#sustainableconsumption**

1. Double-digit yearly growth in the sales of circular products, services and solutions\*
2. Expanding trade-in service every year to cover relevant part of our hero assortment by 2028
3. Keeping product return rate under 1%

### ENSURING RESPONSIBLE OPERATIONS AND SUPPLY CHAINS



Ensuring environmentally sound practices in own operations and insisting on social accountability and climate action throughout supply chains by anchoring sustainability to the core of Verkkis' business processes

**#supplychain**

4. Reducing emissions according to science-based targets (SBTI): scope 1 & 2 0, scope 3 78% of VK's emissions come from brands committed to SBTi by 2030
5. Ensuring that 100% of our Tier 1 suppliers show proof of solid social responsibility practices

### FOSTERING WELL-BEING AND SUCCESS OF OWN PERSONNEL



Fostering a responsible and inclusive working culture, where continuous learning, diversity, quality leadership, and focus on physical and mental wellbeing contribute to a socially sustainable community

**#personnel**

6. Improving employee engagement to exceed benchmark by 2028
7. Improving employee wellbeing by 0.1 points yearly
8. Improving experience of diversity and inclusion by 0.1 points yearly

### MAINTAINING EXEMPLARY BUSINESS CONDUCT

Ensuring compliance by anticipating regulation and promoting a compliance culture throughout the organization **#governance**

