Calculating the environmental benefits of second-hand trade
In 2020, 20.7 million tonnes of carbon dioxide emissions were potentially saved by people who chose to buy and sell used items through ten digital marketplaces operated by Adevinta and Schibsted.

The Second Hand Effect 2020 Report shows how buying and selling second-hand products makes our marketplace users environmental heroes.
What is the Second Hand Effect?

Every time you choose to buy a used item instead of something new – maybe a mobile phone, pair of jeans or piece of furniture – you’re not only saving money, you’re also making a choice that helps the environment.

Buying a pre-owned sofa means one less new sofa needs to be manufactured, and the old sofa serves a new purpose instead of heading to a landfill. You’re contributing to the circular economy, and that means less energy and fewer natural resources used. All this translates to savings in greenhouse gas emissions and less wasted materials.

A single sofa might not seem like much, but when you multiply these environmental savings across the dozens of digital marketplaces operated by Adevinta and Schibsted, the result is remarkable.

We call it the Second Hand Effect.
Message from the CEO

“By offering platforms where our users can easily buy and sell second-hand items, we reduce the need for newly produced goods and promote more sustainable consumption.

This is what we call the Second Hand Effect.

We want to encourage people to make second-hand their first choice, providing lasting positive impacts in the circular economy.”

Rolv Erik Ryssdal
CEO Adevinta
Why the Second Hand Effect matters

The climate crisis is one of the defining issues of our time.

According to Copernicus, the EU’s Climate Research Programme, 2020 was the hottest year ever recorded. Datasets from the World Meteorological Organization show that despite the temporary cooling effect of La Niña at the end of the year, temperatures still reached an unprecedented high.

In addition, humanity’s relentless demand for the Earth’s resources is putting the planet under significant pressure, harming biodiversity and exacerbating social inequalities on a global scale. On a global scale, our rate of consumption is so high that it equates to the resource use of 1.8 planets. In Europe alone, the number reaches 2.8.

We are consuming too much, too fast. We are taking out more resources from our planet than it can renew, which means we’re borrowing resources from future generations. It is crystal clear: we need to change the way we consume and move towards circular consumption.
What is circular consumption?

Circular consumption means keeping products and materials in continuous use by repairing, reusing and recycling. This contrasts with ‘linear consumption’ – where you buy something new, use it for a short time, then dispose of it.

In 2015, the UN launched the 2030 Agenda for Sustainable Development which sets 17 Sustainable Development Goals, including SDG 12: Responsible Consumption and Production.

By taking part in the circular economy, we can slow down the over-consumption of natural resources and reduce pollution, waste and greenhouse gas emissions.

Buying and selling second hand is one of the easiest ways you consume in a circular way, and by doing so you contribute to the UN’s Sustainable Development Goals.

A new way of consuming

Adevinta and Schibsted’s marketplaces provide an easy way to participate in the circular economy by offering platforms where you can buy and sell used goods. Our digital marketplaces give you the power to make smart choices, both for your pocket and the planet.

The transition to circular consumption faces many barriers. But our marketplaces provide user-friendly, accessible platforms where you can easily find and purchase previously owned products. We want to make it as easy and convenient to buy second hand as it is to buy new.

We need to speed up the transition by changing consumers’ behaviour. The Second Hand Effect project puts the spotlight on the benefits of circular consumption and the environmental heroes who contribute to a more sustainable future.
Second Hand Effect results for 2020

Since 2013, Adevinta and Schibsted have conducted a study to look at the potential environmental benefits our users generate by buying and selling second-hand goods on our marketplaces. We have worked with Ethos International to evaluate what this impact has on the environment.

Over the last eight years, we have observed how effectively finding previously owned goods a second home benefits the environment and the positive impact our users have on it.

In 2020, we collected data from ten online marketplaces in Europe and Latin America: leboncoin in France, milanuncios in Spain, Jófogás in Hungary, Subito in Italy, Segundamano in Mexico, OLX Brasil, Shpock in the UK and Austria, Blocket in Sweden, Finn in Norway and Tori in Finland.
Our users potentially saved 20.7 million tonnes of carbon dioxide emissions by buying and selling on our marketplaces in 2020.
By analysing the products our users traded, we were able to calculate how many tonnes of carbon dioxide emissions were potentially saved by keeping existing items in use instead of producing new ones.

All together, people potentially saved 20.7 million tonnes of carbon dioxide emissions by buying and selling on our participating marketplaces in 2020.

This might be a hard number to get your head around, but consider this: 20.7 million tonnes of CO2 is about the same as the yearly emissions of 2.3 million Europeans.

Or the equivalent of taking all the cars off the roads in ...

- Madrid for 10 years
- Paris for 8 years
- Milan for 7 years
Second Hand Effect results for 2020

Plastic, aluminium and steel savings

We also looked at the materials used to manufacture the goods sold on our marketplaces in 2020, and calculated how much new plastic, steel and aluminium did not need to be produced as a result of this second-hand trade.

We potentially saved...

- 1.2 million tonnes of plastic
- 7.8 million tonnes of steel
- 0.7 million tonnes of aluminium

- equivalent to 21.8 billion 2L plastic bottles
- enough to build 8.7 million electric cars
- comparable to 49 billion soda cans
Second Hand Effect results for 2020

Potential savings in numbers

- **20.7 million** tonnes of CO₂
- **1.2 million** tonnes of plastic

That’s the same amount of CO₂ emitted in the production of

- **5.2bn** t-shirts
- **620m** pair of jeans

Or

- **777m** yoga mats
- **201bn** plastic gloves

Which is equivalent to the production of
Potential savings in numbers

78 million tonnes of steel

That’s enough to make

1,075 Eiffel Towers

or

100,000 km of railroad

0.7 million tonnes of aluminium

That’s the same amount of aluminium used to make

1.8bn Italian coffee makers

or

67m km of aluminium foil
CO2 emissions and materials potentially saved by Adevinta and Schibsted users

<table>
<thead>
<tr>
<th></th>
<th>Adevinta</th>
<th>Schibsted</th>
<th>Adevinta + Schibsted</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO2 emissions</td>
<td>19,137,328</td>
<td>1,556,600</td>
<td>20,693,928</td>
</tr>
<tr>
<td>Plastics</td>
<td>1,089,118</td>
<td>76,903</td>
<td>1,166,021</td>
</tr>
<tr>
<td>Steel</td>
<td>7,425,880</td>
<td>419,671</td>
<td>7,845,551</td>
</tr>
<tr>
<td>Aluminium</td>
<td>679,896</td>
<td>48,868</td>
<td>728,764</td>
</tr>
<tr>
<td>Weight of material</td>
<td>24,080,495</td>
<td>1,502,898</td>
<td>25,583,393</td>
</tr>
</tbody>
</table>
Blocket was founded in 1996 in the small town of Fjälkinge, Skåne. It quickly went from being a local website to the biggest marketplace in Sweden. Today, Blocket is still the number one marketplace, helping more than five million buyers and sellers every week.

Blocket results by Schibsted marketplace:

- **Tonnes of CO₂**
  - 746,181

- **Tonnes of plastic**
  - 41,351

- **Tonnes of steel**
  - 254,037

- **Tonnes of aluminium**
  - 25,894
Norway’s largest marketplace, FINN.no, was founded in 2000.

In 2020, about six million unique users visited FINN every week. Norwegians spend an average of 30 hours on FINN every year, buying and selling products, looking for houses and dreaming of their next holiday.

<table>
<thead>
<tr>
<th>Material</th>
<th>Tons</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO₂</td>
<td>614,839</td>
</tr>
<tr>
<td>Plastic</td>
<td>27,986</td>
</tr>
<tr>
<td>Steel</td>
<td>126,654</td>
</tr>
<tr>
<td>Aluminium</td>
<td>15,166</td>
</tr>
</tbody>
</table>
Launched in 2010, Jófogás is one of the leading marketplaces in Hungary with 2.3 million monthly active users. Jófogás has launched many innovative services, including door-to-door delivery, meeting points, shops, highlight packages and bundles with motors marketplace Használtautó.hu.

<table>
<thead>
<tr>
<th></th>
<th>tonnes of CO2</th>
<th>tonnes of plastic</th>
<th>tonnes of steel</th>
<th>tonnes of aluminium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jófogás</td>
<td>188,514</td>
<td>9,705</td>
<td>54,595</td>
<td>7,051</td>
</tr>
</tbody>
</table>
## Results by marketplace

### Leboncoin

Leboncoin is France’s #1 classifieds website and the leader in real estate, motors and jobs.

It is France’s fifth-most visited website, with 28 million unique visitors monthly. It was also voted fourth-most useful French site by the French and ranked #2 at Great Places To Work 2020.

<table>
<thead>
<tr>
<th></th>
<th>tonnes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO₂</td>
<td>5,828,213</td>
</tr>
<tr>
<td>Plastic</td>
<td>320,532</td>
</tr>
<tr>
<td>Steel</td>
<td>2,184,054</td>
</tr>
<tr>
<td>Aluminium</td>
<td>193,956</td>
</tr>
</tbody>
</table>
Results by marketplace

Milanuncios

Founded in 2005, Milanuncios is one of the most experienced platforms in the second-hand market in Spain.

Milanuncios attracts nearly 22 million users every month, generating three million visits and 65,000 new ads every day.

<table>
<thead>
<tr>
<th>Resource</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO₂</td>
<td>1,242,855</td>
</tr>
<tr>
<td>Tonnes of plastic</td>
<td>79,635</td>
</tr>
<tr>
<td>Tonnes of steel</td>
<td>591,343</td>
</tr>
<tr>
<td>Tonnes of aluminium</td>
<td>53,063</td>
</tr>
</tbody>
</table>
Results by marketplace

OLX Brazil

OLX Brazil is one of the biggest classifieds in Brazil, and the leader in audience in motors and real estate.

OLX Brasil was launched in 2010 and is now 50% owned by Adevinta and 50% by Prosus.

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**Results by marketplace**

**OLX Brazil**

- **tonnes of CO2**: 6,278,435
- **tonnes of plastic**: 357,265
- **tonnes of steel**: 2,482,851
- **tonnes of aluminium**: 221,027

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The Second Hand Effect Report 2020  20
Segundamano connects millions of buyers and sellers in Mexico every month. With a wide range of categories, from consumer goods to motors and real estate, it helps sellers get paid fairly and helps buyers save money by finding quality products at convenient prices.

<table>
<thead>
<tr>
<th>CO2</th>
<th>tonnes of CO2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50,552</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plastic</th>
<th>tonnes of plastic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,126</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Steel</th>
<th>tonnes of steel</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20,423</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aluminium</th>
<th>tonnes of aluminium</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,976</td>
</tr>
</tbody>
</table>
Shpock is a mobile-first marketplace encouraging people to find joy from selling. The declutterers. The wallet boosters. The eco-conscious.

Launched in 2012, Shpock has been downloaded more than 50 million times across Europe making it easy and safe to turn electronics, fashion and (almost) anything else into cash in your pocket.

<table>
<thead>
<tr>
<th>Material</th>
<th>Amount (tonnes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO₂</td>
<td>152,391</td>
</tr>
<tr>
<td>Plastic</td>
<td>8,143</td>
</tr>
<tr>
<td>Steel</td>
<td>36,548</td>
</tr>
<tr>
<td>Aluminium</td>
<td>5,462</td>
</tr>
</tbody>
</table>

The Second Hand Effect Report 2020
Founded in 2007, Subito is Italy's leading classified service.

With more than 13 million unique monthly users and 6 million of new ads approved every day across 37 categories, Subito is the first marketplace in Italy.

Results by marketplace

Subito

The Second Hand Effect Report 2020

<table>
<thead>
<tr>
<th>Material</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO₂</td>
<td>5,396,368</td>
</tr>
<tr>
<td>Plastic</td>
<td>310,712</td>
</tr>
<tr>
<td>Steel</td>
<td>2,056,066</td>
</tr>
<tr>
<td>Aluminium</td>
<td>197,361</td>
</tr>
</tbody>
</table>
As the leading online marketplace in Finland, Tori.fi efficiently connects more than 3 million buyers and sellers every month.

Whether you're looking for a new car, shopping for a holiday home or browsing furniture, Tori has you covered.

<table>
<thead>
<tr>
<th></th>
<th>tonnes of CO2</th>
<th>tonnes of plastic</th>
<th>tonnes of steel</th>
<th>tonnes of aluminium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tori Results by Schibsted marketplace</td>
<td>195,580</td>
<td>7,566</td>
<td>38,981</td>
<td>7,808</td>
</tr>
</tbody>
</table>
Case study

leboncoin and Super Marché: a collaboration based on reuse and upcycling
leboncoin and Super Marché: a collaboration based on reuse and upcycling

In December 2020, united by the desire to commit to sustainable fashion, leboncoin and Super Marché launched a “capsule collection” of 125 items of upcycled clothing. leboncoin is the fifth most visited website in France and never misses an opportunity to collaborate with promising brands that promote more responsible consumption.

The capsule collection was sold exclusively on leboncoin plateform and 50% of the profits was donated to Fashion Revolution France, which “encourages everyone to consume fashion differently, to question those who make it and to reflect on the damage caused to humans and the environment throughout this complex process.”

Monia Sbouai, founder of Super Marché, transforms second-hand clothes to create stylish, comfortable, convenient and high quality clothing for both men and women. The brand is more than recycling – it is part of the upcycling value chain, transforming and offering added value to second-hand clothes. The originality of Super Marché is to make garments using clothing/sewing patterns but applying it to different materials each time, making each piece entirely unique.

“I launched Super Marché in 2016. My background in fashion, from my studies to my first job, made me realise how the textile industry works. I became aware of the disproportionate amounts of fabric and clothing produced each season, the frenzy of releasing new collections and the terrible environmental and human impact it has.

This is how the idea of creating a clothing brand using second-hand fabrics came about. It felt quite natural. Super Marché was born from the desire to use “existing” fabrics to offer a modern and timeless wardrobe respecting ethical working conditions.

Super Marché is part of an artisanal approach. I work on all the parts, from the purchase of clothes and second-hand fabrics, to the cutting and assembly, which we do in a professional integrated sewing workshop in Saint-Denis, north of Paris.

I was fortunate enough to work with leboncoin from the early days of Super Marché, so it was only natural that we worked on the collaboration of a collection made from second-hand textiles.”

When Monia launched Super Marché she was keen to change her professional life to do something meaningful that could have a positive impact on society.

©Joao Bolan, Argot Magazine
Methodology
The Second Hand Effect method

We developed the method for calculating the Second Hand Effect in close collaboration with IVL, the Swedish Environmental Research Institute.

In order to calculate the potential savings of CO2 emissions, plastic, steel and aluminium, we analysed 2020 ads data and customer surveys.

We also took into account the energy consumed by our ten participating marketplaces through business travel and the operation of our offices.

Our calculations rely on two assumptions:
- Every time someone buys a used item, they don’t need to buy the corresponding new product, so the material and emissions associated with new production are avoided.
- Since second-hand items are reused rather than thrown away, the emissions associated with disposal of used items are avoided.

This means that if you buy a previously used dining table on one of our marketplaces, there is no need to produce a new table or dispose of the original one.

Ads and categories

In order to calculate how much material and CO2 emissions our users potentially saved, we analysed second-hand ads which represent approximately 50% of all published ads on the participating marketplaces.

How did we choose which ads to analyse?

We selected ad categories which:
- Had sufficient data to calculate potential savings.
- Contained similar products, so that potential material and emissions savings would be representative of all ads in the category.
- Represent a large percentage of the total volume of private ads for each site.

We did not include ads from professionals since they are more likely to feature new items. We also excluded advertising of various categories, including pets, services, concert tickets, collectibles, travel, real estate and some other local categories, as they do not involve used items. Finally, we only analysed ads that led to sales.
Methodology

How we calculated the Second Hand Effect

To develop emissions data for material extraction, product manufacturing and waste management, IVL first created material partitions for the ad categories on each site.

In each selected ad category, they made random sample tests on 10-50 published ads. IVL analysed the ads and calculated the products’ average material partition (the percentage of each material present).

There are two reasons for the decrease in 2020 versus 2019 in the potential amount of CO2 emissions and materials usage than can be avoided through trades on our marketplaces. First, Avito and Willhaben did not participate largely due to the disruption of Covid. The effect corresponds to some 7% of SHE ads and up to 4% of the potential environmental savings.

Secondly, lockdown restrictions impacted the remaining sites in the SHE project, accounting for a 9% reduction in the number of SHE ads overall. There was a particularly sharp impact from the 19% reduction in ads for used motor vehicles, a category associated with a high level of environmental savings. Nonetheless, we saw strong improvements in the second half of the year, with traffic back to pre-covid levels on some of our sites.

To develop the data, IVL used databases for life cycle assessments, such as Ecoinvent, and reviewed scientific publications. They studied what kind of material the products were made of, how they were produced, how much waste they generated and how waste was disposed of.

In order to calculate potential material saved, IVL analysed the weight of plastic (all types of plastic materials), steel (carbon steel and stainless steel) and aluminium in an average product.

In order to calculate potential carbon dioxide emissions saved, IVL analysed emissions generated by raw material extraction, manufacturing and waste management. IVL converted the total amount of greenhouse gas emissions into tonnes of carbon dioxide equivalents (CO2). In addition, they deducted the emissions generated by our business and users, such as the transportation of goods between a buyer and a seller, operation of data centres, business travel, fuel consumption by company cars and energy consumed by our offices.
We refer to the results as potential savings because it’s difficult to be certain that the production of new goods decreases as a result of second-hand trade, or that sold items on our marketplaces are not thrown away.

Translating different activities and products into CO2 equivalents is not an exact science, and it involves assumptions and estimates. Our calculation is based on a conservative approach, meaning that we err towards the lower end when measuring the potential savings generated by our users, and towards the higher end when measuring the impact of our business.

The calculation of cars
Cars are usually resold several times, so we included the reuse rate-factor in the calculation. The reuse rate allows us to estimate how many times a car is resold (on average) by calculating the turnover of the total number of cars in a country during the average lifespan of a car. For sites where national data wasn’t available, we used a European average.

Deducting transportation and energy used in offices
We calculated the average distance between a buyer and a seller by running a customer survey in a sparsely populated country. Transportation distances in the remaining marketplaces are therefore equivalent or lower.

The negative climate impact of electricity generated by our offices is based on the average national electricity mix (nuclear, hydro, biofuel, etc.). The value for emissions of CO2 per kWh for each country is taken from the Greenhouse Gas Protocol, which uses IEA data.

Exclusions:
- As the report focuses on trading and producing goods, not their use, we didn’t include emissions or waste generated in the use of a product, for example a car’s petrol consumption.
- We didn’t consider the full life-cycle of materials or potential use of recycled materials.
- We weren’t able to calculate the impact of visitors to our marketplace sites and apps, as there are limitations in gathering data related to energy consumption when visiting a website.
Impact of the Covid-19 pandemic on second hand trade

In order to portray an accurate picture of 2020, it is essential to open a parenthesis on the impacts of the COVID-19 pandemic on consumers’ behaviours and on the second-hand trade.

The series of lockdowns and restriction measures imposed by countries worldwide, along with an increased sense of caution, have pushed individuals, families and communities to rely on digital marketplaces.

While at the beginning of the pandemic some concerns had been expressed over the potential health hazards involved in the exchange of items, these fears proved unwarranted with recycling and reselling goods turning from a trend into a new reality.
Project background and history

The Second Hand Effect project is a collaboration between Schibsted, Adevinta and IVL, the Swedish Environmental Research Institute in Stockholm.

It all started in 2013 at Blocket, the Swedish marketplace owned by Schibsted.

The work is driven by a fundamental question: how much material and CO2 emissions can potentially be saved through second-hand trade if each second-hand product replaces the production of a new one?

Since its Swedish origins in 2013, we have scaled the project internationally and expanded beyond measuring CO2 emissions to include other material savings. In 2019, Schibsted spun off its marketplace businesses outside the Nordics to form a new, independent company, Adevinta.

This year ten marketplaces from the Schibsted and Adevinta groups participated in the study.

"With the Second Hand Effect project we want to raise awareness about the environmental benefits of reusing items and minimizing waste, and visualise our users’ contribution to the circular economy. With our marketplaces around the world, we empower consumers to act in more environmentally friendly ways."

Kristin Skogen Lund
CEO Schibsted
Adevinta

Adevinta is a global online classifieds specialist, operating digital marketplaces in 11 countries.

The company provides technology-based services to connect buyers with sellers and to facilitate transactions, from job offers to real estate, cars, consumer goods and more.

Adevinta’s portfolio spans more than 30 digital products and websites, attracting 1.3 billion average monthly visits.

Leading brands include top-ranked leboncoin in France, InfoJobs and Milanuncios in Spain, and 50% of fast-growing OLX Brazil.

Adevinta spun off from Schibsted ASA and publicly listed in Oslo, Norway in 2019. Adevinta is majority owned by Schibsted ASA and employs 4,700 people committed to supporting users and customers daily.

Find out more at Adevinta.com

Schibsted

Schibsted is a family of digital consumer brands with a strong Nordic position and more than 5,000 employees (excluding Adevinta). We have world-class news brands, leading marketplaces, and smart digital services. We also help new promising businesses to realize their potential. Schibsted is on a mission to empower people in their daily life, using tech and data to create innovative products and great user experiences – and to help build a sustainable future.

IVL

IVL, the Swedish Environmental Research Institute, is an independent non-profit organization owned by a foundation. This foundation is co-owned by the Swedish state and the business community.

IVL does research and provides business services related to all types of environmental questions. They have extensive experience from performing life-cycle assessments and environmental certifications with a range of industries.

For any questions about this report or media inquiries, please contact press@adevinta.com