

GOODEE Impact Report 2020

Good People. Good Design. Good Impact.



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About This Report

Welcome to Goodee's first impact report, where we have the opportunity to disclose our commitment to environmental and social responsibility with the world for the first time. We are still in the early stages of our journey, so this report is not only an assessment of our progress so far, but of our commitment to continuously learning and improving on the way. Impact reporting offers us an invaluable opportunity for self-reflection, as well as an avenue to offer our stakeholders a clear, transparent, and comprehensive review of our impact performance each year.

We have defined the content of this report through a detailed benchmark analysis, as well as stakeholder engagement and a materiality processes that will be explained in more depth in the body of this report. In order for our 2020 performance to be captured accurately, we have covered as many disclosures

as possible at this time, and made plans to expand on these as we start to capture more data in 2021 and beyond.

The information in this report is aligned with select disclosures from the Global Reporting Initiative (GRI), metrics from the Sustainability Accounting Standards Board (SASB) along with specific goals and targets under the United Nations Sustainable Development Goals (SDGs).

In addition to this full report, we have developed an [Impact Index](#) that provides a quick overview of our impact this year.

We would love to hear your comments and feedback. Please don't hesitate to reach us at impact@goodeeworld.com.

GOODEE

Founders' Message

In 2017, after founding the acclaimed brand WANT Les Essentiels, we set out on a new venture to develop meaningful brands which offer sustainable solutions to modern living. In the face of so much overconsumption, waste, systemic injustice and social disparity in the world, we asked ourselves what truly needed to exist. On our journey of discovery, we traveled through North and South America, Europe, Africa and beyond, where we were inspired by artisans and visionaries from an array of different cultures. With each creator and product, we discovered that there was always a meaningful conversation to be had and a deeper story to unearth.

We began to imagine a world of slower living, where communities consume responsibly-made products, have meaningful connections with loved ones and find respite from the distractions of our modern world. As this vision came into focus, we began to see how the power of good design paired with advanced technology, can powerfully change the way we consume and connect with people and our surroundings. The result of this exploration is Goodee, a leading black-owned marketplace where the world's most coveted and collectable products are curated. Goodee is a platform offering classic items, the opportunity to discover new brands and gain inspiration from the stories and makers behind each unique item. Why do we place a focus on

the latter? Because we believe effective storytelling can open doors, minds, and hearts. It can inspire connection and direct the socio-economic change that our world so desperately needs, while still facilitating the advancement of humankind.

Exacerbated by a global pandemic and environmental crises, the world is collectively awakening to the perils of systemic injustice and inequality. We stand ready to do our part and re-affirm our root commitment that at all times businesses (and people) have an ability and responsibility to act first and foremost as a force for good.

As a testament to our commitment to creating impact and communicating transparently, we're happy to share our first impact report, highlighting our social and environmental performance. As a company with B Corp™ Certification, we want to continue deepening how we plan, manage, and measure our impact. Having you join us on this journey will only help us improve, and remain accountable in every action that we take.

Thank You,



Byron & Dexter





Montreal, Canada

About Goodee

Goodee is headquartered in Montreal, Canada. Montreal is known as Tiohti:áke in Kanien'kéha, and it is on the unceded Indigenous lands of the Kanien'kehá:ka Nation. Goodee is a leading curated e-commerce marketplace offering sustainable homeware and lifestyle products for better living.

Our values are simple. We believe in:

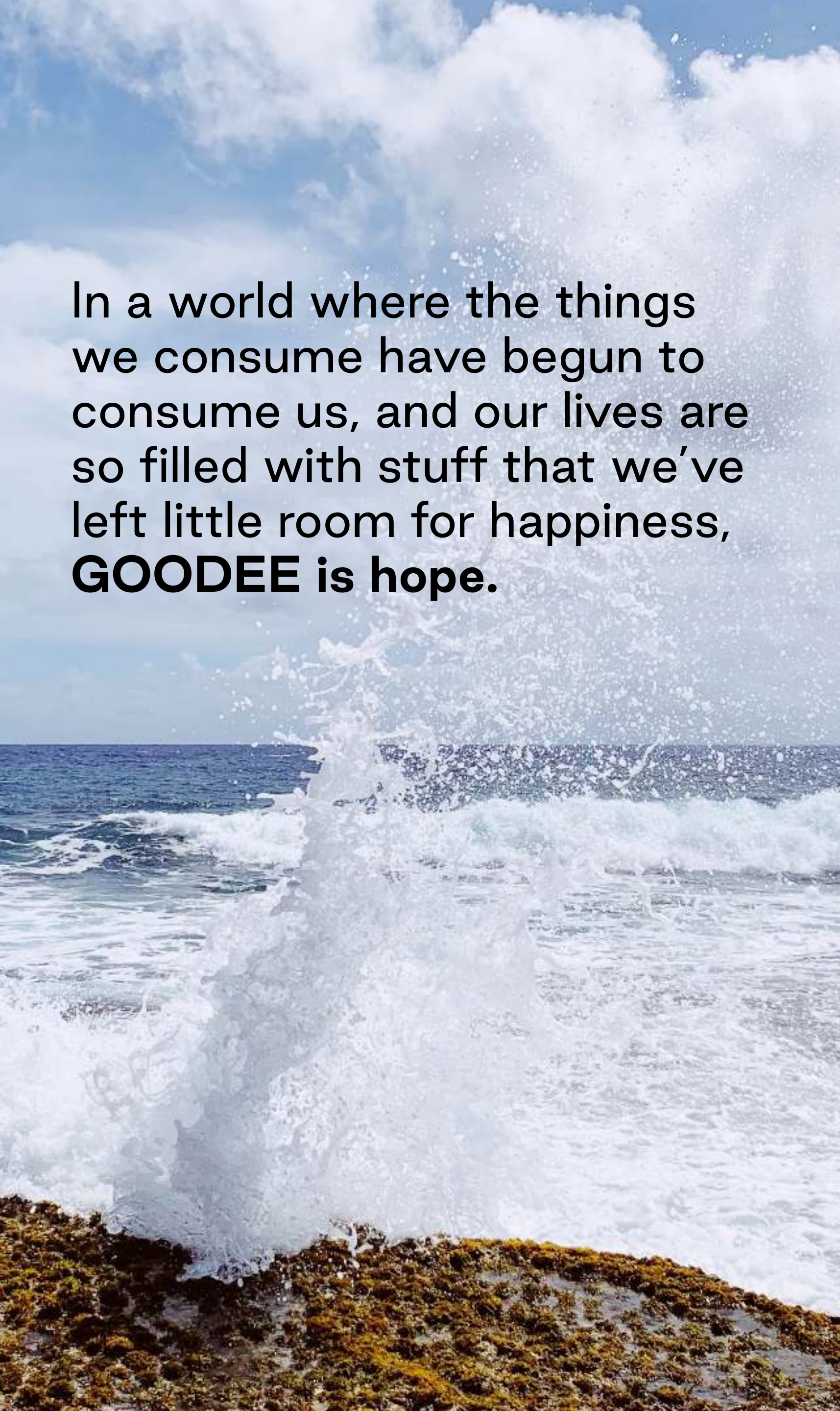
- Good People.**
- Good Design.**
- Good Impact.**

Driven by an unrelenting desire to co-create a world that's smarter, kinder, and more beautiful, we built a platform centered around responsible brands and artisans producing timeless everyday objects, and consumers looking to make a difference with their purchases. We believe conscious commerce has the power to transform the world. We seek to empower both creators and

consumers to create change by championing community, transparency, and sustainability.

Goodee is a community of socially-conscious design enthusiasts who put "caring" for people and the planet at the center of everything we do. The products we support, the services we love and ideas we champion reflect our unwavering pursuit of a happier and more sustainable future for all. While there is power in good design, we believe there is infinitely more in design for good.

In 2020, Goodee earned the B Corp™ Certification. This certification means that our company "meets the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose" — an achievement we've worked for since the idea of Goodee was born.



In a world where the things we consume have begun to consume us, and our lives are so filled with stuff that we've left little room for happiness, **GOODEE is hope.**

Leveraging high-profile partnerships from the start



MAY 2019
Goodee launches with a pop-up at PHI Center



DEC 2019
Hoodie launch with KOTN



JUL 2019
Collaboration with the UN Ethical Fashion Initiative



MAR 2020
Goodee earns B Corp certification



NOV 2019
Pop-up at the Whitney Museum in NYC



APR 2020
Bag launch with UN & Cartiera

Our work wouldn't be possible without the innovative spirit, commitment, and collaboration of our brand partners. Below, we highlight 20 of our partners, of which, 25% hold the B Corp™ certification.

- | | |
|-------------|---------------------|
| ACdO | LSA International |
| Ames | Makaua |
| Baba Tree | Nanimarquina |
| Barebones* | Skagerak* |
| EcoBirdy* | Tala |
| Emeco | Teixidors |
| Ezcaray | Tensira |
| Frama | The Organic Company |
| Haeckels | The Skateroom* |
| Little Sun* | Viso |



Ethical
Fashion
Initiative

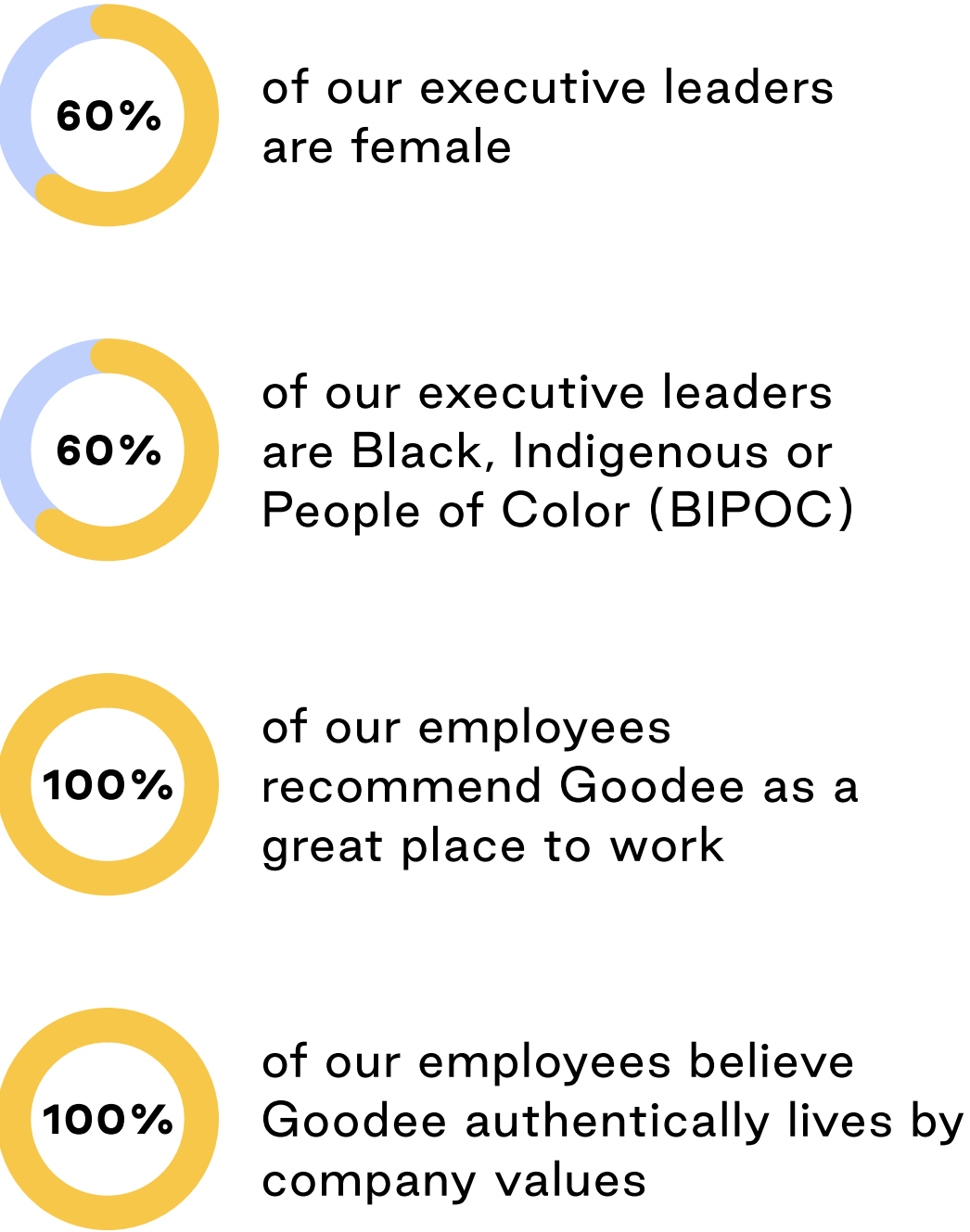
The U.N. sponsored Ethical Fashion Initiative works at the intersection of international development, the creative industries and the fashion and lifestyle sector, offering sustainability services, products and development projects.



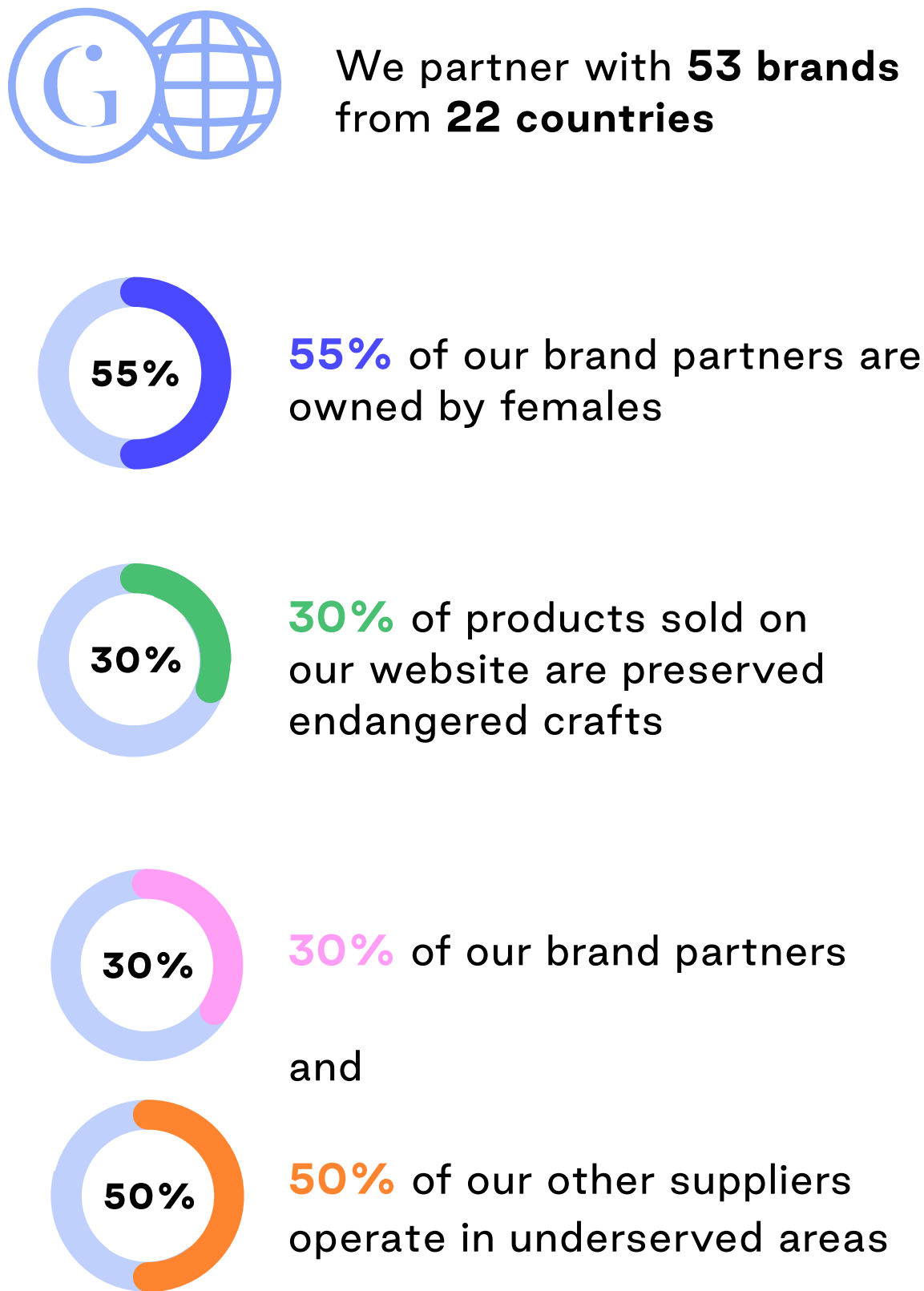
B Corp™ Certified organizations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Our Impact At-a-Glance

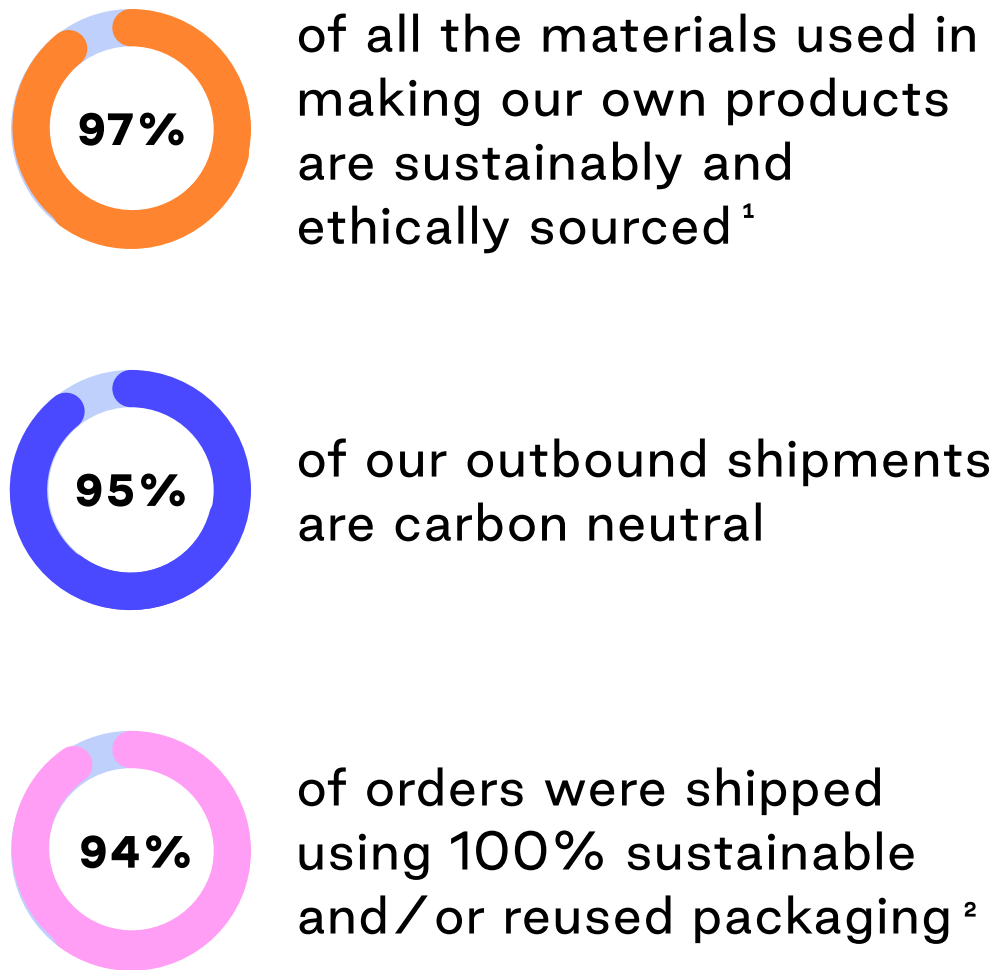
Our Team



Our Community



Our Planet



¹ Sustainable sourcing is the integration of social, ethical, and environmental factors into the process of selecting suppliers.

² Whenever the packaging for furniture pieces was reusable, it was reused.



Our Approach to Impact Management

We really wanted to commit to managing our impact from the get go — making sure it becomes something that is embedded across everything we do, and not an afterthought. What follows is a description of the process we followed.



First: Benchmark Analysis

We looked at how peers and leaders in similar sectors are managing their impact and reporting on it. We made sure to look at a combination of companies that are still early on in their impact journey, as well as those who are more advanced. This was important

in order to identify key trends, best practices, and potential gaps that we at Goodee could step up to fill. This exercise helped us to shortlist potential material environmental, social, and governance (ESG) topics that we could discuss with our stakeholders.



Second: Stakeholder Engagement and Materiality

Our stakeholders include:

- Employees and contractors
- Suppliers
- Brand partners, artisans, and makers
- Local communities
- Investors
- Customers
- Industry-specific organizations

We engage with our stakeholders in-person on a regular basis; at our offices, factories, trade fairs, and pop-up shops. We also leverage virtual interaction with our stakeholders through our website, email exchanges, newsletter, social media, surveys, investor meetings, and governmental and regulatory interactions. This ensures that we're always listening to their ideas and concerns and building our company in an inclusive way that takes everyone's point of view into account.

In addition to regular engagements, this year we reached out to our stakeholders specifically to conduct a materiality assessment to help us identify key material topics that we should be focusing on as we build our impact framework. This helped us to decide on what content to include in this report.

Surveys

We conducted an online survey for both our internal and external stakeholders, asking them how Goodee can create the biggest impact. After the surveys, we conducted in-depth interviews with select stakeholders to better understand their answers.

QUOTES FROM INTERVIEWS

“I have worked at a couple of companies and environmental, social, and governance practices were always an afterthought, but with Goodee it’s there from day one.”

—Goodee Team Member

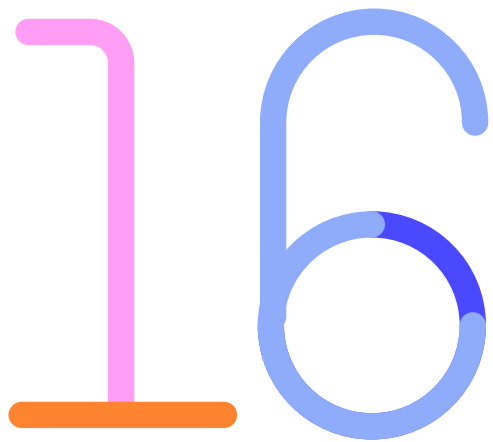
“Goodee has a tremendous commitment to being a leader in creating impact and setting an example to shape the industry.”

—Investor

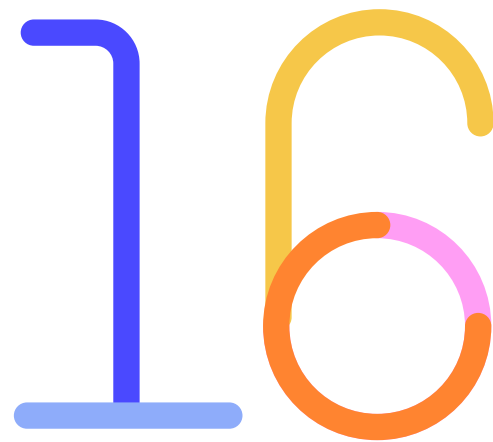
Highlights from the Stakeholder Engagement



stakeholders answered the survey



internal respondents (Goodee team)



external respondents (2 brand partners, 2 industry association members, 3 customers, 4 suppliers, 4 advisors and 5 investors)

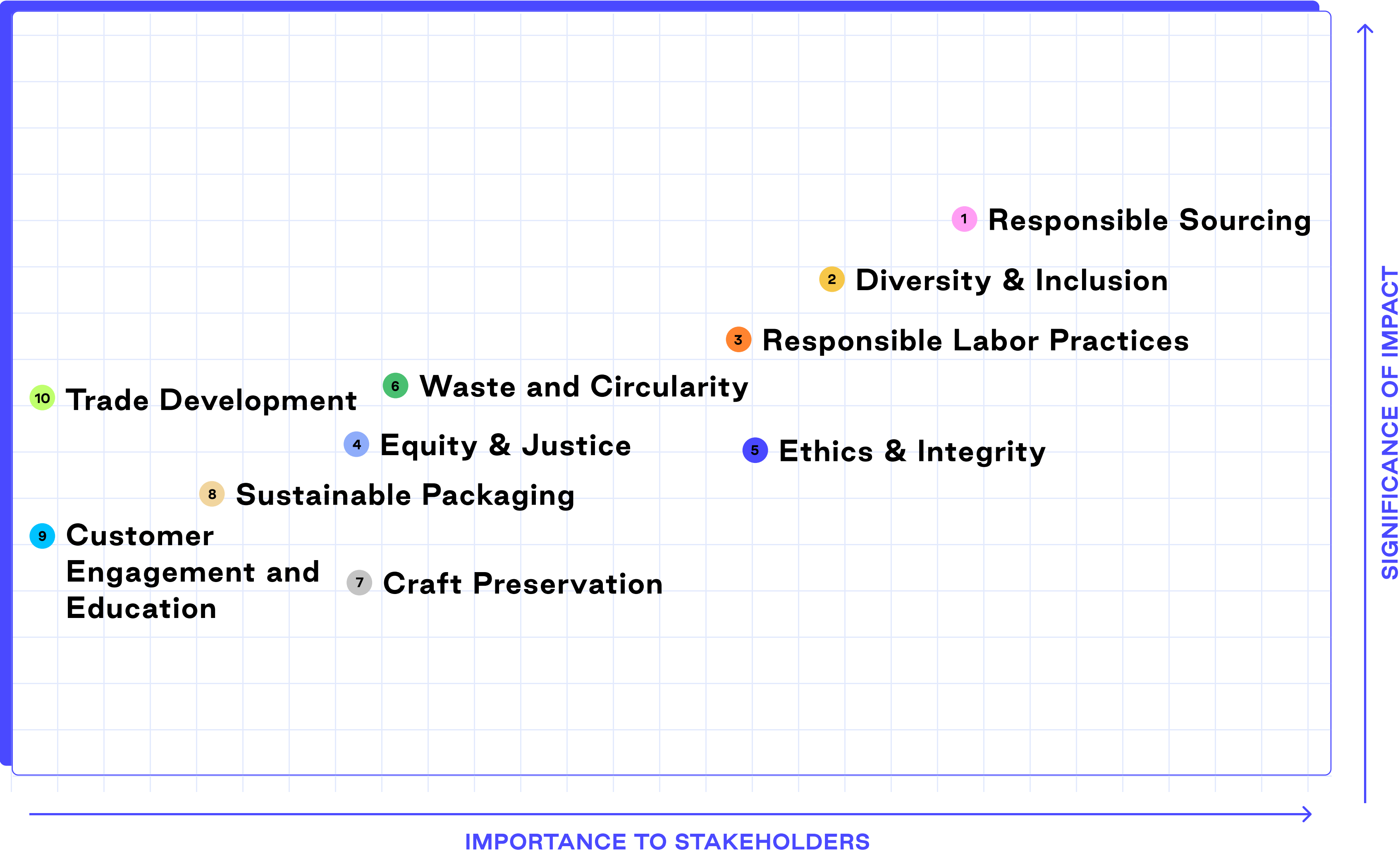


of all stakeholders believe that Goodee is extremely committed to creating impact

Our stakeholders’ preferred channels to learn about how we create impact include our website, social media platforms, and an annual impact report.







Goodee's Materiality Matrix

Here are the top ten material topics our stakeholder suggested we focus on.



Third: Developing our Impact Framework

The findings from the benchmark analysis and stakeholder engagement initiatives gave us an in-depth insight which was fed into the development of our Impact Framework. The framework includes key focus areas that relate to the shortlisted material topics and align with specific Sustainable Development Goals (SDGs) and their targets. The more extensive internal version of this framework includes inputs, activities, outputs, and outcomes on the short, mid and long-term. What we’re sharing here is the high-level version.

Focus Areas	A. Nurturing People	B. Nurturing Cultural Heritage	C. Nurturing Our Planet
Objective	To create an ecosystem that promotes values of diversity and inclusion while diligently working to instill equity and justice across the value chain.		
Relevant SDGs	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
What We Measure Now	<ul style="list-style-type: none">• Gender and ethnic diversity of our employees and contractors across different positions• Gender and ethnic diversity of our brand partner owners• Employees’ health and well-being• Employees retention rate• Employees’ satisfaction rate• Our marketing and branding efforts showcasing people from underrepresented groups	<ul style="list-style-type: none">• Number of brand partners, artisans, and makers that preserve endangered crafts• Our contribution to facilitate global trade limitations, such as legal barriers or access to market• Featured interviews and stories we publish about our brand partners, artisans, and makers• Strategic partnerships with civil society organizations in local communities to advance impact framework goals• Annual campaigns to align with international campaigns/platforms to amplify our industry	<ul style="list-style-type: none">• Carbon emissions and offsetting efforts• Customer educational content on environmental topics• Evaluate all materials that go into all products we create and sell• Support for 1% for the Planet and other advocated causes
Additional Indicators We’ll Measure Starting 2021	<ul style="list-style-type: none">• Employees’ volunteering hours• Our brand partners and suppliers’ compliance with our partnership assessment requirements• The accessibility of our website for people with different types of disabilities• Products with different price ranges to suit customers from diverse socio-economic backgrounds	<ul style="list-style-type: none">• Spending of brand partners, artisans, and makers on suppliers in their local community• New employees hired by brand partners, artisans, and makers• Endangered crafts brand partners who increase their annual sales• Number of capacity building workshops and training courses in local communities	<ul style="list-style-type: none">• Water, electricity, and fuel consumption throughout our entire operations• Waste management• Circularity of products and packaging• Alternative green energy sources• Activities that offset unavoidable carbon• Brand partners’ compliance with our Environmental Policy• Circular and sustainable products• Sustainable packaging

How We Select our Brand Partners

Our commitment to creating impact does not stop with us. We're very careful about being a company that does a good job throughout our operations, but falls short when it comes to partners and value chain. We know that our responsibility to create impact extends to our brand partners, including artisans, creators, and makers who supply our products.

For that reason, and in alignment with our Impact Framework, all of our brand partners go through our Partner Assessment Process to ensure that our impact values are implemented across our supply chain. The process includes two phases:



We are proud to work with and support 53 brands, artisans, and makers across 22 different countries.

The Partner Assessment Process Pre-Onboarding

Goodee identifies unique brands with strong values that are turned into action. We strive to enable these brands to make a real impact and place them at the forefront of design and innovation.

Before the onboarding process even begins, we first scout brands and identify their impact as outsiders before we start engaging with them as potential partners. We begin with a general understanding of their story, mission, and the impact of their products. If in our early meetings we sense some synergy, we invite the brand to go through our 'Partner Assessment Process'.

We begin the process by asking potential partners to fill an extensive questionnaire that is in alignment with our Impact Framework. It includes questions that cover our three focus areas; Nurturing People, Nurturing Cultural Heritage and Nurturing Our Planet. It includes quantitative and qualitative questions, in addition to requesting that the brands upload relevant documents.

Depending on the answers, the questionnaire provides a score that qualifies the brand to be either accepted as a partner, accepted with certain conditions, or rejected.

If a brand is accepted with certain conditions, it means that they've collected enough points, and we will work with them to address any points of concern.

Our questionnaire will continue to evolve as we grow and learn ourselves. New questions will be added and the scoring system will be adjusted to ensure that we always work with brands that are committed to the environmental and social impact that we want to create. This method in turn helps potential brand partners with their transparency and enables them to identify where improvements can be made.

The Partner Assessment Process Post-Onboarding

Once a brand becomes a partner, we ensure that they sign all of our relevant environmental and social policies. In the near term (2022–2023), we will start conducting audits, whether virtual, in-person, or both, to ensure that the brands, artisans, and makers are working in compliance with Goodee's expectations and creating the impact they committed to upon becoming a partner.

Nurturing People

With everything we do, we put our people first, whether they are our employees, contractors, partners, suppliers, customers or members of our larger communities. We want everyone to come together in a culture that celebrates diversity and inclusion and diligently works to instill values of equity and justice wherever we work.

✔ Our Priorities	📄 Relevant Policies
<ul style="list-style-type: none">• Responsible Social Sourcing• Diversity & Inclusion• Responsible Labor Practices• Ethics & Integrity• Equity & Justice• Customer Engagement & Education	<ul style="list-style-type: none">• Code of Ethics• Grievance & Whistleblower Policy• Human Resources Policies & Procedures Guidebook

Our Team

We define our team to include our board members, executive management, employees, and contractors.

We are fully committed to establishing a diverse team that celebrates different genders, ethnicities, ages, sexual orientations, socio-economic, educational and professional backgrounds. We are serious about gender pay parity and providing spousal benefits for same-sex couples and their children.

As an equal-opportunity employer, all employment decisions, including compensation decisions, are based on legitimate work-related criteria. Our Code of Ethics complies with the United Nations Standards of Conduct and our Grievances and Whistleblower Policy empowers employees at every level to raise concerns regarding discrimination, harassment, intimidation or any other similar reason.

Our Team

Governing with Diversity

We are committed to developing a board that mirrors the diversity of our team, brand partners, artisans, makers, suppliers, and other stakeholders.

Board Members:



Dexter Peart, Founder
CO-CEO and President
(Male, BIPOC, Executive)



Byron Peart, Founder
CO-CEO and Secretary
(Male, BIPOC, Executive)



Alexandra Baillie, Investor
President at Good & Well
(Female, Non-Executive)



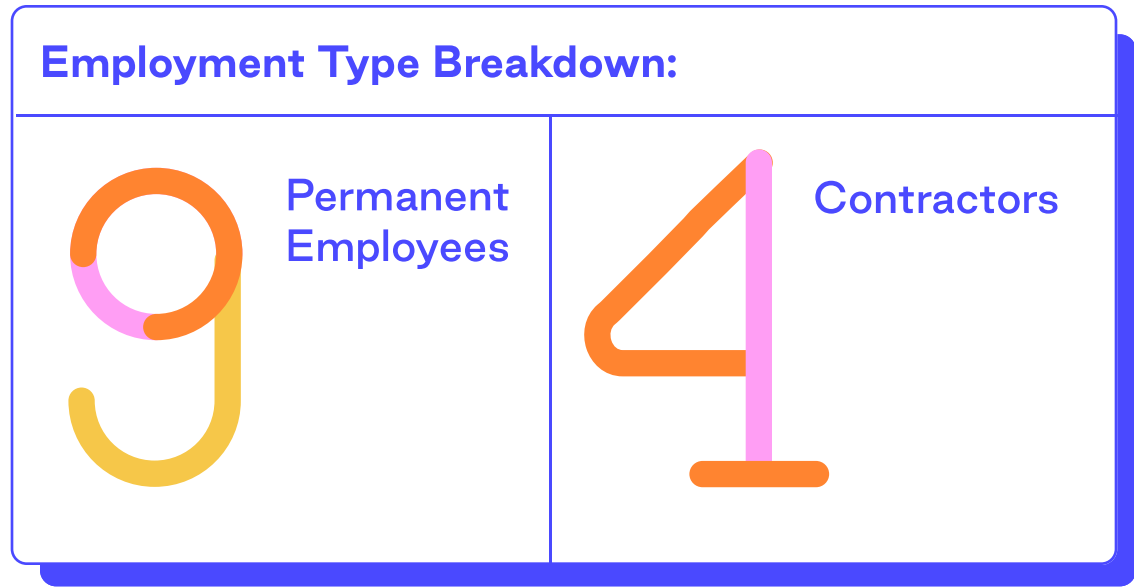
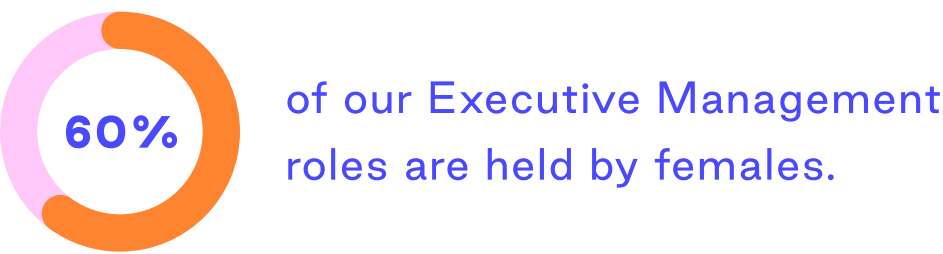
Steven Abrams, Lead Investor
Partner at BDC Venture Capital
(Male, Non-Executive)

Observer Members (Non-Voting):

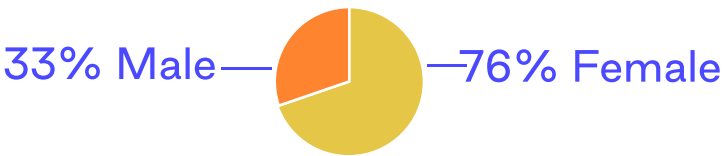


Narinder Dhami, Investor
Managing Partner at Marigold Capital
(Female, BIPOC, Non-Executive)

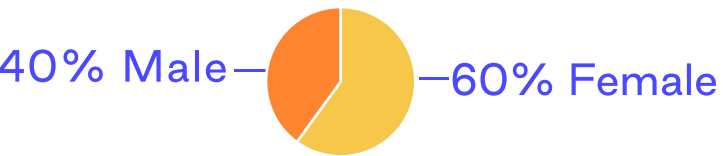
Gender Breakdown:



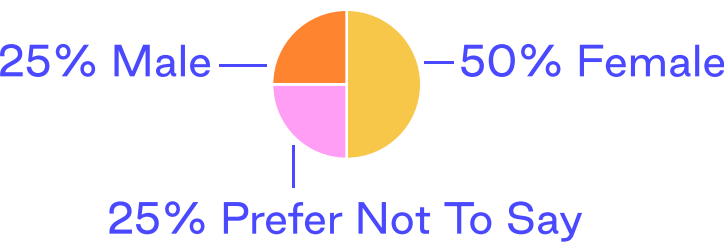
Permanent Employees:



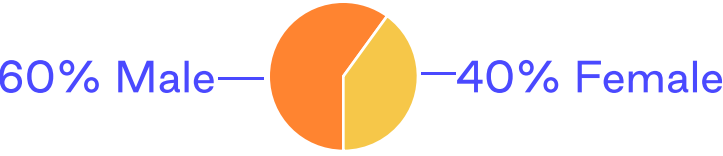
Executive Management Roles:



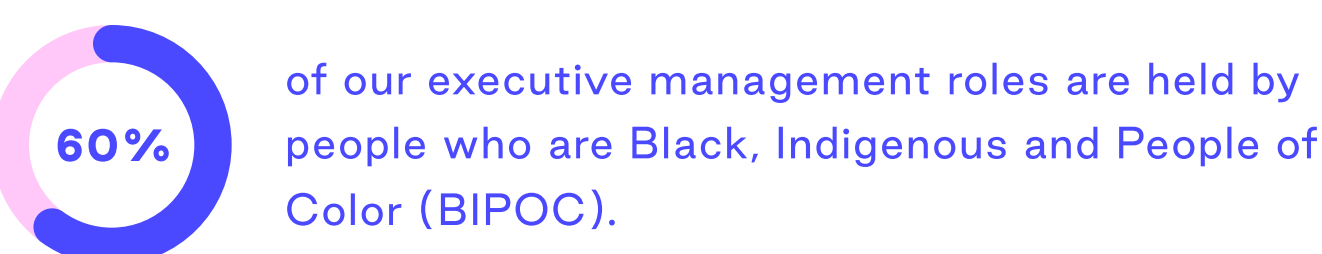
Contractors:



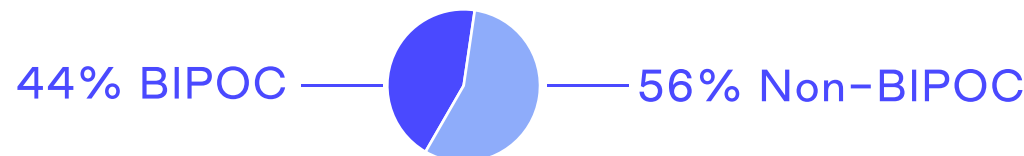
Board Members:



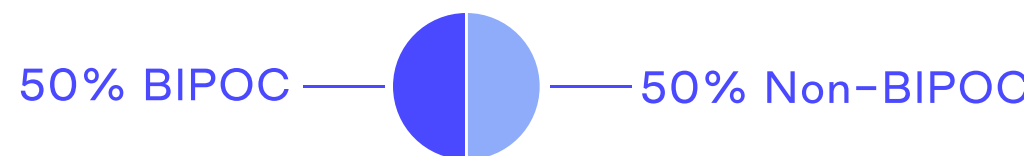
Ethnicity Breakdown:



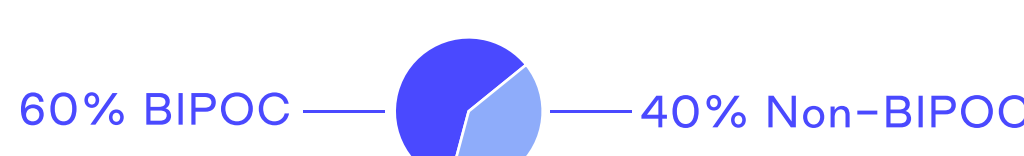
Permanent Employees:



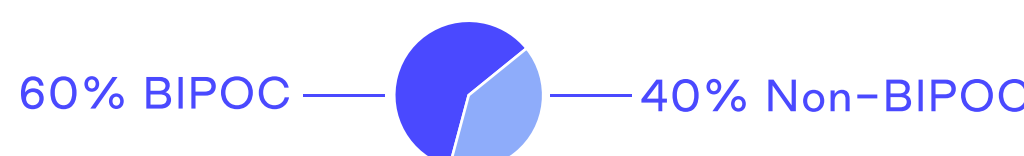
Contractors:



Executive Management Roles:



Board Members:



In addition to the COVID-19 measures we put in place, we surveyed our employees to better understand their overall satisfaction levels, equipping us to be able to take proactive actions whenever necessary.



* We started looking into software solutions and applications that support our team and contractors in their jobs. We will start introducing these solutions during the first quarter of 2021.



Health, Well-being, and Satisfaction

Our team's happiness and well-being is a priority. We know that people who are happy are more creative, productive, and open to share and learn. We're always looking for ways to make sure our employees are satisfied and thriving.

In March 2020, faced with a global pandemic, we stepped up to make our team feel safe and well physically, mentally, and emotionally. We quickly transitioned to a remote working setup

and offered financial support to team members who wanted to create a comfortable home office. We created a designated chat channel to keep each other updated on news.

Being aware of the mental and emotional health challenges the pandemic was causing, we upgraded our subscription to the Dialogue mobile application, offering our team quality 24/7 online primary and mental healthcare.

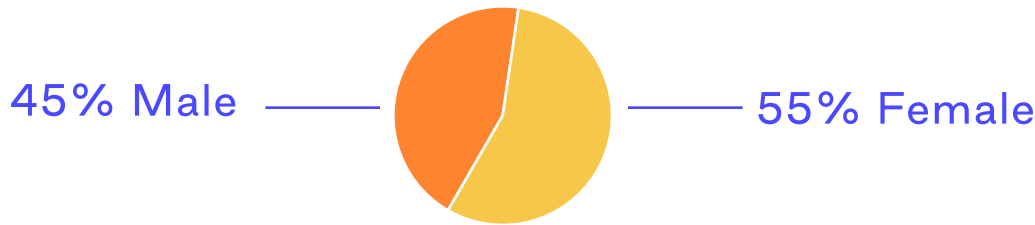
Partners & Suppliers

We define our partners and suppliers as anyone we conduct business with, including artisans, creators, makers, and other vendors. We work closely with our partners and suppliers to measure our alignment to our impact commitments accordingly.

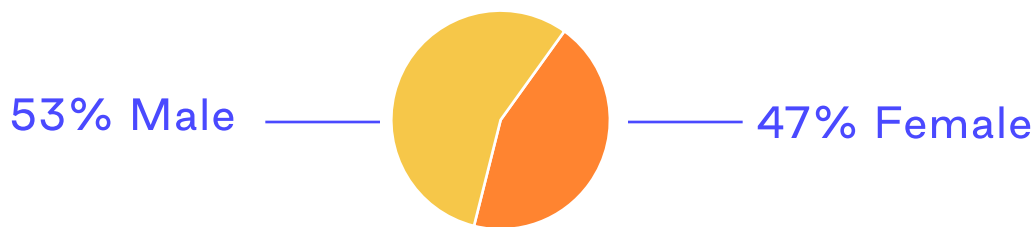
Gender Breakdown

We're proud that 55% of the brand partners we work with are female-led, with a minimum of 50% ownership of their organization. We continue to play our role in achieving gender parity by economically empowering female-owned businesses.

Brand Partners:



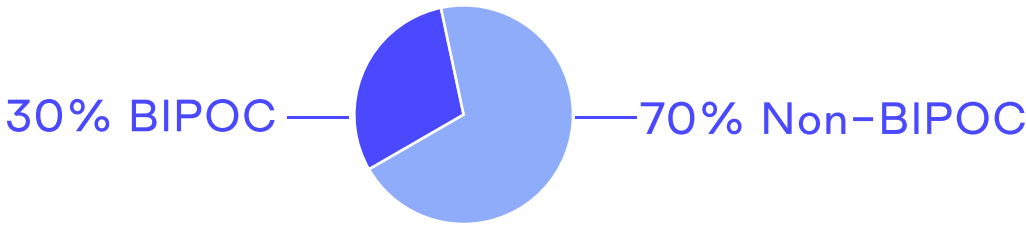
Other Suppliers:



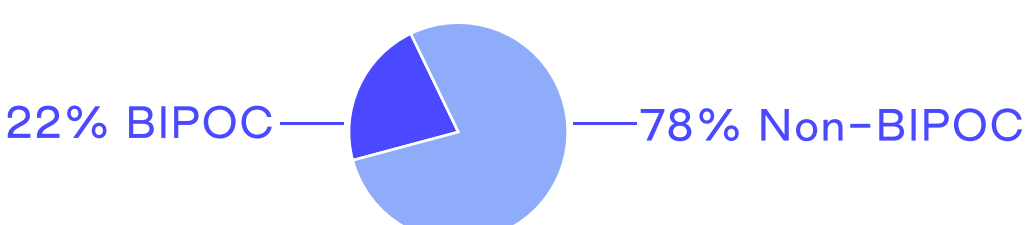
Ethnicity Breakdown

As part of our commitment to diversity, equity, inclusion and justice, we are continuously working to increase the number of brand partners and suppliers who are owned by ethnic minorities, with a minimum ownership of 50% of their organisation.

Brand Partners:



Other Suppliers:



Employing People with Disabilities

3 of our brand partners employ people with disabilities:



At Teixidors, Social and Environmental Responsibility Share a Common Thread

As a partner who inspires us, Teixidors was founded in 1983 by Mara and Juan Ribas, who wanted to, who wanted to provide self-sustaining jobs for people with intellectual disabilities. It was envisioned as a place of employment for those who have difficulty finding employment, without it being perceived as a handout or opportunity for pity. Instead, the founders wanted Teixidors's employees to be autonomous in an environment where their expertise is needed.



Our Customers

Our diversity and inclusion efforts extend to include our customers as well, and it starts with the products we offer.

One of the feedback points we received is that our products could be more affordable to suit a larger customer segment. We take pride in the fact that our products are ethically and sustainably sourced and we work with brand partners that properly

compensate their employees, human and labor rights. This often means that products do have a higher price point.

Nonetheless, we listened to our customers' feedback and in 2020, we started curating GOODEE 100, a collection of products priced at USD100 or under, which launched in 2021 in partnership with Nordstrom.



Nurturing Cultural Heritage

We follow UNESCO’s definition of Cultural Heritage as the legacy of **physical artifacts and intangible attributes of a group or society that are inherited from past generations**, maintained in the present and bestowed for the benefit of future generations. Our commitment to celebrating cultural heritage guides how we source our products and which artisans, makers, and suppliers we work with.

✓ Our Priorities	📄 Relevant Policies
<ul style="list-style-type: none">• Responsible Sourcing• Diversity & Inclusion• Responsible Labor Practices• Equity & Justice• Ethics & Integrity• Craft Preservation• Trade Development	<ul style="list-style-type: none">• Code of Ethics• Partner Assessment Process

Sourcing from Underserved Areas

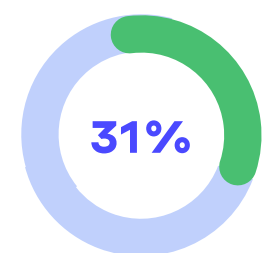
We are able to find great talent, beautiful designs, and products that our customers love when we source from communities living in underserved areas; populations facing disadvantages due to lack of financial security, restricted access to care, and other services or disparities for reasons of race, religion, language, or social status.

Since the inception of Goodee, we have worked closely with local brands, artisans, and makers to identify global trade limitations and other challenges that might deter them from selling internationally. As part of our Impact Framework, we plan to better understand how we can play an active role in facilitating international trade and overcoming legal barriers.



Preserving Endangered Crafts

Out of the 53 brand partners we have, 16 partners work diligently to preserve endangered crafts that celebrate local heritage and community partnerships. From African baskets to Indian rugs and bedding, no matter the product, we focus on supporting traditional methods of production and honor things that are made with love and care.



31% of the products we sell are preserved crafts, created through traditional methods that are considered endangered and will not survive the next generation.



Lama di Reno, Italy

The Bassi Market Tote: A Story of Freedom and Hope Uplifting Lives from Burkina Faso to Italy

Cartiera was established in 2017 by the Ethical Fashion Initiative (EFI) in collaboration with Lai-momo, a local social enterprise, to help people in difficult situations — particularly refugees, asylum seekers, and migrants.

Beyond providing a stepping stone to economic independence, the cooperative is also building a new production model, which combines sustainable practices with the development of the region. Conscious of its historical legacy, Cartiera's long-term objective is to help revive the once-thriving area around Lama di Reno, which has been impacted by depopulation, by generating resources that stimulate the local economy while preserving Italy's world-renowned artisanship.

The Bassi Market Tote celebrates this spirit of cooperation and spreads a message of hope. Crafted using beautiful cotton fabrics handwoven in Burkina Faso through EFI's weaving cooperative, the tote was named in honor of Bassirou, the talented lead artisan who oversaw the entire production process, working closely with Goodee.

"It was difficult in the beginning because we didn't know where this was going, but then we found projects and ways to move forward, which brought a lot of satisfaction. We're very happy. Cartiera is another life for me."

– Bassirou Zigani



Mexico City

Makaua Doubles their Sales

Makaua is a company of artisans, producers, and designers, working together to create beautiful handmade products for the home. Each product infuses modern design and pays homage to its story and the person who made it. Makaua strives to create contemporary pieces that weave together tradition and timeless simplicity.

From 2019 to 2020, Goodee’s orders from Makaua’s products nearly doubled, which has had a direct positive impact not only on their artisans, but on the people who braid the palm of their products. As a result of this increase in sales, Makaua doubled the number of palm braids they needed to purchase to make their baskets. In 2020, Goodee represented nearly 4% of Makaua’s total global sales.

“We could not have survived this past year without partners like Goodee, thank you!”

—Lorena Sarinana, Founder, Makaua (Brand Partner)

GOODEE Pops Up at The Whitney Museum of American Art

Inspired by Making Knowing: Craft in Art, 1950 – 2019, was one of our favorite campaigns. We teamed up with the acclaimed New York museum’s Whitney Shop to host a pop-up celebrating the art of making. From handmade furniture to ceramics and textiles made by artisans from all over the world, each item for sale told a unique story of craftsmanship and positive social impact. This pop-up was in alignment with an international campaign which aimed to amplify craft preservation in the industry.



New York City, U.S.A



Nairobi, Kenya

Partnering with Kazuri in the Face of the Pandemic

In 2020, Kazuri, our partner in Kenya, was struggling due to the effects of COVID-19. Their employee base had declined from 235 women to 35 due to lack of demand for products as a result of travel restrictions and reduced tourism. We discussed different options to support this business so they could continue to support their employees, many of which were single mothers.

Goodee placed a large order from their existing stock, encouraging the re-employment of some women that were laid off. Kazuri were able to re-employ a number of women and aimed to have 81 women employed by May 2021.

"The few ladies who are working in Kazuri currently were very happy to hear that there is someone out of our own country who is willing to help to make sure that all the ladies can come back to work. Thank you so much.

—Ronney Goes, Manager, Kazuri (Brand Partner)

Engaging our Customers

As key stakeholders, our customers expect us to help them understand the impact of their purchasing decisions. This is why we have built our website in a way that informs and educates our customers at various touchpoints, guiding them towards making responsible purchases.

We categorize all products on our website under 11 causes, out of which, 5 causes contribute to social topics that help to preserve cultural heritage and celebrate local communities, as shown here:

Cause	Definition
 Community Engagement	Companies that actively engage in local initiatives in the communities in which they serve.
 Gender Advocacy	Companies that support women and non-binary people by encouraging diverse leadership and creating a safe, equitable work place free from discrimination and harassment.
 Heritage Craft Preservation	Products that support the preservation of heritage crafts and enable artisans to create sustainable livelihoods through their traditional skills.
 Marginalized Communities	A portion of proceeds from the sale of these products go towards disenfranchised groups that are specific to the brand's social and cultural community.
 Poverty Reduction	Companies that ensure a living wage for their supply chain workers, and provide opportunities for acceleration, professional development, and leadership.

Nurturing Our Planet

We are committed to minimizing any negative impact we have on the environment. However, we are aware that our environmental reporting is the area most in need of improvement. As we consciously set out on our journey to nurture our planet, we have started working with our partners to holistically assess our environmental impact in order to meet the targets set in our Impact Framework. This will enable us to report in more depth next year.

Due to the nature of our business, the biggest environmental responsibility we have lies in the products we create, source, and ship. Minimizing negative environmental impact means that we have to review and embed responsible practices across the entire lifecycle of our products.

✓ Our Priorities

- Responsible Sourcing
- Sustainable Packaging
- Ethics & Integrity
- Waste & Circularity
- Customer Engagement & Education

📄 Relevant Policies

- Environmental Policy (to be ready in 2021)

Responsible Sourcing

There are two types of products that we sell; our own products that we create, and products that we source from brand partners, artisans, and makers that we resell without getting involved in the manufacturing process. In both circumstances, we are committed to sourcing ethical and sustainable products by

understanding the entire lifecycle of the product — cradle to cradle.

In 2020, we started with our own products, as we have more control over the materials used and the suppliers we work with. Materials that go into our own products include:

Sustainable Materials

- Better Cotton Initiative Certified Cotton
- Organic Cotton
- Recycled Polyester
- Hemp
- Linen

Conventional Materials

- Cotton
- Modal



Antwerp, Belgium

ecoBirdy: Taking Plastic to Fantastic

When our partner ecoBirdy learned that 90 percent of young kids’ toys are made of plastic that takes generations to decompose, they took flight with a simple, sustainable concept: transforming discarded plastic toys into fun(ctional) children’s furniture that is equal parts covetable and conscious.

ecoBirdy found that toys use plastic more intensively than other consumer goods. To put that into context, the average plaything is made with the equivalent of 500 bottle caps. Children also tend to outgrow their toys in six months and 80 percent of them subsequently end up in landfills, the ocean or in sea birds’ stomachs.

ecoBirdy upcycles plastic from toys and uses it as a tool to teach sustainable values and the principles of circular economics – both to children and their parents. Playthings are sourced and sorted entirely in Europe, collected from either designated bins in schools or recycling plant partners. They are then manually checked for batteries and textiles at a facility employing individuals with mental disabilities, helping to give back to the community.

Approved toys get ground into flakes before being sorted by color using near-infrared (NIR) separation, quality control tested and combined into furniture. The finished products are silky smooth, safe and have a speck-tacular finish.

The products are made of ecothylene®, a material developed by ecoBirdy using a system of separating recycled materials by color — innovating a trademarked process that eliminates the need for additional pigments or harmful chemicals.

Every item is not only stylish, but a story; the individual flecks of colored plastic are clearly identifiable as recycled toys in a visual narrative so simple and beautiful that a child could understand it.

To educate and positively influence tomorrow’s decisionmakers, ecoBirdy has also developed a limited edition kid’s book and school program to teach little ones about the huge impact their choices can have. And once they have learned from, loved, and long outgrown their furniture, it can be fully recycled and find a third life.

“Good design should not only look beautiful, but have a positive impact on the world.”
— Vanessa Yuan, co-Founder, ecoBirdy (Brand Partner)

The Goodee Hoodie Origin Story

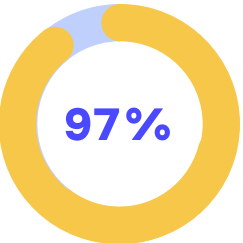
From GOODEE’s earliest days, we’ve been keen to create a Goodee hoodie. The rhyme scheme felt irresistible, and the idea of designing a companion for our growing community, even more so. When we met the founders of KOTN, we knew their clear-eyed perspective would help bring this project to life. KOTN is a certified B Corporation® with the fourth-highest B Impact Score of apparel brands in North America.

Through shared values and a steadfast commitment to human and environmental sustainability, our collaboration has taken us on a meaningful journey between Canada and Egypt. Today, we’re proud to present the fruit of this cultural exchange.



Alexandria, Egypt

We have set clear short, mid, and long-term targets in our Impact Framework to help us become more environmentally responsible across our entire supply chain. These targets include:



In 2020, **97%** of all materials used in original Goodee products were sustainably and ethically sourced. We are working with our suppliers to replace the remaining **3%** and make our products fully sustainable.

	Short-Term 2021-2023		Mid-Term 2024-2027		Long-Term 2028-2030
% of all products we sell which list all sustainable and unsustainable materials and educate customers on what that means	<div><div>90%</div></div>	→	<div><div>100%</div></div>	→	<div><div>100%</div></div>
% of our own products that are circular	<div><div>80%</div></div>	→	<div><div>90%</div></div>	→	<div><div>100%</div></div>
% of our brand partners and suppliers who report on all sustainable and unsustainable materials that go into their products	<div><div>80%</div></div>	→	<div><div>100%</div></div>	→	<div><div>100%</div></div>
% of all products on our website that include a calculated carbon footprint	<div><div>50%</div></div>	→	<div><div>70%</div></div>	→	<div><div>100%</div></div>
% of products we sell that are made of only sustainable materials	<div><div>30%</div></div>	→	<div><div>60%</div></div>	→	<div><div>100%</div></div>
% of our brand partners and suppliers who we audit on their environmental compliance with our Environmental Policy	<div><div>30%</div></div>	→	<div><div>60%</div></div>	→	<div><div>100%</div></div>
% of our brand partners and suppliers who use 100% sustainable packaging	<div><div>30%</div></div>	→	<div><div>60%</div></div>	→	<div><div>100%</div></div>
% of our brand partners and suppliers who calculate the carbon footprint of the products they sell through us	<div><div>30%</div></div>	→	<div><div>50%</div></div>	→	<div><div>70%</div></div>
% of our brand partners and suppliers who measure the amount of waste they send to landfill	<div><div>30%</div></div>	→	<div><div>50%</div></div>	→	<div><div>70%</div></div>



Cauca region, Colombia



Bolgatanga, Ghana

Empowering People to Give a Second Life to Plastic Bottles

Since 2011, PET Lamp has been empowering regional communities to give a new life to plastic bottles. PET Lamp is one of our brand partners that mixes the reuse of PET plastic bottles with traditional weaving techniques from different corners of the world. The resulting products are unique, handmade lampshades that are kind to the environment and preserve traditional crafts.

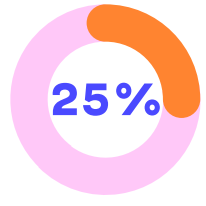
“We love working with the Goodee Crew as they are upbeat, on it, and make our job easy...”

– Gregory MacCarthy, Founder, Baba Tree (Brand Partner)

Since partnering with Baba Tree, they have reported an increase in sales, purchasing raw materials from local producers and hiring more local artisans.



300% Increase In Basket Weavers¹



25% Growth Of Fan Weavers²



20% Increase Of Baba Tree Team³

¹ Started with 4 basket weavers and now has 12, as of December 2020

² From 16 Baba Tree fan weavers to 20, as of December 2020

³ From 31 team members to 39, as of December 2020

Water, Electricity, Fuel, and Waste

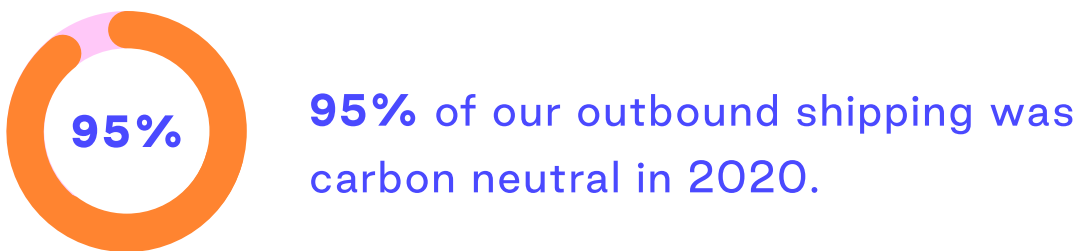
Due to Covid-19, we transitioned to working from home, and as a result, we didn't consume any water, electricity, fuel or produce waste in our offices. We did, however, calculate an estimate of the electricity consumption our employees used to work from home, and the resulting carbon emissions. As a lot of our employees share their homes with other people, the total estimated electricity consumption was minimal. We did not capture water and waste data as we thought it would be minimal due to our team working from home.



Our Carbon Footprint

As an e-commerce company, we engage in multiple activities that generate carbon emissions, as follows:

Shipping: The vast majority of our carbon emissions result from our shipping activity. Through our shipping partners, we choose to pay a bit more per shipment in order to be carbon neutral.



Air Travel: This activity was heavily restricted during the pandemic.

Electricity Consumption: Electricity consumption for 2020 was estimated to account for our employees and contractors working from home.

Warehousing: We started communicating with our warehousing partners to measure the carbon footprint associated with storing our packages and we plan to report on these numbers in 2021.

Carbon Emissions According to the Greenhouse Gas (GHG) Protocol

Scope	Sources	Emissions (tCO2e)
Scope 1: Direct Emissions	Not Applicable	Not Applicable
Scope 2: Indirect Emissions	Not Applicable	Not Applicable
Scope 3: Other Indirect Emissions	Shipping of Products	22,000
	Air Travel (Business Trips)	2,270
	Electricity Consumption	4
Total Scope 3 Emissions		24,274
Total Emissions		24,274

Community Partnerships for the Environment



We're a proud member of 1% for the Planet — a global network of inspiring companies who are coming together to give back to the Earth by donating 1% of our annual revenue to grassroots environmental nonprofits.

Through our membership, we support environmental organizations with a specific focus on BIPOC communities:



Helps create a healthier and more sustainable local community by empowering residents to grow their own organic food.



Trains young people to be active climate and social justice leaders in their communities, while encouraging deep listening, connecting with nature, and honoring diversity.



Provides hands-on education in urban farming, sustainability, and nutrition to low-income youth, in addition to mentoring and exposure to higher education and meaningful career paths.



Promotes values of collaboration and unity to advance solutions to the global environmental crisis.

Our brand partners and other suppliers are doing significant work to mitigate negative environmental impact. We see it as our role to highlight these stories and draw attention to innovative solutions that help us bring sustainable products to our customers.



Margate, United Kingdom

Designing better systems with a sense of respect, a sense of humor, and a sense of reality...



Marine Facial Cleanser: Crafted from sustainably-sourced, natural ingredients and delivered in recycled packaging.



Neroli & Petitgrain Body Cream: Formulated with traceable and responsibly-sourced ingredients, by organic skincare brand **Austin Austin**.



Eco Marine Hand Balm: an earth-friendly skin product with a blend of seaweed extracts and coastal flowers.

“Human ingenuity can solve challenges caused by human ignorance and our capacity to turn things around quickly is a heavy opponent to the right hook of nihilism”

—Dom Bridges, Founder, Hæckels (Brand Partner)

GOODEE

Looking Ahead

We have just started our impact management journey, and we are happy to be reporting on our progress after just two years of operation. We look forward to expanding our disclosures and transparency as well as our dedication to nurturing people, nurturing cultural heritage, and nurturing the planet.

Our promise to you is that we'll always exceed the depth and sophistication of how we manage and report on our performance. We will not cut corners, exaggerate our impact when it's positive, or downplay it when it's negative. Just like our brand, our impact reporting is meant to be humble, ambitious, and most importantly, transparent.

Lastly, we are always looking for ways to improve so we welcome your comments, feedback, and ideas to hold us accountable.

Sincerely,

The Goodee Team

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www.goodeeworld.com

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9am to 5 pm (ET), Monday through Friday.



Good People. Good Design. Good Impact.

Goodee Impact Index 2020

This Impact Index refers to Goodee's Impact Report 2020. It aims to give our stakeholders a quick overview of our key disclosures. If you'd like to learn more about a certain disclosure, we've included page numbers that direct you to relevant sections in the report. The Index includes the following elements:

- Goodee Impact Disclosure: These are disclosures that we have developed internally as part of our Impact Framework
- 2020 Performance: A quick, high-level overview of our performance for the year 2020
- GRI Alignment: Whenever relevant, we've aligned with specific disclosures from the Global Reporting Initiative Standards
- SASB Alignment: Whenever relevant, we've aligned with specific disclosures from the Sustainability Accounting Standards Board (SASB) Standards. Specifically, we've referred to the Consumer Goods: E-Commerce Standards
- Location in the Report: indicates the page number(s) on which more information can be found

General Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
Company Profile (Gen1)	GOODEE is a leading curated e-commerce marketplace offering sustainable homeware and lifestyle products for better living. We are headquartered in Montreal, Canada.	102-1 Name of the organization 102-2 Business activities 102-3 Location of headquarters 102-4 Location of operations 102-6 Markets served 102-7 Scale of organization	N/A	P. 5
Supply Chain (Gen2)	Key players in our supply chain include brand partners, artisans, and makers. We have developed our own partner assessment tool in alignment with our impact framework, to ensure that our impact values are shared with everyone we work with.	102-9 Supply chain	N/A	P. 12
Community Initiatives (Gen3)	We give back to our local communities through partnerships with a number of initiatives and organizations. Our support economically empowers local makers, protects endangered crafts, celebrates local heritage, and contributes to environmental preservation.	413-1 Operations with local community engagement, impact assessments, and development programs	N/A	P. 17-19
Membership of associations (Gen4)	We are proud to be associated with the following leading global organizations. B Corp 1% for the Planet Ethical Fashion Initiative	102-13 Membership of associations	N/A	P. 6 & P. 26

Governance Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
Statement from senior decision maker (Gov1)	For the message from our Co-founders, please refer to the report.	102-14 Statement from senior decision maker	N/A	P. 4
Key impact, risks, and opportunities (Gov2)	As part of our strategic planning, we identify key impact risks and opportunities to include in our daily operations. In addition, this year, we've conducted a thorough stakeholder engagement survey to identify key material topics that impact our business.	102-15 Key impacts, risks, and opportunities	N/A	P. 8-11
Values, principles, standards, and norms of behaviour (Gov3)	Goodee's values are simple: We believe in good people, good design, and good impact. Driven by an unrelenting desire to co-create a world that's smarter, kinder, and more beautiful, we built a platform centered around responsible brands and artisans producing timeless everyday objects, and consumers looking to make a difference with their purchases.	102-16 Values, principles, standards, and norms of behaviour	N/A	P. 5
Mechanisms for advice and concerns about ethics (Gov4)	Our mechanisms are addressed among several key documents and policies including the UN Standards of Conduct Summary and our HR Policies and Procedures. Furthermore, we engage our stakeholders on a regular basis to give them the chance to raise any concerns.	102-17 Mechanisms for advice and concerns about ethics	N/A	N/A
Delegating authority (Gov5)	Our board is the highest delegating authority. Currently, the board has delegated the responsibility of all environmental, social, and governance topics to Goodee's Co-founders.	102-19 Delegating authority	N/A	N/A

Governance Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
Executive-level responsibility for economic, environment and social topics (Gov6)	The Co-founders of Goodee are responsible for all economic, environmental, and social topics at Goodee. They report directly to the board of directors.	102-20 Executive-level responsibility for economic, environment, and social topics	N/A	N/A
Consulting stakeholders on economic, environmental, and social topics (Gov7)	<p>We engage with our stakeholders on a regular basis through our website, email, newsletter, social media, surveys, investor meetings, and governmental or regulatory interactions.</p> <p>This year, we conducted a thorough stakeholder engagement survey through the support of a third-party.</p>	102-21 Consulting stakeholders on economic, environmental, and social topics	N/A	P. 8-10
Composition of the highest governance body and its committees (Gov8)	<p>The board of directors is the highest governance body and it includes:</p> <p>Four voting members and 1 observing member</p> <p>Two board members are executives</p> <p>Two board members are Black, Indigenous, or People of Color (BIPOC)</p> <p>Two board members are female</p> <p>The current board doesn't have committees.</p>	102-22 Composition of the highest governance body and its committees	N/A	P. 14
Identifying and managing economic, environmental, and social impacts (Gov9) Review of economic, environmental, and social topics (Gov10)	<p>The board meets on a quarterly basis and works with the executive team to identify economic, environmental, and social impacts on an annual basis, or as certain circumstances arise. The board is also responsible for reviewing and approving our annual impact report and communicating critical concerns.</p> <p>We engage our stakeholders on a regular basis in order to determine material topics and their impact.</p>	102-17 Mechanisms for advice and concerns about ethics	N/A	N/A

Governance Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
Review of economic, environmental, and social topics (Gov10)	The board meets on a quarterly basis and works with the executive team to identify economic, environmental, and social impacts on an annual basis, or as certain circumstances arise. The board is also responsible for reviewing and approving our annual impact report and communicating critical concerns.	102–29 Identifying and managing economic, environmental, and social impacts	N/A	P. 8–10
Highest governance body’s role in sustainability reporting (Gov11)	We engage our stakeholders on a regular basis in order to determine material topics and their impact.	102–31 Review of economic, environmental, and social topics		
Communicating critical concerns (Gov12)		102–32 Highest governance body’s role in sustainability reporting		
		102–33 Communicating critical concerns		
Nature and total number of critical concerns (Gov13)	During 2020, we received a few feedback points from our customers to enhance their shopping experience. However, none of them were considered critical concerns.	102–34 Nature and total number of critical concerns	N/A	N/A
List of stakeholder groups (Gov14)	Employees and contractors Suppliers Brand partners, artisans, and makers Investors Customers Local communities Industry–specific organizations and regulators	102–40 List of stakeholder groups	N/A	P. 8
Identifying and selecting stakeholders (Gov15)	We define our stakeholders as entities or individuals that can reasonably be expected to be significantly affected by our activities, products, or services; or whose actions can reasonably be expected to affect our ability to implement our strategies or achieve our objectives.	102–42 Identifying and selecting stakeholders	N/A	P. 8–10

Governance Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
Approach to stakeholder engagement (Gov16)	<p>We engage with our stakeholders on a regular basis through our website, email, newsletter, social media, surveys, investor meetings, and governmental or regulatory interactions.</p> <p>This year, and as part of our materiality analysis process, we conducted surveys and held interviews with 46 internal and external stakeholders who provided responses and insights on where Goodee could create the greatest impact.</p>	102–43 Approach to stakeholder engagement	N/A	P. 8–10
Defining report content and topic boundaries (Gov17)	<p>The scope of this report highlights our environment, social, and governance (ESG) goals for the calendar year 2020 and across all our operations. Whenever data is not available, we’ve indicated so in the report.</p>	102–46 Defining report content and topic boundaries	N/A	P. 3
List of material topics (Gov18)	<p>Our stakeholders identified the below topics as the most material:</p> <ul style="list-style-type: none">• Responsible Sourcing• Diversity & Inclusion• Responsible Labor Practices• Equity & Justice• Ethics & Integrity• Waste and Circularity• Craft Preservation• Sustainable Packaging• Customer Engagement and Education• Trade Development	102–47 List of material topics	N/A	P. 10

Nurturing People: Social Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
% of employees who are women or non-binary genders (A1S1)	Permanent: <ul style="list-style-type: none">Female: 33%Male: 67%Undisclosed: 0% Contract: <ul style="list-style-type: none">Female: 25%Male: 50%Undisclosed: 25%	102-8 Information on employees & other workers	CN 0404-12 Percentage gender and racial/ ethnic group representation for (1) executives, (2) technical staff, and (3) all others	P. 14
% of executive management roles which are held by women or non-binary genders (A1S2)	Female: 60% Male: 40%	405-1 Diversity of governance bodies and employees	CN 0404-12 Percentage gender and racial/ ethnic group representation for (1) executives, (2) technical staff, and (3) all others	P. 14
% of employees who are from ethnic minorities (Black, Indigenous and People of Color (BIPOC) (A1S3)	BIPOC: 44% Non-BIPOC: 56%			
% of executive management roles that are held by ethnic minorities (BIPOC) (A1S4)	BIPOC: 60% Non-BIPOC: 40%			
Employee satisfaction rate (%) (A1S5)	<p>In 2021, we will include an overall employee satisfaction rate. For 2020, we engaged with our employees through a survey which gave the below results:</p> <p>100% of employees would reapply for their job if given the chance 100% of employees recommend Goodee as a great place to work 100% of employees believe Goodee authentically lives by company values</p>	N/A	CN 0404-10 Employee engagement as a percentage	P. 15

Nurturing People: Social Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
Employee turnover rate (%) (A1S6)	8.9%	401–1 New employee hires and employee turnover	CN 0404–11 (1) Voluntary and (2) Involuntary employee turnover	N/A
% of promoted employees (A1S7)	11% (1 employee out of 9)	N/A	N/A	N/A
% of work–related burnout, illness, injuries, near misses, or fatalities (A1S8)	0%	403–9 Work–related injuries	N/A	N/A
% of brand partners, collaborators, suppliers, and makers who are owned by ethnic minorities (BIPOC) (A2S1)	Brand Partners: <ul style="list-style-type: none">• BIPOC: 30%• Non–BIPOC: 70% Suppliers: <ul style="list-style-type: none">• BIPOC: 22%• Non–BIPOC: 78%	N/A	N/A	P. 16
% of brand partners, collaborators, suppliers and makers who are owned by women or non–binary genders (A2S2)	Brand Partners: <ul style="list-style-type: none">• Female: 55%• Male: 45% Suppliers: <ul style="list-style-type: none">• Female: 47%• Male: 53%	N/A	N/A	P. 16

Nurturing People: Social Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
% of brand partners, collaborators, suppliers and makers who are operating in underserved areas (A2S5)	Brand partners: 30% Suppliers: 50%	N/A	N/A	P. 17
# of affordable products to increase customer scope socio-economically (A3S1)	We are committed to including customers from different socio-economic backgrounds. As a result, we have designed The Goodee 100 program to offer products priced under \$100. This program will be launched in 2021.	102-6 Markets served	N/A	P. 16
# of brand partners and suppliers who employ people with different types of disabilities (A3S2)	3 of our brand partners employ people with disabilities: Ecobirdy, Ro-Smit, and Teixidors.	N/A	N/A	P. 16
# of strategic partnerships/relationships with civil society organizations in communities which Goodee buys from (A4S2)	We have strategic partnerships with four organizations: <ul style="list-style-type: none">• Ethical Fashion Initiative• Obakki Foundation• PET Lamps by ACdO• KOTN• Cartiera	413-1 Operations with local community engagement, impact assessments, and development programs	N/A	P. 17-19

Nurturing Cultural Heritage: Social & Economic Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
# of onboarded brands, artisans, and makers that create products celebrating preserved crafts (B1S1)	16	203–1 Infrastructure investments and services supported	N/A	P. 16
% of products sold on Goodee's website are preserved, endangered crafts (B1S7)	30%	413–1 Operations with local community engagement, impact assessments, and development programs	N/A	P. 7
# of featured interviews or stories of the makers behind certain products (B2S1)	In 2020, we posted 34 ‘behind the scenes’ Instagram posts, showcasing our products and people.	102–43 Approach to stakeholder engagement	N/A	N/A
# of clicks from customers to read stories aimed at craft preservation and trade development (B2S2)	We posted seven articles in 2020 which collectively had nearly 5000 views.	102–43 Approach to stakeholder engagement	N/A	N/A
# of initiated campaigns per year that align with international campaigns/ platforms to amplify the work already being done in the industry (B2S3)	One of our favorite initiated campaigns that aligned with an international campaign to amplify the work in crafts preservation in the industry was our pop-up at the Whitney Museum of American Art.	413–1 Operations with local community engagement, impact assessments, and development programs	N/A	P. 19

Nurturing the Planet: Environmental Disclosures

GOODEE Impact Disclosure	2020 Performance (For more information, please refer to the report.)	GRI Alignment	SASB Alignment	Location in the Report
Total electricity consumed (in Goodee's workspace and for employees and contractors working from home) (C1S4)	The total estimated electricity consumption for employees and contractors working from home is 47,242 kWh (100% grid).	302–1 Energy consumption within the organization	CN 0404–01 Total energy consumed, percentage grid electricity, percentage renewable energy	P. 25
Average electricity consumed per team member (in Goodee's workspace and for employees and contractors working from home) (C1S5)	The average estimated electricity consumption per individual employee or contractor working from home is 3,634 kWh (100% grid).	302–1 Energy consumption within the organization	CN 0404–01 Total energy consumed, percentage grid electricity, percentage renewable energy	P. 25
CO2 Emissions (C1S12)	Scope 1 (Direct Emissions): N/A Scope 2 (Indirect Emissions): N/A Scope 3 (Other Indirect Emissions): 24,274 Total: 24,274	305–1 Direct (Scope 1) GHG emissions 05–2 Energy indirect (Scope 2) GHG emissions Disclosure 305–3 Other indirect (Scope 3) GHG emissions	CN 0404–04 Total greenhouse gas (GHG) footprint of product shipments	P. 25
Support 1% for the Planet (C1S13)	After reviewing 1% for the–Planet’s list of pre–vetted nonprofits, we’ve identified four environmental organizations with a specific focus on BIPOC communities that we want to support: <ul style="list-style-type: none">• The Ron Finley Project• Earth Guardians• Harlem Grown• Sunrise Movement	413–1 Operations with local community engagement, impact assessments, and development programs	N/A	P. 26