

Environmental policy

Technology brings amazing possibilities, but not without challenges. The electronics sector has a significant footprint, and electronic waste is in fact the world's fastest growing waste stream. While products are becoming ever more energy efficient, their production is energy intensive. Many electronic products also contain scarce and precious materials, and thus products need a long life, and they need to be recycled at life's end.

We are a part of an sector that will have to undergo massive transformations this coming decade. We can't fix everything alone, but as the biggest electronics retailer in the Nordics, we acknowledge our responsibility to help to reduce the footprint from our operations, our products and enhance repair services that prolong product life. Our customers want to live a more sustainable life, and we will do our best to make it possible. We also wish to explore new consumption models such as subscription, leasing and renting models. We are ready to take the lead, inviting our suppliers, partners and our customers to join us on the mission we call the Elkjøp Green Deal. We split this deal into four key areas.

1: Zero emissions from own operations

We are working to make all parts of our own operations free from emissions, by reducing the electricity consumption in our stores and warehouses, sourcing only renewable energy and introducing zero emission transport across our Nordic operations. In addition to this, a large number of smaller initiatives which together makes a real difference, for example in sourcing for own operations.

2: We will sell more environmentally friendly products

8 out of 10 customers want to make sustainable choices, and we are here to help, by pursuing to offer products that have a long life, can be repaired and recycled, and helping customers make more informed choices through communicating with them in an open and transparent way around environmental parameters and facts. As an effort to push our suppliers towards becoming more sustainable, we have partnered with EcoVadis, who is currently screening and rating our suppliers' sustainability efforts.

3: Helping prolong the life of our products

One of our key sustainability challenges is to help prolong the lifespan of the products we sell. We are proud to offer high quality products, and we are proud to help you get the most out of them. In general, it is often more environmentally friendly to repair old devices and appliances, than to purchase new ones - even if the new product is more energy efficient. We want to make sure it is also convenient and cost-efficient to repair old products.

4: Making sure products are reused and recycled

We take pride in our recycling services. All electronic products contain rare and valuable metals that can and must be recycled into new products. Together with our recycling partners, we want to make sure that nothing goes to waste but is given a new life. We contribute to the circular economy.

We will continuously minimise our potential impact on the environment and operate in compliance with all relevant environmental legislation.

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