



CLIMATE, ENVIRONMENT AND SUSTAINABILITY AT ELKJØP NORDIC



JUST IMAGINE

Imagine if there was a store that could help everyone make life a bit simpler, a bit more fun and a bit greener. A store that makes saving energy, water, emissions and money easy, but always offers products that our customers can use and enjoy to the max.

Imagine if you knew that everything in that store was durable as well as super-easy to repair, update and upgrade. What you do not want to own, you can rent. Or buy slightly used and slightly cheaper, but as good as new.

Imagine knowing that everything on the shelves is made only of environmental friendly materials from nothing but factories that meet high standards. The employees know everything about the best sound and the most awesome experience and ensure that not only you, but the planet is in for a great deal. They fix everything that is broken and ensure that others can make use of the things that you no longer need. Imagine if absolutely everything was recycled into new products that will again be used to making other people's lives a bit easier, a bit more fun and a bit greener.

Imagine that we are creating precisely that kind of store. Together. Now. This is important for us as a company, vital for the climate and the environment and still more important for our customers. That is why we are calling it our Green Deal. Find out more on the following pages about what our ambitions are and how we work with the climate, the environment and sustainability.



RESPONSIBLE COMPANY

Elkj p wants to be a responsible buyer. You should know where our products are manufactured and that they have been produced under good working conditions.

Elkj p also has to be a responsible employer and offer a great place to work with equal opportunities for all.



PRODUCTS AND SERVICES TO BE PROUD OF

Elkj p has to cut its own emissions and help all customers to live in a more climate-friendly and environmentally sustainable way. We have to make it easier to make greener choices when you need something new as well as renew and prolong the life of what you already have. Anything that cannot be reused or repaired has to be recycled.



ENJOYED BY EVERYONE

Elkj p must be a trusted advisor to help you choose and use amazing technology based on your needs.

The Elkj p Foundation aims to fight digital exclusion and contribute to ensuring that even more people are able to participate in the fantastic opportunities offered by technology.



WHY DOES ELKJØP HAVE TO WORK MORE ACTIVELY WITH SUSTAINABILITY?

For me, this is obvious. As the largest electronics retailer in the Nordics, we have to do our bit to ensure that the world reaches the Paris climate goals. And the world does not have much time. Our customers are increasingly concerned about ensuring that they live sustainably. Everything we sell comes with a significant environmental footprint, and our customers come to us for advice on making better choices. Last, but not least, we have 11,000 employees in Sweden, Denmark, Finland and Norway who cannot wait to make a difference.

The most important question is therefore: How? It goes without saying that we need to cut CO2 emissions from our own facilities and transport.

“We need increasingly to be the store that solves problems rather than just selling the highest number of new gadgets.”

But it is the goods we sell that account for the largest impact on the climate and the environment. This means that the way we organise our business in the future will have the greatest effect. We will always be the store with the newest products and the best prices. But we increasingly need to be the store that solves problems rather than just selling the highest number of new gadgets. We need to promote products that have the lowest energy usage and the lowest impact on the environment. Helping our customers get the most out of what they have bought is even more important; updating, upgrading and repairing – right up until the products have to be recycled. Some customers want flexibility and prefer having access to the latest products not owning them. Others want to enjoy pre-owned items at a more reasonable price. That is something we have to be able to offer. Our entire industry is changing.

Not just due to online shopping and new competitors. But because we are simply running out of the materials required for manufacturing new products. The mountain of products that are outdated, out of service or broken is growing. Products that have hardly been used go straight to recycling – in the worst-case scenario they are just discarded. For the planet, this means lost resources. For us, it means lost business opportunities.

We have built up the largest electronics repair service in the Nordics. We have the best customer advisors in the market and have worked systematically on environmental issues for several years. We have a unique starting point for leading our industry away from a throwaway mentality to a circular economy which gets more use out of each product. We know that this pays off in the long run because we do not live on one-off sales, but on returning customers.

We know where we need to go, but do not have all the answers as to how to get there. Our Green Deal is a call to all our suppliers, customers and partners to help us travel further along this road. It is also a challenge for all our 11,000 employees.

Whether you are a customer, an employee or a supplier, we hope that you will join us.

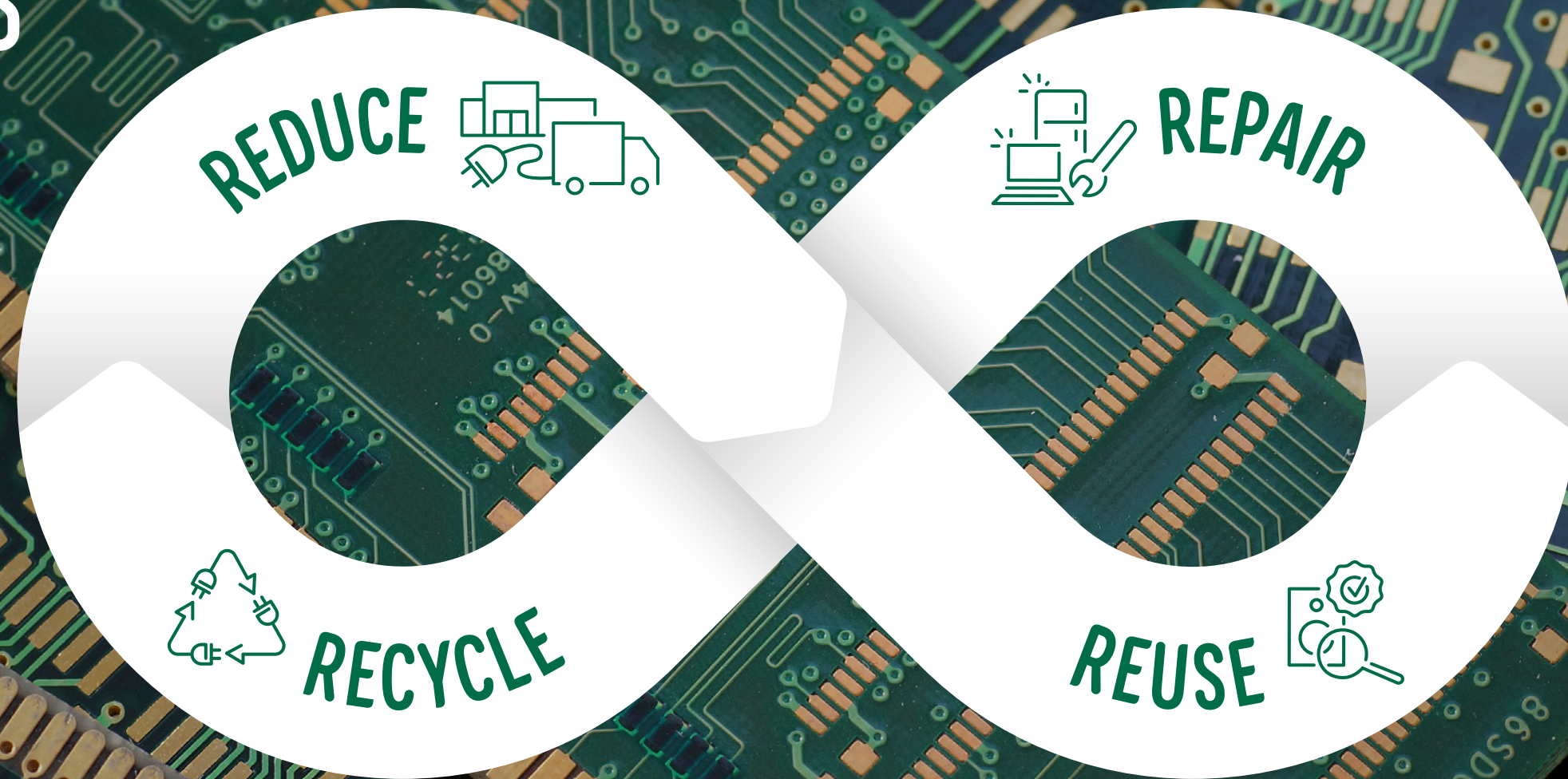


Erik Gunset Sønsterud
CEO Elkjøp Nordic AS



In 2020, we collected more than 33,000 tons of electronic waste. 98% of all televisions were recycled into new materials for new products.

ELKJØP'S GREEN DEAL



ZERO EMISSIONS FROM OWN OPERATIONS

No climate emissions from our own operations and transport use



SIMPLE GREEN CHOICES

We want to make it easier to see how our products have been produced and the kind of environmental and climate impact they have



HELPING PROLONG THE LIFE OF OUR PRODUCTS

It must be possible to repair and take care of all products to ensure longer life



100 % NEW LIFE

Absolutely everything we sell must be collected, reused and finally recycled

OUR VISION:

No climate emissions from our own operations or transport use

WE NOW HAVE:

- 100% renewable electricity
- Partially emission-free transport
- Cut energy usage by using LED in our stores
- Climate reporting for our own emissions

IN FUTURE WE WILL WORK TO ENSURE:

- Emission-free deliveries
- Further investment in energy-efficient stores
- Sustainability training for all employees
- A completely new system for setting goals and following up on sustainability indicators across the company
- Climate-friendly employee travel
- Reduced and recycled waste from stores, warehouses and offices



ZERO EMISSIONS FROM OWN OPERATIONS

HOW DO WE CUT EMISSIONS FROM OUR OWN ACTIVITIES?

As the largest electronics chain in the Nordics, we aim to be at the forefront of cutting emissions from our own activities. We must do business in line with the Paris Agreement, and we have a vision to become a climate-neutral company by 2040. This includes all our stores and office facilities, the main warehouse in Jönköping in Sweden and all transport, including home deliveries.

We are already well on our way to making all our buildings energy-efficient. All the electricity we buy is renewable, and new stores have LED lighting and smart management of energy use. In our 107,000-square-metre warehouse, we have replaced more than 3,400 older lightbulbs with 1,677 modern LED panels. This replacement of lightbulbs alone hugely reduced electricity usage. In the coming years, all Elkjøp stores will be upgraded.

“Many of the vehicles that deliver to stores and customers now do not use fossil fuels.”

A large percentage of our emissions come from transport. Many of the vehicles that deliver to stores and customers now do not use fossil fuels. We test and offer electric home delivery in several countries and are working to make all deliveries emission-free. In future, all electronics should be delivered by electric vehicles!



SIMPLE GREEN CHOICES

HOW DO WE REDUCE THE FOOTPRINT OF THE PRODUCTS WE SELL?

Our greatest footprint comes from the products we sell. The products and services we offer is the area in which we can make the biggest difference. 8 out of 10 consumers state that they want to live in a more environmentally and climate-friendly way, but many think that choosing sustainably is difficult. At Elkjøp, we want to make it easier to see how our products have been produced and the kind of environmental and climate impact they have.

“At Elkjøp, we want to make it easier to see how our products have been manufactured and the kind of environmental and climate impact they have.”

As trusted advisors, we want to help our customers to make the best and greenest choices based on each customer’s needs.

The development of more energy-efficient products is on-going and helps our customers to save energy and money. The biggest environmental impact from electronics however, does not come from use, but from production. As the first electronics chain, we have entered into a partnership with EcoVadis which follows up on our stringent requirements for environment, climate and sustainability with suppliers.

We want to continue to challenge our suppliers to reduce their environmental footprint and prolong the life of the products they manufacture. We have also challenged ourselves to develop more offerings and services in store to make buying pre-owned items or renting rather than buying easier. When many customers go a little greener, we all make a big difference.



OUR VISION:

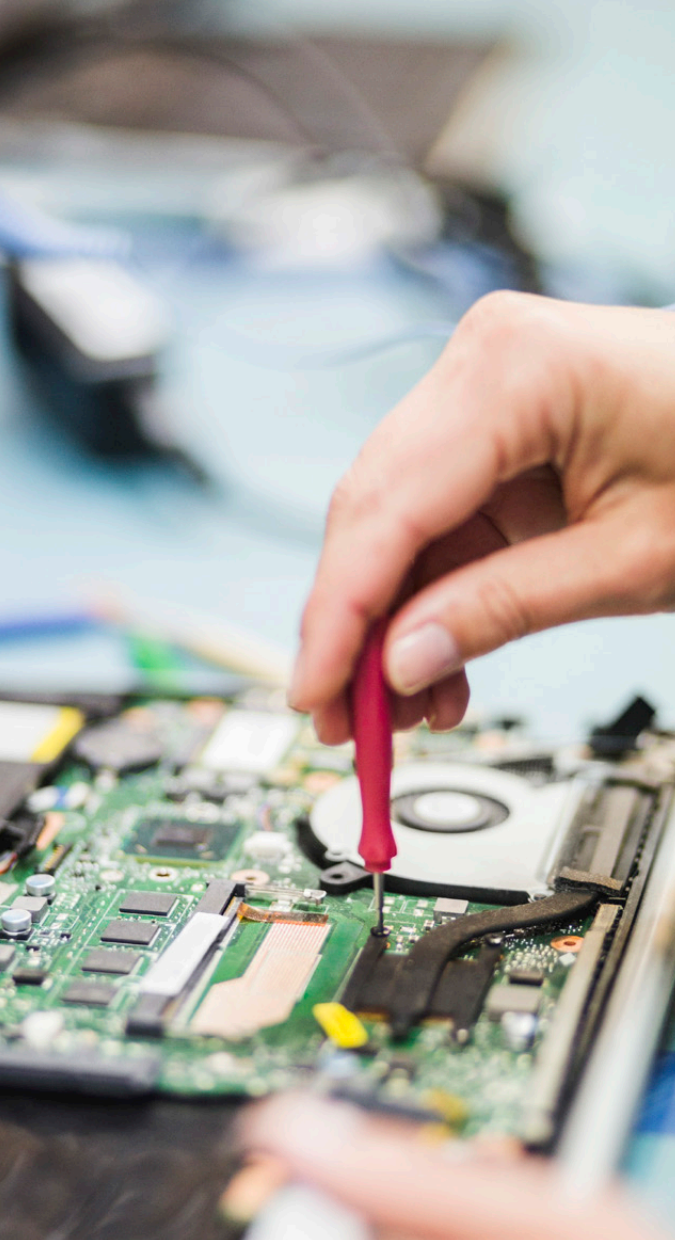
We want to make it easier to see how our products have been manufactured and the kind of environmental and climate impact they have

WE NOW HAVE:

- Initiated a partnership with EcoVadis to set standards and monitor environmental and working conditions with our suppliers
- Launched the sale of returned and used goods in Outlet
- Leasing schemes for laptops, iPads and mobile telephones in place
- Extended warranty schemes
- Environmental requirements for packaging

IN FUTURE WE WILL WORK TO ENSURE:

- Extended environmental and climate information for all products online and in store
- Clearer requirements and monitoring of sustainability with our suppliers
- An extended outlet for more pre-owned purchase options
- Development of new products, services and business opportunities for extended life and increased (re)use
- More leasing and hire options
- Reduced and recyclable packaging



HELPING PROLONG THE LIFE OF OUR PRODUCTS

HOW DO WE EXTEND THE LIFE OF OUR PRODUCTS?

Our work is not done when a customer leaves the store. That is when the task of ensuring that the customer gets the most use out of the products for a long time to come starts. We help to install, use correctly, update and repair.

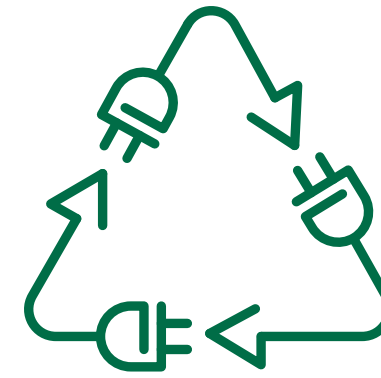
Did you know that Elkjøp offers the largest electronics repair service in the Nordics? We repair more than 700.000 products every year. We also know how important your mobile telephone is to you. That is why we have built up a network of mobile workshops in our stores all over the Nordics where many types of repairs can be completed while you wait. We look forward to rolling out this service to even more customers.

The average European household has 72 electronic products. 11 are broken and no longer in use. Far too many products have far too short a life due to accidents, faults or incorrect use. Nordic consumers produce more electronic waste than any others. That is why Elkjøp has launched a spare parts store online offering several million spare parts!

“Far too many products have far too short a life due to accidents, faults or incorrect use.”

At Elkjøp, we want to make upgrading and repairing electronics easier and more convenient. But we will not be able to do this alone. With our vision of 100% reparability on white goods and electronics, we encourage all our suppliers and the industry as a whole to design products that can be fixed and used over and over again.

Increased investment in repairs also means more options for putting pre-owned products up for resale. At Elkjøp Outlet, we already sell used mobile telephones and tablets. The aim is to offer to repair and resell many more product types. This is not just a good deal for our customers – but also for the climate and the environment.



100 % NEW LIFE

HOW DO WE ENSURE THAT EVERYTHING IS RECYCLED INTO NEW PRODUCTS?

Finally, we have to ensure that all the products we sell are collected and recycled. Electronic products can contain up to 96 different elements, including environmental toxins that require special handling. First and foremost, our products contain plastic and metals which we can and should reuse. The world is simply running out of materials like magnesium, cobalt, tungsten and rare minerals.

“Did you know that 88 old mobile phones contain enough gold to make a wedding ring?”

If our industry is to continue to manufacture new products for an increasing number of people, we have to recycle more and reuse absolutely everything that is no longer in use. In the Nordics, we all have an average of 2.3 mobile telephones lying around in a drawer or in the attic somewhere. These telephones are a gold mine – literally. Did you know that 88 old mobile phones contain enough gold to make a wedding ring?

At Elkjøp, we have worked on responsible recycling and secure collection points for a long time. In 2020, we collected more than 33,000 tons of electronic waste. 98% of all televisions were recycled into new materials for new products.

In future we will work to ensure that all products – from washing machines and laptops to curling irons and lightbulbs – can be returned and recycled into something new. Many more products have to be made of reused materials and be designed for recycling. This also applies to packaging.

We have to become better at facilitating, motivating and reporting so that our customers can see that recycling is worth it.

OUR VISION:

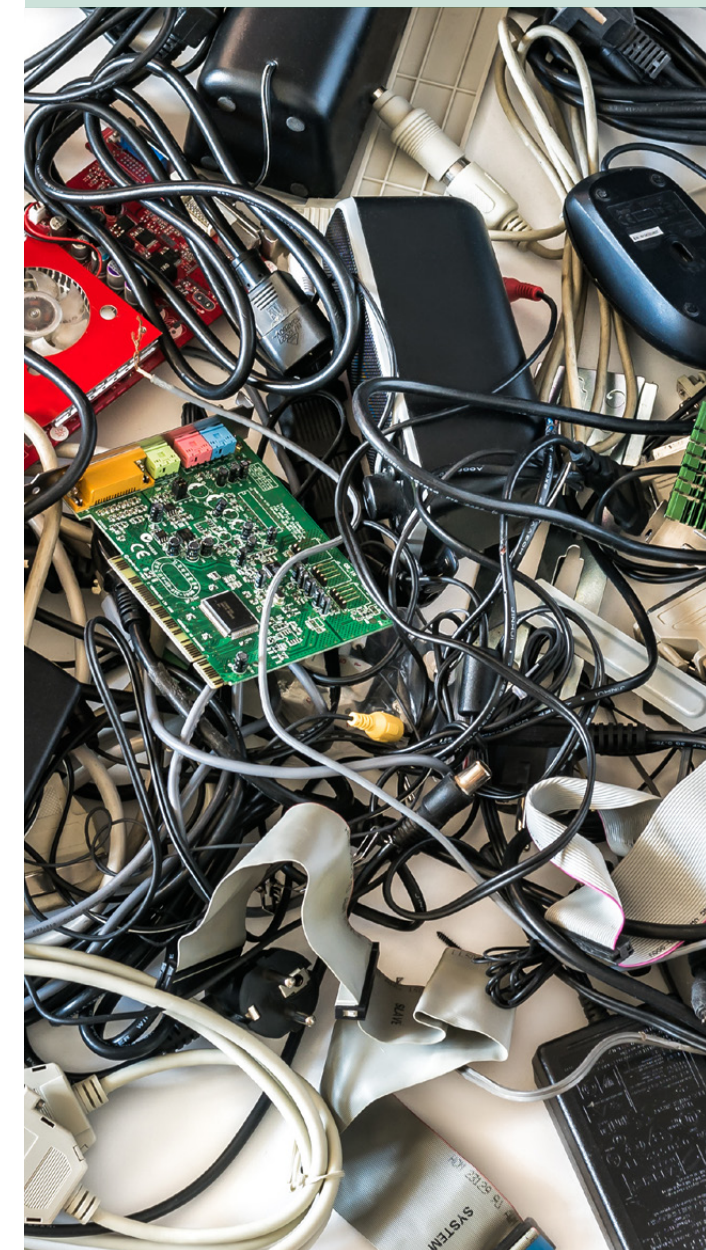
Absolutely everything we sell must be collected and reused and finally recycled

WE NOW HAVE:

- The largest in-store collection of electronics waste in the Nordics – with 33,000 tons collected in 2020.
- Recycling rate of 98% for all televisions
- Trade -in scheme for used mobile telephones, laptops and tablets
- One Million Phones campaign in Sweden and Finland for increased collection and recycling of mobile telephones.

IN FUTURE WE WILL WORK TO ENSURE:

- Everything we sell is collected and recycled
- 100% material recycling from collected products
- Products that are designed with recycling in mind, and increased use of recycled materials
- Reduced and recyclable packaging



OUR VISION:

It must be possible to repair and take care of all products to ensure longer life

WE NOW HAVE:

- The largest repair service for electronic products in the Nordics
- Extra insurance and extended warranty options
- Returned goods for sale in our Outlet
- ‘Repair-in-store’ in selected stores
- Spare parts store online

IN FUTURE WE WILL WORK TO ENSURE:

- More and better repair services
- Easier availability of spare parts
- Increased requirements for reparability for all the products we sell
- Further development of support services and upgrade options to help customers ensure longer use of their products
- Work to remove VAT on repairs in all our markets



OUR VISION:

Elkjøp has to be a great place to work, a place where our employees are just as diverse as our customers

WE NOW HAVE:

- Adopted a Nordic policy for diversity, inclusion and equality
- Introduced fair recruitment by applying ability tests as our initial screening method
- Worked actively to attract more female applicants
- Set clear goals for gender balance – overall and at management level
- Included diversity and diversity management as part of our management development programmes
- Adopted toolboxes for managers

IN FUTURE WE WILL WORK TO ENSURE:

- Development of greater awareness of the responsibility each and every one of us has to generate a culture where people feel they belong
- Increased awareness of how to build diverse and inclusive teams
- An even more diverse Elkjøp at all levels in the organisation.



A GREAT PLACE TO WORK

HOW DO WE BECOME A SUSTAINABLE WORKPLACE?

We will deliver amazing technology – to everyone and be a great place to work – for everyone. To us, being a great, welcoming and inclusive workplace forms an important part of being a sustainable company.

“Our aim is to address our gender balance and have 40% female staff by 2025.”

We serve a diverse customer base. The transition we face requires many different ideas. This means that we need diverse employees. We currently have more than 11,000 employees in four countries. Our aim is to address our gender balance and have 40% female staff by 2025. Our employees must represent a wide spectrum of age, backgrounds and personalities.

We have to succeed by being an attractive place for people to work. We have to be a place where everyone feels welcome, a place to feel comfortable and grow and develop with the opportunities we offer. This is how we can also grow as a company.



We will deliver amazing technology – to everyone and be a great place to work – for everyone.



ELKJØP
FOUNDATION

FIGHT DIGITAL EXCLUSION

ELKJØP FOUNDATION

At Elkjøp, we think everyone should be able to enjoy and use amazing technology. Unfortunately, not everyone is able to keep up with rapid developments. What can we as a company do to prevent digital exclusion?

Every year, Elkjøp conducts the Tech Trouble survey among Nordic consumers.

It shows that:

- **1 in 3 believes that we have a digital divide and is worried that more people will be excluded in future**
- **1 in 3 believes that technology is so challenging that it is difficult to keep up**
- **3 in 5 believe that it is harder to keep up than it was five years ago**

These challenges are associated with everything from age and generational differences to budgets, gender differences, disability and training. They all express a fear of a digital divide where some people may be excluded because they are not able to use or do not have access to digital services.

At Elkjøp, we wish to make it even easier for more people to enjoy new opportunities. But we have also set up the Elkjøp Foundation, our own foundation, which works solely to reduce digital exclusion. The aim of the foundation is to increase awareness of challenges, build knowledge of solutions and support projects and local teams to give more people access to the amazing world of technology.

Every year, Elkjøp contributes with millions of kroner in support, products and training to ensure that more people are included. So far, more than 44 teams and organisations have received support, including the children's cancer association at Akershus University Hospital in Norway and the Swedish Vid Din Sida, which helps homeless elderly people in Stockholm.

Do you know of a project that deserves support? Check out elkjopnordic.com to submit an application.





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Our Green Deal is a call to all our suppliers, customers and partners to help us travel further along the road.
It is also a challenge for all our 11,000 employees.

Want to know more and contribute?
Find out more about our sustainability work and contact details at elkjopnordic.com.