

A group of diverse young people are laughing and hugging outdoors. The image is split vertically by a dark line. On the left, a man with braids and a woman are laughing. In the center, a man with curly hair is laughing with his mouth wide open. On the right, another man with braids is partially visible. They are all wearing casual clothing like t-shirts and jeans.

depop

Creating a new fashion system

Sustainability plan
2021 - 2022

Changing fashion isn't hard. It's as simple as changing the way we shop.

Keeping clothes that already exist passing from person to person. Keeping the stories, the culture, the value, the designs, moving for as long as possible.

It's simple. And it's massive too. Because it slows the demand for new new. It preserves the environment, creates new connections, new ideas, new hope, new action, new methods to make and experience the clothes that we wrap our bodies in.

Fashion is a global language – no matter where we are, our clothes always tell a story about who we are – and like language, fashion is constantly changing.

It's time to make this language more than it has been. To let go of what isn't working and create something with more vibrance, more opportunities, more hope, more care — something that reflects the way we want to value each other and our home.

The good news is that it's already happening. Our role is to build the tools and inspiration, and to ensure we're giving representation to the people making these changes.

Together, we're shaping a new fashion system. One that's kinder to people and kinder to the planet.

This is fashion for a better future.

OUR VISION FOR A NEW FASHION SYSTEM

We want to reshape the way fashion is made and experienced by promoting and developing culture that's based around creativity, circularity, equity and exchange.



We don't know what the world will look like in 2030 which is why we chose to focus on creating an intensive two year plan.

As a tech company we know the power of trial and error. We believe in learning as we go and getting things done, and starting over again when we need to.

This is a comprehensive list of actions to make changes both at Depop and beyond. They are split into four focus areas: **governance, planet, people, platform.**

This plan also contributes to address the UN Sustainable Development Goals. And from next year, we'll be reporting on our progress.



GOVERNANCE

We will hold ourselves accountable to address material sustainability matters in our business.

Objectives

2022 Targets

Create a strong governance for sustainability at Depop

Formally embed sustainability and diversity, equity and inclusion (DEI) in management team's and key departments' objectives where relevant

Embed sustainability and DEI into ongoing training efforts

Align our operations with best responsible practices

Align our practices with B Corp standards up to certification level by the end of 2021

Roll out a vendor code of conduct to ensure good social and environmental standards are upheld in our supply chain

Engage with our key stakeholders to inform our actions

Set up a formal stakeholder engagement programme to inform the next iteration of our sustainability plan

Future-proof the impact of our charitable activities

Formalise a methodology to screen and assess the impact of corporate social responsibility / charitable initiatives

Transparently disclose our progress

Publicly disclose an annual progress update on our sustainability and DEI initiatives



PEOPLE

We will focus on caring for our staff, by promoting fairness and wellbeing

Objectives

2022 Targets

Promote diversity, equity and inclusion in our workforce

Improve gender balance in our engineering team, achieve at least 30% of females in engineering and data science positions by end of 2022

Increase the racial and ethnic diversity across our organisation with specific focus on our leadership and executive teams by end of 2022

Promote our staff wellbeing

Maintain or exceed an overall engagement score of 80%, with a particular focus on scores related to mental health and physical health support

Launch a programme to allow our staff to do skill-based volunteering

Promote equitable pay and ensure fair wages for our staff

Conduct and publish Depop's first pay gap diagnostic, internally by 2021 and externally by 2022

Keep paying our permanent staff a living wage across our key territories (UK, US, AUS), extend this to regular sub-contracted staff, and obtain living wage employer certification in the UK by end of year 2021

PLANET



We will actively work to reduce our environmental impact and do no harm to our home.

Objectives

2022 Targets

Run a low carbon business

Offset our shipping emissions from January 2020 and onwards, targeting the biggest driver of our carbon footprint in priority

Achieve climate neutrality by end of 2021 by extending the scope of our carbon inventory beyond shipping, setting reduction targets and offsetting associated emissions

Run low impact operations

Start reporting and set intensity reduction targets for our energy use, water use and waste generation

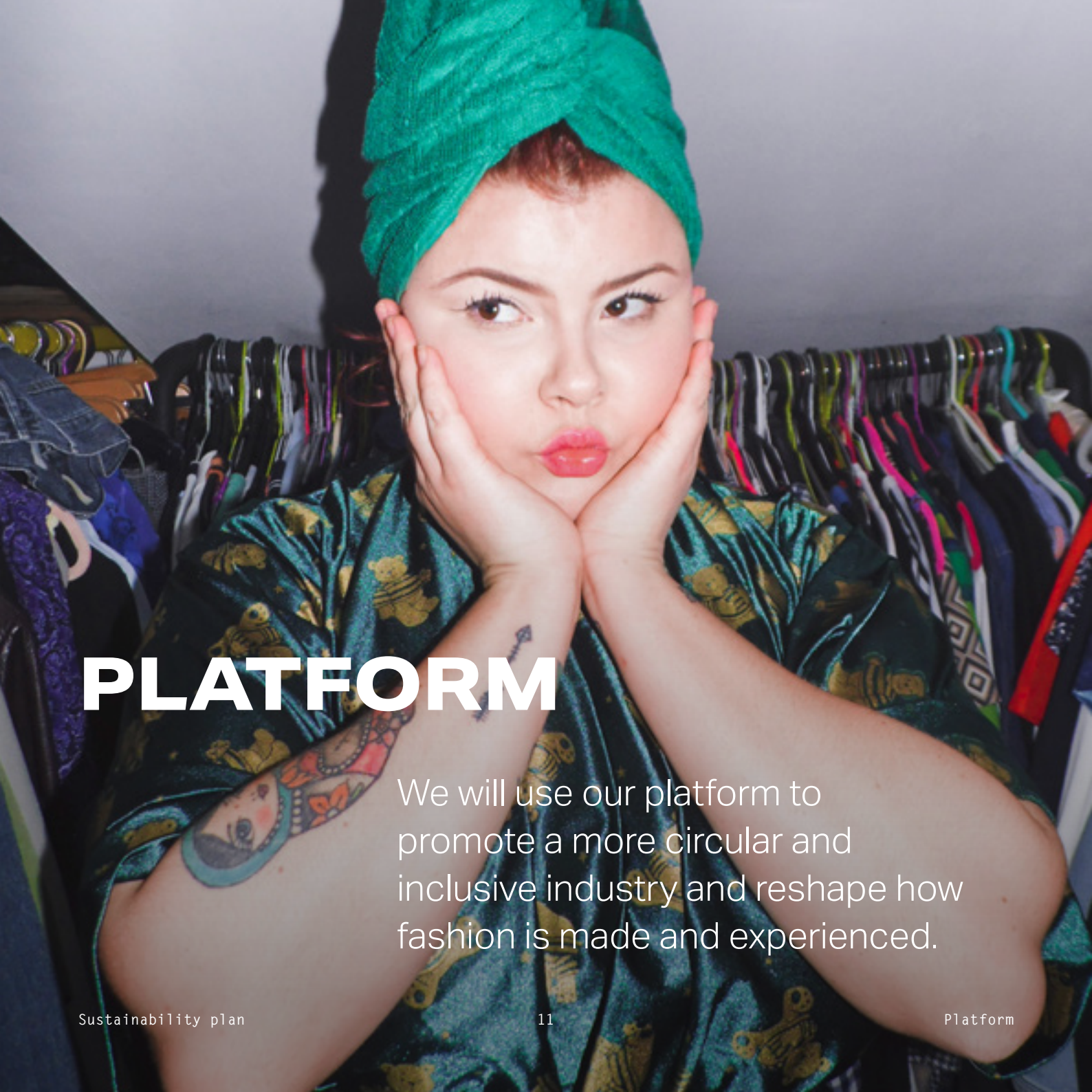
Launch a resource efficiency programme across our offices

Develop and roll out an environmental preferable purchasing policy

Power Depop with renewable energy

Achieve 100% renewable energy in all our (controlled) offices

Partner with energy providers in our key territories to offer preferential offers to switch to renewable energy



PLATFORM

We will use our platform to promote a more circular and inclusive industry and reshape how fashion is made and experienced.

Objectives

2022 Targets

Promote circularity
in our community

Develop programmes and initiatives
to allow our sellers to connect with
organisations or individuals to source
inventory, sustainable materials, or dispose
of unsellable garments responsibly

Strategically partner with at least two external
organisations (companies or not for profit) to
offer practical solutions and resources to help
our buyers and sellers lead a more circular life

Beyond second hand, set a baseline and goal
to promote circular and responsibly-made
fashion on Depop by the end of 2022

Empower our users to easily buy
and sell mindfully on Depop

Develop features to promote more
sustainable items and sellers on the app

Develop educational resources to
support our sellers to transition to more
sustainable practices in their shop

Lead by example by designing
circular collaborations

Systematic preference for circular and
responsibly made garments in our
brand collaborations from now on

Objectives

2022 Targets

Promote diversity, equity and inclusion in our marketplace

Introduce targets for representation across Depop's diversity focus areas to ensure there is representation of businesses and sellers within the app, newsletters and on our social channels that reflects the diversity within society

Cooperate with others to promote sustainability in the fashion industry and beyond

Contribute to at least one multi stakeholder initiative, or research effort, that aims at promoting circularity, advancing social and environmental standards in the fashion industry or sharing learning

Develop and invest in programmes to seed or scale projects with a positive environmental or social impact in our community

Define specific sustainability criteria to ensure that social and environmental considerations are factored into our procurement decisions, and at least 50% of shortlisted vendors meet the specified criteria by end of 2022

Create economic opportunities for underrepresented individuals

Provide educational resources and mentorship opportunities to help entrepreneurs, creatives or small businesses from underrepresented groups grow their businesses sustainably



This plan contributes to address the United Nations Sustainable Development Goals (UN SDGs). Set in 2015 to address global challenges faced by humankind, including inequality, climate change and justice – all matters that resonate with us at Depop.

Read more on the UN SDGs [here](#).

	Depop Sustainability Goals	UN SDGs
Governance	We will hold ourselves accountable to address material sustainability matters in our business	8. Decent work & economic growth
People	We will focus on caring for our staff, by promoting fairness and wellbeing	5. Achieve gender equality and empower all women and girls 10. Reduced inequalities 16. Peaceful and inclusive societies for sustainable development
Planet	We thrive to reduce our environmental impact and do no harm	7. Affordable and clean energy 13. Climate action
Platform	We use our platform to promote a more circular and inclusive industry and reshape fashion consumption	10. Reduced inequalities 12. Responsible production & consumption 17. Partnerships for the Goals

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