



eBay Green Fast Facts At-A-Glance

- Rooted in eBay’s founding belief that people are basically good, we believe that by pairing consumers with the tools, resources, and knowledge to shop in ways that are better for the planet, we can have a big impact
- As the largest online engine for the reuse of goods, more than \$2,000 worth of goods are traded on eBay.com every second – the vast majority of which are used, vintage or refurbished
- More than \$100 billion worth of reused products have been sold on eBay since 1998
- The eBay Green Team—*nearly 150,000 members-strong*—are front-line advocates for a new ethic—that using what exists today, rather than manufacturing new things, is good for the planet and the pocketbook.
- To join the effort to help the world, buy, sell and think green every day, visit us online at: eBay.com/greenteam, facebook.com/ebaygreen and twitter.com/ebaygreen

eBay Green Shopping Hub Facts

- Starting in March 2010, shop greener on eBay through our new green shopping hub, green.ebay.com
- Similar for fashion.ebay.com, the hub will surface and unlock millions of great deals, in this case eco-friendly deal, all curated and merchandised for a streamlined and user-friendly experience
- Products featured in the new hub align with eBay’s distinct green shopping framework, and encourage consumers to follow three simple guidelines:
 1. **Look for pre-owned products.** When you choose to reuse an item, you aren’t asking the planet to come up with the raw materials required to make a new one. Extending the useful life of an item is one of the most sustainable choices you can make. In most cases, the greenest product is the one that already exists.
 2. **Check whether an item is sustainably made.** Products that are made from sustainable materials – organic fibers, renewable materials like bamboo, or “upcycled” from found or salvage items – are always a great choice for the planet. Labels like “organic”, “natural” and “fair trade” are helpful here in separating the good from the bad.
 3. **Choose energy and other resource saving products.** Whether you’re selecting an Energy Star rated appliance or something reusable that replaces a disposable – water bottle anyone? – resource-saving products leave a lighter footprint on the planet

Hearst 30 Days of Green Fast Facts

Clothing, Shoes & Accessories	Consumer Electronics/Men	Home & Garden
Choosing a previously loved leather handbag saves as much energy <i>as a flight from London to Paris.</i>	Selecting a refurbished smart phone saves the energy equivalent of <i>driving 186 miles.</i> It also saves the energy equivalent of <i>3 days of household energy.</i>	Choosing a previously owned espresso machine saves <i>90% of the CO2 needed to produce a new one.</i>
Choosing new-to-you leather shoes saves <i>more energy than an average household uses in a day.</i>	Choosing a new-to-you watch saves the energy equivalent of <i>39 days of refrigerator use.</i>	Buying pre-owned crystal glasses has the eco-impact of <i>not running your dishwasher 22 times.</i>
Buying a pre-loved silk dress saves <i>95% of the CO2 needed to make a new one.</i>	Buying pre-owned sunglasses saves <i>74% of the CO2 needed to make new ones.</i>	Giving a knife a second life cuts <i>90% of the energy needed to make a new one.</i>
Choosing a previously-owned leather clutch saves as much energy as <i>not watching TV for 3 days straight.</i>		Choosing a new-to-you blender saves <i>95% of the CO2 needed to produce a new one.</i>
Buying pre-owned sunglasses saves <i>74% of the CO2 needed to make new ones.</i>		
Choosing a pre-loved sweater saves the energy equivalent of <i>68 loads of laundry.</i>		
Giving a diaper bag a second life saves <i>90% of the CO2 of making a new one.</i>		

All calculations provided by Cooler, Inc. and commissioned by eBay Inc.