

GOODEE

Impact Report 2023



GOOD PEOPLE.
GOOD DESIGN.
GOOD IMPACT.



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About This Report

Welcome to GOODEE's fourth annual Impact Report. We are pleased to bring you a transparent and thorough overview of our impact performance in 2023, keeping you updated with our progress.

In this report, we align our insights with select disclosures from the Global Reporting Initiative (GRI) Standards and metrics from the Sustainability Accounting Standards Board (SASB), specifically in accordance with the "e-commerce" industry standards. Moreover, the report aligns with specific goals under the United Nations Sustainable Development Goals (SDGs).

For those who prefer a streamlined overview, we have prepared an [Impact Index](#), designed to provide a condensed overview of our key achievements and future aspirations.



Burkina Faso Cotton ITC Ethical Fashion Initiative Anne Mimault 18

We value your thoughts and would love to hear from you as we make progress on our impact journey. Feel free to reach out at:

impact@goodeeworld.com



Founders’ Message

Creating our annual impact report has become a meaningful tradition at GOODEE. It provides us with an opportunity to reflect on our efforts and reaffirm our values and the impact we wish to have on the world. This year’s edition holds particular significance, as it marks the completion of the short-term goals (2021–2023) set in our impact framework, laying the groundwork for our mid-term goals to be completed by 2027.

2023 was a year of intentional evolution for GOODEE. We revisited and clarified our Theory of Change to ensure that our strategies remain aligned with our vision for positive impact. We also strengthened our Supplier Code of Conduct, as well as our commitments to diversity, equity, and inclusion, and environmental policies. Additionally, we enhanced our engagement with key partners by offering guidance on improving their social and environmental impact in order to drive meaningful change.

Significant operational changes were also made: We switched to a new fulfillment partner in Upstate New York, a strategic move intended to improve our efficiency and reduce our carbon footprint. We also united our team under one roof to shift from remote working to a hybrid model. We inaugurated a new headquarters and showroom space designed to foster a sense of belonging and inspire team synergy — a synergy that is reflected in our employee performance survey.

Another defining moment was the launch of our Holiday Pop-Up at Platform Los Angeles — our first in-person retail event post-pandemic, designed in collaboration with Montreal’s B Corp-certified SANGARE Studio. There, with fellow B corporations such as Reformation and Aesop as neighbours,

we deepened our community ties and championed a collective vision for change, promoting more conscious consumption and empowering locals to make purchasing decisions that are informed by environmental considerations and social impact.

In a year marked by distressing world events and uncertainty, our resolve to effect positive change felt all the more poignant. In the spring, we hosted an Impact Framework workshop at our office, guided by our consultant, Tidal Impact, where we discussed our short-, mid-, and long-term impact goals, reviewed our progress, and brainstormed strategies for each team member to take ownership. Our year-end team retreat provided another valuable moment of reflection, leaving us with renewed energy and determination.

“We are genuinely grateful to have you with us on this path, knowing that our collective strength and commitment are key to shaping the world we envision.”

Byron & Dexter Peart

About GOODEE

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.

GOODEE brings together a community of like-minded design enthusiasts who place the care of people and our home planet at the heart of everything we do. Headquartered in Montreal, Canada, on the ancestral lands of the Kanien'kehá:ka Nation, GOODEE is a leading platform that provides sustainable homewares and lifestyle products to encourage a better way of living. Since our founding in 2018, we have dedicated ourselves to creating a conscious brand that showcases exceptional craftsmanship and the stories behind every product we sell. Our curated collections aim to inspire people to slow down and consider how each item can bring value to their lives through its beauty and functionality.

Currently, we serve Canada and the USA exclusively, and we are looking into the possibility of expanding our operations to include Europe and the global market. We are a privately owned company and, as of December 31, 2023, we employ 11 full-time employees. We do not own any physical facilities:

We run our business operations from Complexe Dompark, 5524 rue Saint Patrick, unit 415, Montreal, Quebec, Canada H4E 1A8. In addition, to efficiently store and distribute our products, we utilize a third-party logistics warehouse in Champlain, New York.

Join us at

#GOODEEWORLD

Nanimarquina, India

Our Values

Good People.

Good people are honest, kind, compassionate, and purposeful. We look to work with people who align with us whether they are our employees, suppliers, investors, partners, or customers.

Good Design.

Whether it's designed by us or our partners, we ensure that products sold at GOODEE are timeless, innovative, long-lasting, and environmentally friendly.

Good Impact.

Driven by an unrelenting desire to co-create a world that is smarter, kinder, and more beautiful, we believe that conscious commerce has the power to transform our world and create change by championing community, transparency, and sustainability.

As a human-centered platform, these three pillars underline everything we do — the brand partners we source, the collections we curate, the products we design, and the stories we tell. Most importantly, GOODEE keeps the people and communities behind the products at the forefront of everything we do, aligning with our purpose of connecting people through good design.

Our Purpose

Every day, we wake up with the desire to better understand and improve the world we live in. Our philosophy of “less, but better” is grounded in the belief that simplicity and intentionality can lead to a kinder, smarter, and more beautiful world.

WE BELIEVE CONSUMERS ARE THE NEW CURATORS, AND THAT QUALITY PROVIDES CLARITY.

While there is power in good design, we believe there is infinitely more power in design for good. Together, we’re creating and offering transparently-sourced and ethically-made products. We seek to preserve traditional crafts and minimize our environmental impact as much as possible.

Welcome to a world of good design, good people, good impact.

Welcome to GOODEE.



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



1% for the Planet is a global network of inspiring companies coming together to give back to the Earth by contributing 1% of their annual sales to environmental causes.

Members, Associations & Recognitions

In 2023, we maintained all our impact-related memberships and associations. We renewed our commitment to 1% for the Planet and Climate Neutral, and underwent the rigorous B Corporation recertification process. We also remained active in the Business Equity Community, a directory established by the Fifteen Percent Pledge, highlighting Black-owned businesses in numerous sectors, including fashion, beauty, food, wellness, art, and publishing.



Climate Neutral works to eliminate global carbon emissions by getting brands to measure, offset, and reduce the carbon they emit.



The Fifteen Percent Pledge is a call to action for major retailers and corporations to join them in creating sustainable and supportive ecosystems for Black-owned businesses to succeed.

B Corporation Re-Certification

B Corporation is one of the world’s leading and most prestigious certifications of companies when it comes to assessing social and environmental performance. The non-profit organization B Lab assesses how businesses generate value for stakeholders beyond shareholders, including employees, local communities, and the environment. Embedded within the B Corp Certification is the principle of continuous improvement: B Corps are required to update their B Impact Assessment every three years to maintain their status, and they are encouraged to continue implementing improvements to their social and environmental practices after they become certified.

This recertification process serves as a means to consistently measure and manage a company’s impact. It provides an opportunity to assess and verify improvements, while also establishing goals for the future. In 2023 we underwent this comprehensive assessment process, 3 years after our first certification, and earned an overall score of 89.5. This marks a noteworthy increase from our previous score of 80.1.

Our score is out. It is 89.5

Our score in 2020 was 80.1

“As a Certified B Corp, founded and led by two Black entrepreneurs and design industry leaders, we recognize the significance and opportunity of the role that we, and our team, play in reshaping the representation and narrative of a modern business operating to challenge the status quo.”

— Dexter Peart, GOODEE Co-Founder

strategy

2023 Brand of the Year

We received the prestigious ‘2023 Brand of the Year’ award from Strategy Magazine Canada, a leading voice in marketing media. This annual award spotlights brands that connect with their audience in innovative ways.

As one of the five honored companies, GOODEE was celebrated for challenging the status quo and building meaningful relationships.

Impact Summary

OUR TEAM

91%

of employees recommend GOODEE as a great place to work surpassing our 2023 target of 90%.

PROMOTING DIVERSITY FROM THE TOP

with a leadership team comprised of 57% women and 43% BIPOC*, surpassing our 2023 targets of 50% and 40% respectively.

CREATED THE ROLE OF A DEDICATED IMPACT MANAGER

OUR COMMUNITY

43%

of brand partners are women-owned, close to our 2023 target of 50%

62%

of brand partners are working to preserve endangered crafts, surpassing our 2023 target of 30%.

1,242

architects and designers enrolled in our [Trade Program](#), nearly matching last year's enrollment figure of 1,267.

OUR PLANET

10%

To celebrate Giving Tuesday, we donated 10% of our revenues on that day to environmental causes.

70%

of our brand partners are now recording and monitoring their energy consumption.

4.7%

return rate of purchases, one of the lowest in the industry, contributing to managing shipping-related Greenhouse Gas (GHG) emissions.

*BIPOC stands for Black, Indigenous, and People of Color.

Photo: Federica Giusti

Our Approach to Impact Management

Creating an inclusive environment means making sure we hear and take into account the views of everyone impacted by our work. We continually engage our stakeholders through various touchpoints, whether in person or online, to ensure their voices are integral in shaping our approach to impact management.



Industry-specific organizations and regulators



Brand partners, artisans, and makers



Suppliers



Investors



Local communities



Employees and contractors



Customers

Material Topics

In 2020, as we developed our Impact Framework, we conducted our first materiality assessment. This involved engaging with our stakeholders to pinpoint the key material topics to focus on — essentially, the social and environmental issues that matter most for our stakeholders. This helped us craft a more effective and focused approach to sustainability. To ensure we stay aligned with evolving priorities, we have a materiality reassessment planned for 2024.



Impact Framework

The Impact Framework, developed in 2020, is broken into three focus areas and aligned with six specific SDGs.

Each focus area has a list of objectives and targets across the short (2021–2023), mid (2024 – 2027), and long-term (2028+). In 2023, as we conclude the short-term targets, we reviewed our impact framework with the support of a third-party consultant, Tidal Impact. As a result, we updated some objectives with more relevant targets and deleted objectives that were deemed incompatible with our mid and long-term plans.

We also refined the language of some objectives for greater accuracy.





In the pages of this report, we provide a snapshot of our progress across the different focus areas.

HOW WE MEASURE OUR IMPACT

Nurturing People	Nurturing Cultural Heritage	Protecting Our Planet
Gender and ethnic diversity of our employees and contractors across different positions	Number of brand partners that preserve endangered crafts	Carbon emissions and offsetting efforts
Gender and ethnic diversity of our brand partner owners	Our contribution to facilitate global trade limitations such as legal barriers or access to market	Water, electricity, and fuel consumption throughout our operations
Employees’ health and wellbeing	Featured interviews and stories we publish about our brand partners, artisans, and makers	Circularity of products and packaging
Employee retention rate	Strategic partnerships with civil society organizations in local communities to advance impact framework goals	Activities that offset unavoidable carbon
Employees satisfaction rate	Brand partners supporting endangered crafts who increase their annual sales with GOODEE	Evaluate all materials that go into all products we create and sell
Our marketing and brand efforts showcasing people from underrepresented groups		Donate 1% of net e-commerce revenues to nonprofits that contributto social and/or environmental causes.
Employee volunteering hours		Customer educational content on environmental topics
Our brand partners 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 socioeconomic status		

Promoting Diversity From the Top

Our Board members reflect the diversity of our team, brand partners, and the world in which we operate. We believe having a diverse Board is essential to create an inclusive and equitable workplace culture. By prioritizing diversity at the highest level of our operations, we are better able to embed our values and commitment to inclusivity throughout every aspect of our brand, allowing us to better understand and serve our diverse customer base.

Board Members		Observer Members (Non-Voting)
		
<p>Dexter Peart, PRESIDENT OF GOODEE (Man, BIPOC, Executive)</p>	<p>Byron Peart, SECRETARY OF GOODEE (Man, BIPOC, Executive)</p>	<p>Lise Birikundavyi, INVESTOR, SERIES SEED 2; MANAGING PARTNER AT IMPACT FUND, BKR CAPITAL (Woman, BIPOC, Non-Executive)</p>
		
<p>Steven Abrams, INVESTOR, PARTNER AT BDC STRATEGIC INVESTOR SEED FUND (Man, Non-Executive)</p>	<p>Alexandra Baillie, LEAD INVESTOR, PRESIDENT AT GOOD & WELL (Woman, Non-Executive)</p>	



Montreal, Canada

Our Team

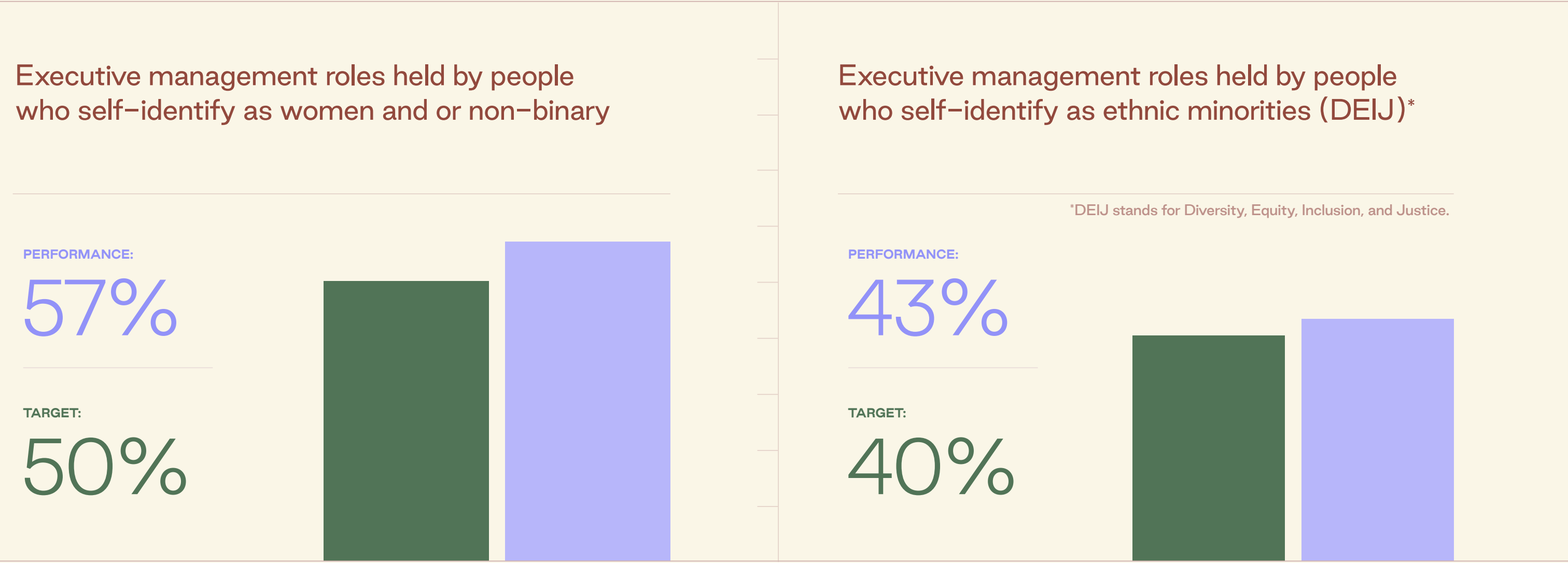
Our most precious resource is the people we work with — from the skilled artisans who bring our products to life to our committed team of employees, contractors, and partners. Each individual’s unique talents and personal journey enrich our collective mission. As a brand dedicated to reflecting the rich tapestry of our world, we are committed to building an inclusive workplace that embraces diversity and celebrates differences.

Our dynamic team comprises 73% women and 36% proudly identify as members of the Black, Indigenous and People of Color (BIPOC) communities. Our people take up positions as board members, executive management, employees, and contractors, all united by a shared commitment to creating a positive impact. We treasure

each team member’s contribution and work on providing a supportive, inclusive environment where every voice is heard. In 2023, the introduction of a dedicated Impact Manager furthered our commitment to sustainability and impact, supporting stakeholders, and leading significant advancements in areas such as impact reporting, supplier engagement,

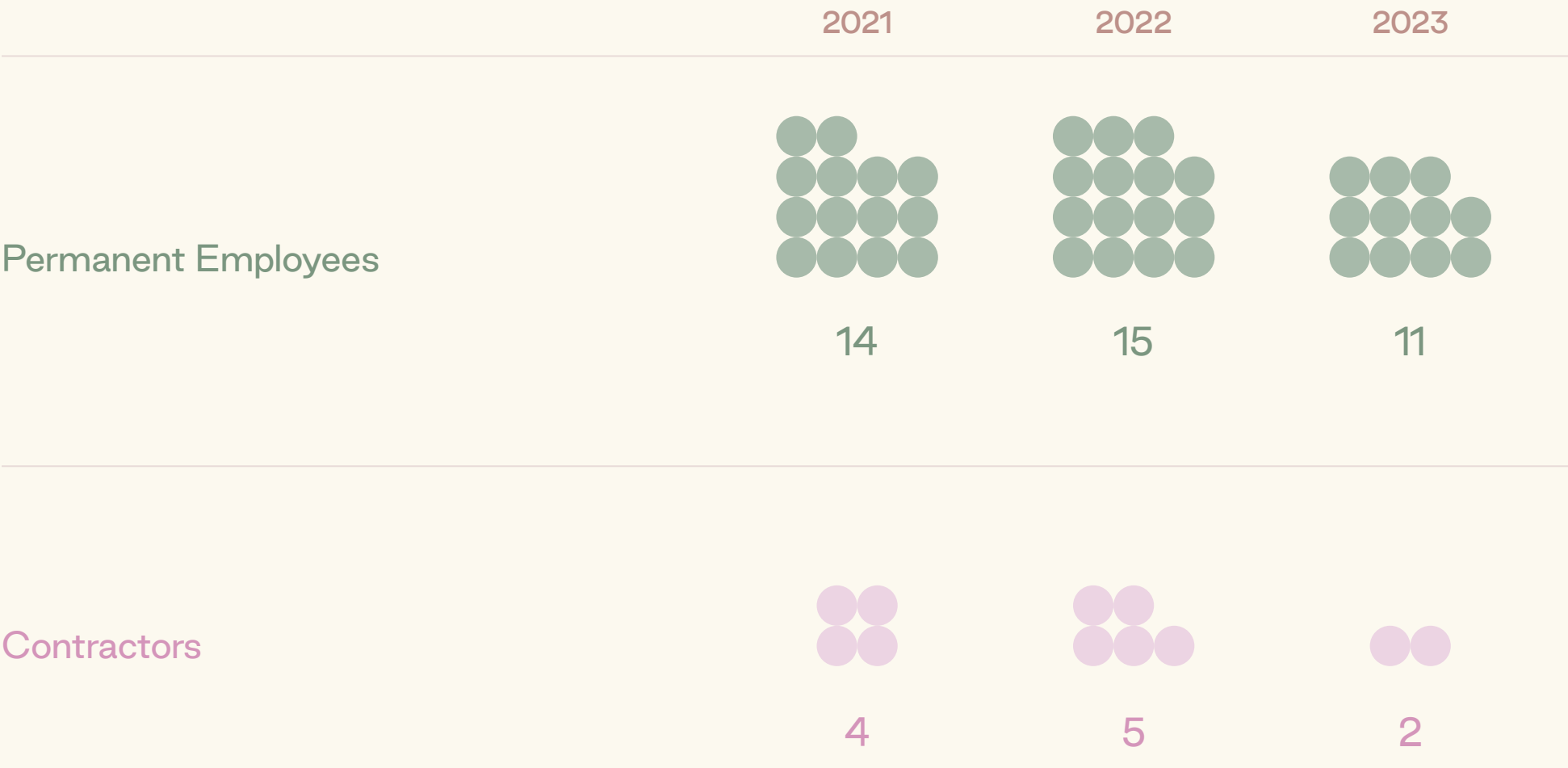
policy development, and employee engagement. We have achieved 3 out of 6 of our short-term goals, surpassing two of these targets. Goals not met during this period fell just short of our targets, and we are committed to achieving them by 2027, the year assigned to meet our mid-term goals.

PROGRESS ON SHORT-TERM GOALS (2021 – 2023) RELATED TO OUR TEAM



Talent Attraction and Retention

Building our team thoughtfully is key to our brand’s success. This is why we seek individuals who share our values and are eager to contribute to positive change. We offer our team opportunities for growth and development, enriching their personal and professional journeys.



Gender Breakdown

Having a gender-balanced team helps us to nurture a positive work culture enriched with diverse perspectives. We want to ensure that everyone feels welcome and respected, no matter their gender identity. This year, we’re proud to say once again that our team is predominantly composed of women.

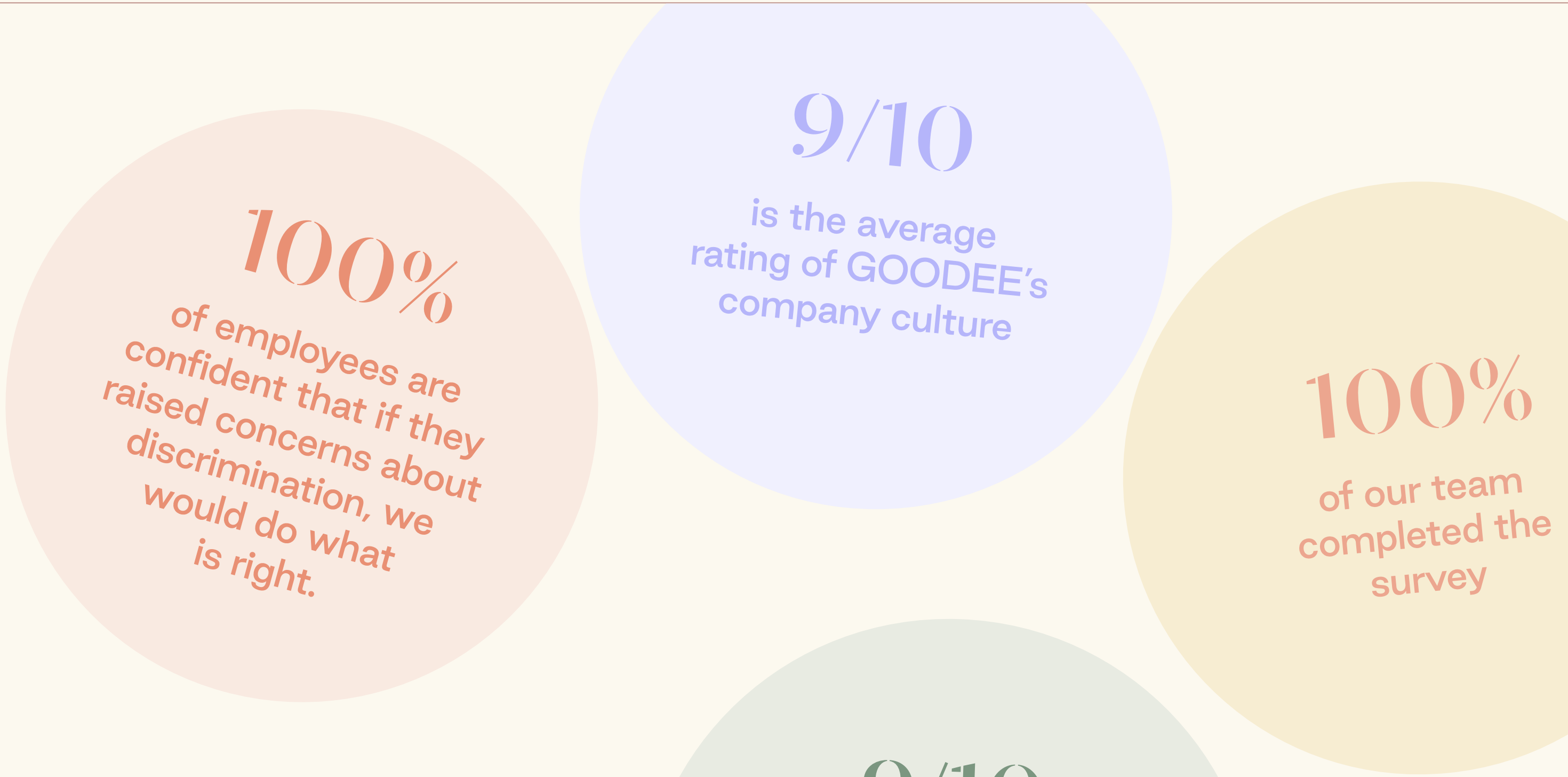
	Women			Men			Prefer Not to Say		
	2021	2022	2023	2021	2022	2023	2021	2022	2023
Permanent Employees	64%	64%	73%	36%	34%	27%	N/A	N/A	N/A
Contractors	75%	80%	50%	25%	20%	50%	N/A	N/A	N/A
Executive Managers	67%	57%	57%	33%	43%	43%	N/A	N/A	N/A
Overall	69%	68%	65%	31%	32%	35%	N/A	N/A	N/A

Ethnicity Breakdown

In 2023 we fell slightly short of meeting our goal of 40% of our team identifying as BIPOC. However, 43% of our executive management roles are currently held by BIPOC individuals, demonstrating our commitment to promoting diversity and equity at all levels. We recognize that our work is not done, and we will continue to prioritize diversity and inclusion as we strive to contribute to a more equitable world.

	BIPOC*			Non-BIPOC		
	2021	2022	2023	2021	2022	2023
Permanent Employees	43%	47%	36%	57%	53%	64%
Contractors	75%	80%	50%	25%	20%	50%
Executive Managers	50%	43%	43%	50%	57%	57%
Overall	69%	68%	40%	31%	32%	60%

*Black, Indigenous, and People of Color

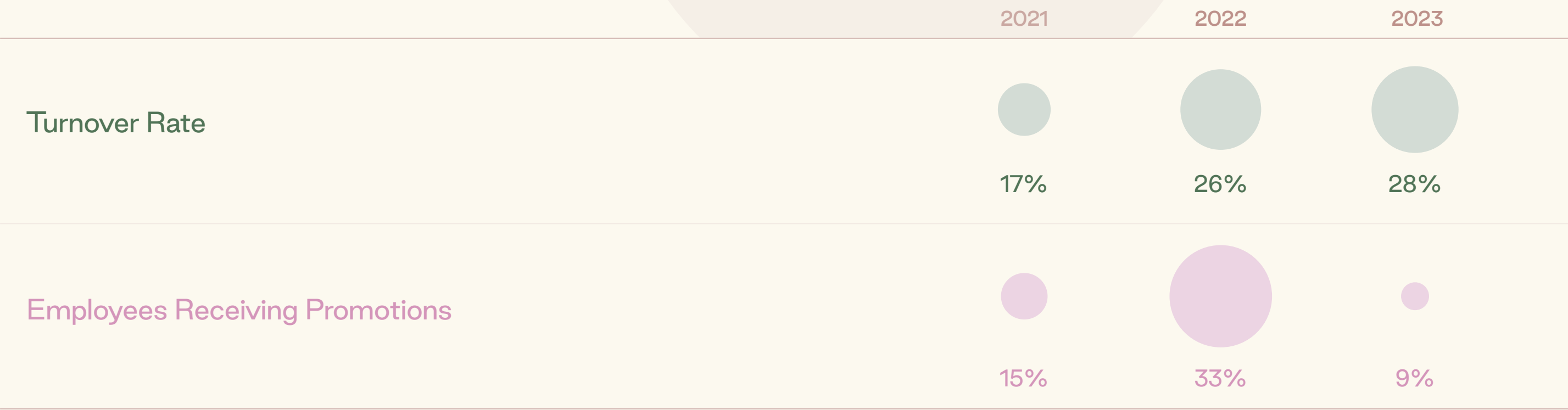


Health, Wellbeing, and Satisfaction

We put our team’s health and happiness first to create a positive environment that boosts creativity and productivity. As part of our efforts, our Human Resources Code of Conduct includes a dedicated wellbeing section. In addition, our policies and practices promote work–life balance and support our team’s health and wellbeing. This helps us maintain 0% work–related injuries, burnouts, illnesses, and fatalities and provide our people with an environment where they can thrive.

Please refer to page 14 of our [2022 Impact Report](#) for an overview of our practices promoting health and wellbeing at work.

Our annual employee satisfaction survey is designed to measure how effectively we support the wellbeing and happiness of our team. The 2023 survey results aligned with our goals in these areas.



Our Community

We use the term ‘our community’ to describe all our brand partners, suppliers, collaborators, civil society organizations, and customers. Our inclusive approach considers everyone in our wider community to see that our strategic plans remain pertinent and reflect the diverse needs and aspirations of all involved.

We have exceeded one of our short-term team goals as shown to the right. Some goals fell just short of our targets, and others were not initiated. The challenges in meeting these targets were largely due to our team’s limited capacity. Certain targets required more time and effort than anticipated, leading us to deprioritize some to address other business needs. We plan to achieve all our goals by 2027.

PROGRESS ON SHORT-TERM GOALS (2021 – 2023) RELATED TO OUR COMMUNITY

Brand partners are BIPOC-owned



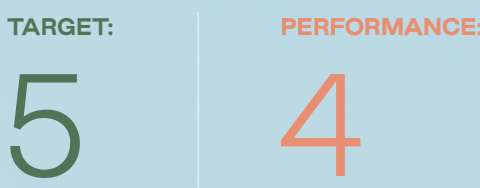
Brand partners are owned by people who self-identify as women or non-binary genders



Brand partners are operating in underserved areas



Establish strategic partnerships/relationships with civil society organizations in the communities from which GOODEE sources its products



OUR BRAND PARTNERS

Onboarding Our Brand Partners

To have a truly meaningful impact, we have expanded our impact expectations beyond our own operations to our brand partners, including the talented artisans and creators who supply our products. Our approach to selecting these partners is thoughtful and discerning. In alignment with our Impact Framework, we seek those who share our “less but better” philosophy by emphasizing quality, durability, and sustainability.

To further align our brand partners with our impact objectives, in 2022, we introduced a new methodology to assess the impact of both our existing and potential brand partners. This marked a significant evolution in our onboarding process. Through our Partner Assessment Questionnaire, which we intend to share every two years, we evaluate brands based on their performance in the following areas: governance and disclosure, nurturing people, preserving cultural heritage, and protecting the environment.

Using a scoring system ranging from 0 to 165, we categorize these brands into four groups:



As a next step, we will be asking all brand partners to review and sign our relevant environmental and social policies to ensure they understand our expectations in these areas. Our commitment to our brand partners entails working closely with them to enhance their annual average scores by addressing their specific needs.

For the results of our most recent Partner Assessment Questionnaire, please consult the 2022 Impact Report, page 16.

This year,
we welcomed
10 new brand
partners:

Beeswax Candles by Alysia Mazzella (USA)	Niwaki (UK)
Clémentine Dufaut (Canada)	Oshana (UK)
Ferm Living (Denmark)	Redecker (Germany)
Fogo Island Workshops (Canada)	Takazawa Candle (Japan)
HA KO (Japan)	tinja (Tunisia)



New Brand
Partner Spotlight:
FOGO ISLAND
WORKSHOPS

Design in the Service of
Culture and Nature

At the heart of Fogo Island Workshops (FIW) is a mission to uplift the remote community of Fogo Island on Canada’s Atlantic coast while preserving its cultural heritage. The family-run social enterprise emerged as part of a broader revitalization effort, responding to the harsh blows of the local cod fishing industry’s collapse.

Established by tech entrepreneur Zita Cobb, an 8th-generation islander, FIW connects international

designers with local artisans to create design-conscious furniture, homewares, and textiles. With deep roots in boat building and furniture-making traditions, the brand artfully intertwines the past and present through contemporary collections that bolster the local economy and safeguard cultural heritage.

Their products have a warm, minimalist aesthetic that reflects the beauty of locally-sourced natural materials and a meticulous

craft. Each piece is exquisite in its simplicity and character, designed to find a home in any household, and built to last for generations.

GOODEE was truly inspired by FIW — a fellow Canadian brand — and its commitment to enhancing the economic and cultural sustainability of its community by embracing regenerative practices and crafting beautiful products that reflect the island’s heritage and environment.

Post-Onboarding

We work hand-in-hand with our partners to improve their average scores each year and better align with our impact objectives by addressing their specific needs. In 2023, we engaged with four of our top-performing brand partners in regards to their social and environmental impact. We evaluated their impact in four key categories: governance, people-centric initiatives, cultural heritage preservation, and environmental protection, and made suggestions on how to make improvements in in these areas. These one-on-one engagements underscored the importance of customized support, ongoing communication, and a holistic approach to partner management. Our commitment to continuous improvement and accountability helps us ensure that our partners are aligned with our values and working to make a positive impact.



PET Lamp x Baba Tree
Bolgatanga, Ghana

Gender Breakdown: Brand Partners Ownership

Gender equality is one of our top priorities, which is why we actively seek brand partners and suppliers with majority women ownership. This not only helps uplift women entrepreneurs but also enriches our community with their unique insights and experiences. We reached our 2023 goal of having 50% women-owned brand partners early on in 2020, though the subsequent years showed fluctuations. In 2023, while we saw a slight decline, our efforts remain close to the initial benchmark, indicating an enduring commitment to gender diversity.

	Women			Men			Non-Binary		
	2021	2022	2023	2021	2022	2023	2021	2022	2023
Brand Partners	51%	48%	43%	49%	52%	57%	N/A	N/A	N/A

Ethnicity Breakdown: Brand Partners Ownership

In 2023, we held steady with 37% of our brand partners being BIPOC-owned, a consistency we’ve maintained since 2021, inching closer to our 40% goal.

	BIPOC			Non-BIPOC		
	2021	2022	2023	2021	2022	2023
Brand Partners	37%	37%	37%	63%	63%	63%

Trade Program

2023: AN OPTIMISTIC FUTURE AT DESIGNTO



DesignTO is a Canadian non-profit arts organization whose purpose is to bring people together to design a better future. By curating exhibitions, presentations, and educational programs, they aim to enhance public appreciation of design’s role in fostering “a viable, just, and joyful world.”

For the 2023 edition of the **DesignTO Festival**, we teamed up with Toronto design firm **Mason Studio**, our brand partners’ ecoBirdy and Baba Tree, as well as other Toronto-based brands, to explore how design can be used as a tool for circularity, social equality, and corporate responsibility. Together, we created a space, set in the year 2033, “where the care for people and our planet comes before all else” (**A Day in the Life of 2033**).



The space included a Market Gallery featuring products promoting people, an indoor garden to rejuvenate the mind and body, a café playhouse for kids and adults, a hands-on workshop, a book exchange library, and a workspace for post-secondary students.

The interest from the architecture and interior design community (and the little ones) exceeded expectations, resulting in a waitlist for our panel talk.

Engaging our Customers

Our customers, who come from various backgrounds and walks of life, share a commitment to sustainability, ethics, and responsibility in the marketplace.

To nurture this shared sense of purpose, we actively engage with our customers through social media and our dedicated customer service team. We value their feedback and suggestions, relying on them to enhance our products and services, and better meet their needs.

Additionally, we conduct an annual Customer Satisfaction Survey to continually improve our offerings. This year, we observed a notable 80% increase in the number of responses – from 196 to 353 submissions.

Our Engagement Channels		
Our customer satisfaction rate was	<div>4.79</div> <div>5</div>	We actively engage with our customers through multiple channels:
EMAIL	<div>care@goodeeworld.com</div> <div>Promises to respond within 48 hours. In practice, customer emails are usually resolved within an average of 11 hours.</div>	
LIVE CHAT	<div>On www.goodeeworld.com</div> <div>Available from 9am to 5 pm (ET), Monday through Friday.</div>	
PHONE	<div>+1-888-694-2054</div> <div>Telephone service is available from 9am to 5 pm (ET), Monday through Friday.</div>	
SOCIAL MEDIA	<div><div>in</div><div></div><div></div></div>	

Keeping Our Customers’ Information Safe

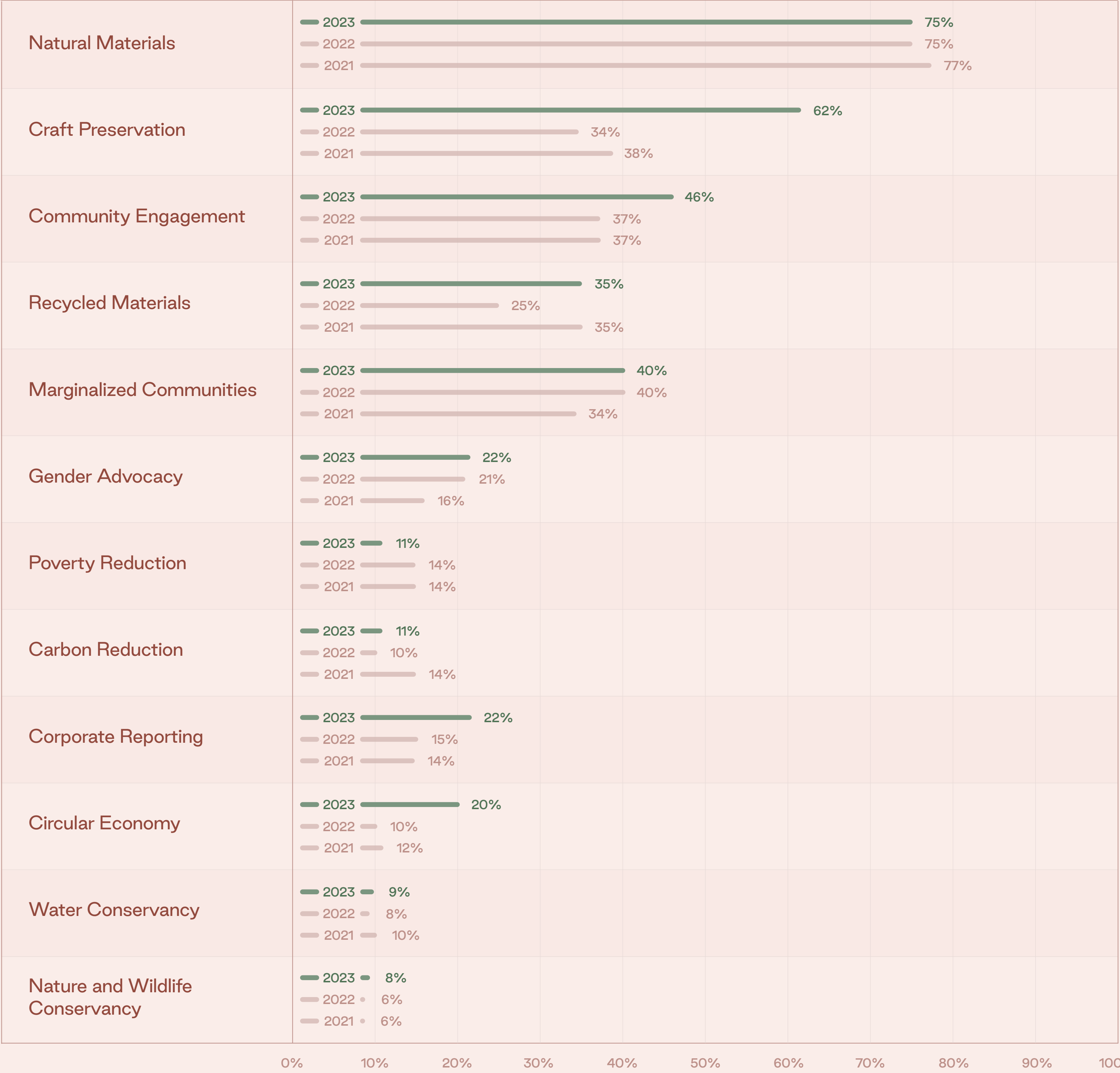
As an online platform, we take the protection of customer data very seriously. In 2023, we introduced a new cybersecurity policy, which we have integrated into our Employee Handbook. Through this initiative, we want everyone on our team to be well-versed in maintaining a high level of cybersecurity and understand their role in preserving the confidentiality and safety of our customers’ sensitive information.

Helping our Customers Support Causes They Care About

We help customers make purchasing decisions that align with their values. To achieve this, we categorize every item on our website with one or several of the

12 causes or responsible practices we support. This allows customers to easily find items that resonate with what they care about most.

PERCENTAGE OF PRODUCTS SOLD ON GOODEE SUPPORTING EACH CAUSE



Inclusive Designs

As part of our impact approach to “Nurturing People,” we advocate for inclusivity in design. One of the ways we do this is by seeking brand partners who create employment opportunities for people with disabilities, fostering their social integration and economic independence. We do so with the belief that everyone should have access to meaningful work and be able to contribute to the larger community.



Teixidors, Terrassa, Barcelona

In 2023, three of our brand partners employed people with disabilities: Teixidors, providing self-sustaining jobs for individuals with intellectual disabilities in Spain; Iris Hantverk, employing visually impaired craftspeople in Sweden and Estonia; and Ro-Smit, offering employment opportunities for individuals with mental and physical disabilities in the Netherlands.



Tensira
Tensira, Guinea

Empowering Underserved Communities

We believe that empowering underserved communities is a vital part of our mission to create a more sustainable marketplace. We define ‘underserved areas’ as those where populations are disadvantaged due to their difficulty accessing jobs, affording essential or some non-essential items, and facing disparities because of geography, race, gender, religion, language, or social status. By partnering with brands and suppliers from these communities, we open doors to international trade opportunities that can substantially increase their income — opportunities that might otherwise remain out of reach.

In collaboration with these partners, we identify global trade limitations and offer support through our Operations team, addressing issues like shipping, the creation of complete commercial invoices, liaison with custom brokers, or navigating import regulations. Together, we find solutions and discuss improvements for future orders. While we have a shipping policy, we remain adaptable to accommodate our partners’ unique needs, even if it incurs additional costs for us. This approach creates economic opportunities for these communities and fosters greater diversity and inclusion in the market.

In 2023, the percentage of brand partners from underserved communities remained consistent with last year, at 40%. This means we reached our 2028 goal of 30% representation among our brand partners and suppliers from these areas ahead of time.

BRAND PARTNERS AND SUPPLIERS FROM UNDERSERVED COMMUNITIES:			
	2021	2022	2023
Brand Partners	35%	40%	40%

Preserving Endangered Crafts

Every craft from every corner of the globe carries a unique history and cultural heritage. These techniques hold immense value as they represent the identity and expression of entire communities. Sadly, the industrial era has brought about a decline in traditional crafts. By preserving them, we not only honor the creators but also ensure future generations benefit from these rich traditions. From West African baskets to Indian rugs and Appalachian brooms, we focus on supporting traditional

methods of production and promote goods that are made with love and care. We have achieved or exceeded 6 out of 7 of our short-term goals related to preserving endangered crafts. The challenges in meeting the remaining target were largely due to our team’s limited capacity. Certain targets required more time and effort than anticipated, leading us to deprioritize several in order to address other business needs. However, we are committed to achieving all remaining goals by 2027.



PROGRESS ON SHORT-TERM GOALS
(2021-2023) RELATED TO PRESERVING
ENDANGERED CRAFTS

Brand partners onboarded
that create products
celebrating preserved crafts

TARGET:

20

PERFORMANCE:

40

For all onboarded brand partners, understand,
and address their global trade limitations

We consistently engage with all brand partners to address trade
limitations effectively. Our shipping policy provides guidance and
we offer extensive support to brands requiring assistance.

Featured interviews
or stories of the makers
behind certain products

TARGET:

10

PERFORMANCE:

11

Measure the open rate
of customers to read stories
aimed at craft preservation
and trade development

We monitor and track community
engagement on posts, prioritizing
craft preservation and trade
development stories.

Conduct one annual capacity-building workshop
or training course in local Canadian communities
focusing on skills development and knowledge
enhancement.

We did not facilitate any workshops or training courses in 2023
as we prioritized other goals.

Donate 1% of net ecommerce revenues
to non-profits that contribute to social
and/or environmental causes.

As part of our commitment to supporting 1% for the Planet,
we donated to The Ron Finley Project.

Support and promote at
least 10 advocated causes.

TARGET:

10

PERFORMANCE:

12

The 12 causes that we support are:

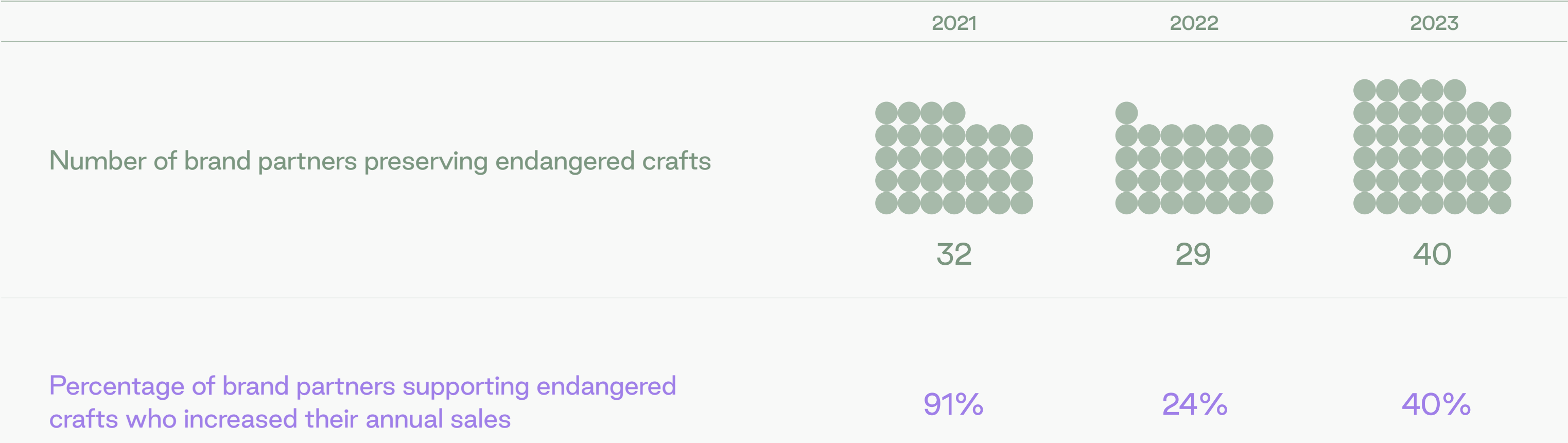
- Natural Materials
- Heritage craft preservation
- Marginalized communities
- Gender advocacy
- Poverty reduction
- Water conservation

- Community engagement
- Recycled materials
- Carbon reduction
- Nature and wildlife conservancy
- Circular economy
- Corporate reporting

The positive impact of preserving endangered crafts ripples out to families in local communities, benefiting them in various ways. When local communities engage in independent businesses built upon traditional craft techniques, they take ownership of their cultural heritage and generate livelihoods. This fosters a sense of pride and self-sufficiency within the community while safeguarding traditional techniques and practices for future generations. We believe that traditional crafts are an integral part of our collective human history and remain committed to ensuring their enduring appreciation and celebration.

In 2023, 62% of the brand partners promoted endangered crafts, accounting for 60% of our sales.

We have helped brand partners supporting endangered crafts to increase their annual sales by providing them with a platform to showcase their unique products and connect with a wider audience. These brand partners gain increased visibility and exposure, and access to GOODEE’s network of conscious consumers who value sustainable, ethical, and artisanal products. In 2023, 16 out of 40 brand partners preserving endangered crafts reported a noticeable increase in their annual sales while partnering with GOODEE.



Brand Partners Preserving Endangered Crafts



TAKAZAWA CANDLE:

Preserving the Ancient Tradition of Japanese Candle-making



One of the oldest candle makers in Japan, Takazawa Candle has been crafting plant-based wax candles using traditional techniques since 1892. The heritage factory prides itself on working in harmony with its natural surroundings. Each candle is made of plants such as the fruits of the sumac tree, rice bran, and rapeseed flower oil, with wicks made of washi paper from Iwami in Shimane Prefecture. Thanks to a centuries-old wick recipe, Takazawa candles are renowned for radiating brighter, larger flames, creating a soothing ambiance that elevates the serenity of mindful spaces.



GOODEE is proud to partner with Takazawa Candle, a true guardian of Japan’s rich crafting traditions, where each candle tells a story of deep connection to nature. This partnership is a glowing example of how GOODEE’s platform can be used to safeguard endangered crafts and deliver ethical, sustainable, and exquisitely designed products to conscious consumers around the world.

GOODEE Pop Up at Platform L.A. in Culver City

GOODEE unveiled its first West Coast pop-up store at Platform in Culver City, Los Angeles. Open from early October through January 2024, the shop presented a curated selection of “gifts that matter” from inspiring makers around the world.



Created in partnership with B Corp-certified SANGARE Studio from Montreal, the pop-up celebrated craftsmanship within its 500-square-foot layout, showcasing pieces from brands such as Haws, Niwaki, Tensira, ecoBirdy, Iris Hantverk, and ferm LIVING, among others. Versatile wooden crates ingeniously repurposed as multifunctional displays encapsulated the pop-up’s transient essence. The design was thoughtful and understated yet refined, with every fixture custom-designed for reusability, reflecting the shared environmental and social ethos of GOODEE and SANGARE Studio. After the event, these fixtures and other items from the store were donated to Habitat for Humanity of Greater Los Angeles.



Our dedication to preserving the planet shapes every aspect of our business. We firmly believe that the wellbeing of communities and the growth of the economy are deeply intertwined with the health of our environment. As an e-commerce platform, we are acutely aware of the environmental impact of our industry, from the resources used in creating products to the emissions generated by shipping. We intend to lead the way toward a more mindful and sustainable consumption model, recognizing it as a collective effort. In this section, we detail initiatives during 2023 to reduce our environmental footprint and renew our commitment to the planet.

Guided by the SDGs, particularly SDG12 – Responsible Consumption and Production, our efforts involve a two-fold strategy: reducing our own impact and seeing that our partners operate as sustainably as possible. Our team works closely with each brand, thoroughly assessing their business practices, including how they source materials, manage their supply chains, reduce waste, and make an impact in their local communities. We prioritize collaborations with certified B Corporations as we trust in the rigor of the certification process and seek to work with brands and suppliers who meet B Corp requirements.

For our original GOODEE products, we follow a sustainable and ethical manufacturing process, using certified organic materials to ensure alignment with the Global Organic Textile Standard (GOTS) certification. We focus on the five Rs of environmental sustainability.



Please refer to page 26 of our [2021 Impact Report](#) for an overview of how we take action on these five points.

Sourcing Responsibility

We carry two types of products: those we design and create ourselves, and those we select from brand partners, artisans, and makers for direct resale, without getting involved in the manufacturing process. We are committed to sourcing both types ethically and sustainably, ensuring we understand the journey of each product, from raw material to finished goods.

We have integrated a local and social purchasing policy into our procurement process, giving preference to locally produced goods and services, vendors demonstrating a strong commitment to environmental and social responsibility, and vendors with a social purpose. These factors become key considerations alongside our requirements for functionality, quality, and cost-effectiveness. Moreover, our suppliers are evaluated based on our Supplier Code of Ethics principles, ensuring our values are consistently upheld.

In 2023, 35% of the products sourced from brand partners were made with recycled materials or organic fabrics, while 75% were made with natural materials.

It is worth noting that we have had to defer some initiatives to meet our 2023 targets due to challenges in obtaining detailed environmental data. Some of this information was too technical for some of our partners to capture at their current stage.

PROGRESS ON SHORT-TERM GOALS (2021-2023) RELATED TO RESPONSIBLE SOURCING

% of GOODEE’s brand partners sign GOODEE’s Environmental Policy

TARGET:

80%

PERFORMANCE:

We have added the policy to the Partner Assessment Questionnaire and will share it in 2024.

% of GOODEE’s brand partners report on all materials that go into their products

TARGET:

80%

PERFORMANCE:

100%

% of GOODEE’s brand partners regularly monitor and record Scope 1 and 2 emissions

TARGET:

30%

PERFORMANCE:

23%

% of brand partners use certified recycled materials in the majority of their products

TARGET:

30%

PERFORMANCE:

35%

OUR PACKAGING MATERIALS

CARTON

Approximately 80% recycled fibers, recyclable between 4 to 9 times

KRAFT PACKING TAPE

Recyclable, renewable, latex-free

THANK YOU CARDS
GIFT NOTE CARDS

FSC Mix (mixture of materials from FSC-certified forests, recycled materials, and/or FSC-controlled wood), recyclable

PACKING PEANUTS

Biodegradable and organic starch material that decomposes in water, leaving no toxic waste. FDA Compliant

BUBBLE WRAP

90% post-industrial recycled content

PAPER BUBBLE WRAP

100% renewable raw materials, recyclable

ECO KRAFT SHIPPING BAGS

100% recycled content, 90% PCR fibers, 100% curbside recyclable, and biodegradable

PAPER FILLING

100% recycled content, recyclable

POLY BAG

100% compostable

Sustainable Packaging

Packaging has a significant environmental impact and accounts for a large portion of the GHG emissions generated by the industry. In our efforts to reduce our carbon footprint, we prioritize efficient and responsible packaging practices.

Whenever feasible, we use original packaging from our suppliers, especially when dropshipping directly to customers. We try to use only the necessary amount of packaging materials to protect our products during shipping. When this option isn’t available, we turn to our own sourced packaging solutions, carefully chosen to minimize our environmental footprint. All of our packaging materials are sourced as locally as possible, minimizing transportation-related emissions.

Resources Management

We encourage our team to adopt environmentally responsible practices in both our office and their home workspaces. As detailed in a recent update to our Employee Handbook, we recommend purchasing office supplies from eco-friendly retailers and highlight the importance of energy efficiency.

PROGRESS ON SHORT-TERM GOALS (2021 – 2023) RELATED TO RESOURCES MANAGEMENT

Monitor total water consumed (in our workspaces only)	Monitor average electricity consumed per team member (in our workspace only)	Monitor waste generated and broken down by type (by KG)	Monitor Scope 3 GHG Emissions: Other Indirect Emissions
Monitor average water consumed per team member (in our workspaces only)	Monitor total fuel consumed including commuting to work (in our workspaces only)	Monitor % of waste recycled broken down by type (by KG)	Monitor Total electricity consumed (in GOODEE’s workspace only)
Monitor total water recycled (out of water consumed in our workspaces only)	Monitor average fuel consumed per team member (in our workspaces only)	% and weight of waste that goes to landfill	Identify alternative green energy sources whenever possible
Monitor total electricity consumed (in our workspaces only)	Monitor # and route of air flights	Monitor Scope 1 GHG Emissions: Direct emissions	Identify opportunities to offset unavoidable carbon
		Monitor Scope 2 GHG Emissions: Indirect Emissions	

TARGET:

We did not set targets for 2023 as we planned to monitor and set baselines for our performance across the short-term period first. We will consider setting targets for the mid and long-term once baselines are confirmed.

PERFORMANCE:

All goals are on track as we measure our environmental performance annually.

As of April 2023, our team made the transition back to in-office work, with nine members attending twice weekly and two members five days a week. However, due to data availability limitations in our new space, we are currently unable to provide pre-

cise electricity usage figures for 2023. This challenge arises from the diverse range of businesses in our building, many of which consume significantly more electricity per square foot than we do, rendering any average inaccurate.

Nevertheless, our building management is in the process of replacing the entire heating and cooling system with a geothermal one. Once this new system is installed within the next 1-2 years, we will be able to track our consumption.

	2021	2022	2023
Estimated Electricity Consumption Per Employee/Contractor Working from Home (kWh)	4,306	4,288	2,687
Estimated Electricity Consumption for All Employees and Contractors Working from Home (kWh)	77,500	81,478	34,927

* In 2020, we took 253 working days and deducted 42 days where the GOODEE team worked from the office. In 2021, the team worked from home for the entire year. Therefore the electricity consumption is higher on average per employee as well as the total consumption of the year. As of April 2023, our team made the transition back to in-office work, with nine members attending twice weekly and two members in five days a week. We do not have access to our office electricity usage details yet.

Our Carbon Footprint

In 2023, we reviewed our carbon footprint calculations from 2020 to 2023 and identified a few inconsistencies in our previous calculations methods. For example, we believe our electricity consumption estimates for warehousing between 2021 and 2022 were likely exaggerated. As a result, we have decided not to estimate our warehousing footprint for this year due to the lack of close estimates from our warehousing partners. Additionally, we realized that we were reporting shipping emissions in kilograms of CO2e rather than in tons of CO2e. We have since corrected these numbers.

While our shipping emissions remained similar to last year’s figures, our air travel emissions increased significantly due to several business trips taken to expand and promote our business. In 2023, we mitigated 33.64 tons of carbon emissions via the UPS Carbon Offset Program and 40 tons of emissions through the Climate Neutral Program.

Our Climate Neutral carbon credits were allocated to two distinct providers. The first, The Zambia Improved Cookstove project, managed by The African Stove Company, aims to replace open fires and traditional cookstoves with fuel-efficient stoves in rural Zambian households. The second, Tradewater’s refrigerant destruction project in the US, actively seeks out and destroys harmful refrigerant gases like chlorofluorocarbons (CFCs) and hydrochlorofluorocarbons (HCFCs) to combat climate change and reduce ozone depletion.

CARBON EMISSIONS (TONS OF Co2e)				
SCOPE	SOURCE	Emissions		
		2021	2022	2023
Scope 1*: Direct Emissions	Not Applicable	N/A	N/A	N/A
Scope 2*: Indirect Emissions	Brand Partners	Data Not Available	Data Not Available	Data Not Available
Scope 3*: Other Indirect Emissions	Shipping	72%	67%	66%
	Air Travel	0.66	1.58	10.91
	Electricity (Working from Home)*	0.04	0	0
TOTAL EMISSIONS		73	69	79

*Scope 1 emissions are direct emissions from owned or controlled sources. *Scope 2 emissions are indirect emissions from the generation of purchased energy. While we estimated our warehousing emissions in past years, we believe that they were likely exaggerated, thus incorrectly inflating our carbon footprint. In 2023, we moved to a new warehouse and do not have accurate information on our electricity consumption, essential for calculating our carbon footprint. Due to the unavailability of accurate estimates from our warehousing partners, we have decided to exclude warehousing emissions from our reporting. *Scope 3 emissions are all indirect emissions (not included in scope 2) that occur in the value chain of the reporting company, including both upstream and downstream emissions. From 2020 to 2021, we incorrectly reported our shipping and air travel emissions in KGs of Co2e instead of tons of Co2e. This year, we have unified all units to tons of CO2e. *Electricity (Working from Home): for 2022 and 2023 was 0.000011. Since the number is negligible, we rounded it to zero.

EMISSIONS INTENSITY (TOTAL EMISSIONS/GROSS REVENUE)		
2021	2022	2023
0.000017	0.000038	0.00003

Zambia Improved Cookstoves
Zambia



Choosing our New Office

Sustainability was a top priority for us when scouting for a new office space in 2023. We discovered our perfect spot at Complexe Dompark, a historic loft building in the South West borough of Montreal, just steps from the Lachine Canal bike path. Our new home is a generous 2,500-square-foot suite with fellow B Corporations as neighbors and ample room, natural light, and flexibility to create a nurturing work environment for our team — not to mention access to a bike-sharing station on the property and shower facilities to accommodate our team members who cycle to work.

COMPLEXE DOMPARK:

Building Community With Sustainability in Mind

Complexe Dompark is owned and operated by Gestion Immobilière Quo Vadis, a trailblazing, Certified Women-Owned real estate developer and the first company in Quebec to earn Certified B Corporation status. Quo Vadis also prides itself on being Certified Carbon Neutral and is aiming for net zero carbon emissions within the next year — a goal pursued through the adoption of geothermal heating and the integration of solar energy.



Committed to environmental stewardship and social responsibility, Quo Vadis specializes in retrofitting historic buildings into collaborative entrepreneurial ecosystems through sustainable practices, using real estate to build community. Echoing this ethos, the transformation of a former wool-spinning factory into a thriving center of creativity and business activity is breathing new life into a once-neglected area.

In April 2022, Complexe Dompark achieved the Zero Carbon Building Standards Certification from the Canada Green Building Council, in recognition of the decarbonization efforts made. Their impact does not stop there: As part of Concordia University’s Next Generations Cities Institute, Quo Vadis is actively engaging in shaping the future of urban environments, aiming to develop sustainable, zero-carbon cities that prioritize the wellbeing and interconnectedness of their residents.

Switching to a New Fulfillment Partner



In our search for a new third-party logistics (3PL) partner, we focused on two key considerations: efficiency — particularly through shipment consolidation — and sustainability. We found the ideal match in NFI, a global 3PL company headquartered in New Jersey that demonstrates a strong commitment to both the planet and people across its supply chain, from sourcing materials to last-mile delivery.

The warehouse location in Champlain, New York was strategically chosen to be within an hour’s drive of our Montreal headquarters, allowing for easy access, frequent visits, and minimizing plane travel.

NFI:

Leading the Transition to Zero-Emission Goods Movement

An industry leader recognized by Forbes as a top employer for women in 2022, NFI is committed to minimizing its environmental impact and fostering eco-friendly practices in logistics and transportation. The company operates America’s largest zero-emission drayage fleet, pioneering the use of electric vehicles in goods movement while building extensive charging networks and solar-powered operations.

NFI’s commitment to sustainability extends to warehousing and distribution, utilizing lower-emission technologies like propane and lithium battery-powered forklifts for material handling, and robotic stretch wrapping that has cut plastic waste by up to 50%. Furthermore, a comprehensive recycling program has yielded significant results: over 250,000 pallets, 21.5 tons of plastic, and 1,600 tons of cardboard recycled annually. NFI further reduces its carbon footprint by powering its electric fleet and facilities with 8 MW of solar energy generated on warehouse rooftops.

Over 250,000 pallets recycled annually via a national buyback program	More than 21.5 tons of plastic recycled annually	Over 1,600 tons of cardboard recycled annually
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Moreover, NFI has integrated solar power and storage systems to power its electric vehicles and supply energy to its warehouses and the equipment. To date, the company has installed 8 MW of owned solar power systems on the roof of its warehouses.

Community Partnership for the Environment

1% FOR THE PLANET

Collaboration is key to climate action. This is why we’ve joined forces with 1% for the Planet, a global network of environmentally-conscious businesses committed to donating 1% of their annual revenue to grassroots environmental non-profits. In 2023, on Giving Tuesday, we donated 10% of that day’s sales, in addition to our annual 1% contribution, to support The Ron Finley Project, our chosen changemaker organization.

THE RON FINLEY PROJECT

Our Environmental Partner for 2023, the Ron Finley Project empowers communities to turn food deserts — areas where fast food is abundant, but fresh, healthy options are nearly nonexistent — into thriving food sanctuaries. At the heart of their mission is a core belief that cultivating regenerative gardens and nurturing the soil can lead to transformative change, fostering community, promoting self-sufficiency, and healing the Earth.

By supporting their mission, we actively contribute to their essential work to combat food insecurity across the United States.



Our Environmental Actions in a Snapshot

HOW WE MEASURE OUR ENVIRONMENTAL IMPACT	ACTIONS WE HAVE TAKEN SO FAR
Carbon emissions and offsetting efforts	<div>Limiting express shipping to reduce air shipments.</div> <div>Reducing our number of purchase orders by 26% to minimize inbound shipping emissions.</div> <div>Increasing the average number of units on our purchase orders by 37% to optimize shipping efficiency.</div> <div>Transitioning from air to ocean transport for overseas purchase orders. (Air shipments went down 23% and ocean shipments went up 31%.)</div> <div>Reducing back-ordered items to reduce multiple shipments on one order and outbound shipping emissions</div>
Water, electricity, and fuel consumption throughout our entire operations	<div>Intentionally choosing partners who are focused on emissions reductions and overall environmental sustainability:</div> <div><div>Leasing with a 3PL warehouse committed to environmental sustainability</div><div>Leasing with an office building that is committed to environmental sustainability</div></div>
Activities that offset unavoidable carbon	Carbon credit purchases to offset all of our carbon emissions
Circular sustainable products	<div>Purchasing high-quality products to ensure they have a long lifespan.</div> <div>Taking into account the end of the products’ life cycle and how the materials can be purposefully utilized.</div> <div>Choosing brands that prioritize repairing products rather than discarding them, and embracing imperfections as the products age.</div>
Sustainable packaging	<div>Reusing packaging whenever feasible</div> <div>Sourcing environmentally sound packaging solutions</div>
Evaluate all materials that go into all products we create and sell	<div>Seeking products crafted from high-quality natural materials or recycled materials (eg. when buying wood products, we look for FSC Certifications; we avoid buying products made of “virgin” plastics)</div> <div>75% of our brand partners make product out of natural materials (natural materials in general require less energy to manufacture, which means lower emissions)</div>
Support for 1% for the Planet and other advocated causes	Donating at least 1% of our annual sales to environmental organizations vetted by 1% for the Planet.



Looking Ahead

Collaboration remains a cornerstone of our efforts, enabling us to amplify our reach and capabilities. In 2024, we will continue seeking brand partners who share our values and whose products reflect our commitment to sustainability and ethical practices. We plan to roll out our Environmental policy to the majority of our brand partners, encouraging them to align their efforts with ours. Concurrently, we'll support them in enhancing their GOODEE impact score through personalized coaching sessions. Moreover, we'll actively explore new avenues to deepen our partnership with our brand partners.

We will continue being proactive in reducing our environmental impact, building upon the environmental actions taken so far, including capturing our carbon footprint and identifying offsetting options for unavoidable emissions. We also want to seek ways to better capture our warehousing emissions.

Our journey toward a slower form of consumerism, which respects both people and the environment, is profound and far-reaching. By inspiring reflection on the true value of our material possessions, we aim to foster behavior change and drive systemic shifts in society. Through every decision we make and every item we curate, we strive to encourage a deeper connection between our customers and the world around them, prompting them to question how each item can enrich their lives, both functionally and aesthetically. So, we invite you to stay with us as we take our impact management journey to the next level.

The GOODEE Team

Get in touch!

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GOODEE Impact Index

This Impact Index aims to give our stakeholders an overview of our key disclosures. If you would 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
2023 PERFORMANCE:	A high-level overview of our performance for the year 2023
GRI ALIGNMENT:	When relevant, we have aligned with specific disclosures from the Global Reporting Initiative à(GRI) Standards and have updated the standards to the latest version in 2023
SASB ALIGNMENT:	When relevant, we have aligned with specific disclosures from the Sustainability Accounting Standards Board (SASB) Standards. Specifically, we have 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	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
Company Profile	GOODEE is a leading curated e-commerce marketplace offering sustainable homeware and lifestyle products for better living. The headquarters are in Montreal, Canada.	2-1 Organizational details	N/A	05
	We do not have any subsidiaries and report annually for the reporting period January to December.	2-2 Entities included in the organization’s sustainability reporting		
	For more information, please refer to the report or contact us at impact@goodeeworld.com	2-3 Reporting period, frequency and contact point		
Supply Chain	Key players in our supply chain include brand partners, artisans, makers, and other suppliers. We have developed our own Partner Assessment Questionnaire in alignment with our impact framework to ensure that our impact values are shared with everyone we work with.	2-6 Activities, value chain, and other business relationships	N/A	17
Community Initiatives	<p>At GOODEE, a core part of our business model is based on engaging with local makers and artisans in various regions of the world to source high-quality, eco-friendly products. By partnering with skilled craftspeople, we are able to support local communities and economies while providing unique and culturally significant products.</p> <p>We demonstrate our commitment to communities and the preservation of cultural heritage in more detail in the Nurturing Cultural Heritage section of this report.</p>	413-1 Operations with local community engagement, impact assessments, and development programs	N/A	16
Membership of associations	<p>We are associated with the following leading global organizations:</p> <ul style="list-style-type: none">• B Corporation• 1% for the Planet• Climate Neutral• Fifteen Percent Pledge	2-28 Membership associations	N/A	07
Statement from senior decision maker	Refer to the Founders’ Message in this report.		N/A	04

GENERAL DISCLOSURES

GOODEE IMPACT DISCLOSURE	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
Key impact, risks, and opportunities	<p>As part of our annual strategic planning, we have identified key risks in a volatile landscape, including the ongoing war in Ukraine which raises energy prices and shipping costs, and the eruption of violent conflicts in multiple regions contributing to global unrest. We also identified opportunities that are faced by our industry, business, and stakeholders, and ways to address them. In 2020, we conducted a thorough market benchmark analysis, followed by a stakeholder engagement exercise, including surveys and interviews, to identify key material environmental, social, and governance topics that impact our business. We will refresh this engagement process in 2024. The report covers areas of risks, opportunities, and how we addressed them with the goal of minimizing negative impact and increasing positive impact whenever feasible.</p>	2–1 Organizational Details	N/A	N/A
Values, principles, standards, and norms of behaviour	<p>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 makers producing timeless everyday objects, and consumers looking to make a difference with their purchases.</p>	2–1 Organizational Details	N/A	06
Mechanisms for advice and concerns about ethics	<p>Our mechanisms are addressed among several key documents and policies including the United Nations Standards of Conduct Summary and our HR Policies and Procedures which include our Grievances and Whistleblower Policy. Furthermore, we engage our stakeholders on a regular basis to give them the chance to raise any concerns through multiple channels.</p> <p>No complaints or grievances were reported in 2023.</p>	2–26 Mechanisms for seeking advice and raising concerns	N/A	N/A
Delegating authority	<p>The board is updated through regular meetings and engagement such as in-person, virtual meetings, emails, stakeholder surveys, and newsletters. The board is selected by nomination. In 2023, the board had four quarterly meetings.</p> <p>We collaborated with an Impact Manager consultant, brought on board through Tidal Impact, to build and implement an ambitious environmental, social, and governance strategy.</p>	2–10 Nomination and selection of the highest governance body 2–11 Chair of the highest governance body	N/A	12

GENERAL DISCLOSURES				
GOODEE IMPACT DISCLOSURE	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
Executive-level responsibility for economic, environment and social topics	Our co-founders are responsible for managing all economic, environmental, and social topics. They report directly to the board of directors on a regular basis. The members frequently share partner contacts, best practices, information, and data, which enables better leadership decisions in alignment with GOODEE’s roadmap.	2-12 Role of the highest governance body in overseeing the management of impacts	N/A	N/A
		2-13 Delegation of responsibility for managing impacts		
Consulting stakeholders on economic, environmental, and social topics	We engage with our stakeholders on a regular basis through our website, email, newsletter, social media, surveys, investor meetings (in person and/or virtual engagements), and governmental or regulatory interactions.	2-29 Approach to stakeholder engagement	N/A	N/A
	Periodically, we conduct a thorough stakeholder engagement process through the support of a third-party consultant, Tidal Impact.			
Composition of the highest governance body and its committees	<p>The board of directors is the highest governance body and includes:</p> <ul style="list-style-type: none">• Four voting members and 1 observing member• Two board members are executives• Two board members are Black, Indigenous, or People of Color (BIPOC)• Two board members are women <p>The current board doesn’t have any committees.</p>	<p>2-9 Governance structure and composition</p> <p>405-1 Diversity of governance bodies and employees</p>	N/A	12
Identifying and managing economic, environmental, and social impacts	<p>The board meets on a quarterly basis and works with the executive team to identify economic, environmental, and social impacts, or as certain circumstances arise. The board is 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> <p>Under our HR Policies and Procedures, we have outlined our Grievance Process Guidelines where employees are informed about the process to communicate critical concerns.</p> <p>Customers have access to our various touchpoints. We have a Weekly Customer Complaint log to ensure each case is handled with care.</p>	3-1 Process to determine material topics	N/A	12
Review of economic, environmental, and social topics		3-3 Management of material topics	N/A	12
Highest governance body’s role in sustainability reporting		2-14 Role of the highest governance body in sustainability reporting	N/A	12
Communicating critical concerns		2-16 Communication of critical concerns	N/A	12

GENERAL DISCLOSURES

GOODEE IMPACT DISCLOSURE	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
Nature and total number of critical concerns	We keep track of concerns about potential and actual negative impacts on stakeholders raised through grievance mechanisms and other processes. In 2023, there were no critical concerns raised that required escalation to senior management.	2–16 Communication of critical concerns	N/A	N/A
List of stakeholder groups	<ul style="list-style-type: none">• Employees and contractors• Suppliers• Brand partners, artisans, and makers• Investors• Customers• Local communities• Industry–specific organizations and regulators	2–29 Approach to stakeholder engagement	N/A	10
Identifying and selecting stakeholders	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.	2–29 Approach to stakeholder engagement	N/A	10
Approach to stakeholder engagement	<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>In 2023, working with Tidal Impact, we focused on engaging our brand partners to delve deeper into their impact challenges and identify opportunities for us to provide one-on-one support.</p>	<p>2–29 Approach to stakeholder engagement</p> <p>3–1 Process to determine material topics</p> <p>3–3 Management of material topics</p>	N/A	10
Defining report content and topic boundaries	The scope of this report highlights our environment, social, and governance (ESG) goals for the calendar year 2023 and across all our operations. Whenever data is not available, we’ve indicated so in the report.	102–46 Defining report content and topic boundaries	N/A	03
List of material topics	<p>Our stakeholders identified the following topics as the most material:</p> <div><ul style="list-style-type: none">• Responsible Sourcing• Diversity & Inclusion• Responsible Labor Practices• Equity & Justice• Ethics & Integrity<ul style="list-style-type: none">• Waste and Circularity• Craft Preservation• Sustainable Packaging• Customer Engagement and Education• Trade Development</div> <p>We will conduct a new assessment in 2024 to update our material topics.</p>	3–2 List of material topics	N/A	10

NURTURING PEOPLE: SOCIAL DISCLOSURES

GOODEE IMPACT DISCLOSURE	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
% of employees who are women or non-binary	<p>Permanent Employees: 11 in 2023</p> <ul style="list-style-type: none">Man: 27%Woman: 73%Prefer Not to Say: N/A <p>Contract: 2</p> <ul style="list-style-type: none">Man: 50%Woman: 50%Prefer Not to Say: N/A	<p>2-7 Employees</p> <p>2-8 Workers who are not employees</p>	CN 0404-12 Percentage gender and racial/ ethnic group representation for (1) executives, (2) technical staff, and (3) all others	12
% of executive management roles which are held by women or non-binary people	<p>Executive Management: 7</p> <ul style="list-style-type: none">Man: 43%Woman: 57%Prefer Not To Say: N/A	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	13
% of employees who are from ethnic minorities (Black, Indigenous and People of Color (BIPOC))	<p>In 2023, our team was made up of 38% Black, Indigenous, and People of Color (BIPOC).</p> <p>Permanent Employees: 11 # of BIPOC: 36% # of non-BIPOC: 64%</p> <p>Contract: 2 # of BIPOC: 50% # of non-BIPOC: 50%</p>			
% of executive management roles that are held by ethnic minorities (BIPOC)	43% of our executive management roles are currently held by BIPOC individuals, demonstrating our commitment to promoting diversity and equity at all levels.			
Employee satisfaction rate (%)	<p>In 2023, 100% of our employees completed the employee satisfaction survey with 100% of the employees happy with the direction that the company is headed and confident that if they raised a concern about discrimination, the GOODEE management team would take the right action. Below is the average rating out of 10 for the following questions:</p> <ul style="list-style-type: none">Do you enjoy our company culture? 9Do you feel valued for your contributions? 9Do you trust this organization to be fair to all employees? 8Does management seem invested in the success of the team? 9Do you find your work meaningful and are you happy at work? 8If you were given the chance, would you reapply to your current job? 9 out of 11 employees responded ‘yes’.	N/A	CN 0404-10 Employee engagement as a percentage	13

NURTURING PEOPLE: SOCIAL DISCLOSURES

GOODEE IMPACT DISCLOSURE	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
Employee turnover rate (%)	GOODEE’s 2023 turnover rate was 27.9%. 33.3% of the departures were due to performance, and 66.7% were voluntary.	401–1 New employee hires and employee turnover	CN 0404–11 (1) Voluntary and (2) Involuntary employee turnover	13
% of promoted employees	9% of our team members were promoted in 2023.	N/A	N/A	13
% of work–related burnout, illness, injuries, near misses, or fatalities	0	403–9 Work–related injuries	N/A	13
% of brand partners who are at least 50% owned by ethnic minorities (BIPOC)	Brand Partners # of BIPOC–owned: 24 # of non–BIPOC–owned: 41	N/A	N/A	16
% of brand partners who are at least 50% owned by people who self–identify as women or non–binary genders	Brand Partners # men–owned: 37 % men–owned: 57% # women–owned: 28 % women–owned: 43% # other–owned: 0 % other–owned: 0%	N/A	N/A	16
% of brand partners who are operating in underserved areas	In 2023, our engagement with brand partners from underserved communities remained consistent with last year, at 40%.	N/A	N/A	22
# of affordable products to increase customer scope socio–economically	540 of our products are under \$100 USD, which represents 50% of our total offer.	2–1 Organizational Details	N/A	N/A
# of brand partners who employ people with different types of disabilities	3 of our 65 brand partners employ people with disabilities: Teixidors, providing self–sustaining jobs for individuals with intellectual disabilities in Spain; Iris Hantverk, employing visually impaired craftspeople in Sweden and Estonia, and Ro–Smit, offering employment opportunities for individuals with mental and physical disabilities in the Netherlands.	N/A	N/A	21

NURTURING PEOPLE: SOCIAL DISCLOSURES

GOODEE IMPACT DISCLOSURE	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
# of strategic partnerships/relationships with civil society organizations in communities which GOODEE buys from	<p>Existing partners, including civil society organizations and social enterprises:</p> <ul style="list-style-type: none">The SkateroomObakki FoundationPET LampLittle Sun	413–1 Operations with local community engagement, impact assessments, and development programs	N/A	16

PROTECTING THE PLANET: ENVIRONMENTAL DISCLOSURES

GOODEE IMPACT DISCLOSURE	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
<p>Total electricity consumed (in GOODEE’s workspace and for employees and contractors working from home)</p> <p>Average electricity consumed per team member (in GOODEE’s workspace and for employees and contractors working from home)</p>	<p>In 2022, the total estimated electricity consumption for employees and contractors working from home was 81,478 kWh (100% grid).</p> <p>We do not have access to this information for 2023 due to data limitations in our new Montreal office building. (Our employees worked there from April, with two out of eleven employees consistently present five days a week.) However, the building is working on replacing the entire heating/cooling system to a geothermal one and with this new system they will be able to measure our specific consumption year-over-year. They plan on having this complete within the next 1–2 years.</p>	302–1 Energy consumption within the organization	CN 0404–01 Total energy consumed, percentage grid electricity, percentage renewable energy	29
CO2 Emissions	<p>In 2023, we reviewed our carbon footprint calculations from 2020 to 2023 and identified a few inconsistencies in our previous calculations methods. For example, we believe our electricity consumption estimates for warehousing between 2021 and 2022 were likely exaggerated. As a result, we have decided not to estimate our warehousing footprint for this year due to the lack of close estimates from our warehousing partners. Additionally, we realized that we were reporting shipping emissions in kilograms of CO2e rather than in tons of Co2e. We have since corrected these numbers.</p> <p>While our shipping emissions remained similar to last year’s figures, our air travel emissions increased significantly due to several business trips taken to expand and promote our business.</p>	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	29
Support 1% for the Planet	<p>After reviewing 1% for the Planet’s list of pre-vetted nonprofits, we chose to support the below organization in 2023:</p> <ul style="list-style-type: none">The Ron Finley Project <p>To celebrate Giving Tuesday, we donated 10% of all profits generated on this day to this cause.</p>	413–1 Operations with local community engagement, impact assessments, and development programs	N/A	31

NURTURING PEOPLE: SOCIAL DISCLOSURES

GOODEE IMPACT DISCLOSURE	2023 PERFORMANCE	GRI ALIGNMENT	SASB ALIGNMENT	PAGE
# of onboarded brand partners, artisans that create products celebrating preserved crafts	<p>In 2023, 40 brand partners supported preserved crafts, including:</p> <p>11.11, 1616 / Arita Japan, AAKS, Ames, Baba Tree, Berea College, Bergs Potter, Carl Hansen & Son, Ezcaray, Fogo Island Workshops, Fritz Hansen, Golden Editions, Gunia Project, HA KO, Haws, Iris Hantverk, Jipi, Kazuri, LSA International, Makaua, Malaika, Manglam Arts, Nanimarquina, Niwaki, Obakki, Oshana, PET Lamp, Redecker, Ro-Smit, Sabahar, Siafu Home, SITTI, Takada, Takazawa Candle, Tamanohada, Teixidors, Tensira, tinja, Xaquixe, and ZANAT.</p>	413–1 Operations with local community engagement, impact assessments, and development programs	N/A	24
# of featured interviews or stories of the makers behind certain products	<p>Total of 11 features. Feature examples include:</p> <ol style="list-style-type: none">Berea College brooms made by Berea’s studentsBaba Tree placemats set, handcrafted by Apokira AkolgoFogo Island Workshops LaunchFogo Island Workshops InterviewFrits Kattrup, Co-owner of Bergs Potter	2–29 Approach to stakeholder engagement	N/A	N/A
Measure the open rate of customers to read stories aimed at craft preservation and trade development	<p>In 2023, we posted 3 “maker” articles that garnered a total of 1130 opens — a remarkable 276% increase compared to our 2022 content.</p> <ol style="list-style-type: none">Turning the Tide (FOGO Island Workshops)Terra Firma (Bergs Potter)Brushing Up (Iris Hantverk)	2–29 Approach to stakeholder engagement	N/A	23
% of all previously onboarded brand partners creating endangered preserved crafts have greater annual sales performance on Goodee’s platform	<p>We are pleased to report that in 2023, 40% of our brand partners creating endangered preserved crafts were able to increase their annual sales. These brand partners include:</p> <div><div><div>1. 11.11</div><div>2. AAKS</div><div>3. AMES</div><div>4. Baba Tree</div><div>5. Berea College</div><div>6. Carl Hansen & Son</div><div>7. Iris Hantverk</div><div>8. Jipi by Ames</div></div><div><div>9. Malaika</div><div>10. Manglam Arts</div><div>11. PET Lamp</div><div>12. Redecker</div><div>13. Sabahar</div><div>14. Takazawa</div><div>15. Tamanohada</div><div>16. Xaquixe</div></div></div>	Disclosure 414–1 New suppliers that were screened using social criteria	N/A	24

GOODEE

Impact Report 2023



GOOD PEOPLE.
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