

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

We are a part of a sector that will undergo massive transformations this coming decade due to increasingly stringent regulations, scarce resources, and stakeholder expectations. This involves both risks and opportunities for our company. We can’t fix everything alone, but as the biggest electronics retailer in the Nordics, we acknowledge our responsibility to help to reduce the footprint from our operations, our products and enhance services that prolong the lifetime of products. We are putting sustainability at the heart of our business strategy and are actively engaging with our suppliers, partners and our customers on this journey to ensure that sustainability and profitability go hand in hand. Practically, we are focusing on four key areas:

1: Reduce emissions from own operations

We are working to reduce emissions in all parts of our own operations, by reducing the electricity consumption in our stores and warehouses, sourcing only renewable energy and optimizing and introducing low emission transport across our Nordic operations. As a retailer we also play an important role in helping our customers reduce their emissions by offering a wide range of energy efficient products.

2: Sell energy efficient and nearly new products

8 out of 10 customers want to make sustainable choices, but don’t know how. We are here to help by offering products that have a long operational life, can be easily repaired and recycled, and helping customers make more informed choices through communicating with them in an open and transparent way around environmental parameters and facts. As an effort to push our suppliers towards becoming more sustainable, we have partnered with EcoVadis, a company that independently screens and rates our suppliers’ sustainability efforts. We make it easier to buy reused products through Outlet and by starting to sell refurbished products.

3: Helping prolong the life of our products

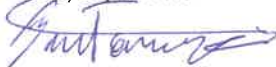
One of our key sustainability challenges is to help prolong the lifespan of the products we sell. We offer a wide range of high-quality products and are proud to help you get the most out of them. We do this by making it easier to prolong the life of tech by offering a huge variety of spare parts online, as well as guidance, maintenance advice and repair services.

4: Making sure products are reused and recycled

All electronic products contain rare and valuable metals that can and maybe recycled into new products when reuse is no longer possible. We make recycling convenient and easy and make consumers feel safe for their personal data when leaving their products with us. Together with our recycling partners, we want to make sure that nothing goes to waste but is given a new life.

We will continuously minimize our potential impact on the environment and operate in compliance with all relevant environmental legislation. Both the Nordic Headquarter, Chain- and Store management have important roles in involving all our employees to contribute to reducing the environmental impact. We set objectives and targets on an annual basis, track progress and report annually.

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