



optoro<sup>®</sup>

# Impact Report

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2019

# Explore our efforts to improve the environment, our community and our workplace.

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# Retail's \$400B Challenge

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Returns are an inevitable result of growing retail sales, but when managed in unsustainable ways, can be harmful to the environment.

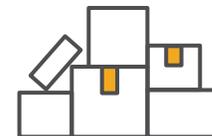
# Each Year In The U.S. Alone...



**\$400B**  
worth of merchandise is returned.



That's equivalent to the **30<sup>th</sup>** largest economy.



And this totals roughly **5.1B** returned items.

By 2025, the number of returned items could reach **8 billion**.



**5B lbs** of waste from returns are sent to landfill.



That's equivalent to more than **3x** the amount of waste the entire city of Seattle generates in a year.



**15M Metric Tons** of CO2 are emitted from the transportation of returns.



The average return travels over **1,200 miles**. That's the same distance as driving from **New York City** to **South Florida**!

By 2025, waste from returns could reach **7.8B lbs** and carbon emissions could reach **23M metric tons**.

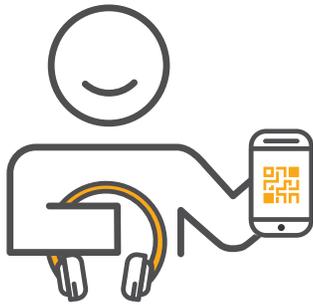
# Our Mission

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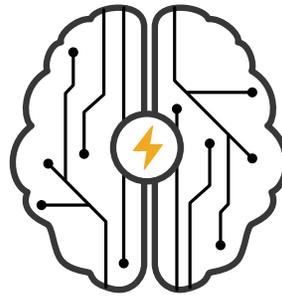
Our mission is to make retail more sustainable by eliminating all waste from returns.

# How We Eliminate Waste from Returns

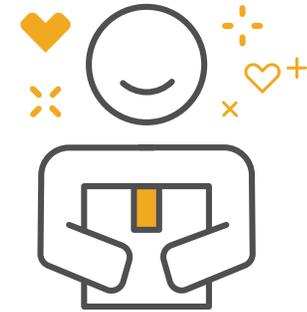
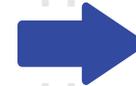
Our technology platform uses data science and machine learning to route returned goods to their next best home, reducing financial, operational, and environmental waste.



**Customer returns enter the reverse supply chain.**



**Our SmartDisposition<sup>®</sup> technology makes it easier for retailers and brands to process returns.**



**We use intelligence to route each item to the most profitable and eco-friendly channel.**

# Our Impact

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By working with leading retailers,  
here's what our technology helped  
accomplish in 2019.

On average, our clients were able to keep **96%** of their returned and excess goods out of landfill.



**8.5M lbs**

of carbon emissions prevented by reducing transportation and increasing efficiency in the reverse supply chain.

**Wasted Diverted from Landfill (lbs)**



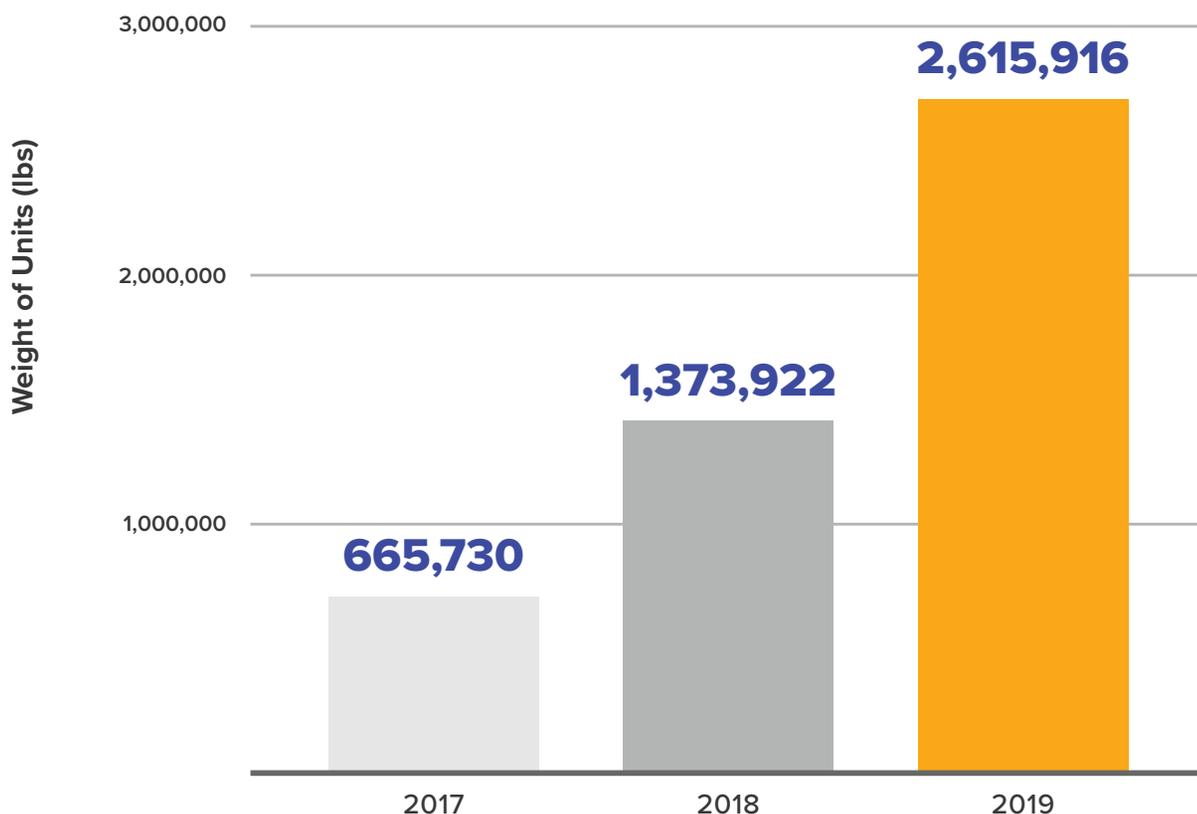
**\$6.9M**

of inventory donated through charity partners to those in need.



**2.6M lbs**

of waste diverted from landfill by giving retailers solutions to manage and resell inventory in the most effective way.



# Powering a Circular Economy

The circular economy, an economic system aimed at eliminating waste through the continual reuse of resources, could **unlock \$4.5T of new economic output.**<sup>1</sup> And optimizing reverse logistics is a critical component to incorporating returns into a circular strategy.

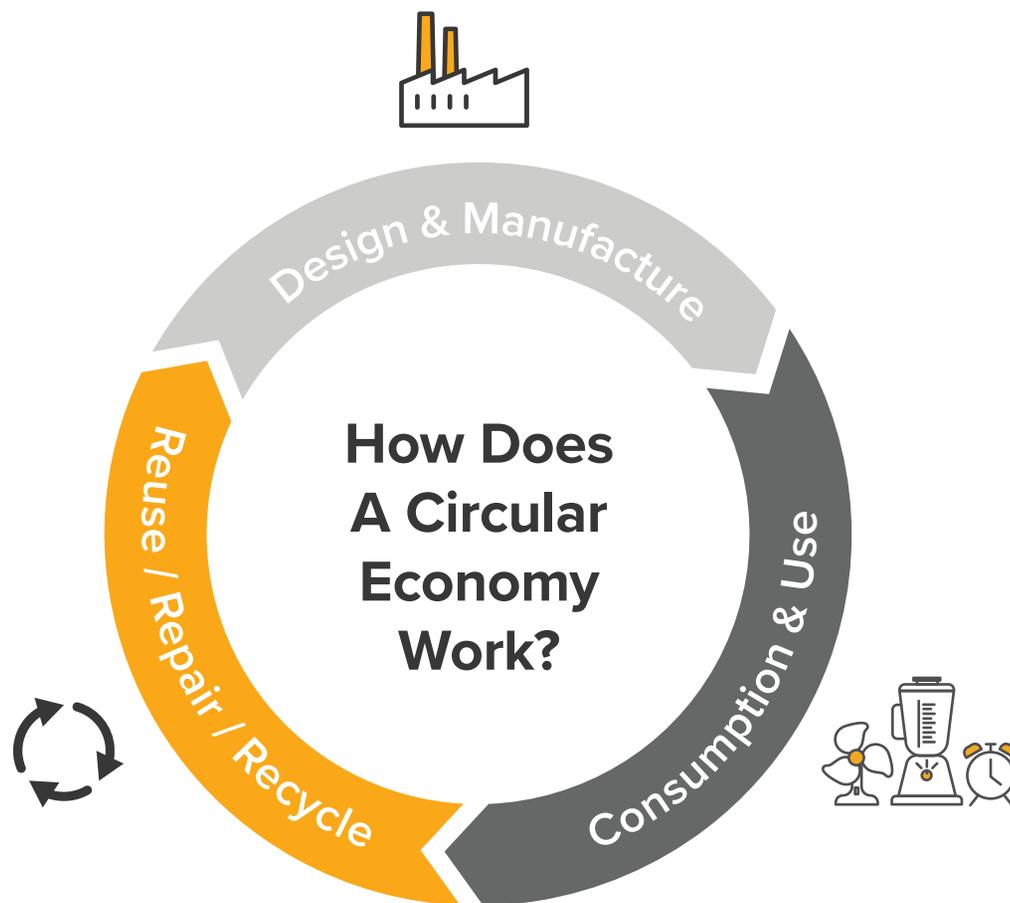
Most of retail's environmental impact comes from the supply chain when raw materials are harvested and processed and made into finished consumer goods. As a result, keeping items in circulation for as long as possible is a critical part of reducing the negative impact. Optoro's technology enables circularity by providing seamless and cost-effective ways for clients to reuse and resell pre-owned goods.

## DID YOU KNOW?

Buying a used laptop instead of a new one saves **375 kg of CO2** emissions and **264,965 gallons of water.**<sup>2</sup>

<sup>1</sup>Peter Lacy and Jakob Rutqvist, 2015, "Waste to Wealth," Accenture Strategy.

<sup>2</sup>Cradle-to-gate impact analysis performed by Brown and Wilmanns Environmental, LLC and SHIFT Advantage for Optoro.



# Client Spotlight



optoro®

In 2019, we announced a partnership with IKEA Retail U.S., through its parent company Ingka Group, a global leader in designing a more sustainable retail future. Optoro's technology was deployed in 50 stores and Customer Service Centers in 2019 and will deploy in 10 Distribution Centers in 2020.

"We're on a mission to become a circular business by 2030, and we need partners like Optoro who can help us achieve our goals," said Javier Quiñones, President & Chief Sustainability Officer of IKEA Retail U.S.

“Optoro's solution will enable us to eliminate much of the waste created in the reverse supply chain, from minimizing the carbon emissions released in return shipping to finding the best next homes for returned items.”

*-Javier Quinones, President & Chief Sustainability Officer of IKEA Retail U.S.*



# Giving Back

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Our Community Engagement Program allows employees to volunteer time in skills-based or mentoring capacities with a wide range of impactful nonprofits.

PLEDGE 1%

Not only did we help our retail clients donate millions of goods to charities in 2019, we also fulfilled our company-wide pledge to spend 1% of our time giving back to the community.



### SUMMER SWAP SHOP

Local DC residents brought **4,500 items to exchange and donate** at our third annual Swap Shop event, a free clothing swap to promote sustainable consumption.



### Martha's Table

EDUCATION • FOOD • OPPORTUNITY

For nearly 40 years, Martha's Table in Washington, DC has worked to support strong children, families, and communities by increasing access to quality education programs, healthy food, and family support.



### HOUSING UP

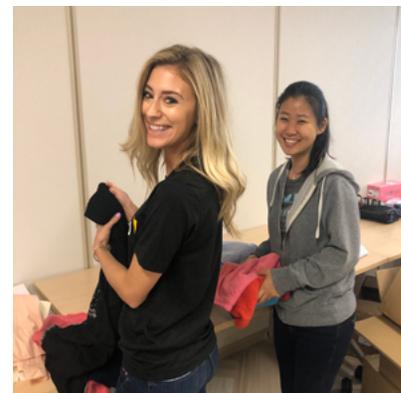
This summer our team filled over **500 backpacks** for Housing Up in Washington, DC, which works to offer comprehensive support services to homeless and low-income families.

### Other Organizations We Work With





In 2019, our employees spent  
**3,985 Hours Volunteering**  
at over 170 organizations nationwide



In 2019, we facilitated the donation of **\$6.9M worth of goods** to charities. Donations were used to support disaster relief, hunger relief, educational programs, poverty alleviation, and more.

Here are a few of the partners we supported through product donations:



Good360's mission is to transform lives by providing hope, dignity, and a sense of renewed possibility to individuals, families, and communities impacted by disasters or other challenging life circumstances. Optoro was proud to support Good360's disaster relief efforts in 2019.

**“The donations you sent our way kept our friends well and fed, and kept our pets happy. They kept the smallest of our loved ones supplied with diapers, food and other critical items.”**  
- Stacy Downey, Director, The Little Pantry That Could



Optoro partnered with the Last Minute Toy Store to help with their Free Holiday Toy Store event in Nashville, TN which provides free gifts, stocking stuffers, books, games, sporting goods, arts & crafts and more to over 5,000 children in need each year.



The Little Pantry That Could provides critical supplies to Nashville families who are food insecure. For years, Optoro has been a proud partner by providing shelf stable food items, diapers, and pet supplies for Little Pantry's local shoppers.

# Our Workplace

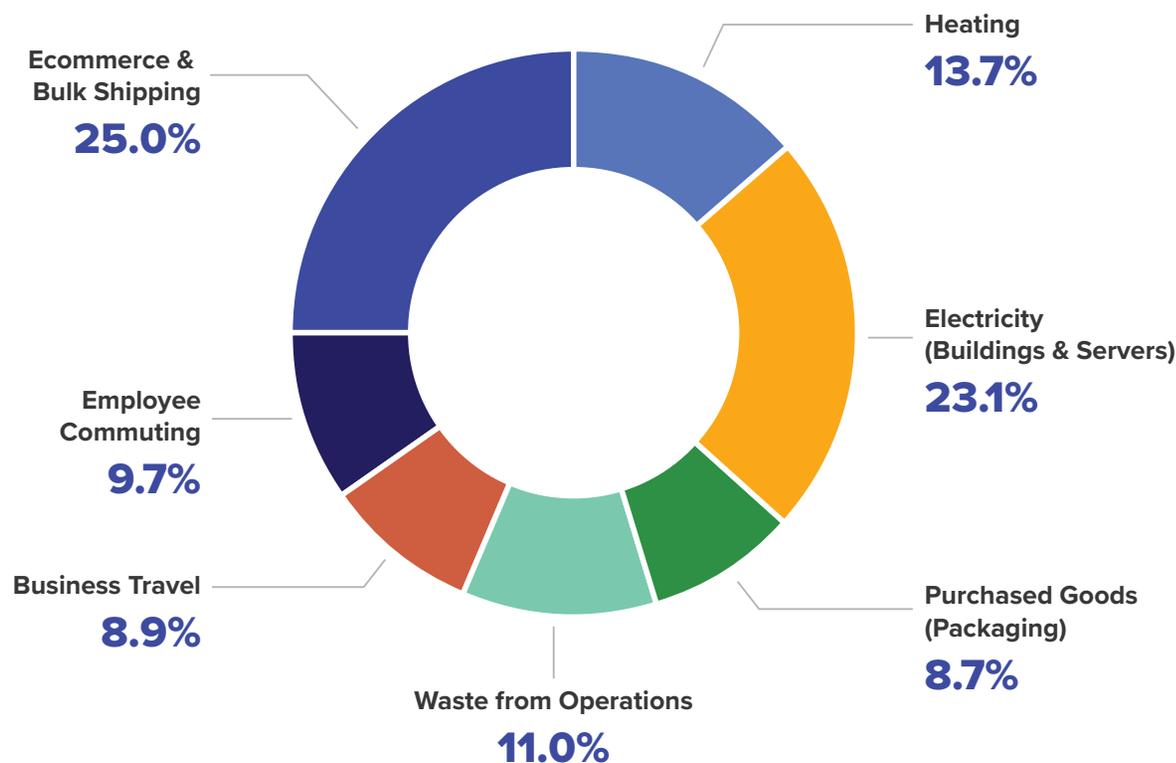
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In addition to helping make retail more sustainable, we work internally to reduce the environmental footprint of our own operations.

# Greenhouse Gas Inventory

This year, we conducted Optoro's first greenhouse gas inventory, which includes everything from our electricity usage and commuting, to downstream inventory shipments and packaging. In 2020, we will work to identify opportunities for reducing our emissions.

Here are the results:



Optoro's total greenhouse gas emissions for 2019 were **3,654 metric tons CO<sub>2</sub>e**.

We calculated our emissions based on three main categories, or "scopes."

**Scope 1 Emissions:** Emissions generated from heating our warehouses. These comprised **13.7%** of our total emissions.

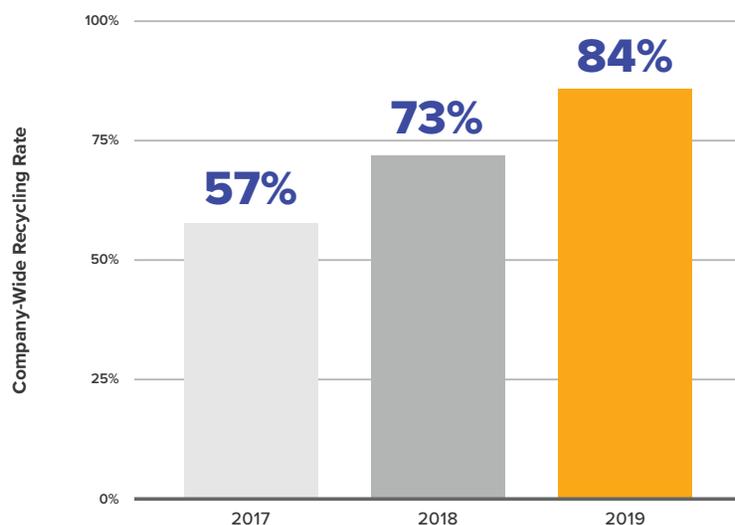
**Scope 2 Emissions:** Emissions from the electricity we purchased to power our servers, office buildings, and warehouses. These made up **23.1%** of our total emissions.

**Scope 3 Emissions:** Emissions generated from Optoro's value chain, including packaging for our ecommerce shipments, waste from our facilities, all employee commuting and business travel, and the transportation emissions from ecommerce shipping. Scope 3 accounted for **63.3%** of our emissions.

# Recycling and Compost

In 2019, we made huge strides towards our goal of a 90% company-wide recycling rate.

Educating employees on recycling, prioritizing reuse, and performing regular waste audits were critical to our success to date.



## Eliminating Single-Use Plastics

This year, we issued a new Sustainable Sourcing Policy to double down on our commitment to only purchase the most sustainable options for internal events and operations.

The biggest change was the elimination of single-use plastics by replacing all individually wrapped snacks with bulk items.



We launched a composting program at our headquarters in Washington, DC with Veteran Compost, a local company that creates jobs for underemployed or difficult-to-employ veterans.

**Composting increased Optoro's recycling rate at HQ by 95% in 2019.**

(compared to 2018)

# Diversity and Inclusion

Optoro is committed to fostering an organization of individuals from diverse backgrounds where all people of different identities feel valued, safe, and included.

Optoro's Diversity & Inclusion Committee was founded in an effort to increase awareness of diversity and inclusion. Over the past two years, the committee has completed several projects, including:

- Publishing inclusive meeting guidelines
- Starting a series of trainings on unconscious bias
- Sponsoring a D&I-focused orientation session for new employees
- Hosting Optoro's first-ever Pride Week!



Volunteering with Supporting and Mentoring Youth Advocates and Leaders (SMYAL)

The D&I Committee consists of four subcommittees that meet biweekly.

## Policy

Collaborate with Talent & Culture to implement best practices and facilitate D&I activities that improve Optoro through recruiting, promotion, and talent engagement.

## Recruiting

Cultivate a diverse team by advising Talent & Culture and the Company on filling roles with inclusive hiring practices.

## Internal Communications

Foster a company community that is informed and engages with current D&I initiatives led by the committee.

## Celebration & Awareness

Build an engaged company through celebrating, raising awareness of, and educating employees about the variety of cultures/identities at Optoro.



Women in Tech Career Fair



Pride Week Bake Off



Celebrating International Women's Day



Optoro's first Noodle Noon D&I Lunch and Discussion



Optoro employees celebrating Pride Week in rainbow attire



Pride Week Bake Off

Optoro surveyed our employees in 2019 about D&I. Of those who responded...

**24%**

identified as people of color\*

**49%**

identified as women

\*Includes people who selected one or more of the following: African American / Black; American Indian / Alaska Native; East Asian; Hispanic / Latinx; Middle Eastern; Pacific Islander; Southeast Asian; Biracial / Multiracial



**40%**

of executive leadership are women or minorities

# About Optoro

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Together, we solve large challenges in the retail world by transforming the way retailers and brands handle returned and excess inventory.



# Join Us In Making Retail More Sustainable

To learn more or schedule a demo

[CONTACT US](#)

To start your career with Optoro

[VIEW OPEN ROLES](#)



BULQ to the Future



BULQ to the Future, Optoro's Roof Deck



Opties Awards Winners for 2018



Optoro employees enjoying the photo booth at The Opties



Optoro's Summer Outing



Ladies Library Happy Hour



Optoro employees volunteering with City Blossoms DC



DC Central Kitchen Volunteering



BULQ to the Future



UX Design Meetup



BULQ to the Future



Optoro's Summer Outing



Optoro is a technology company that is transforming the way retailers and brands manage, process, disposition, and sell returned and excess inventory. Using machine learning and data science, Optoro's returns optimization platform determines the best path for returned and excess goods, reducing financial, operational, and environmental waste.

Contact us at [inquiries@optoro.com](mailto:inquiries@optoro.com)

Find more information at [www.optoro.com](http://www.optoro.com)