

Sustainability at

# Mjuk.

Mjuk Sustainability Report 2021



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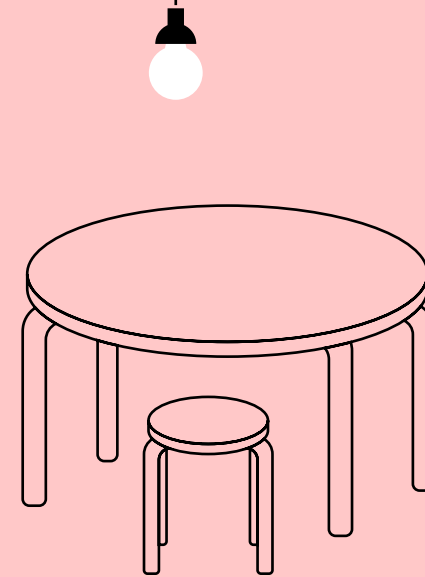
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Mjuk is a second-hand marketplace for furniture that was born out of a self-experienced need to make selling and buying pre-loved furniture easier.

The recommerce industry is booming in many sectors such as clothing and electronics, but the solutions in the furniture market are yet to provide the convenience that's expected from modern consumers. As a result, even well-kept quality pieces end up as waste. So, we built Mjuk with a mission to make recycling quality furniture so easy that there would be no excuses for not doing it.



## How Mjuk works

For many, selling second hand furniture can seem like a hassle from photographing to logistics and coordinating with potential buyers. With Mjuk, sellers are afforded convenience when parting with their items, as Mjuk handles the pickups, storing, photographing, cleaning, pricing and sales processes.

Buyers, on the other hand, can have doubts about product quality. For them, Mjuk brings security through accurate product descriptions, return policy, and insurance. With Mjuk, buyers can browse through items, trusting that what they see is what they get.

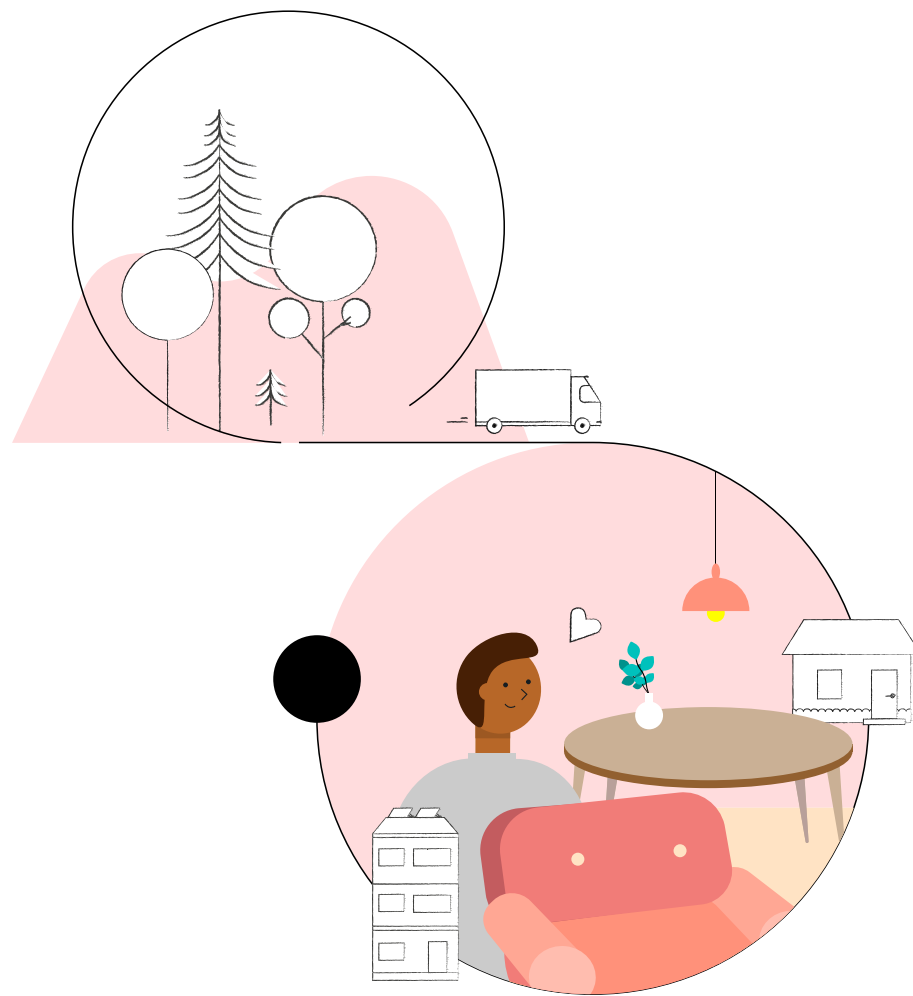
## Why are we writing this report

From the start, we wanted to create a business which had aligned incentives with the wellbeing of the environment and society – a business where growth and positive impact would go hand in hand. Circular economy is a key concept when moving toward more sustainable consumption and production and enables extracting value out of environmentally and socially beneficial practice.

**Through Mjuk, we can improve the longevity of furniture, decrease waste of quality pieces, and hopefully, shift behaviour toward a circular economy.**

We know that our biggest impact comes from what we do, and being a young company our resources are very much tied up in fueling our growth to increase that impact. However, we recognize that how we operate and fulfill our mission also matters. That is why we have worked to make better choices since day one.

We've always operated with a mentality of transparency and openness, as we know how important it is to our customers, and wanted to make no exceptions with sustainability. That is the spirit in which we are writing this report. Through it, we want to hold ourselves accountable to keep improving the sustainability of our operations and perhaps inspire other early-stage startups to follow suit.



## How we think about sustainability

Probably the most well-known definition of sustainability comes from the 1987 Brundtland report published by the World Commission on Environment and Development (WCED) stating that *“sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”*.

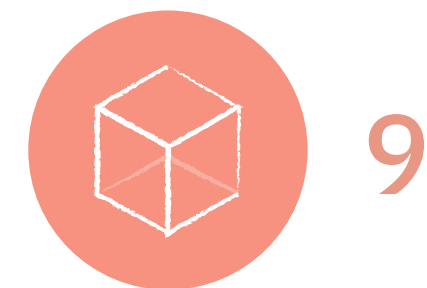
Conventionally, sustainable development is divided into three pillars: environmental, social and economic. These three aspects are interlinked and therefore grappling with them requires systems thinking. We take the different pillars into account and approach our own sustainability efforts with systems thinking.



## SDGS

Looking at Mjuk through the lens of perhaps the most commonly used sustainable development framework, the UN Sustainable Development Goals, we contribute to goals twelve, nine, and eight. Our biggest impact is in **goal twelve: “Responsible consumption and production”**. Circular economy models, such as Mjuk’s, improve resource efficiency and decrease waste by prolonging product life cycles, decreasing the needed production of new products and creating circular consumer behavior. By building a new type of business model and infrastructure for a circular economy in the furniture sector we contribute to **goal nine: “Industry, innovation and infrastructure”**.

Though Mjuk is still a new venture, we contribute to **goal eight, “Decent work and economic growth”**, by promoting sustained economic growth, employing people, and offering them safe and fair working conditions. As our team grows, we put increasing effort into employee satisfaction, wellbeing, and involvement.





Mjuk's compensated CO2e footprint,  
based on the calculations by  
Compensate

## How we do what we do

### ENVIRONMENTAL SUSTAINABILITY

The largest environmental stress stemming from Mjuk's operations is related to the logistics of the furniture; warehouse heating and the collection and delivery of furniture. In order to reduce emissions Mjuk uses 100% renewable energy. For pickups and deliveries customers have the option to use either Posti's fully compensated service or Mjuk's own delivery. Mjuk's routing and utilization rate of pickup and delivery vehicles are optimized to reduce transport emissions. Transportation is powered by renewable Neste My Diesel fuel throughout the year except for the winter when Neste Futura is being used.

Mjuk also minimizes unnecessary packaging and uses bubble wrap solely for glass and other fragile materials. The main packaging materials are reusable furniture cover bags, blankets made out of recycling materials, and cardboard by the responsible Finnish producer Adara.

During the pandemic our team has been working mostly remotely and our business travel has been close to none. Hence, one of our team's biggest environmental footprint has been merchandise. Our team wear is produced by a Danish brand called Neutral, which uses certified organic cotton and renewable energy in making its clothes.





Neutral has the EU Ecolabel, Fairtrade label, SA8000 label (safe working conditions along the supply chain) and Oeko-Tex 100 (no toxic chemicals). Our team has also pledged to use refurbished electronics whenever possible.

Mjuk uses Finnish emission compensation company Compensate to measure and over compensate emissions caused by purchases, flights, warehouses, logistics, and digital services. Compensate has a strict criteria for projects, uses an academic advisory panel and compensates emissions through a portfolio of projects ranging from forest preservation to carbon capture initiatives.

## **SOCIAL SUSTAINABILITY**

Our efforts in social sustainability are currently focused on our growing team. From the start we have hosted monthly meetings as a platform for the team to discuss ideas, areas of improvement, worries and wellbeing. Recognizing that an all-hands virtual team meeting might not be the easiest platform for everyone to voice their concerns, we nowadays also collect data on our team's wellbeing and engagement through a monthly anonymous survey that acts as a basis for our team meetings.

7,500

Pieces of furniture sold



**ECONOMIC SUSTAINABILITY**

Mjuk creates economic growth by capturing and passing on the value that quality furniture retains. Mjuk also lowers the barrier to purchase long-lasting, quality and design furniture by creating a trusted second hand furniture market, which benefits both the sellers and the buyers.

Sellers can invest in quality furniture, knowing that they can retrieve part of that investment upon re-selling it. This acts as an incentive to take care of the pieces and keep them in good condition. Instead of purchasing new furniture, buyers can trust that their pre-loved find can be in just as good of a shape as a new one.

4,500

Buyers

1,500

Sellers

740,000€

Sellers total earnings



## It's about the journey, not the destination

We are committed to continuing to develop the sustainability of our operations while we grow. As the global pandemic (hopefully) slowly eases up, and our team is growing, we are aware that our team's physical operations will multiply as well. That is why we will keep measuring our carbon footprint continuously and making conscious choices with our operations, e.g. office energy and team travels. We will also keep improving our team's safety, wellbeing and engagement. Lastly, we have started scoping our technical infrastructure to make sure our service providers are committed to operating sustainably as well.

We hope this report sheds light on where we are on our journey of sustainability. We know that there is still room for improvement and as with everything, we learn as we go. A good piece of advice can, however, often save a lot of time and give new perspectives. We'd love to hear any suggestions you might have regarding how to get to the next level with our efforts. So, with any suggestions and questions please reach out to us at [community@mjuk.fi](mailto:community@mjuk.fi).

## Did you know...?

... that Mjuk has also been evaluated by independent third parties. If you want to read more about our sustainability go check out what [Ostavastuullisesti.fi](https://ostavastuullisesti.fi) and [Aim2Flourish](https://aim2flourish.com) have to say about us.



**Mjuk.**