

eBay - Impaakt Report

+0.55




Coverage Status: Good

9



Analyses

3
6

224

Ratings

Ticker: EBAY | **ISIN:** US2786421030 | **# Employees:** 12700 | **Revenue:** \$11.7bn

SASB Industry:

E-Commerce

Market Cap:

33.3bn

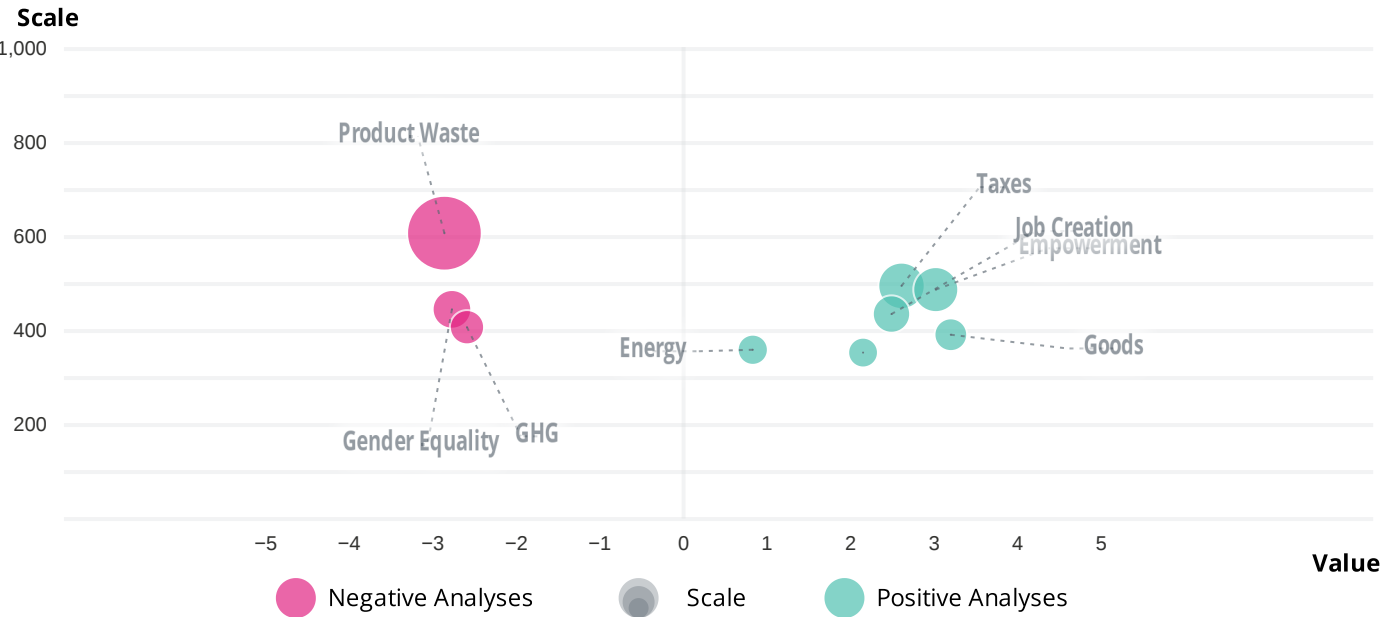
Ranking:












/8 Rank in industry

eBay Inc. operates marketplace platforms that connect buyers and sellers worldwide. The company's Marketplace platform includes its online marketplace at ebay.com and the eBay suite of mobile apps. Its platforms enable users to list, buy, sell, and pay for items through various online, mobile, and offline channels that include retailers, distributors, liquidators, import and export companies, auctioneers, catalog and mail-order companies, classifieds, directories, search engines, commerce participants, shopping channels, and networks. eBay Inc. has a strategic partnership with Bidadoo, Inc. to transform heavy equipment industry. The company was founded in 1995 and is headquartered in San Jose, California. (Source: Yahoo Finance)

Distribution of Analyses



Ranked 1/8 in industry

 eBay	+0.55	
2. JD.com	+0.52	
3. Mercadolibre	+0.14	
4. Rakuten	-0.06	
5. Meituan	-0.17	
6. Alibaba	-0.30	
7. Zalando	-0.36	
8. Amazon	-0.85	

Item	Weight (%)
1	23.2%
2	15.3%
3	12.4%
4	11.2%
5	10.2%
6	9.8%
7	9.0%
8	8.9%

SDG covered out of 17	#Analyses	Weight	Impact Score	
Decent work and Economic Growth	2	23.17%	+2.78	
Responsible Consumption and Production	1	15.26%	-2.85	
Peace, Justice and Strong Institutions	1	12.44%	+2.62	
Gender Equality	1	11.18%	-2.76	
Climate Action	1	10.23%	-2.58	
Industry, Innovation and Infrastructure	1	9.82%	+3.21	
Affordable and Clean Energy	1	9.02%	+0.84	
Reduced Inequalities	1	8.87%	+2.16	

Analyses by SDG

1: No Poverty

2: Zero Hunger

3: Good Health and Well-being

4: Quality Education

5: Gender Equality

6: Clean Water and Sanitation

7: Affordable and Clean Energy

8: Decent work and Economic Growth

9: Industry, Innovation and Infrastructure

10: Reduced Inequalities

11: Sustainable Cities and Communities

12: Responsible Consumption and Production

13: Climate Action

14: Life below Water

15: Life on Land

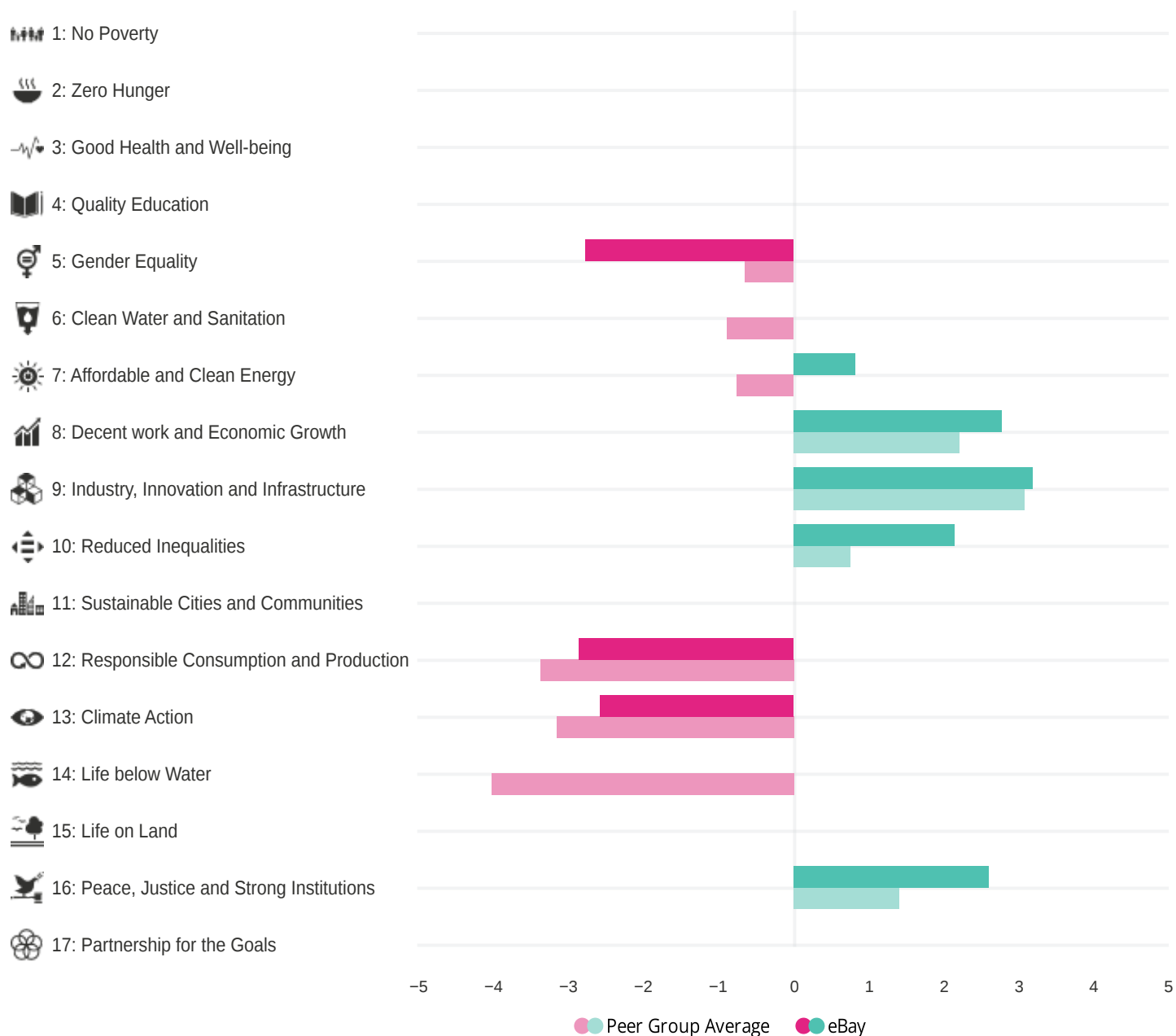
16: Peace, Justice and Strong Institutions

17: Partnership for the Goals



Score Compared to Peer Group Average by SDG

eBay's Peer Group: [Amazon](#), [Zalando](#), [Alibaba](#), [Mercadolibre](#), [Rakuten](#)



Detailed Peer Group Comparison by SDG

SDG	Peer Group Average		eBay		Amazon	Zalando	Alibaba	Mercadolibre	Rakuten
1	-	-	-		-	-	-	-	-
2	-	-	-		-	-	-	-	-
3	-	-	-		-	-	-	-	-
4	-	-	-		-	-	-	-	-
5	-0.95	>	-2.76		+0.10	-	+0.64	-1.80	-
6	-2.65	-	-		-	-2.65	-	-	-
7	-0.91	<	+0.84		-0.04	-0.85	-	-1.49	-3.01
8	+2.21	<	+2.78		-0.19	+2.50	+1.72	+3.06	+3.41
9	+3.09	<	+3.21		+3.38	+2.86	+2.92	+3.44	+2.73
10	+0.94	<	+2.16		+3.18	-2.63	-	+2.08	-0.10
11	-	-	-		-	-	-	-	-
12	-3.37	<	-2.85		-4.87	-2.87	-2.52	-4.31	-2.83
13	-3.16	<	-2.58		-3.54	-2.66	-3.72	-3.91	-2.56
14	-4.02	-	-		-4.02	-	-	-	-
15	-	-	-		-	-	-	-	-
16	+1.43	<	+2.62		+0.12	+2.42	-1.56	+2.58	+2.38
17	-	-	-		-	-	-	-	-

SASBT industries covered out of 26

Industry	#Analyses	Weight	Impact Score
Employee Engagement, Diversity & Inclusion	3	30.98%	+0.50
Product Design & Lifecycle Management	1	15.26%	-2.85
Business Ethics	1	12.44%	+2.62
Human Rights & Community Relations	1	12.24%	+3.03
GHG Emissions	1	10.23%	-2.58
Access & Affordability	1	9.82%	+3.21
Energy Management	1	9.02%	+0.84

Analyses by SASB Theme

Access & Affordability

Business Ethics

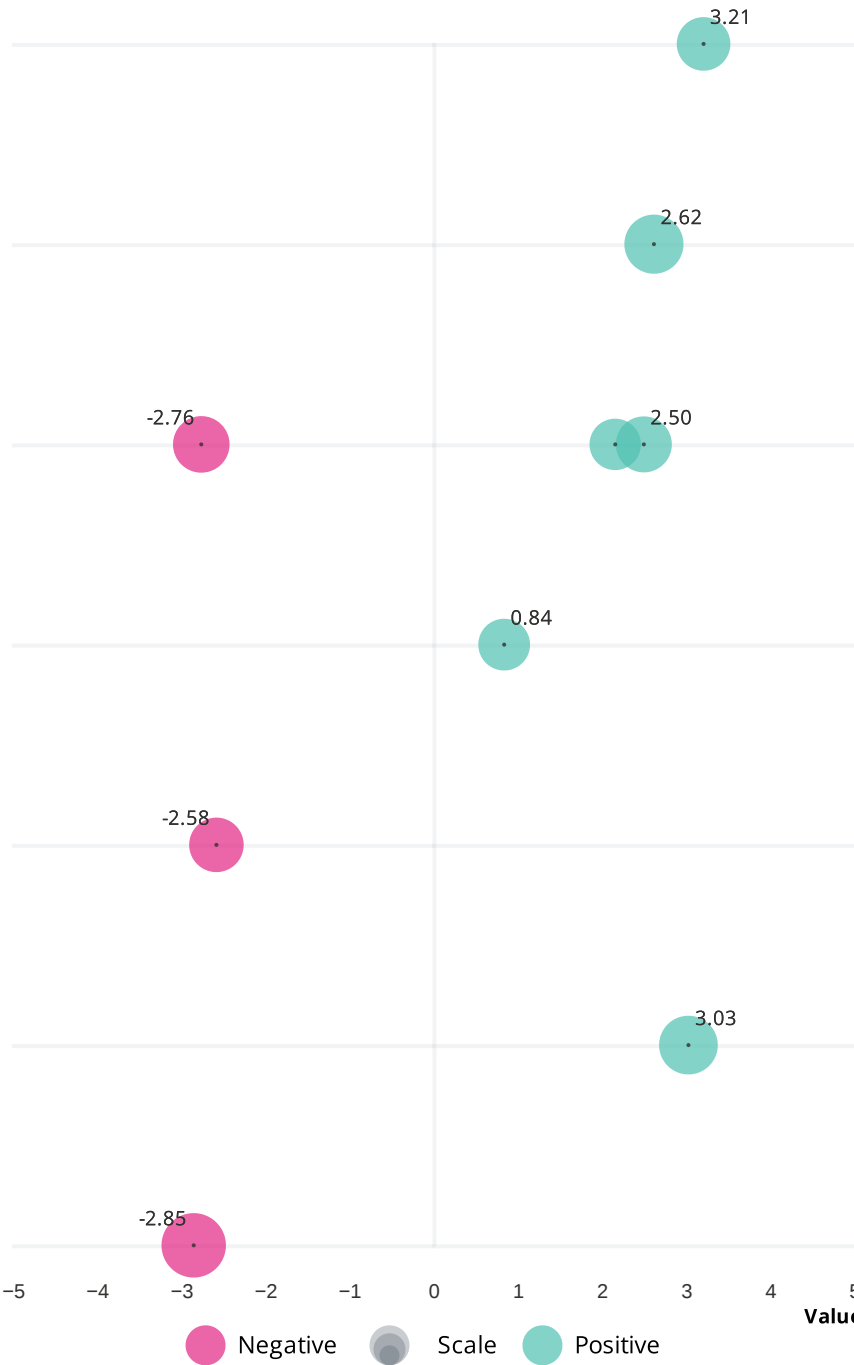
Employee Engagement, Diversity & Inclusion

Energy Management

GHG Emissions

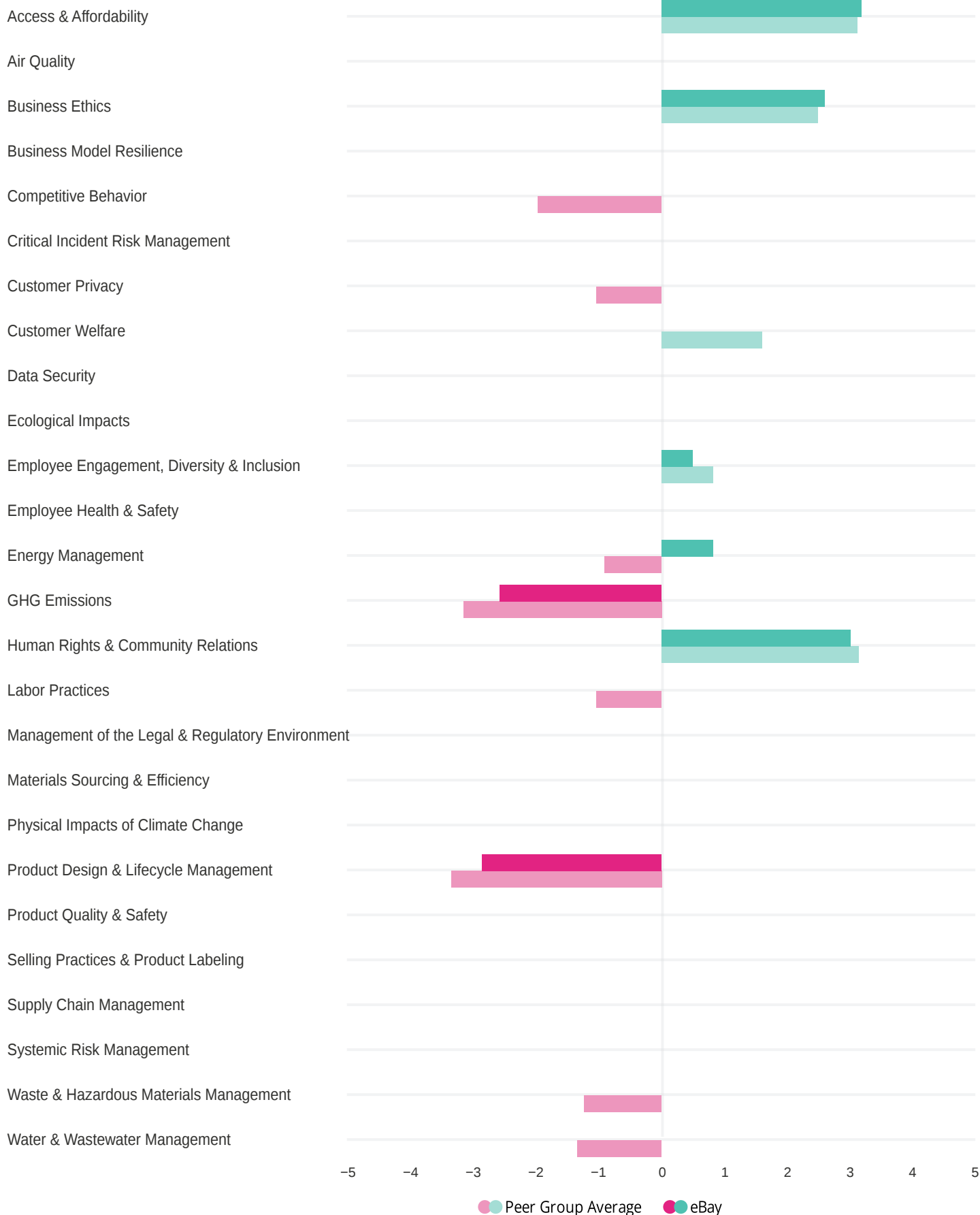
Human Rights & Community Relations

Product Design & Lifecycle Management







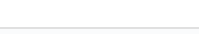


Score Compared to Peer Group Average by SASB Theme

eBay's Peer Group: [Amazon](#), [Zalando](#), [Alibaba](#), [Mercadolibre](#), [Rakuten](#)



Detailed Peer Group Comparison by SASB

SASB Theme	Peer Group Average		eBay		Amazon	Zalando	Alibaba	Mercadolibre	Rakuten
Access & Affordability	+3.14	<	+3.21		+3.38	+3.15	+2.92	+3.44	+2.73
Business Ethics	+2.51	<	+2.62		+2.45	+2.42	+2.61	+2.58	+2.38
Employee Engagement, Diversity & Inclusion	+0.84	>	+0.50		+0.86	-0.60	+1.77	+1.39	+1.12
Energy Management	-0.91	<	+0.84		-0.04	-0.85	-	-1.49	-3.01
GHG Emissions	-3.16	<	-2.58		-3.54	-2.66	-3.72	-3.91	-2.56
Human Rights & Community Relations	+3.16	>	+3.03		+3.37	+2.50	+2.76	+2.94	+4.37
Product Design & Lifecycle Management	-3.34	<	-2.85		-4.45	-3.09	-2.52	-4.31	-2.83

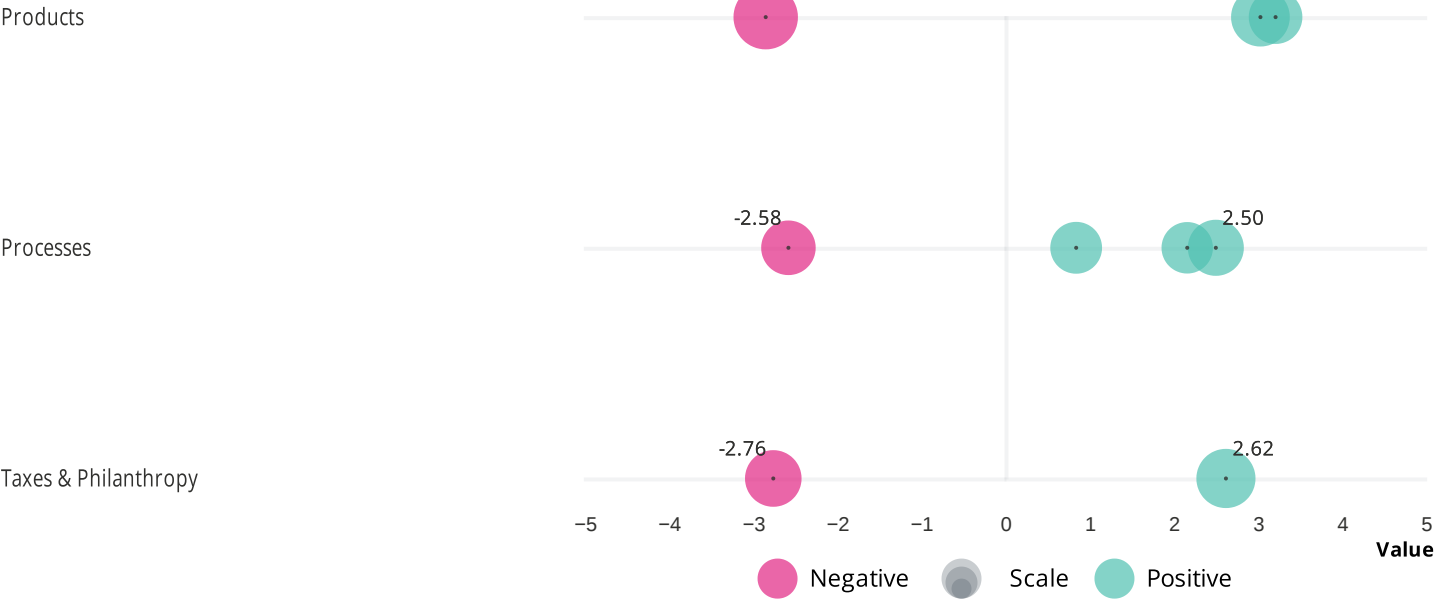
Analytics based on the Categories Framework

Weight

Category	Weight (%)
Teal	44.5%
Pink	36.5%
Dark Blue	19.0%

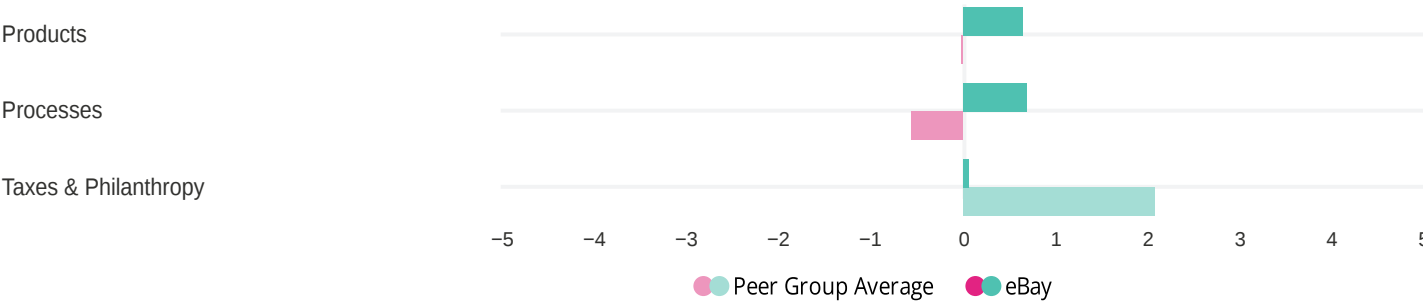
Category industries covered out of 3	#Analyses	Weight	Impact Score
● Products	3	44.51%	+0.67
● Processes	4	36.50%	+0.71
● Taxes & Philanthropy	2	18.99%	+0.07

Analyses by Category



Score Compared to Peer Group Average by Category






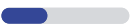








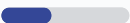


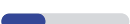





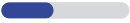



eBay's Peer Group: Amazon, Zalando, Alibaba, Mercadolibre, Rakuten



Detailed Peer Group Comparison by Categories

Category	Peer Group Average		eBay		Amazon	Zalando	Alibaba	Mercadolibre	Rakuten
Processes	-0.54	<	+0.71	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	-1.18	-0.85	-2.20	+0.48	-0.22
Products	-	-	+0.67	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	-1.04	+0.01	+1.21	-0.80	-0.06
Taxes & Philanthropy	+2.08	>	+0.07	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	+2.45	+2.42	+2.61	+2.58	+2.38

Detailed Score of all analyses

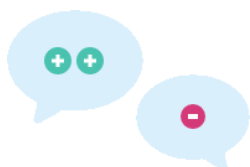
SASB Theme	SDG	Headline	Impact value	Impact scale	#Ratings
Employee Engagement, Diversity & Inclusion	 5	In 2020, women represented only 29% of eBay's leadership levels, signifying a glass ceiling effect	-2.76 	2.22 	12
Energy Management	 7	As of 2019, only 8 out of the 54 eBay's office locations have moved entirely to renewables sourcing	+0.84 	1.79 	18
Human Rights & Community Relations	 8	96% of the US eBay-enabled small businesses get to sell their products to 17 different countries	+3.03 	2.43 	78
Employee Engagement, Diversity & Inclusion	 8	eBay contributed to economic and social growth by employing 12,700 people in 2020	+2.50 	2.17 	10
Access & Affordability	 9	eBay, through its products listings of about 1.7Bn is letting buyers get access to greater variety	+3.21 	1.95 	20
Employee Engagement, Diversity & Inclusion	 10	39% of leadership positions were ethnically diverse at e-bay in 2020	+2.16 	1.76 	16
Product Design & Lifecycle Management	 12	In 2019 eBay's packaging waste was equivalent to the waste generated by ≈122,000 people in a year	-2.85 	3.03 	16
GHG Emissions	 13	In 2019, eBay emitted 112,865 t of CO2e (Scope 1, 2, and 3), equivalent to burning 56,409 t of coal	-2.58 	2.03 	34
Business Ethics	 16	Over the past three years, eBay has contributed around \$1.2 Bn USD to corporate taxes	+2.62 	2.47 	14

Understanding our Impact Score



1. Analyses

The analyses are written by an active community of writers that went through a rigorous training process. Each analysis is reviewed by our team of editors being published.



2. Ratings

Then the community rates each analysis according to 2 dimensions: value and scale.



Value

3. Value & Scale

Value: how positive or negative the impact is described in the analysis. **Scale:** how small or large the impact is described, taking into account the breadth, depth and persistence, as defined by the Impact Management Project.

Scale



4. Final Score

The analyses are written by an active community of writers that went through a rigorous training process. Each analysis is reviewed by our team of editors being published.