

MARKET
for GOOD 

IMPACT &
SUSTAINABILITY
HANDBOOK



**Alone, we can do so little;
Together we can do so much.**

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#1

FOREWORD

Market for Good is driven by an unwavering belief in the profound impact of consumption and production on shaping the future. Our core mission is to leverage businesses' influence for empowerment, societal justice, and a sustainable tomorrow. As an advanced online B2B marketplace, Market for Good bridges the gap between corporates and vendors, spearheading the promotion of sustainable consumption and production. Our overarching goal is to reshape the private sector into a hub of inclusivity, biodiversity, and climate neutrality.

Central to our mission is the championing of sustainable procurement, achieved through curated sustainable products and a robust supply chain. At the product level, Market for Good offers businesses an extensive online platform to access customized gifts, products, experiences, and services that catalyse positive change within communities and society at large. These offerings are meticulously designed to minimize their ecological footprint, reflecting Market for Good's unwavering commitment to sustainability. Rigorous evaluations ensure that each product adheres to global standards of quality, social impact, and environmental consciousness. This dedication empowers users to make informed, ethical choices that contribute significantly to a more sustainable world.

On the supply chain front, Market for Good forms alliances, nurtures partnerships, and engages with vendors who align not only with the United Nations Sustainable Development Goals but also with high standards of human rights and environmental preservation. Our vendor selection process prioritizes values alignment, including local community engagement, equity, diversity, and inclusivity. These partnerships also extend to vendors employing innovative manufacturing and trading practices aligned with climate imperatives. Market for Good's holistic, circular, low-carbon supply chain strategy not only mitigates ESG risks but also fosters maximum value creation, positively impacting workers, customers, communities, and future generations.





#1

FOREWORD

Within the domain of procurement, Market for Good's primary focus is establishing a marketplace that embodies sustainability. Our vision encompasses comprehensive tools and services catering to clients' procurement and ESG needs. We aspire to provide transparent procurement options, impactful data insights, and opportunities that transcend mere fulfilment of requirements. Clients are left empowered, inspired, and confident in their positive contribution.

To manifest this vision, Market for Good has developed a robust data collection infrastructure for assessments. This system provides transparent ratings and scores for vendors and their offerings. Such a system facilitates seamless navigation, filtering, and comparison of products, services, and vendors, enabling responsible decisions in line with environmental and social values. With this platform, businesses can make procurement choices that align with sustainable topics such as social justice, restorative and regenerative production systems, etc. fostering the growth of a more responsible and conscientious marketplace. In essence, Market for Good's mission revolves around using the power of commerce to drive positive change, offering a pathway to a more sustainable and equitable future for generations to come.





Market for Good is deeply dedicated to facilitating responsible and sustainable practices across the spectrum of products and services showcased on our platform. We undertake the critical responsibility of curating offerings exclusively from vendors who exemplify unwavering commitment to environmental and social responsibility. These vendors align their production and trading methodologies with the principles and objectives set forth by the United Nations for sustainable development.

Nevertheless, it is imperative to recognize that while Market for Good shoulders this shared responsibility, we stand as a complementary force rather than a replacement for the individual accountability of our vendors within their manufacturing operations. Equally, we do not seek to supplant their imperative obligation to adhere rigorously to local and international laws, regulations, and guidelines governing aspects of safety, human rights, and environmental safeguarding.

Our collaborative responsibility approach is intrinsically woven into the fabric of our 'Vendors Code of Conduct.' This foundational framework underpins our mechanisms for evaluating, overseeing, auditing, and reporting. By putting these measures into practice, we fortify our unwavering commitment to realizing our mission of advocating sustainable procurement. Acknowledging that this journey is a continuous and evolving one, we acknowledge that our handbook remains open to perpetual refinement and enhancement.

The perspectives of every stakeholder are immensely valuable to us, and we warmly invite you to engage with our sustainability representative by reaching out to us at the email address: team@marketforgood.com. We wholeheartedly welcome your insights, suggestions, and feedback. Collectively, in unison with our esteemed clients, dedicated vendors, and strategic partners, we ardently pursue a shared vision of catalysing a positive global impact through conscientious, sustainable business practices.

Market for Good Founder,
Tali Goldman
Tali Goldman



#3.1

MARKET FOR GOOD SUSTAINABILITY APPROACH

3.1 Impact and Sustainability Pillars

Sustainability isn't just an approach we adopt; it defines the very essence of our business model.

Our strategic sustainable business model revolves around fostering an intentional and measurable positive societal impact while minimizing our ecological footprint by collaborating with partners who offer impactful products, thereby enabling impactful procurement.

In the pursuit of our mission, a pivotal stride involves the meticulous selection of partners who align with our four fundamental sustainability pillars:

I. Dedication to Sustainable Development

Our focus lies in forging connections and alliances with suppliers and corporates that share an unwavering commitment to sustainable development. This propels us to collaborate with suppliers who are driven by social and environmental objectives, aligning with the Sustainable Development Goals (SDGs). Moreover, we seek to partner with socially conscious customers who utilize their financial influence to bolster the SDGs they prioritize.



II. Diversity, Equity, and Inclusion

We champion the notion that every individual should enjoy the opportunities necessary for well-being and livelihood, embodying the principles of equality within society. Consequently, we deliberately align ourselves with organizations that champion diversity across age, gender, religion, race, ethnicity, and social status. Furthermore, we collaborate with entities that establish safe, inclusive environments for individuals grappling with disabilities, mental and intellectual challenges, and those vulnerable to poverty, hunger, discrimination, violence, and other threats.



#3.1

MARKET FOR GOOD SUSTAINABILITY APPROACH

3.1 Impact and Sustainability Pillars

III. Community Development

Recognizing the potency of communities in shaping positive change, we actively seek out partnerships with micro, small, and medium-sized organizations that operate at the grassroots level. These collaborations embrace community engagement, leveraging local contexts to bolster human, cultural, and natural resources. By propelling these smaller-scale entities, we empower local communities and promote sustainable growth.



IV. Commitment to Biodiversity and Climate Neutrality

Our commitment extends from product conception to the culmination of their life cycle. Thus, we are unwaveringly dedicated to collaborating with organizations that integrate meticulous waste, energy, water, material, and carbon management throughout their product design, manufacturing, packaging, and distribution processes.



Our four sustainability pillars are also the foundation on which we built our sustainability measurement framework and tools, that are an integral part of our value proposition. Our evidence-based evaluation system is designated to develop a marketplace that offers a holistic perspective based on these four pillars when choosing suppliers, products or services.



#3.2

MARKET FOR GOOD SUSTAINABILITY APPROACH

3.2 Impact and Sustainability Standards

Market for Good's sustainability standards are structured with three distinct layers. At the foundation lies our dedication to delivering top-tier products and services, underscored by customer reviews. In the middle layer, we commit to averting adverse impacts and potential risks to individuals, communities, and the environment. This is achieved through the integration of social and environmental thresholds within our 'Code of Conduct'. The pinnacle encompasses our central mission: catalysing positive contributions to sustainable development. To realize this, we employ an impact data-collection system, impact measurement tools, and sustainability disclosure services.



3.3 Impact indicators



Social Risks

Human Rights : Embed human rights within facilities and all through the value chain.

Health & Safety : Practices and policies to prevent injuries and protect the physical and mental health of public.

Privacy & Security: Ensure users' information is protected and users control how their information is used and viewed.



Environmental Risks

No Harm Safeguards : Products and services throughout the different phases of their production and consumption are in line with the European Environmental Regulations.



Social Impact

Local Community Development : Support empowerment, livelihood and preservation of communities through local-based production and consumption and the development of local entrepreneurships and small-medium businesses.

Diversity, Equity and Inclusion : Support reduced inequalities, well being and integration of people in society through equity, inclusion and non-discrimination practices.



Environmental Impact

Circularity : Keep the efficiency of our planet's resources for as long as possible.

Biodiversity : Preserve nature, its wealth and variety.

Carbon Footprint : Transition to zero carbon future.



SDG Contribution

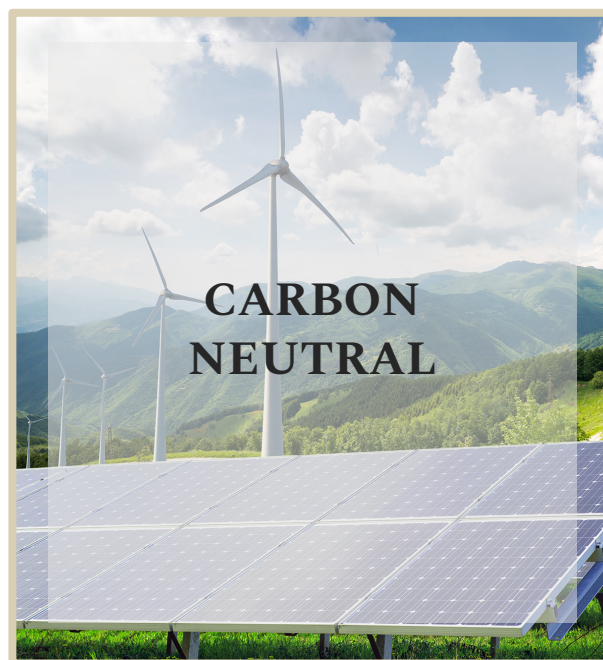
Contribution to Sustainable Development : The urgent call for shared action on social and environmental topics (the 17 SDG's) by 2030.

#3.4

MARKET FOR GOOD SUSTAINABILITY APPROACH

3.4 Impact Tracking

Our mission of fostering positive societal impact and minimizing environmental harm hinges on continuous impact tracking. Consequently, we diligently focus on targeting, measuring, evaluating, validating, monitoring, comparing, and reporting the impact we generate and endorse. To amplify our impact, we've established an ever-evolving database adhering to prominent ESG standards and reporting frameworks such as SASB, GRI, CSRD, SDG, and others. Additionally, we've crafted a carbon calculator and a social and environmental impact measurement tool. These instruments render our vendors' and customers' production and consumption decisions transparent, tangible, and well-informed.





#3.4

MARKET FOR GOOD SUSTAINABILITY APPROACH

3.4 Impact Tracking

DATA EVALUATION FOR DECISION-MAKING AND DATA POINTS FOR DISCLOSURES

DATA COLLECTION FROM SUPPLIERS



QUALITY (REVIEWS)



RISK (SAFEGUARDS)



IMPACT (ASSESSMENT)



#3.5

IMPACT AND SUSTAINABILITY OBJECTIVES

3.5 Impact and sustainability objectives

QUALITY



Encourage clients' reviews and maintain products' quality score of minimum $3/10$

Market for Good use impact measurement best practices to provide quality and transparency in the data provided.

Market for Good follows the worlds leading sustainability taxonomies and methodologies to provide quality disclosures.



SOCIAL RISKS



100% of Market for Good vendors are complied with our Code of Conduct and abide by its human rights and social prosperity commitment.

Market for Good maintains social score of minimum $3/10$ regarding the social performances of each of its vendors.

100% of Market for Good products meet the health and safety standards of their industries.

Market for Good use practices within the e-commerce industry to ensure that information is highly secured.



ENVIRONMENTAL RISKS



100% of Market for Good vendors are complied with our Code of Conduct and abide by its environmental protection and climate action commitment.

Market for Good maintains environmental rating of minimum of $3/10$ regarding the environmental circularity, biodiversity, and carbon footprint performances of each applauded item.





#3.5

IMPACT AND SUSTAINABILITY OBJECTIVES

3.5 Impact and sustainability objectives

SOCIAL IMPACT



At least 10% of Market for Good clients are using social rating and social data filters in their procurement choices, thus supporting local communities, reduced inequalities, and improved well-being of the unprivileged.

At least 10% of Market for Good vendors are encouraged by our data collection process to improve their social performances, thus transitioning to a more responsible production.



ENVIRONMENTAL IMPACT



At least 10% of Market for Good clients are using environmental rating and environmental data filters in their procurement choices, thus embedding responsible consumption.

At least 10% of Market for Good vendors are encouraged by our data collection process to improve their environmental performances, thus transitioning to a more responsible production.



SDG CONTRIBUTIONS



At least 10% of Market for Good clients are integrating Market for Good 'SDG' data points in their procurement choices, thus supporting sustainable development.

At least 10% of Market for Good vendors are encouraged by our data collection process to improve their sustainable development performances, thus transitioning to a more sustainable production.



#4.1

MARKET FOR GOOD SUSTAINABLE SUPPLY CHAIN

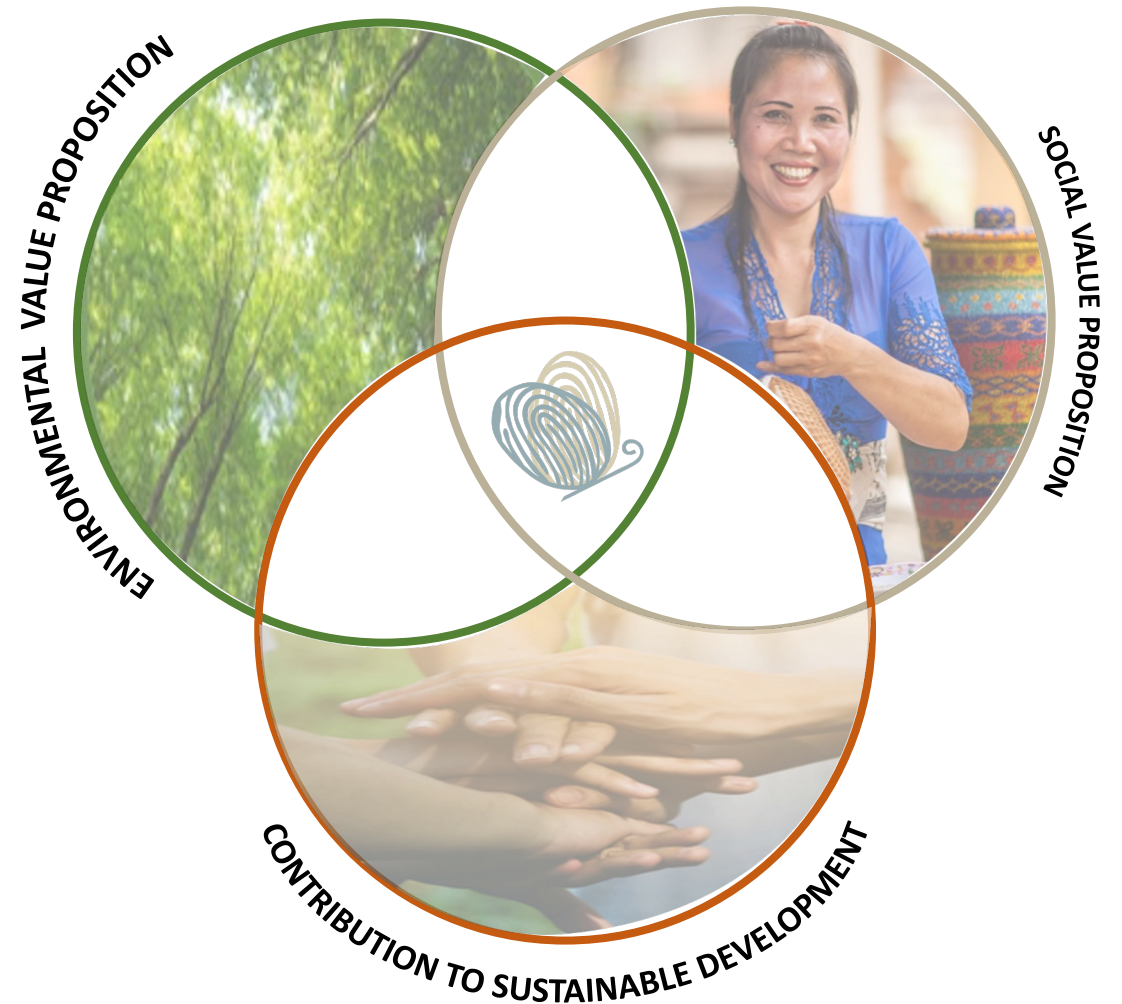
4.1 Vendor Requirements and Application Process

As a pioneering B2B sustainable marketplace, Market for Good extends an invitation to organizations to list their offerings, provided they adhere to a fundamental vendor condition: either integrating a social or environmental mission into their business practices or contributing to the creation of sustainable products and services.

Vendors satisfying this prerequisite undergo our comprehensive application process. This entails a thorough depiction of the organization's social, environmental, and sustainable value propositions.

Our application process is designed with a clear mission: to ensure that our vendors not only avoid exacerbating gaps, inequality, and climate change but also actively work towards resolving social and environmental challenges. We believe that every vendor has the potential to make a positive impact.

Once we've successfully determined this alignment with sustainability goals and awarded scores accordingly, vendors become eligible to showcase their products on Market for Good. It's our way of empowering those who are committed to making the world a better place through their offerings.





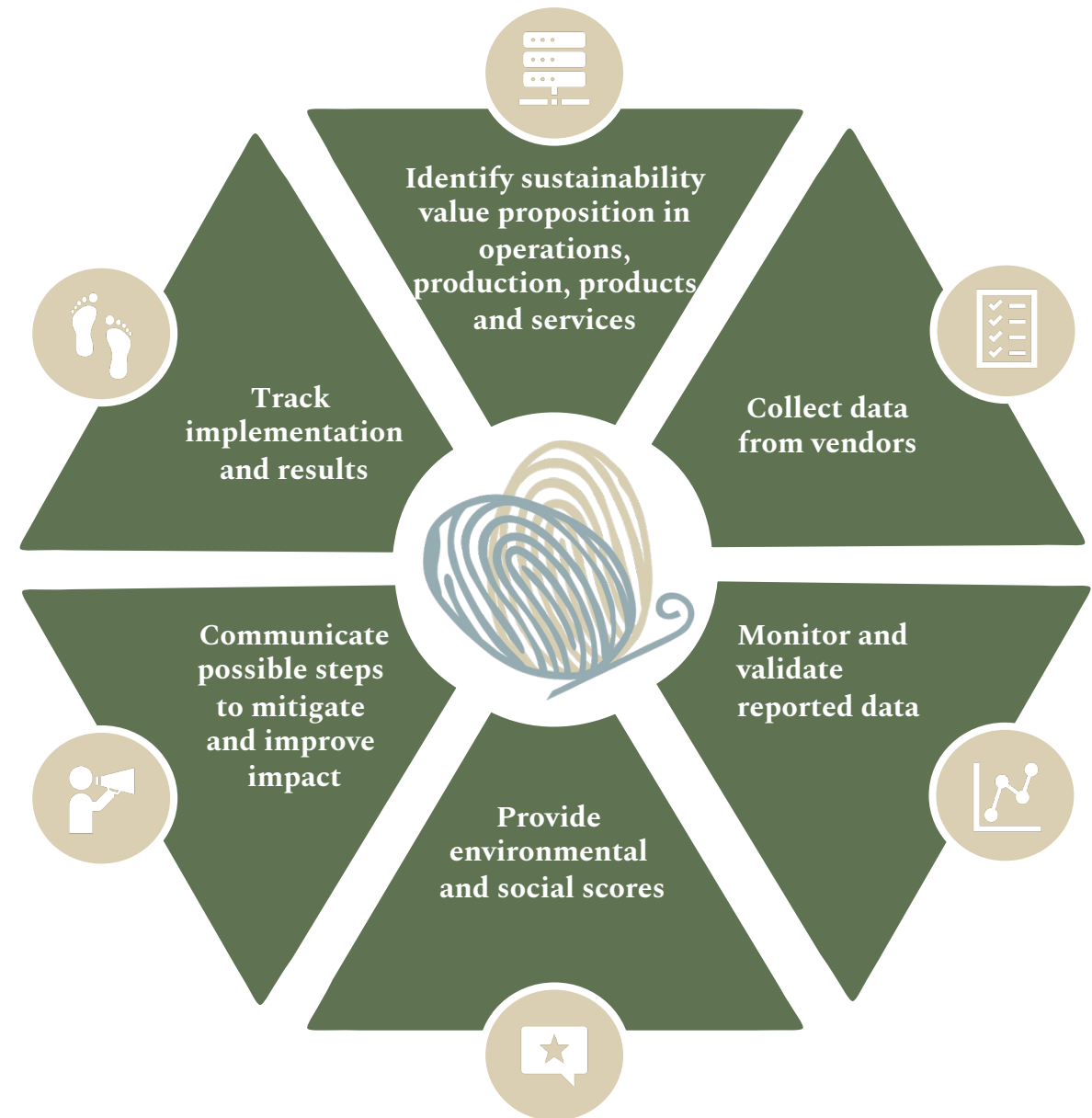
#4.2

MARKET FOR GOOD SUSTAINABLE SUPPLY CHAIN

4.2 Vendor Due Diligence and Impact Monitoring

Market for Good exclusively engages vendors who have embraced adherence to the directives and commitments outlined in our sustainability handbook and Code of Conduct. Moreover, vendors are legally obligated to extend these principles to their own contractual affiliations with subcontractors.

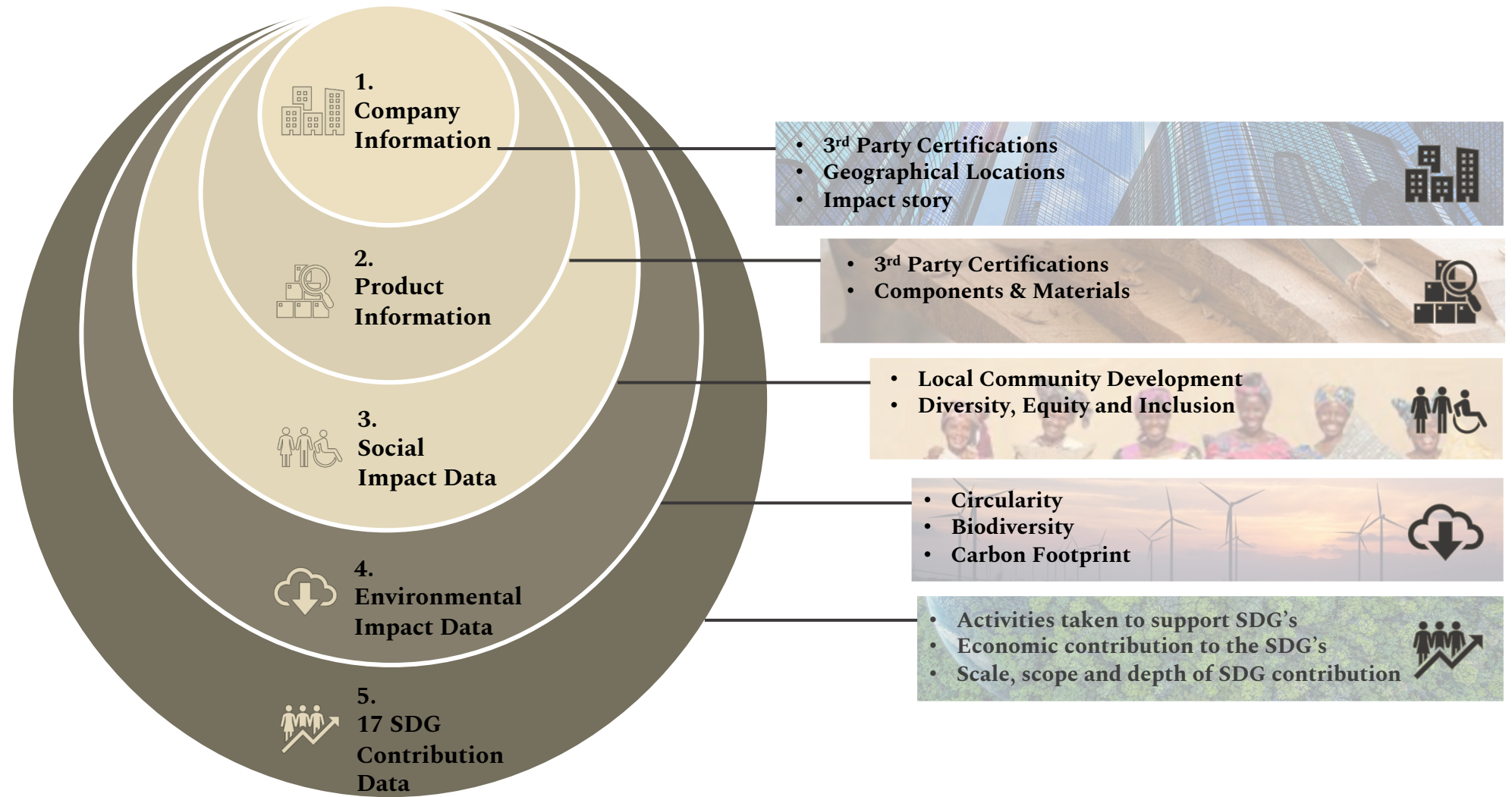
Market for Good undertakes rigorous audits to corroborate reported data, ensure compliance with stipulated conditions and terms, and furnish vendors with impact metrics to enhance and execute their impact initiatives. This vigilant approach solidifies our commitment to accountability and continual improvement.



#5.1

MARKET FOR GOOD SUSTAINABLE PRODUCTS AND SERVICES

5.1 Uploading new items and rating system



#5.1

MARKET FOR GOOD SUSTAINABLE PRODUCTS AND SERVICES

5.1 Uploading new items and rating system



1. Company Information

- 3rd Party Certifications
- Geographical Locations
- Impact story



2. Product Information

- 3rd Party Certifications
- Components & Materials



3. Social Impact Data

- Local Community Development
- Diversity, Equity and Inclusion



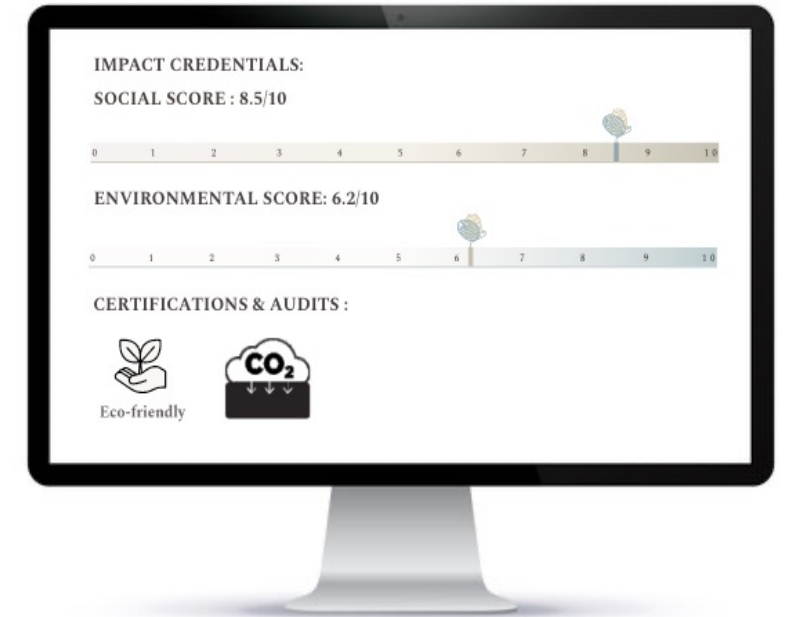
4. Environmental Impact Data

- Circularity
- Biodiversity
- Carbon Footprint



5. 17 SDG Contribution Data

- Activities taken to support SDG's
- Economic contribution to the SDG's
- Scale, scope and depth of SDG contribution

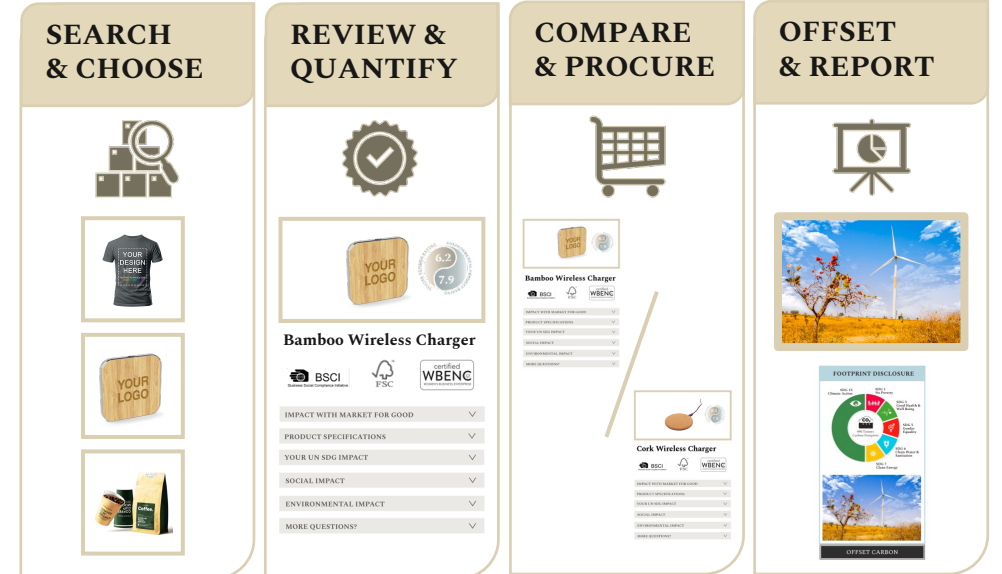
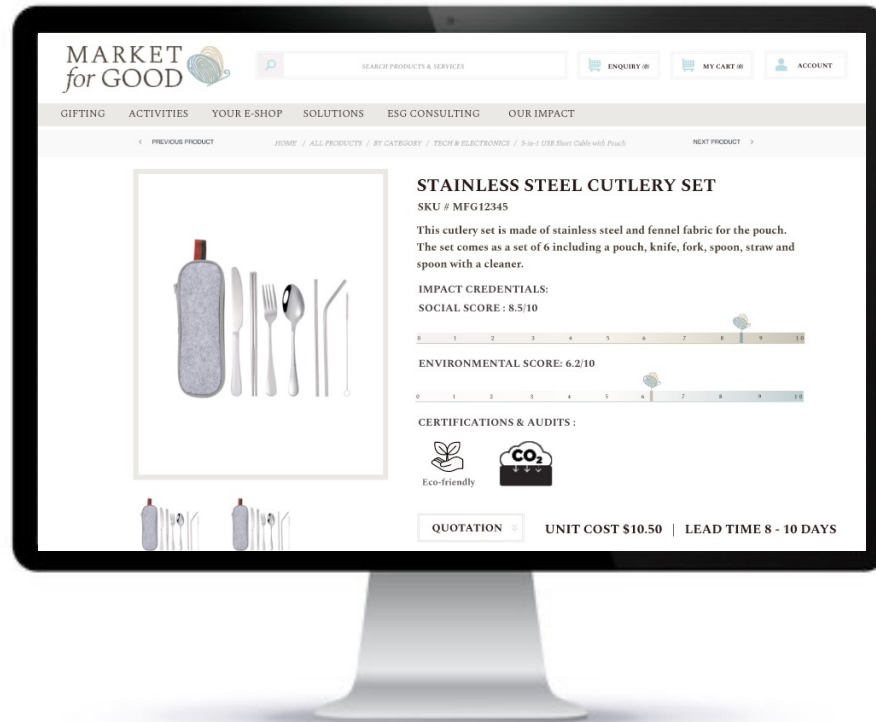


#6.1

MARKET FOR GOOD SUSTAINABLE PROCUREMENT

6.1 Market for Good ESG optimization for clients

Market for Good empowers clients to enhance procurement decision-making by incorporating economic, environmental, and social values. This approach minimizes ESG risks and maximizes opportunities across the user's journey, illustrated as follows:





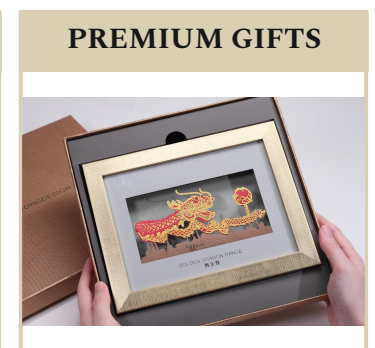
#6.1.1

MARKET FOR GOOD SUSTAINABLE PROCUREMENT

6.1.1 Optimized Procurement Decision-Making through Search Options

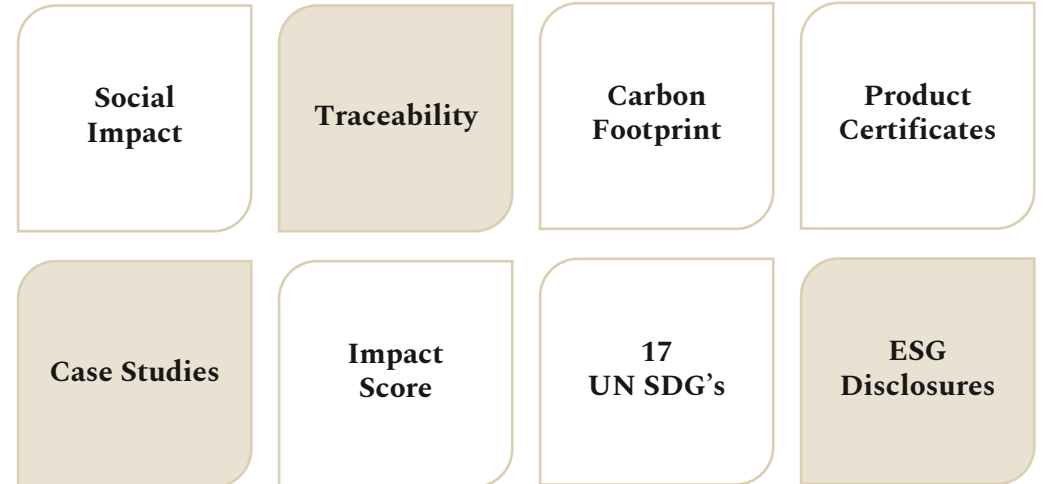
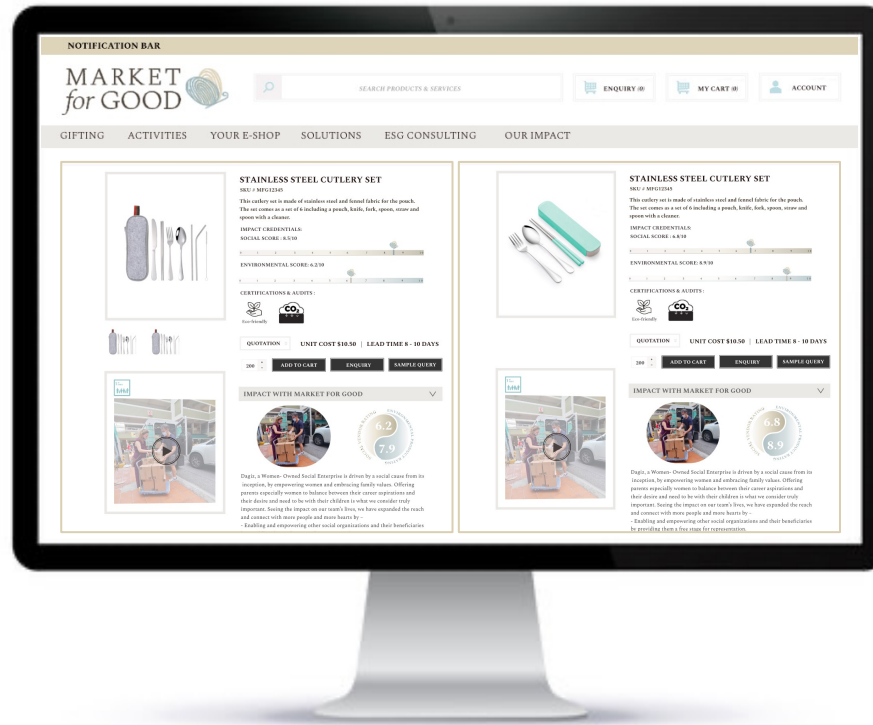
Market for Good offers a distinctive feature, allowing users to seamlessly integrate sustainability and impact considerations alongside price, aesthetics, functionality, and quality factors. This streamlined approach places value considerations and priorities just a few clicks away. Our advanced impact measurement tool provides an array of environmental and social filters, making ESG decision-making accessible and coherent even for those without a social or environmental background. We firmly believe that the provision of data-driven ESG filters at the early stages of procurement significantly contributes to transforming decision-making processes into more inclusive and climate-neutral endeavours. This approach aligns with a proactive strategy in achieving collective sustainability goals as a company.

- Social Score ▼
- Environmental Score ▼
- UN SDG's ▼
- Carbon Emission Level ▼
- Traceability ▼
- Certificates & Audits ▼



6.1.2 Optimizing Decision Making through Impact Comparison

Market for Good will soon introduce a comparison tool to expand the options for clients to proactively align their procurement and their values, not only during searches but also upon selecting an item, as depicted in the illustrations below. Through our automatic comparison view, clients will gain an additional perspective that will vividly illustrate the financial, social, and environmental attributes of similar products. We firmly believe that furnishing comparable ESG data points will serve as an essential early-stage resource for companies to wield their procurement influence for empowerment.





#6.1.3

**MARKET FOR
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SUSTAINABLE
PROCUREMENT**

6.1.3 Optimizing ESG Performance through Carbon Offsets

Market for Good will soon introduce an innovative approach to enhance ESG performance by incorporating carbon offsets. This feature will enable clients to offset the carbon footprint of their procurement choices, effectively contributing to a more sustainable and climate-conscious ecosystem. By offering this tool, we envision a heightened commitment to environmental responsibility and a profound impact on the collective effort to combat climate change.



#6.1.4

MARKET FOR GOOD
SUSTAINABLE
PROCUREMENT

6.1.4 Optimized ESG disclosures

Market for Good employs our continuously updated database to generate impact cards for our clients.

These impact cards comprehensively report impact outcomes and quantified results based on data points drawn from preeminent ESG standards and taxonomies, encompassing SASB, GRI, SDG, CSRD, and others. Clients can seamlessly integrate the results from their impact cards into their sustainability disclosures, streamlining the process for transparent reporting.





MARKET *for* GOOD

Code of Conduct



•Market for Good and its authorized vendors are publicly and transparently committed to respect human rights and the environment.

•Market for Good, its employees, and all authorized vendors on its behalf, and their subcontracts, accept this Code of Conduct and are responsible to ensure that it is fully respected and complied.

•Market for Good reserve the right to cease partnering with any vendor which is found to violate this Code of Conduct.

Human Rights & Social prosperity

Market for Good is obligated to pursue social change and to encourage positive social impact on the livelihood and well-being of people through our operation and the operation of our supply chain. Market for Good, our vendors, and their subcontractors shall adopt and adhere the rules and conditions of national and international human rights, labour, and security laws and regulations, to avoid forced or child labour, provide a safe working environment, avoid unethical behaviour such as corruption or harassment, and avoid any kind of discrimination.

Environmental protection & climate action

Market for Good respects the environment and is obligated to pursue climate action through efficient use of natural resources, preservation of biodiversity and natural wealth, and reduced carbon footprint. Market for Good, our vendors and their subcontractors shall respect local, international, and industry-level environmental practices, protection legislation and standards to avoid any environmental harm, to measure, disclose, and to adopt progressive actions to reduce negative environmental impact.