



# **SUSTRAINY**

Sustainable action Training for Youth



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# **SUSTRAINY PROJECT**



## **PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES**

### **SECOND HAND PURCHASE**

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# SECOND HAND PURCHASE



Source: Pixabay

Category – Key words	Sustainable Development Goals, Circular Economy, Business, Environment, Purchase, Second hand, CSR,
Who?	Wallapop
Location	Online
Years of implementation	2013 - ongoing
Website	<a href="https://es.wallapop.com/">https://es.wallapop.com/</a>

## Abstract

Wallapop was born in 2013 as a mobile application that allows you to buy and sell second-hand items with the advantage of geolocation, that is, it allows us to search and offer products by proximity, since at the time of sale, the seller and the buyer must meet.

The ease of use of this application is what has made it so successful. Signing up for the application is very simple, all you need is a smartphone and an Internet connection. In just a few steps you are part of the Wallapop community. From that moment on, you have the opportunity to search for the product you want or to offer your products for sale. The application is divided into categories (fashion, accessories, cars, real estate, tv, etc.), which makes it possible to filter the search by category, distance, price and also to sort by proximity, last published or giving preference to price.

Wallapop responds to the submerged need that exists in the 21st century, the "here and now". We are facing a society that is looking for short term satisfaction, and this is what Wallapop offers, not having to buy online and wait for the shipment to arrive, but you can have it a few minutes after deciding to buy a product. One of their main objectives is to accomplish the internationalisation of the company

In addition, tons of clothes are incinerated every year because the owners get "tired" of the clothes or decide that they have gone out of fashion and are not going to wear them anymore. Wallapop offers a second chance to these products and they can be passed on to someone else. It helps and encourages a more responsible consumption, because the life of products are extended and avoid their overproduction. This generates a positive impact on the environment and is a clear example of circular economy.

## Concept Addressed

Nowadays, many businesses like Wallapop are known, for example Vinted. One of the main causes of the rise of this type of business is the growing climate awareness of consumers, who prioritise avoiding buying products that have a negative impact on the environment, thus rejecting the processes of the textile industry, for example, or analysing the ethical values of companies.

This commitment has given rise to different fashions, such as the well-known Zero Waste, or consuming clothes in second-hand shops, which are already a sign of identity among millions of young people.





## Relevance

### Challenges to be able to apply and / or improve this type of circular action

One of the things that could improve this application, is that they could create a category/section under the name "Donations" for those who wish to donate their products for free. In addition, the products that have been produced with renewable materials could also have a separate section.

## Eventually accreditation

None

## Tips to implement

- Identify what types of products are of interest to buy second hand.
- Choose the type of industry you would like to develop (fashion, furniture, home, beauty, etc.), or whether you would like to make a more generic one.
- Take into account competitors to make sure you can create something different, and supply those needs that other companies have not taken into account or cannot supply.
- Target your customers and their needs and interests
- Run a strong marketing and advertising campaign, to get the attention of interested parties.

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