

ebay
for change

Introducing eBay for Change

2024

In Partnership with:



Social
Enterprise UK



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What is eBay for Change?



What is eBay for Change?

Individuals and their businesses can be a powerful force for positive change. That's what we believe at eBay. The scale of our marketplace means we have an important role to play in providing opportunities to help communities and supporting future economic development. Together with Social Enterprise UK we're supporting the growth of the social enterprise sector.

This programme covers three key areas:



Helping you to set up and grow on eBay.co.uk through an in-depth package of support. This includes specialist training and marketing activity—along with a range of promos and discounts.



Spreading the Social Enterprise and Fair Trade business model, starting with a focus on eBay businesses and expanding this more broadly over time.



Championing sector policy asks by working with political parties and key members of government to help the social enterprise sector to grow.

Is this programme the right fit for you?

- ✓ Your product offering needs to fit within an existing eBay category:
- **Our three key categories**
 - **Fashion:** Pre-loved fashion items sell best
 - **Home and garden**
 - **Electronics:** Refurbished mobiles and laptops sell best
 - **Other categories**
 - **Collectables & antiques:**
 - **Jewellery and watches:**
 - **Sporting goods:** Bikes etc
 - **Toys and games:**
 - **Motors:**
 - **Food & drink: Non perishables only** Hampers, multi packs
 - **Other categories:** Books, comics, magazines, health & beauty, musical instruments, office etc.

Is this programme the right fit for you?

Maturity of business:

Your social enterprise must have been established for at least 12 months.

Time ask:

You must be able to commit to the time asks of the programme, approx. 3-5 hours a week.

Healthy product selection & range:

Ideally you will need to offer more than one product, or a 'range' of the same product (eg. a range of colour options or styles).

We may ask for clarification or more information after you apply so we can find out more about your product offering and range.

NB if you are a member of Social Enterprise UK and only have a small product range you may be eligible to sell in the SEUK eBay store - email Joanna or Jess ebayforchange@socialenterprise.org.uk for more details

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eBay for Change programme team



Joanna Abena Fianu

Programme Lead
(WFTO / SEUK)



Jess Lomax

Programme Co-ordinator
(SEUK)



Jaimmie Riley

Programme Lead
(eBay)



Chris Gale

Head of Social Impact
(eBay)

Joanna and Jess will be your main point of contact for the duration of the programme.
You can reach them at ebayforchange@socialenterprise.org.uk



Package of support



Package of support

As part of the programme, you will receive a package of support designed to help you set up and thrive on eBay.

Free & Discounted Offers

- Free Featured store including 1500 free listings a month, a shopfront which can be customised to tell your brand story, along with discounted packaging. Featured store is normally £77 + VAT per month but will be free of charge for all eBay for Change sellers.
- No Final Value Fees (FVF) for the first 12 months and half price thereafter. The average final valuation fees are approx. 10%, so this can make a significant difference to your profit margin.

Training Support

- You will receive 12 weeks of personalised eBay training to support you to sell effectively on the platform.
- During the first 4 weeks, you'll attend a weekly webinar which covers the core modules of the training.
- For the remaining 8 weeks, you'll have the opportunity to work on a 1:1 basis with an eBay coach, to guide you through how to make the most out of the platform for your social enterprise.

Package of support

As part of the programme, you will receive a package of support designed to help you set up and thrive on eBay.

Getting noticed

- From being highlighted on the eBay for Change hub or on social media, to taking part in eBay's retail events throughout the year opportunities for marketing exposure are available.
- We aim to offer different opportunities across the programme and will let you know about these when they come up.

Community of Support

- As part of the programme, you will become a part of the eBay for Change community, helping to spread the business model and bring social enterprise into the mainstream. We are aware that all the social enterprises on the programme are going through the same journey and that you all have a wealth of knowledge and insight that can greatly benefit and support one another.
- We have community platforms and forums available through the programme to help you connect and learn from one another.

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PACKAGE OF SUPPORT

Global shipping

eBay's Global Shipping can open up your business to customers around the world. You will only need to pay the postage to send to the Global Shipping hub in the UK and they take care of the rest.



Your listings are visible to a global audience, with 100 countries supported in total.



The fees the customer will pay are clearly marked on the item's listing, based on where they are.



When you receive an order from a customer outside the UK, you post it to the eBay global shipping hub. You can do this yourselves or via your fulfillment provider.



They send it on to your customer, who pays the fees they agreed when they placed the order.

To use the Global Shipping Programme, you'll need to be located in the UK and listing on [eBay.co.uk](https://www.eBay.co.uk)



What happens after the first 12 months?



What happens after the first 12 months?

Once you have reached the end of the 12 month support package, as long as you sell on eBay you will be part of the eBay for Change programme.

We are very keen for you all to remain part of the wider eBay for Change movement and community. Most parts of your support package will remain the same, however you will see a change to your seller fees.

What's going to remain the same?

- Free Featured store subscription
- Free on-demand customer support
- Continued exposure to marketing opportunities
- Continued involvement with the eBay for Change community

What will change?

- Half price Final Value Fees (free for the first 12 months).

Testimonials



Testimonials

Butterfly Books



“ The support has been brilliant and I've learnt so much, especially in areas such as SEO. I've also connected and collaborated with other social enterprises on the programme.”

Ethiqana



“ When this partnership was announced, I jumped for joy. It makes total sense for an ethical company like eBay to partner with SEUK & WFTO to give businesses the boost they need.”

Luna Tree



“ I would love to see eBay for Change become a real force and the go to place for sustainable, ethical shopping.”

How to apply

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How to apply

Interested in joining the programme? Complete the application form [here](#) for our Spring 2024 intake.

If you have questions or want to find out more you can also sign up to [attend one of our webinars](#) on:

Thursday 15 February (6-7pm)

Tuesday 20 February (10-11am)

Key dates and next steps for the the Spring 2024 programme:

- Closing date: **Sunday 17 March**
- We'll let you know by email if you've been invited to join the programme: **by Thursday 28 March latest, but you may be informed sooner.**
- Training and onboarding to eBay begins: **mid April**

Have any questions?

Joanna and Jess will be your main point of contact for the duration of the programme.

You can reach them at ebayforchange@socialenterprise.org.uk



Terms & Conditions, including Declaration of Consent



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Terms & Conditions

For your application to be considered, you need to agree to the terms and conditions in the eBay for Change application form, which are also found below.

Please **read through the terms** below and **accept the terms by via the eBay for Change application form**. Please note that this Promotion will only apply if You opt-in by accepting the terms below.

eBay for Change Social Enterprise & Fair Trade Business Offer

1. Promotion Period

The Social Enterprise & Fair Trade Business offer consists of two promotions, A and B (“Promotion”

Promotion (A) will be valid from 00:00 25 September 2023 - 23:59 25 September 2024. Promotion (B) will be valid from 00:00 26 September 2024 until eBay, at their discretion, choose to end the Offer (“**Promotion Period**”). Eligible entrants will be given at least 30 days notice before Promotion B is ended.

2. Eligibility

This Promotion is open to business sellers who:

- (i) are registered on www.eBay.co.uk (the “**Site**”);
- (ii) have been invited to take part in the Promotion;
- (iii) have had their eligibility verified by eBay’s Social Enterprise and Fair Trade partners ;and
- (iv) have actively opted in by confirming their willingness to participate over email. Participation is linked to the seller’s account and is not transferable.

3. Promotion and Procedure

Eligible entrants will receive the following benefits through the Promotion (A): - Free [Featured eBay store](#)

- Free final value fees (“FVF”).
 - o The FVF Discount applies to all sales of Eligible Listings made by Business Sellers (during the Promotion Period only).
 - o The FVF Discount applies to both the fixed and variable of any FVF.
 - o The FVF discount will apply automatically upon the sale of the items in Eligible Listings.
 - o Following the end of the Promotion Period, your FVFs will be charged in accordance with the eBay fees policy.
 - o Save for any discounts outlined as part of the Featured Package, any other fees, including listing upgrade fees, will still apply and will be charged in accordance with eBay fees policy.
 - o Any applicable third-party fees and existing selling limits still apply and are not affected by the Promotion.
- This Promotion cannot be used in conjunction with any other final value fee promotion. If you participate in the Promotion, any additional discounts would not apply during the Promotion Period.

Eligible entrants will receive the following benefits through the Promotion (B): - Free [Featured eBay store](#)

- 50% off final value fees (“FVF”). Eligible entrants will be required to pay 30p FVF on each item sold and 50% will be deducted from the remaining FVF.
- This Promotion cannot be used in conjunction with any other final value fee promotion. If you participate in the Promotion, any additional discounts would not apply during the Promotion Period.

Any other fees will still apply and will be charged in accordance with the [eBay fees policy](#).

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4. Restrictions and exclusions

The following are excluded:

- Private sellers and sellers who are not eligible according to eBay's Social Enterprise and Fair Trade partners
- Sellers who have not actively opted into the Promotion by confirming their willingness to participate over email
- Sellers who do not meet eBay's minimum [seller performance standards](#). Please sign in to My eBay and view your [Seller Dashboard](#) to verify whether your account is currently meeting the standards
- Any items listed in the 'Property', 'Cars, Motorcycles & Vehicles' and 'Coins, Banknotes & Bullion' categories.

5. General

- Please read eBay's [User Privacy Notice](#) for information regarding the processing of your data as eBay users.
- Please note that certain information collected during your participation in the eBay for Change Programme, including eBay username, performance, engagement data and customer insights will be shared with Social Enterprise UK and our programme design and strategy partner, Shift Foundation, for analysis purposes to assist with programme development and improvement.
- Any attempt to manipulate the Promotion is prohibited and will result in exclusion from participation.
- eBay reserves the right to exclude users.
- eBay reserves the right to suspend, change or cancel the Promotion at any time, in the event of circumstances arising which, in eBay's opinion, make it necessary for it to do so. eBay reserves the right to add additional terms and conditions for certain parts of the Promotion.
- eBay also reserves the right to exclude users on the basis that their seller accounts have fallen below the minimum required seller performance standards or for any reason in eBay's absolute discretion. Sellers should confirm eligibility by checking their account status on My eBay.
- The decision of eBay regarding any aspect of the Promotion is final and no correspondence will be entered into.
- eBay reserves the right to verify your eligibility for this Promotion.
- eBay may also disqualify any entrant who does not act in accordance with these Terms and Conditions (or is acting in a way which contravenes the spirit and intention of these Terms and Conditions) or eBay's [User Agreement](#), and/or any policies that eBay may communicate to you.
- These Terms and Conditions are governed by the laws of England and Wales. Each party irrevocably agrees to the exclusive jurisdiction of the English courts over any claim or matter arising under these Terms and Conditions.

6. Limitation of Liability

eBay makes no representations or warranties of any kind regarding any product or service provided by any third party in connection with any Promotion.

eBay shall not be liable, in contract or tort (including negligence) or the breach of statutory duty or in any other way, for the loss or damage howsoever arising suffered by the entrant resulting directly or indirectly from entry to this Promotion. Nothing in these terms shall limit eBay's liability for death or personal injury resulting from negligence or fraud.

eBay will not be responsible for any third party's performance or failure to perform any services related to any Promotion, or for any costs, damages, accident, delay, injury, loss, expense, or inconvenience that may arise in connection with the use of the Promotion, provided that nothing shall limit eBay's liability for death or personal injury caused by its negligence.

eBay does not accept, and is not responsible for, any lost or delayed entries. eBay reminds entrants of the nature and limitations of the Internet and is not responsible for any problems or technical malfunctions of any communications network, online system or computer hardware or software that may affect entry to the Promotion.

Although eBay will use reasonable efforts to ensure that all information relating to the Promotion ("**Promotion Material**") is accurate, eBay is not responsible for any problems or technical malfunctions of any communications network, online system or computer hardware or software failure that may affect eBay's operation of the Promotion or the Site, including without limitation the accuracy of any Promotion Material.

7. Organiser

The Promotion is organised by eBay (UK) Limited, who may carry out this organisation through its local subsidiaries, and whose address is 1 More London Place, London, SE1 2AF, United Kingdom.

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Declaration of Consent

By accepting these terms and conditions, you are also consenting to the below usage of your participation in eBay for Change training and Community Networking sessions. Please read through the below carefully.

Part A: eBay for Change training materials and Community Networking

All eBay for Change training materials and Community Networking sessions will be recorded and made available to all eBay for Change participating social enterprises. Please **read through the Declaration of Consent** below and **accept the terms via the eBay for Change application form.**

eBay event	All eBay for Change training and Community Networking webinars from 25 September 2023 and for the duration your social enterprise continues to sell on eBay.co.uk.
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By signing this declaration, I grant eBay (UK) Limited, 1 More London Place, London, SE1 2AF, United Kingdom (hereinafter referred to as "**eBay**") permission to create image, sound and video recordings of me via the videoconferencing tool "Zoom" (hereinafter "**recordings**") in the context of the abovementioned eBay event and to use the recordings in whole or in part, edited or unedited, including in combination with other materials, for the purpose of

- Sharing with other social enterprises on the eBay for Change programme who are unable to attend the training or Community Networking sessions.

The processing of the recordings will be carried out as follows:

- The recordings will be made through Zoom. Links providing access to the recordings will be shared with the social enterprises participating in the eBay for Change programme.

I understand, that

- I am free to decide whether I want to give this consent or not, and that there are no negative consequences if I decide not to do so;
- eBay will use my name in connection with the recordings, if this is necessary or customary;
- eBay has no obligation to use my recordings or my name;
- eBay will not pay me for granting this consent, the production and/or the further use of the recordings or my name;
- insofar as my recordings contain references to my ethnic origin, religion or health (e.g. skin colour, headgear, glasses), my consent also refers to these details; • **I am free to withdraw a given consent at any time, either in whole or in part, for the future (e.g. via the contact form provided under <https://www.ebayinc.com/company/privacy-center/privacy-contact/> or via postal message to eBay - postal address see above) and that there are no negative consequences if I decide to do so;**
- if I withdraw my consent, eBay will not use my recordings or my name in the future, unless eBay is entitled or obliged to process the data due to other legal reasons (e.g. because the processing is necessary to execute a contract between me and eBay);
- notwithstanding the foregoing, eBay will store the recordings and my name as long as this is necessary for the above mentioned purposes or eBay is legally obliged or entitled to do so;
- further information on how Zoom Video Communications, Inc. (eBay's videoconferencing tool service provider) processes personal data is available here <https://zoom.us/privacy>; and
- I can obtain further information about data protection at eBay in eBay's User Privacy Notice here <https://www.ebay.co.uk/help/policies/member-behaviour-policies/user-privacy-notice-privacy-policy?id=4260>.

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By accepting these terms and conditions, you are also consenting to the below usage of your participation in eBay for Change training and Community Networking sessions. Please read through the below carefully.

Part B: eBay for Change marketing materials and campaigns

eBay for Change campaigns and marketing materials which include social enterprise business sellers, from 1st May 2023 and for the duration your social enterprise continues to sell on eBay.co.uk. Please **read through the Declaration of Consent** below and **accept the terms via the eBay for Change application form.**

eBay event	eBay for Change campaigns and marketing materials which include social enterprise business sellers, from 25 September 2023 and for the duration your social enterprise continues to sell on eBay.co.uk.
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Assets: Pictures, photographs, videos and/or testimonials depicting any employee, agent, adviser, officer or director of the Company. The Assets may be created by eBay or provided by the Company.

For good and valuable consideration, receipt and sufficiency of which is acknowledged and the opportunity to participate in the Purpose, we hereby indicate that we have voluntarily elected to participate in the Purpose and that we hereby confirm that we authorize and grant eBay Marketplaces GmbH (registered address: Helvetiastrasse 15/17, CH-3005 Bern, Switzerland) and its affiliates and subsidiaries (collectively, "eBay") solely for the Purpose, a non-exclusive, irrevocable for the duration of the Time Period, royalty free license and right to:

- Use the Assets and any derivative work on and/or in connection with eBay's owned and affiliated offline and online properties and eBay related advertisements, marketing, events, editorial content, and promotions, including the for eBay to reuse, store, print, reprint, publish, reproduce, distribute, display, make publicly available or otherwise exploit Assets throughout the UK, provided that such use shall only be in order to promote and advertise the Purpose and during the Time Period. The granting of rights extends to any intellectual property or proprietary rights covering or included in the Assets, including trademarks, (company) name rights, designs, personal rights and copyrights;
- Use the name, likeness, voice, city, state of residence, and biographical or other information of any employee, agent, adviser, officer or director of the Company as part of the Assets provided to eBay by us or created by eBay of us, to the same extent as provided for the Assets in this Consent and Release for the Purpose during the Time Period.
- Edit, crop, add to, subtract from or modify the Assets in any manner and to combine them with any other materials; and
- Sublicense any of the above granted rights to eBay affiliates and agencies solely in order to deliver the Purpose.

We hereby acknowledge and agree that content of us can be posted on the internet and/or distributed by online communications such as email, social media, and be visible to anyone. We acknowledge that, due to the nature of the Internet, it may be possible that users outside of the Territories may access the Assets, and agree that such incidental spillover shall not be deemed to be a violation of this Consent and Release.

We represent that we have the power and authority to sign this Consent and Release, we have no pre-existing third party obligations or legal limitations that restrict or limit our ability to sign this Consent and Release or restrict the rights granted under this Consent and Release and that we have obtained from any third parties owning any rights in the Assets, including but not limited to any employees, agents, advisers, officers or directors, all rights required to be able to grant eBay the rights as provided for in this Consent and Release. We agree that this Consent and Release will be binding on our Company and any affiliates or subsidiaries of our Company. To the full extent we warrant and represent that we have the unrestricted right and ability to grant the rights described herein, including the right to provide any physical property and intellectual property and other proprietary rights comprised in the Assets, and that if any individuals are included in the Assets, that we have obtained sufficient consent and release for their inclusion. We also warrant that any individuals under the age of 18 included in the Assets have been given permission to do so by their legal guardian. If we breach these warranties, we shall indemnify eBay against any liability, damage, expense, claim or cost (including reasonable legal fees and costs) suffered by eBay arising from or in connection with such breach.

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We hereby waive any right that we may have to inspect and/or approve the use of the Assets, or any collateral materials that may be produced by eBay in connection with the Assets.

We hereby confirm and acknowledge that we waive any moral rights in relation to the Assets to the full extent permitted under law.

eBay shall acquire no rights in any Assets provided by us, other than as granted under this Licence. We agree and acknowledge that eBay shall own all rights in the Assets created by eBay, including the copyrights therein. eBay hereby confirms that any such Assets created by eBay shall not be used other than for the Purpose.

We do not object to eBay storing and processing copies of the Assets for as long as necessary to fulfil the Purpose or to it storing our contact details, the contact details of any employee, agent, adviser, officer or director of the Company and any related personal data in case it needs to contact us. We do not object to eBay using the images that form part of the Assets, or images of the Assets, in advertising, marketing or other purpose as set out in this Consent and Release. eBay confirms that such images shall not be used other than for the Purpose. eBay is the controller responsible for the personal data comprising the Assets, and any contact details and any related personal data (our "Personal Data").

Where necessary for eBay to exercise its rights under this Consent and Release, we consent to eBay transferring or passing on our Personal Data to affiliated companies and/or other eBay licencees. In this case, our Personal Data can be transmitted outside the country in which it is collected.

eBay will ensure that it complies with relevant legislation and regulatory requirements in force from time to time relating to the use and transfer of our Personal Data, and will process our Personal Data in accordance with the up to date privacy notice found at [eBay.co.uk](https://www.ebay.co.uk).

We will find further information on how to exercise our rights in the eBay privacy notice referred to above, including the right to obtain access and the right request erasure of personal data concerning us or any of our employees, agents, advisers, officers or directors. If we have any questions, or if we wish to exercise our right to withdraw consent, either in whole or in part, we can do this by contacting eBay at any time at ebaydpo@ebay.com. This will not affect the lawfulness of any processing carried out by eBay before we withdraw my consent.

This Consent and Release will be governed in all respects by the laws of England and the parties hereby submit to the exclusive jurisdiction of the English Courts.



FAQs



FAQs

Does my business have to be a social enterprise to join the programme?

- Yes, all businesses joining the programme must be a social enterprise or a member of [The World Fair Trade Organization](#) or [BAFTS Fair Trade Network UK](#). Check the list of criteria on [Social Enterprise World Forum](#) to see if you qualify as a social enterprise.

Do we need to be a member of SEUK or WFTO to join the programme?

- As a social enterprise you don't need to be a member of a social enterprise membership body. For fair trade businesses however you do need to be a member of either WFTO or BAFTS.
- There are a number of benefits to [membership of SEUK](#) - if you are based in the UK membership of SEUK is free for organisations whose turnover is less than £100,000 a year.

I already have my own website and/or use other e-commerce sites - why would I use eBay?

- eBay is a global platform which will connect your business to our 20 million buyers in the UK and more via our Global Shipping programme allowing you to expand your customer base and tap into new audiences. Over time this will enable you to grow both your business and ultimately its social impact.

Do I have to pay any eBay fees on the programme?

- All standard eBay fees are covered for the **first 12 months**. If you are interested in taking up the fulfilment support or additional promotional tools there may be some costs associated. After your first 12 months you will keep your free listings as part of your free storefront but you will be charged final value fees - with a half price discount. This means you will only pay a fee when you sell an item.

FAQs / continued

How quickly can I expect to see sales when I join the programme?

- There is no set answer to this question as this will depend on a number of factors which will be different for each social enterprise, for example: type of product being sold, range of products, price point and the amount of time spent engaging in the programme and selling on the platform. Regardless it does take time to build a business on eBay and it could take at least a couple of months before you see your first sales so this is a long term commitment.

How many enterprises are already on the programme?

- We have already supported almost 300 social enterprises on the programme. We'll continue to scale with the ambition to make ebay.co.uk the go-to destination for social and fair trade enterprise ecommerce.

I am not based in the UK. Can I take part?

- eBay for Change is only open to sellers whose products are already in the UK and ready to be shipped to UK customers.
- If you are a member of WFTO based outside the UK please email joanna.fianu@socialenterprise.org.uk to discuss opportunities.

Thank you!

