COMMONS

Community Impact Report

2023



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A NOTE FROM OUR FOUNDER

Consumer spending makes up over two-thirds of the U.S. economy, more than $14 trillion annually. [1]

Consumers – especially Gen-Z and Millennials – are making it a priority to spend their dollars on on sustainable brands and products. Over the past five years, products making sustainability claims made up 56% of all growth in consumer packaged goods like food, cosmetics, and cleaning.[2]

Commons users are driving these shifts, and their changes add up to substantial carbon savings.

Who are Commons users?

In 2023, the Commons community grew and changed significantly. More users identify as female (71%), and are younger, increasingly under the age of 35. They use Commons to discover sustainable brands and habits, track their impact, and earn rewards for taking action.

Why do consumer emissions matter?

Reducing the carbon intensity of our purchases is a powerful way to influence the carbon economy. Collectively, households influence 65% of global emissions through our purchases. By shifting to lower-carbon products and services, we send a signal to companies that we want them to reduce and compensate for their emissions.

How is Commons evolving?

2023 was a major year for us. We relaunched as Commons in March, and expanded the content we share outside the app. Our Instagram, website, and newsletter have become meaningful ways to connect with and grow our community.

We launched new features to help users discover eco-friendly brands and alternatives. As a result, we saw a 46% increase in spending at climate-friendly companies in just a few months.

In September 2023, we launched a pilot program rewarding users for eco-friendly spending choices, resulting in an additional 33% increase in sustainable spending. As a result of those learnings, we just launched a more expansive rewards program this month.

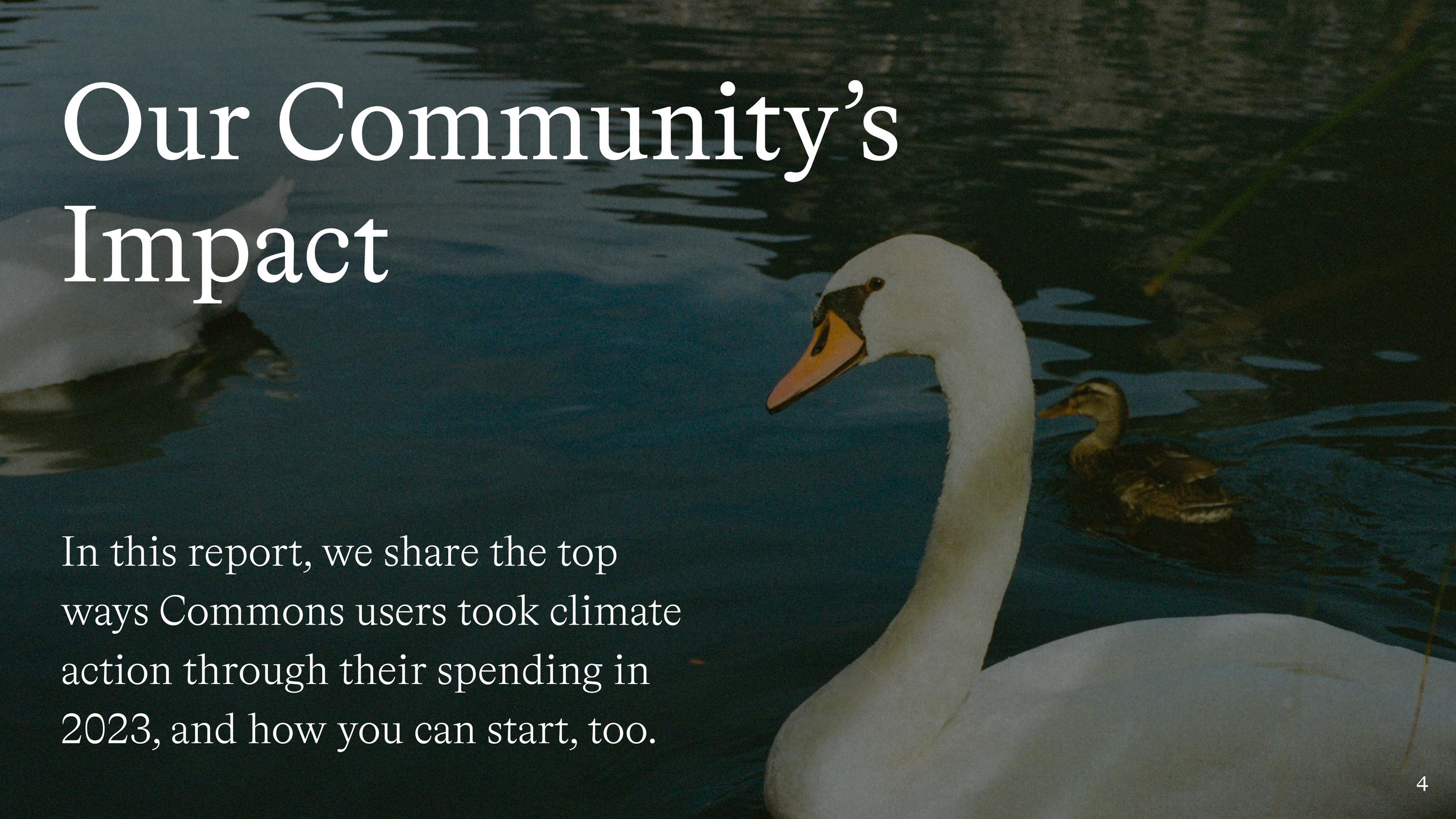
We’re inspired by the impact of our growing community. This report celebrates our progress, and we hope it motivates you to join in, too.

Sanchali Seth Pal

CEO & FOUNDER



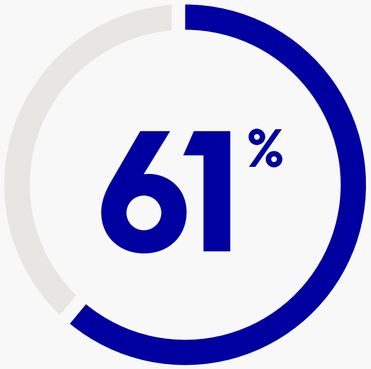
Our Community's Impact



In this report, we share the top ways Commons users took climate action through their spending in 2023, and how you can start, too.

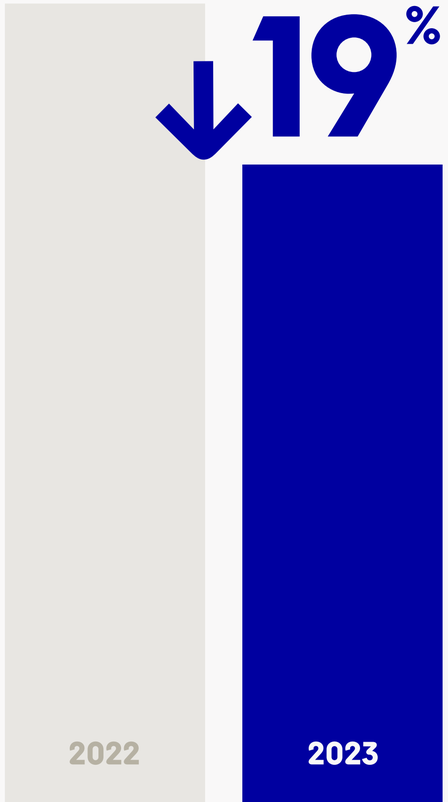
OUR IMPACT IN 2023

WE LOWERED OUR CARBON FOOTPRINTS



of Commons users **reduced their carbon emissions** after joining Commons

The average user **reduced their annual carbon emissions** by



WE SHOPPED MORE SUSTAINABLY

16% of our users' purchases supported **climate-friendly companies**

↑ 13% compared to 2022

WHAT'S A CLIMATE-FRIENDLY BRAND?

We define these as companies that are measurably reducing global emissions and responsibly stewarding our shared resources. They're pioneering lower-carbon ways of living (e.g. thrifting, renewable energy, composting) or taking accountability for the emissions with a Climate Neutral Certification.



OUR SPENDING BREAKDOWN IN 2023

We influence the carbon economy every day through out spending choices. Some spending is more carbon-intensive, like taking a flight instead of the train, or buying something new instead of secondhand.

The most climate-friendly choice is to buy nothing at all. But every purchase you make is an opportunity for climate action, by making the most sustainable choice you can.



GOODS & SERVICES 62%
+ 18% from 2022

FOOD & DRINK 22%
- 14% from 2022

TRAVEL 13%
- 32% from 2022

UTILITIES 3%
+ 11% from 2022



TRAVEL 49%
- 15% from 2022

GOODS & SERVICES 27%
+ 24% from 2022

FOOD & DRINK 14%
- 4% from 2022

UTILITIES 9%
+ 78% from 2022

SHOPPING SECONDHAND

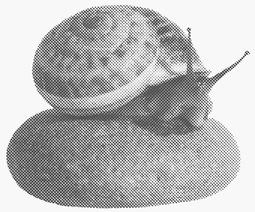
Our community is spending less on clothing overall but buying secondhand when they do.

↑92% more Commons users are **shopping secondhand**



Secondhand purchases increased by

↑21%



WHY SECONDHAND?

Choosing secondhand avoids the emissions of new clothing production and divert waste from landfills. Want to start shopping secondhand? Check out our in-depth guide on how to find the best pieces.

Our community spent most of their secondhand dollars at online, peer-to-peer marketplaces.

POSHMARK

3x more users shopping at Poshmark

+51% more purchases per user

MERCARI

5x more users shopping at Mercari

+29% more purchases per user

depop

8x more users shopping at Depop

+34% more purchases per user

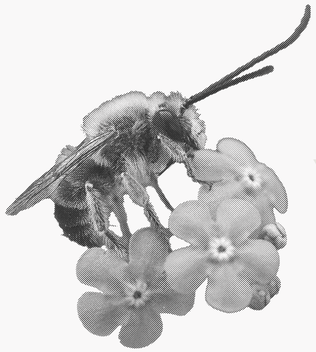
SHOPPING AT CLIMATE NEUTRAL BRANDS

40%

of Commons users purchased from **Climate Neutral Certified Brands**

Dollars spent at Climate Neutral brands increased by

↑15%



BRANDS DIRECTORY

If you want to make a difference through your purchasing power - including by shopping with Climate Neutral Brands - start your search with the Commons Brand Directory.

When users purchased from Climate Neutral brands, they prioritized fashion, health, and home goods.

AG1® ▲200% more users shopping at **Athletic Greens**

vuori ▲19% more users shopping at **Vuori**

THRIVE MARKET ▲19% more users shopping at **Thrive Market**

Reformation ▲18% more users shopping at **Reformation**

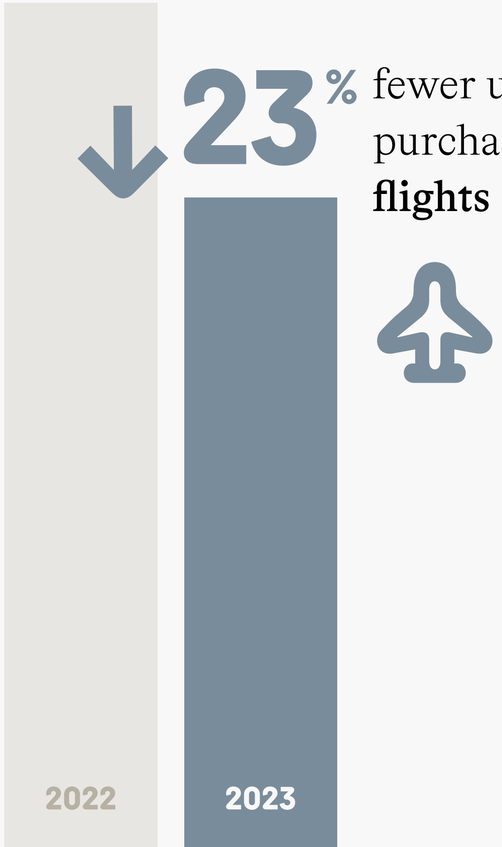
BLUELAND ▲17% more users shopping at Blueland

FLYING LESS, TRAVELING LOCAL

Our community is relying less on flying, and increasingly traveling by train.



Want to learn how to fly sustainably? Check out our guide in the app.

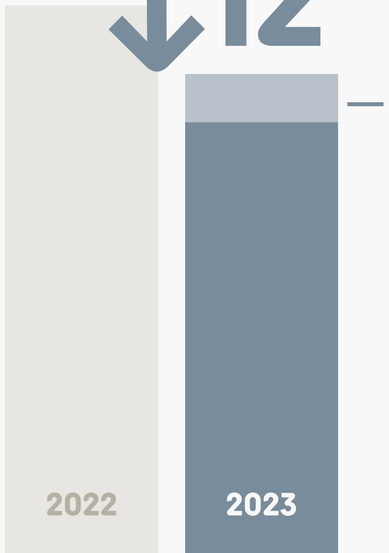


23% fewer users purchased **flights**

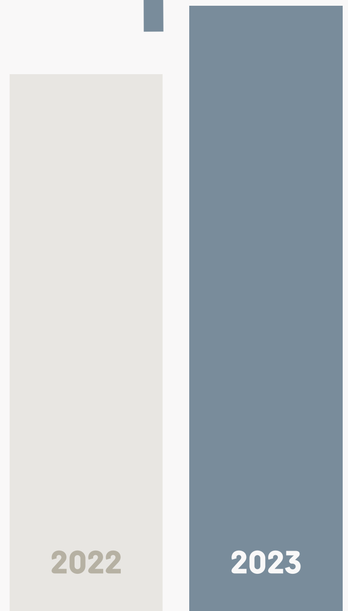
The average Commons user reduced their flight emissions by

12% or **960 kg CO_2e**, by flying less and booking more efficient flights.

Moreover, users offset **10%** of the flights they took.



11% more **train travel** per user



DITCHING GAS FOR ELECTRIC



↓ 19% fewer dollars **spent on gas**

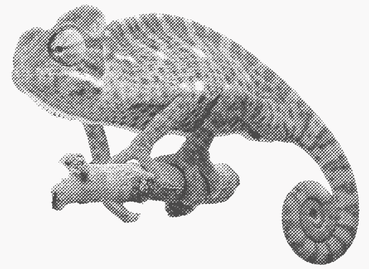
Skipping just one tank of gas each year can lower the average American's footprint by 1%.



↑ 3.5x more users made **EV charging purchases**

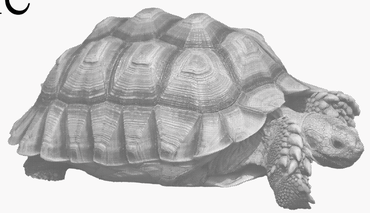
While charging purchases per user increased ↑ 25%

Want to learn how to save more at the pump? Check out our guide to fuel-efficient driving, or find out if you should buy an EV.

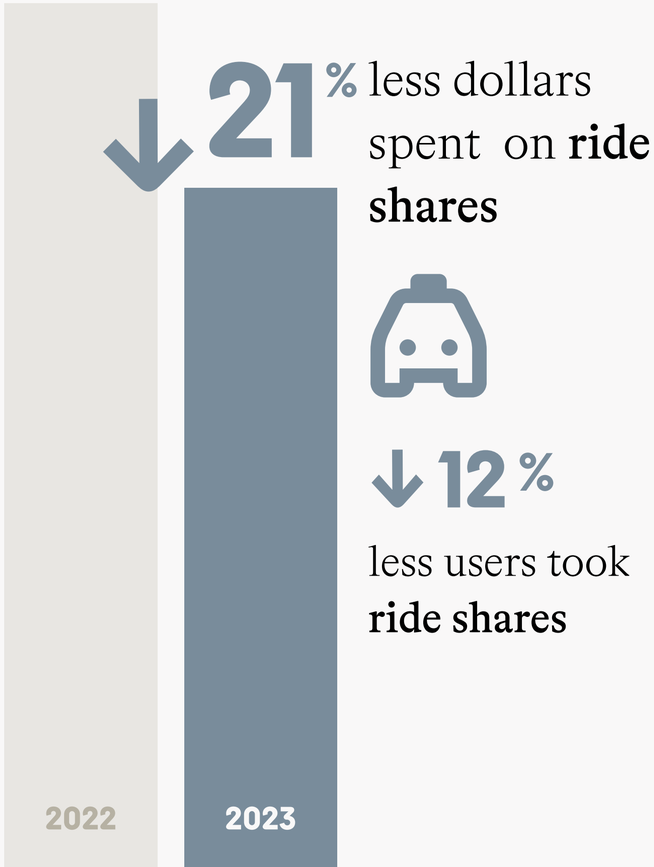


TAKING PUBLIC & MICRO-MOBILITY TRANSPORTATION

Users took fewer ride shares in 2023, and some turned towards other local mobility options like bikes, scooters, and public transit.

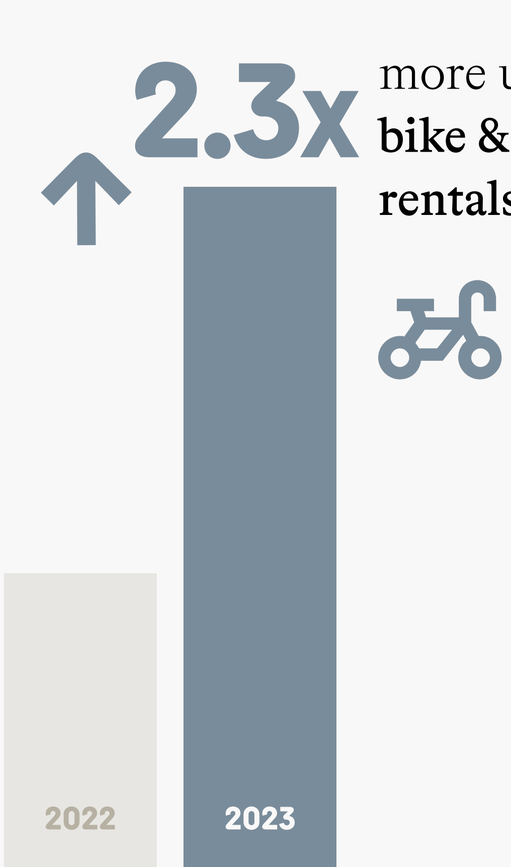


Want to learn more about public transit options in your city? Use this resource from the American Public Transit Association.



↓ 21% less dollars spent on **ride shares**

↓ 12% less users took **ride shares**



↑ 2.3x more users used **bike & scooter rentals**

The number of users taking **public transit** declined in 2023 by ↓ 8%

... but users that did take public transit had

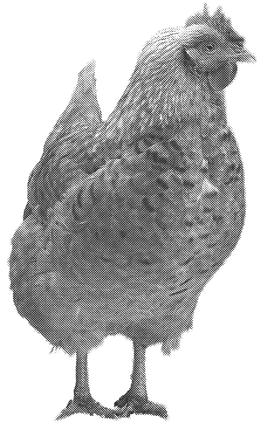
↑ 25% more public transit purchases

↑ 21% more dollars spent on public transit

BECOMING LOCAVORES

↑ 75 % more users visited **farmers markets**





Check out our blog for ideas on how to start reducing the emissions of what you eat, regardless of where you live!

↓ 27 % fewer dollars spent at **grocery stores and supermarkets**

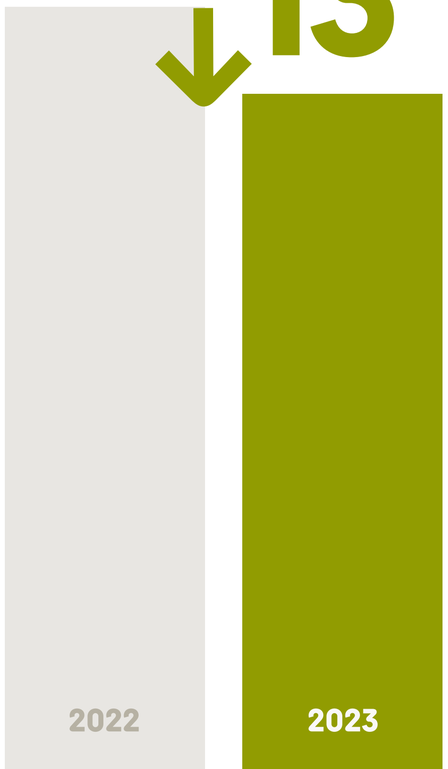
↑ 25 % more dollars spent at **farmers markets and CSAs**

With prices at supermarkets continuing to rise, farmers markets give shoppers an opportunity to save money and carbon while supporting local farms.

On average, **shopping from at farmers markets saves ~4% of CO_2e per pound of food**, while benefiting our communities.

SWITCHING TO CLEANER BANKS

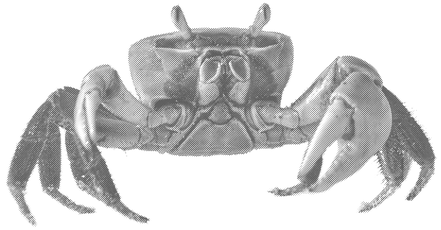
More consumers are taking action to divest their dollars from fossil fuels.



13% fewer Commons users banked with dirty banks

The average individual can **save 4.7 tons of CO_2e** by switching away from by moving their savings away banks that uses lend to fossil fuel companies at the highest rates.

Ready to make the switch? Find out if your bank invests in fossil fuels and find green banks with our easy guide.



Our Collective Power



IF EVERY AMERICAN REDUCED THEIR EMISSIONS BY

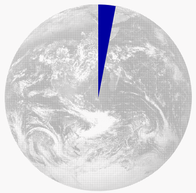
19%...

WE COULD SAVE OVER

1 BILLION

TONS OF CO_2e.

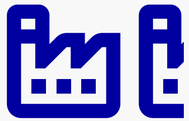
THAT TRANSLATES TO...



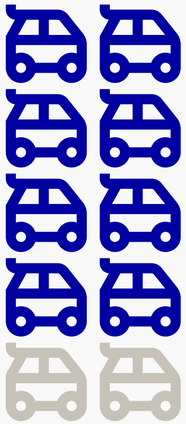
2.7% of annual **global emissions**



98% of the annual **emissions of Japan**



1.2x of the emissions from **coal burned in the U.S.** each year.



Taking **80%** of U.S. cars off of the road each year.

GLOSSARY

CO_2e

Carbon dioxide equivalents (CO_2e) combines the effects of all greenhouse gases – carbon dioxide, methane, nitrous oxide, and other chemicals – in a single unit. Your emissions are the total kilograms (kg) of greenhouse gas emissions associated with your lifestyle and spending, measured in CO_2e.

OFFSETS

Carbon offsets compensate for carbon emissions by supporting projects that avoid new emissions and absorb existing emissions from the atmosphere, resulting in a certificate for the amount compensated for.

MICRO-MOBILITY

Micromobility refers to small, lightweight personal or rental vehicles meant to travel short distances, like bikes and scooters.

DIRTY BANK

The Dirty Dozen are the 12 banks that invest the most in fossil fuels. These 12 banks alone are behind over half of global fossil fuel funding by megabanks from 2016 to 2021.

Commons breaks the carbon economy into six systems that we can influence through our spending.

GOODS & SERVICES	Any item we buy – whether it's a shirt or a Netflix subscription – requires energy and resources to produce.
TRAVEL	The flights, cars, public transportation, ride shares, scooters, and bikes that help us explore the world around us.
FOOD & DRINK	The groceries we buy, meals enjoyed out at restaurants, and even our daily coffee habit.
UTILITIES	The energy we use at home.
FINANCES	The energy we use at home.

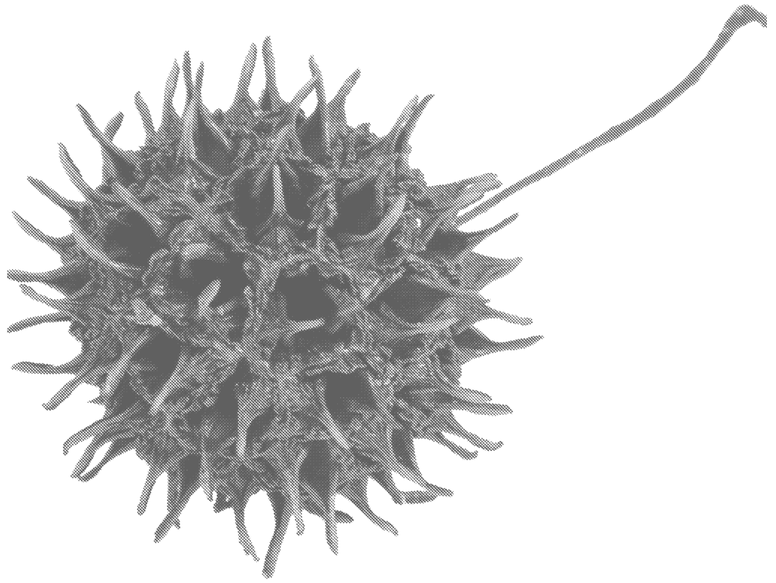
FOOTNOTES

1. Bureau of Economic Analysis, "Personal Income and Outlays," Dec 2023
2. McKinsey, "Consumers care about sustainability—and back it up with their wallets," Feb 2023
3. Ivanova, "Environmental Impact Assessment of Household Consumption", 2015
4. Calculated as the average change in emissions among users with at least 30 days of pre-Commons transactions and 90 days of transactions in 2023 with a positive carbon footprint in both periods and within 1 standard deviation of the mean.
5. Calculated as the percentage of users (who were included per criteria in footnote 4 above) whose 2023 emissions were lower than their pre-Commons emissions.
6. Calculated as the number of purchases at sustainable brands (that included Sustainable Subcategories and Climate Neutral Brands) as a proportion of all purchases.
7. Calculated as the percentage increase in the percentage of spending at sustainable brands (that included Sustainable Subcategories and Climate Neutral Brands) from 2022 to 2023.
8. Calculated as the percentage increase of the percentage of users with secondhand clothing purchases.
9. Calculated as the percentage decrease in the percentage of users with Clothing purchases.
11. Calculated as the percentage increase in the number of transactions per user at Vintage, Secondhand, and Thrift stores in 2022 and 2023.
12. Calculated as the percentage increase in the percentage of users shopping at each company. And the percentage increase in the average spending per user at each company.
13. Statista, Size of the global electronics recycling market from 2020 to 2030, July 2023
14. Penn State University, "Holding is believing when it comes to shopping for refurbished items, study says", July 2023
15. Calculated as the percentage of users with at least one purchase from a Sustainable Brand. You can find a list of Sustainable Brands here. This does not include purchases at sustainable sub-categories like secondhand shops, farmers markets, EV charging.
16. Calculated as the percentage increase in the average dollars spent per user at Sustainable Brands in 2023 versus 2022.
17. Calculated as the percentage increase in the percentage of users shopping at each brand. And the percentage increase in the average spending per user at each brand.
18. Calculated as the percentage decrease of the percentage of users with air travel purchases.
19. Calculated as the percentage of users who flew in 2022 and had fewer air travel purchases in 2023 versus 2022.
20. Calculated as the difference between the average kgCO2e per user in 2022 and 2023 for users that made at least one air travel purchase.
21. Calculated as the percentage of flights purchased offset via one-time flight offsets or climate neutral subscriptions. Flights bought by users who offset a percentage of their emissions in a given month were considered offset by the same percentage.
22. Calculated as the percentage increase in train transactions per user from 2022 to 2023.
23. Calculated as the percentage increase in the percentage of users with at least 1 EV charging purchase.
24. Calculated as the average number of EV charging purchases made by users with at least 1 charging purchase in 2022 or 2023.
25. Calculated as the percentage decrease in the percentage of spending on Gas from 2022 to 2023.
26. Mike Berners-Lee, The Carbon Footprint of Everything, 2022
27. Calculated as the percentage decrease in the percentage of users with public transit purchases.
28. Calculated as the percentage increase in the number of public transit transactions per user, of users who had at least one public transit purchase.
29. Calculated as the percentage increase in spending per user on public transit.
30. Calculated as the percentage decrease in the percentage of users with a rideshare purchase.
31. Our World in Data, Travel Carbon Footprint, 2023
32. Calculated as the percentage increase of the percentage of users with at least one Farmers Market & CSA purchase.
33. Calculated as the percentage increase in the percentage of total spending at Farmers Markets & CSAs.
34. CNBC, Why rising inflation means you should ditch supermarkets for your local farmers market, 2022
35. Calculated as the percentage change in the percentage of spending at Grocery Stores and Supermarkets.
36. Calculated as the percentage decrease of the percentage of accounts with at least one card at a 'Dirty Bank' in 2022 versus 2023.
37. Calculated based on the number of Americans (340m), average annual emissions per American (16 tons), and reduction of 19%
38. Calculated based on projected 2023 global emissions (37.55 billion metric tons CO2e)
39. Japan's 2022 emissions were 1,053,797,800 metric tons (source)
40. The 2022 emissions from US coal power was 847,041,000 metric tons CO2e (source)
41. Calculated based on the average annual emissions of a US-passenger vehicle (4.6 metric tons CO2e) and 279k personal and commercial vehicles in the US

METHODOLOGY

ABOUT THE REPORT

This report showcases some of the most encouraging sustainability trends in consumer spending as found from our aggregate analysis of Commons users' behavior. The data and analysis outlined in this report was derived from a sample of millions of credit or debit card transactions made by thousands of Commons users from January 1st, 2022 to December 31st, 2023.



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