



Coalition to empower  
1 billion green digital champions



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**LAZADA JOINS NEW GLOBAL COALITION, 'EVERY ACTION COUNTS' TO ADVANCE TECH-ENABLED AND SUSTAINABLE CONSUMER BEHAVIOURS**

*The coalition aims to connect experts in nature conservation and climate change with the world's leading digital platforms, financial institutions and consumer goods firms to spur green action amongst 1 billion people by 2025*

**SINGAPORE, 29 JUNE 2021** – Southeast Asia's leading eCommerce platform, Lazada has today joined a new global partnership established to harness the power of green consumer behaviours to enhance biodiversity and further climate change efforts. The coalition, 'Every Action Counts' (EAC), is launched today by the [Green Digital Finance Alliance](#) (GDFA).

The coalition brings financial, eCommerce, digital, and consumer goods and services companies from around the world together with experts in sustainability, nature and biodiversity conservation. Together they will share best practice in encouraging individuals to take positive action in their daily lives to create planet-friendly outcomes. Each coalition member will endeavour to pursue locally relevant approaches to driving sustainable consumer behaviours by advancing people-centric, tech-enabled and innovation-oriented engagement models.

**Magnus Ekbohm, Co-Founder and Chief Strategy Officer, Lazada Southeast Asia**, said: "Lazada is proud to be a launch partner of the 'Every Action Counts' coalition to ensure that sustainability and conservation go hand-in-hand with business strategy. We are committed to driving awareness and innovation to build a lasting eCommerce ecosystem in Southeast Asia. One that is powered by collaborative partnerships and that empowers consumers to come together to create responsible, and importantly, sustainable consumption habits."

The coalition aims to promote knowledge sharing to inspire innovative green tech solutions around the world. **Marianne Haahr, spokesperson for the 'Every Action Counts' coalition and Executive Director of Green Digital Finance Alliance**, added: "This new coalition will creatively leverage technology and partnerships to enhance green awareness and catalyse green action for 1 billion people by 2025. We want to encourage consumer behaviour that can become a driver of nature conservation and regeneration.

"We see a future where economic growth can coexist with, and even support, nature conservation and climate action, which is why we are bringing together partners who can help champion this vision for our global economy."

**Inger Andersen, Executive Director of UN Environment Programme, a supporter of 'Every Action Counts'** said: "Nature provides the air we breathe, the water we drink, the food we eat, but we have not been so kind in return. I welcome this coalition aiming to empower 1 billion people to become part of creating a world where everyday actions and choices combat climate change and end biodiversity loss. As we embark on the UN Decade on Ecosystem Restoration, putting people at the centre of the green transition is key."

Launch partners for the 'Every Action Counts' coalition are: **Ant Group (China), BBVA (Spain), BigPay (Malaysia), DANA (Indonesia), FNZ (UK), GCash (Philippines), Lazada Group (Singapore), Mastercard (US), MTN (South Africa), Paytm (India), SANLAM (South Africa), and Telenor Microfinance Bank (Pakistan).**

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**About the 'Every Action Counts' (EAC) coalition**

The coalition was launched by the Green Digital Finance Alliance, a not-for-profit designed to leverage digital technologies and innovations to enhance financing for sustainable development. The 'Every Action Counts' coalition aims to work with like-minded partners including international organisations, private sector corporates and subject matter experts to creatively leverage technology and partnerships to enhance green awareness and green action of 1 billion people around the globe by 2025. For more information visit <http://greendigitalfinancealliance.org/initiatives-publications/eac-coalition/>

**About Lazada Group**

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada has been the Southeast Asia flagship platform of Alibaba Group powered by its world-class technology infrastructure.

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