



**DRIVING SUSTAINABILITY  
THROUGH CIRCULARITY: HOW  
WALDOM AND WE UNITED ARE  
PARTNERING IN SHARED VALUES**



## Shared Values, Shared Responsibility

WE United is more than a networking organization - it is a collective of leaders who believe in advancing the industry through shared responsibility, innovation, and purpose. Through collaboration with partners like Waldom, WE United celebrates sustainability, not as a checkbox, but as a guiding principle for ethical and forward-thinking business. Waldom exemplifies this through its leadership in building industry-wide partnerships, advancing ESG frameworks, and engaging in global sustainability dialogues. With a Net Zero 2035 target in place, Waldom is setting an example of responsible growth, demonstrating that environmental accountability and commercial success can go hand in hand.

Waldom, a trusted global master distributor of electronic components, has taken a unique and proactive role in advancing environmental sustainability. Through their efforts to help manufacturers and distributors manage their slow-moving and excess inventory, Waldom provides an intelligent solution to reduce waste, recover value, and ensure components remain useful in the supply chain.





## A Collaborative Partnership in Action

At the heart of the Waldom, sustainability is good for the planet and for business in multiple ways:

- **Inventory Optimization:** When manufacturers identify slow-moving and excess inventory, Waldom steps in to redistribute those parts to a global network of distributors, ensuring that components which might otherwise end up in landfills are reintegrated into the distribution channel, where they can meet ongoing demand and create renewed economic value across the supply chain.
- **Waste Reduction:** This approach keeps components out of landfills and in circulation, reducing environmental impact and promoting resource efficiency. To date, Waldom has diverted over 7 billion components from landfills back into the supply chain—perfectly functional parts given a second life, powering new innovations across industries. Waldom has significantly contributed to the reduction of e-waste, one of the fastest-growing waste streams worldwide.
- **Mission-Driven Collaboration:** Through shared values, WE United and Waldom ensure that sustainability is not siloed and becomes a natural part of leadership conversations and business strategies. Waldom, for example, plants a tree for every Green Stock order—a program that has already resulted in over 260,000 trees planted. To reach its bold vision of 10 million trees by 2030, Waldom is also signing sustainability pledges with industry partners, expanding impact through collective action. This initiative is on track to become the largest collective tree planting program in our industry. At WE United, we proudly support this kind of measurable action as it aligns with our mission to drive systemic change and make the industry better—for people, business, and the planet.





## Leading with Purpose

Waldom's model is more than a supply chain solution – it is a mindset shift. From helping partners recover value from excess inventory to offering flexible solutions like low minimum order quantities, Waldom enables waste reduction at multiple points in the value chain, while also supporting their partners' bottom line. WE United amplifies this message by advocating for leadership grounded in civility, ethics, and humanity.

Together, committed organizations like Waldom and WE United are redefining what it means to be sustainable partners in today's economy, transforming excess into opportunity, and values into action.



[WEunited.tech](http://WEunited.tech)



[Waldom.com](http://Waldom.com)