

Greening Your Ecommerce Business

Setting goals and measurement systems



- 1 Use a **lifecycle analysis** to identify the biggest or most concerning **environmental impacts**.
- 2 Establish a clear time horizon by which your goals will be met.

Measuring your business' environmental impact can be tricky

Ask your waste management company if they can provide weights of your recycling, composting and landfill waste monthly.

If not, set up a system to take these measurements yourself.

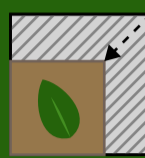
Goals to Help You Get Started

- Source only recycled or organically grown materials in five years
- Remove 500,000 pounds of litter in five years
- Reduce fresh water use in your supply chain by 90% in three years
- Donate \$100,000 to environmental causes in three years

Designing your products and sourcing raw materials



Improve the durability & repairability
Use as few materials as needed



Rethink raw materials

- Recycled content
- Renewable raw materials
- Raw materials from a certified source
- Certified organic
- Dyes and inks from renewable inputs

Energy Usage, Sources and Recovery

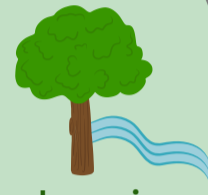
Improve In-house and Outsourced Manufacturing Processes

- Assess and reduce energy usage
- Reuse heat generated through operations
- Diversify energy sources to include renewable energy

Warehousing and fulfillment



Manage lighting



Landscaping and water usage



Utilize sensors



Temperature maintenance



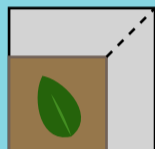
Energy sources

Whether you fulfill or work with 3PLs, find ways to decrease the impact of storage, processing and shipping.

- 40%** of ecommerce brands currently insource all of their warehousing and fulfillment
- 12%** exclusively outsource
- 48%** do a combination of both.

Sustainable Packaging for Your Product and Shipments

Don't make your packaging bigger than it needs to be, avoid using excess materials and shipping air.



Choose the right material for your packaging.



Use eco-friendly inks, tapes, labels and adhesives!

Minimize use of mixed materials that can make recycling challenging.



Use as much 100% recycled (and post consumer waste) as possible



Encourage customers to properly reuse, recycle, compost, or landfill your packaging!

Product End of Life



Inform your customers about the best companies to donate your products to.



If your product goes into our waters or soils, it's ideal to design it so that it's not just "less bad", but actually beneficial.



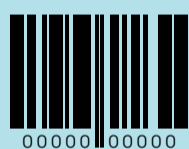
If your product can be recycled or composted, give customers clear steps on how to responsibly dispose. What should be removed and what kind of facility should it go to.



Consider a "take back" program if your goods must be landfilled

Inventory Management

Don't offer too many SKUs



so stock is **easier** to manage

Utilize a FIFO (first in, first out)



inventory management approach

Consider producing **on demand**



to reduce **over stocking**

Transportation and Shipping



Inbound shipping via rail and ocean freight are significantly better than trucking and air cargo.



Encourage customers to ship ground and be patient. The longer (1-5 day) transit time is small compared to the impact of express, air shipments.

Managing returns

Reduce the rate of returns by being transparent and clear about your products

Make the returns process as seamless as possible



Get customers return labels as quickly as possible, and ensure the returns are shipped ground



Encourage customers to use your original packaging for returns



Give customers enough time to return their item.

Office operations and work environment

Warehouse & office supplies

Look for recycled supplies where possible.

Kitchen supplies

Avoid disposable kitchen supplies.

Food and beverages

Look for sustainably produced goods.

Waste management

Identify opportunities for source reduction, recycling and composting.

Commuting

Reward team members who carpool, take public transportation or walk or bike to work.

Corporate activism and engagement

How you can move from minimizing your footprint to being a positive contributor for the environment



donate a portion of proceeds



buy one give one



political advocacy



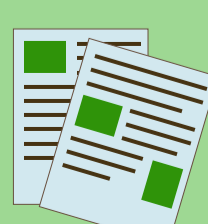
volunteering

Marketing your efforts

Be sure to showcase your eco efforts and commitment to your customers



Speaking engagements



Blogs and content



PR pushes