Greening Your Ecommerce Business

**Setting goals and measurement systems**

1. Use a lifecycle analysis to identify priority business or functional environmental impacts.
2. Establish a clear time horizon by which your goals will be met.

**Measuring your business’ environmental impact can be tricky**

Use a lifecycle analysis to identify the biggest or most concerning environmental impacts. If set up a system to take these measurements yourself.

**Rethink raw materials**

- Warehousing and fulfillment
- Sustainable Packaging for Your Product and Shipments
  - Choose the right material for your packaging.
  - Don’t make your packaging bigger than it needs to be, avoid using excess materials and shipping air.

- Whether you fulfill or work with 3PLs, find ways to decrease the impact of storage, processing and shipping.
  - Use as much 100% recycled (and post consumer waste) as possible.
  - Minimize use of mixed materials that can make recycling challenging.

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

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

**Product End of Life**

- Inventory management
  - Don’t offer too many SKUs so stock is easier to manage.
  - 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.

**Sustainable Packaging for Your Product and Shipments**

- **40%** of ecommerce brand customers prefer to see evidence of their warehouse fulfillment and packaging.
- **12%** of customers said they would not purchase if they knew the brand was not eco-friendly.
- **48%** as a combination of both.

**Inventory Management**

- **Don’t offer too many SKUs** so stock is easier to manage.
- **Use a FIFO (First In, First Out) approach**
- **Consider producing on demand**

**Transportation and Shipping**

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**Managing returns**

- **Reduce the rate of returns** by being transparent and clear about your products.
- **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**
  - Identify opportunities for source reduction, recycling and remanufacturing.
  - Identify packaging opportunities for source reduction.
  - **Waste management**
  - **Food and beverages**
  - **Waste management**
  - **Commuting**

**Corporate activism and engagement**

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

- **Speaking engagements**
- **Blogs and content**
- **PR pushes**

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**Designing your products and sourcing raw materials**

- **Energy Usage, Sources and Recovery**
  - Improve in-house and outsourced manufacturing processes.

- **Sourcing recycled content**
  - Recyclable materials
  - Certified organic
  - Oily and ink-free from renewable inputs

- **Greening Your Ecommerce Business**
  - Designing your products and sourcing raw materials
  - How you can move from minimizing your footprint to being a positive contributor for the environment

**Assess and reduce energy usage**

- **Heat generated through operations**
- **Diversity energy sources**
  - to reduce energy usage

- **Reuse heat generated through operations**

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