



**A practical guide
to a climate
neutral business.**



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Sustainable living & working, that is the New Normal. A conviction that led leading retail platform in the Benelux bol.com to make it a tangible reality. By making it happen for its more than 47.000 clients & webshops, 7.000 pick-up points and 13 million customers.

In 2025, shopping at bol.com will be climate neutral

An ambitious goal the company is well on its way to achieve, as it is working towards **zero CO2 emissions per parcel**. Why? "Because changing the world is something we do together": at bol.com they believe in the power of cooperation. They want to inspire others in the industry and encourage everyone to take that step towards climate-neutral shopping. How? Through the implementation of a series of measures at all levels. Bol.com agreed to share interesting insights that may as well serve as a practical guide to make your business climate neutral.

Here's how bol.com is handling sustainability:



1. Buildings, fulfilment centres and data centres

Since 2020, all facilities & buildings – including the huge fulfilment centre as big as 16 football pitches – are climate neutral, using 100% renewable energies (solar & wind), thermal energy storage, rain water & LED lighting. Roofs are home to birds, bats and bees. Company restaurants are serving mostly healthy, biological meals based on local ingredients and offering veggy alternatives. These efforts were rewarded with the BREEAM Award in 2017 & its certification for all new buildings since.

2. Packaging

Looking at all aspects of packaging really pays off: in 2018, bol.com already saved a pile of cardboard the size of 23 Eiffel Towers by using thinner cardboard for its boxes. A promising start! And in 2020, bol.com used 12% less packaging material compared to 2019. If an item is sufficiently well packed by the vendor, bol.com is no longer using any own packaging. When packaging is needed, 75% of the parcels are sent without stuffing inside the bol.com box.

Additionally, optimising the packaging machines helps to reduce air packaging & unnecessary use of materials. Recently, bol.com launched the first machine worldwide that can custom pack multiple items in one box. Together with the machines for single items, bol.com will use 25 packing machines next year. All cardboard waste at bol.com is recycled and before 2025, all cardboard used by bol.com will be CO2-neutral or recycled.



3. Delivery



Bol.com is working closely with its logistic partners to ensure a climate neutral delivery of all parcels. 24% of parcels for residential areas are already delivered by bike or on foot. Classic vehicles are gradually being replaced by a green fleet on bio-gas or electricity. In parallel, a dense network of pick-up points is rolled out, collaborating with supermarkets such as Albert Heijn and Delhaize. The objective is to offer a wide range of delivery options and avoid customers making a single-purpose trip by car just for the parcel purchased on bol.com. In addition, bol.com contributes to the development of the e-calculator Bewust Bezorgd in the Netherlands, that will allow customers and clients to calculate the CO2 emission of their delivery option.

4. Returns



The first objective is of course to keep the number of returns as low as possible through extensive product information, descriptions and customer reviews. That alone proves to be very effective: at bol.com, only a few percent of all purchased items is sent back. Looking at the returned items, 70% is new, undamaged and unopened – those go straight back into the assortment, as would be the case in physical stores. Opened packages are checked & re-offered in Return-Deals with a discount. Returned items that do not fit the Return-Deal conditions are given a second life through resellers or associations. Damaged items are sent back to the vendor to be treated under the established warranty conditions.

5. Product range

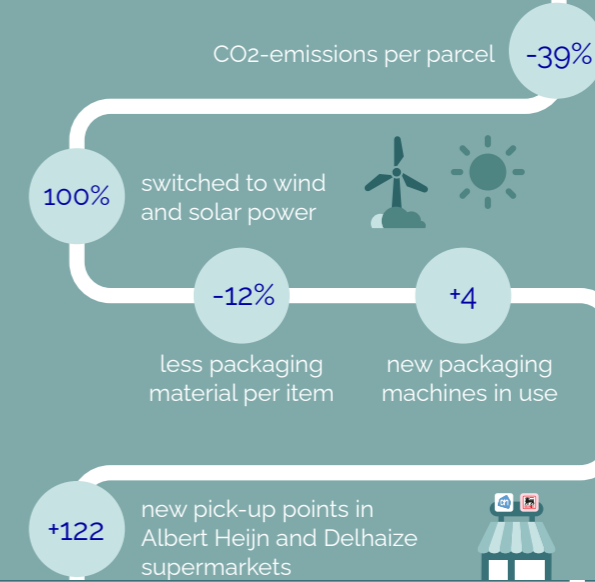


By 2022, **a sustainable alternative will be offered for each and every item** sold on bol.com. A major effort is being done in making these alternatives easily recognisable and findable, and in properly explaining to customers why an item is more sustainable. Currently, bol.com offers a sustainable alternative in 50 percent of its shelves. The target is 100 per cent by 2022. For example, the sustainable assortment now includes 1.6 million different second-hand products, more than 6,000 different products made from recycled materials and more than 12,000 different organic products. Since the beginning of 2020, bol.com no longer sells disposable plastic such as plastic cutlery, cups, straws and cotton buds on its platform.

AMBITION: BY 2025, SHOPPING AT BOL.COM WILL BE CLIMATE NEUTRAL

What did bol.com achieve in 2020?

Logistics & environment



Shop & product range



People & society

