



Sustainability strategy in e- commerce



ecomarket

About Ecomarket.be

Belgian eshop created in 2020

4 founders + 5 employees

Every item can be purchased with **ecocheques**

=> To highlight **Belgian craftsmanship and upcycling** while **promoting leading and trendy products**

Business services :

- **gift basket (Christmas, wedding, retirement, bir**
- **gift card**
- **team building with eco workshop**
- **fruit basket delivery**

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About Ecomarket.be

- Food
- Cosmetics
- Home
- Fashion
- Kids
- High Tech
- Outdoor

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Entreprise ▾ Recherche Compte nl Mon panier € 0,00

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ICI, c'est simple, tout est éligible aux éco-chèques

Back to cool




Casque Positive vibration XL ANC

← House of Marley


- Casque antibruit sans fil - Le casque antibruit sans fil House of Marley Positive Vibration XL ANC est parfait pour les mélomanes qui voyagent beaucoup. Grâce aux 26 à 35 heures de batterie, amenez le casque Bluetooth partout où vous allez. Les transducteurs de 40 mm donnent un son puissant et plein pour tirer le meilleur parti de votre...

€ 179,99 [Ajouter au panier](#)


Vive la rentrée!




Sac à dos SCOUT - Sunset
Lefik € 59,90



Sac à dos SCOUT MINI - Sauge
Lefik € 44,90



Sac à dos KNAPSACK - Rouille
Lefik € 79,90



Biscuits Nicole Noisette 100g...
Genovius € 4,90

A few figures

A FEVAD (Fédération e-commerce et vente à distance) study dating from 2020 clearly demonstrates the emergence and importance of responsible purchasing in the e-commerce field:

- **53% of cyber shoppers** who have made an online purchase in the last 12 months admit to **taking into account environmental, responsible and ethical issues**. For young people (18 to 34 years old), the stakes are even higher as the percentage rises to 60%.
- The **transport of products purchased by e-commerce** is mostly done by road and represents **22% of the greenhouse gas emissions of the transport sector**.
- **90% of respondents would like to have more information on the environmental impact of the delivery solutions offered** and 89% would like to have a wider choice of delivery methods for an online purchase.
- The failure of home deliveries, with **25% of orders having to be delivered a second time**;
- Product returns, **which represent 20-30% of purchases**

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Our internal action points

Product selection:

- find the right balance between trendy and useful products
- offer products in bulk to avoid packaging
- if electronic products, work with bioplastic or recycled materials
- offer second-hand sales

Ethical commercial policy:

- avoid big promotions
- charge for delivery costs

Management of broken products: send to the supplier for repair

Return management: check the address before sending a second time if the address is wrong

Orders from our suppliers:

- avoid making several small orders to reduce deliveries
- dropshipping: avoid double shipping

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Our internal action points

Product packaging:

- 80% recycled cardboard Topa packaging and FSC/PEFC label for Antalis, ecological adhesive tape
- limit over-packaging

Office lifestyle :

- organic consumables
- waste sorting
- limit heating and air conditioning
- second-hand furniture
- zero paper policy

For our 2 web developers: use the web eco-design checklist proposed by the Greenit collective

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Our external action points

Suppliers :

- favor local artisans who are truly involved in waste reduction
- limit emissions due to transport

Delivery service provider :

- offset its carbon footprint (DPD responsible delivery CO2 neutral)
- offer the choice of delivery in a relay point, allowing less traffic
- in urban areas, delivery by cargo bike (ShippR in Brussels)

Choice of a web host: Hostpapa -> Server powered by 100% certified green and renewable energy sources

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