Sustainability strategy in ecommerce



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





About Ecomarket.be



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ecomarket

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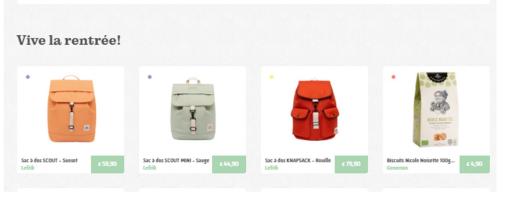


Casque Positive vibration XL ANC

House of Marley

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

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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 i**s 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



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



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
- \rightarrow 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



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

