

# Sustainable leadership

for a greener and more  
social e-commerce



# Sustainable partnership

for a greener and more  
social e-commerce









ACT  
NOW





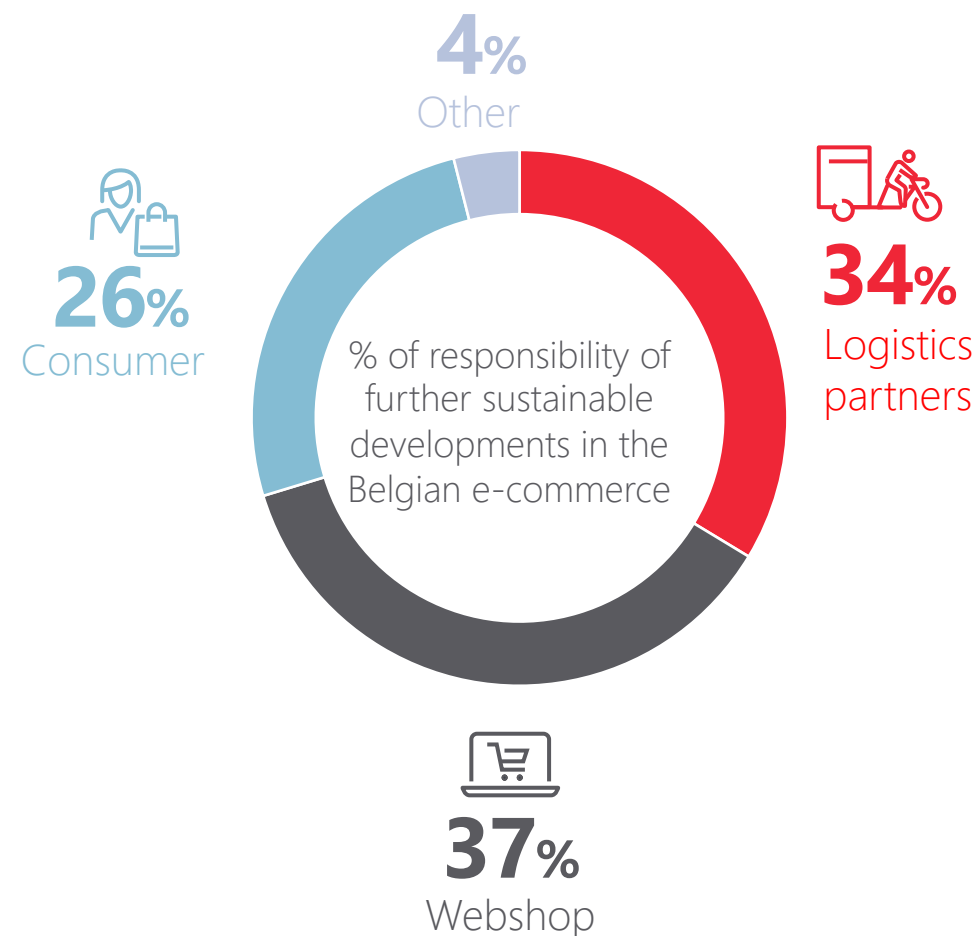
E-commerce can only be sustainable **if every part of the chain is.**

Let's encourage a **consumer shift** towards more environmentally friendly behavior.

**69%**

thinks it 's important that companies take environmental responsible actions

It's a **shared responsibility** to improve e-commerce sustainability



Source: GfK, Environmental & Sustainability Consumer Report – June '24  
Safeshops, Duurzaamheidsbarometer 2021, question to 123 Belgian webshops



INSIGHTS | SOME KEY FIGURES

# Did you know that...



**190<sub>kg</sub>**

avg **packaging waste** per European

**80%**

of packaging waste being **recycled** in Belgium

**102<sub>m</sub>**

total tonnes **CO<sub>2</sub>** in Belgium



**1.7bn**

trees to compensate



WE NEED  
A CHANGE



WHY?

# Upcoming **laws** and **legislations**

## **2nd Delivery Option**

Sept '24

## **Open Locker Network**

Roll out tbc

## **Reusable packaging target**

**40%**

By 2030

**70%**

By 2040

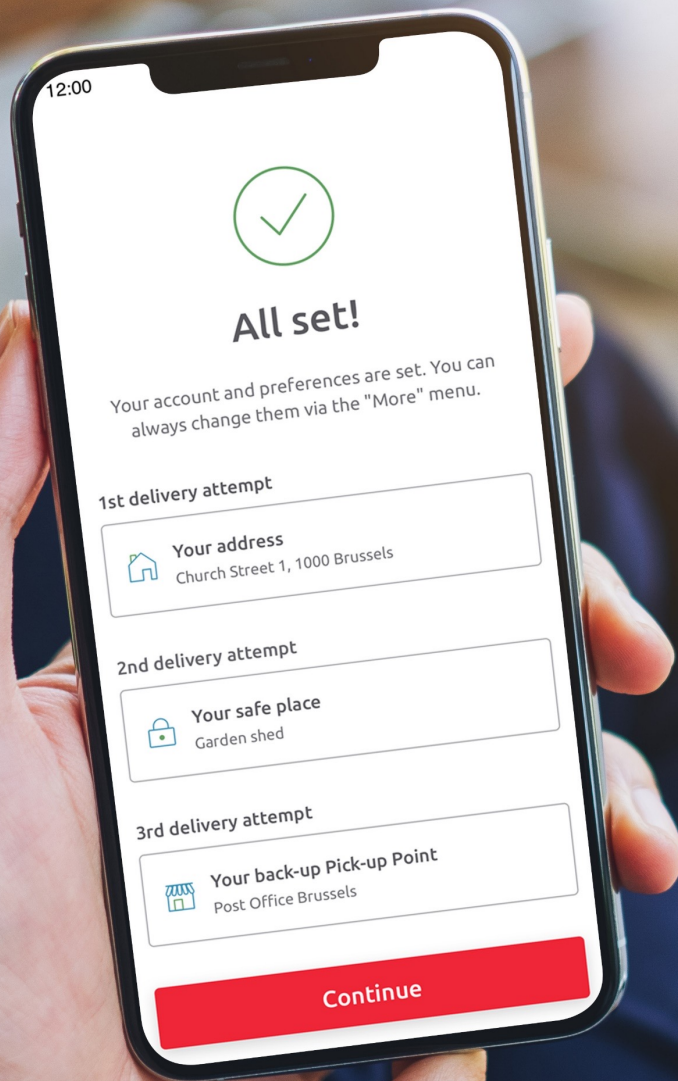
## **Corporate Sustainability Reporting Directive (CSRD)**

Obligation (as of fiscal year 2024) to report on

- environmental
- social
- governance







WHY?

## Consumers are more **demanding**

**58%**

thinks **sustainability is important** and wants to adapt his life accordingly  
→ **HOW?**

**49%**

pays **attention to environmental impact** when doing a purchase

**78%**

tries to have **a positive impact** on the environment through everyday actions

**+90%**

**abandons shopping cart** without preferred delivery method

Sources: Safeshops.be Belgian online shopper survey 2022 – Monitor Mens en Maatschappij Nov. 2022 – Mintel Consulting Sustainability Barometer 2022 – Duddle / The DHL Online Shopper Report 2023





WHY?

Consumers are  
**ready** for it

**74%**

of e-shoppers are ready  
to **pay** for more  
sustainable packaging

**88%**

would consider to receive  
orders in a **reusable bag**

**55%**

of consumers **choose a**  
**brand** because it's  
sustainable

**77%**

are likely to stop buying  
brands if they were found  
**greenwashing**

Sustainable packaging: Consumers willing to pay more -  
[RECYCLING magazine \(recycling-magazine.com\)](https://www.recycling-magazine.com), March  
2020 / bpost survey Torfs test project, July 2022 / DHL  
Online Shopper Report 2023



# HOW?





# Deliver your parcels in a **'greener'** way



**3100**

PUDO's  
incl. 1.000 lockers

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Reduce km's driven



**42%**

Green fleet  
= 20% emission free deliveries (LM)  
=> 100% by 2030

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Make driven km's greener



**15**

Ecozones  
-97% CO<sub>2</sub> emissions  
-38% social cost

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Zero emission delivery



# Greener **check-out**

- 2<sup>nd</sup> delivery method
- Guide your customers towards a more sustainable delivery method by
  - **Changing order** – Pudo above Home delivery
  - **Highlight the advantages** of a Pudo delivery
    - › Save up to 30% CO<sub>2</sub> emissions
    - › Always nearby
    - › 24/7 available (lockers)
- 3,6 mio **MyPreferences**
- New/updated **Plug-ins**

Compatible with/coming soon



## CHOOSE YOUR DELIVERY METHOD

📍 Rond postcode 2550 - [Wijzig](#)

☒ Delivery at home or at the office 3,90 €

☒ Delivery in a Pick-up Point or Parcel Locker 3,90 €

AVERAGE 30% LESS CO<sub>2</sub> EMISSIONS

SUSTAINABLE CHOICE

Highlight the advantages of Pick-up Points and Lockers in text and symbols.



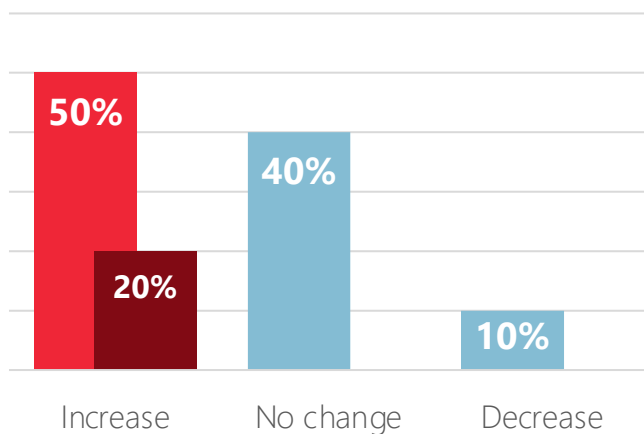


Pudo has a **positive effect** on conversion rate, average order value and NPS

**50%**

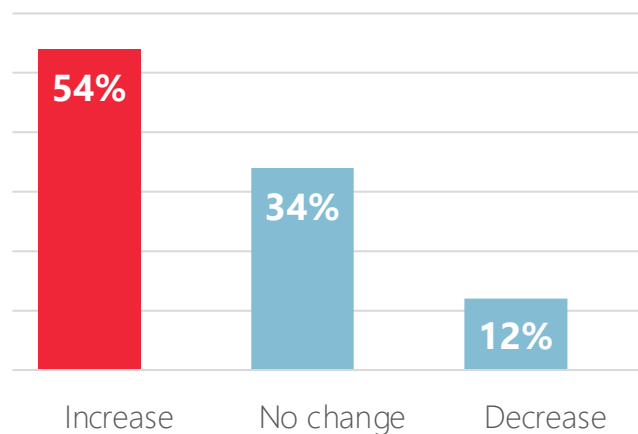
**increase in conversion rate**

(20% talks about a significant increase)



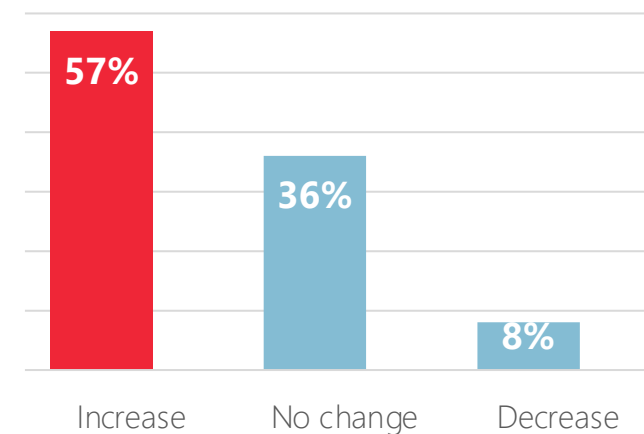
**54%**

**increase in average  
order value**



**57%**

**improvement of  
their NPS**





## SOLUTIONS | SUSTAINABLE PACKAGING

We help you move toward a more **circular economy**

Did you know that...



## CIRCULAR WASTE STREAMS



ZARA PRE-OWNED



## RECYCLED PACKAGING



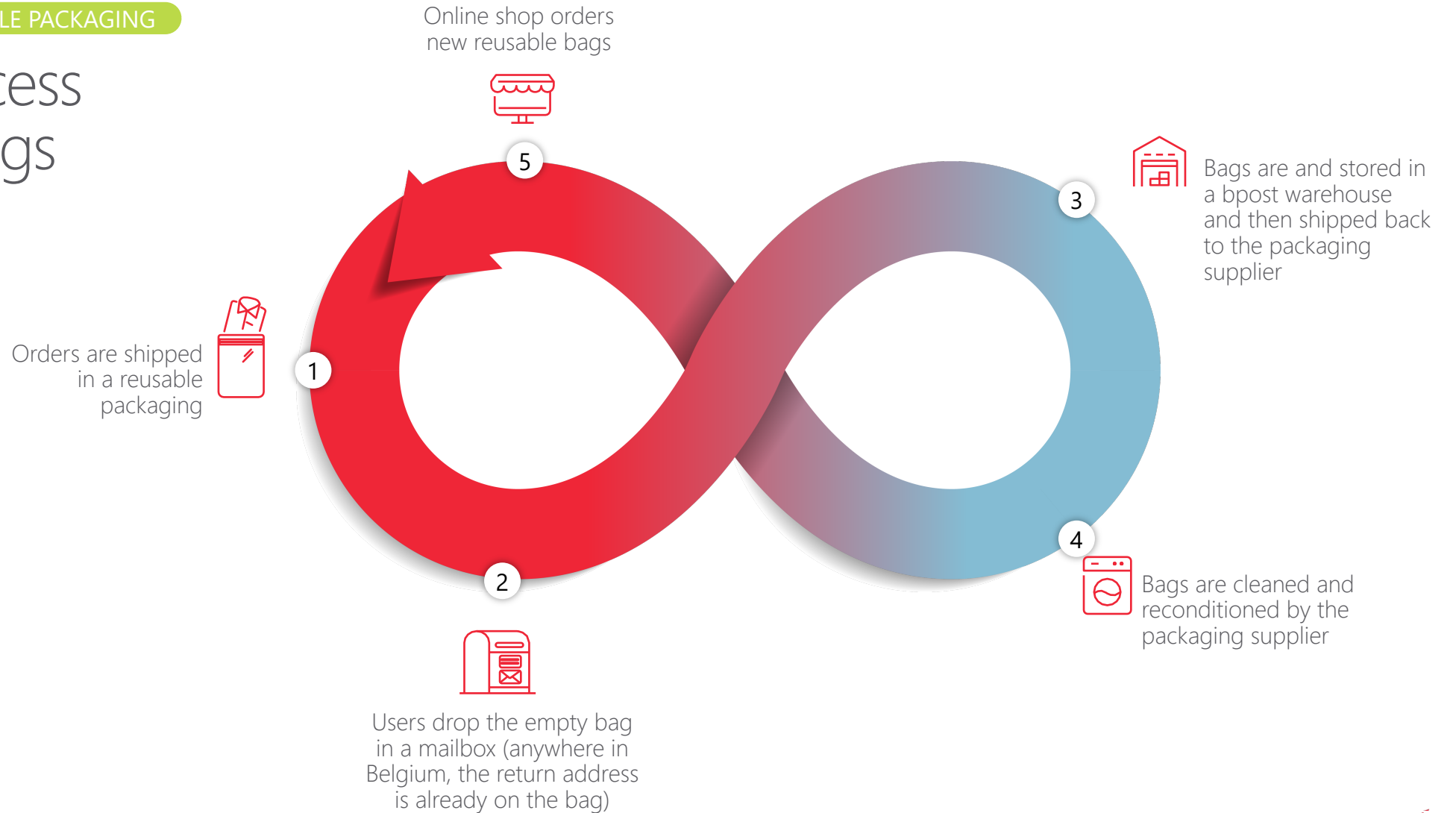
## REUSABLE PACKAGES





## SOLUTIONS | SUSTAINABLE PACKAGING

# Simple process reusable bags





# Being 'Green' is a way to **stand out**



**Packaging** is a tangible part of your brand

**The unboxing experience** is a powerful marketing tool

Make your brand **stand out** even more



Packaging is the **1<sup>st</sup> touchpoint** to differentiate yourself

Sense of excitement can result in the retention of **loyal customers.**

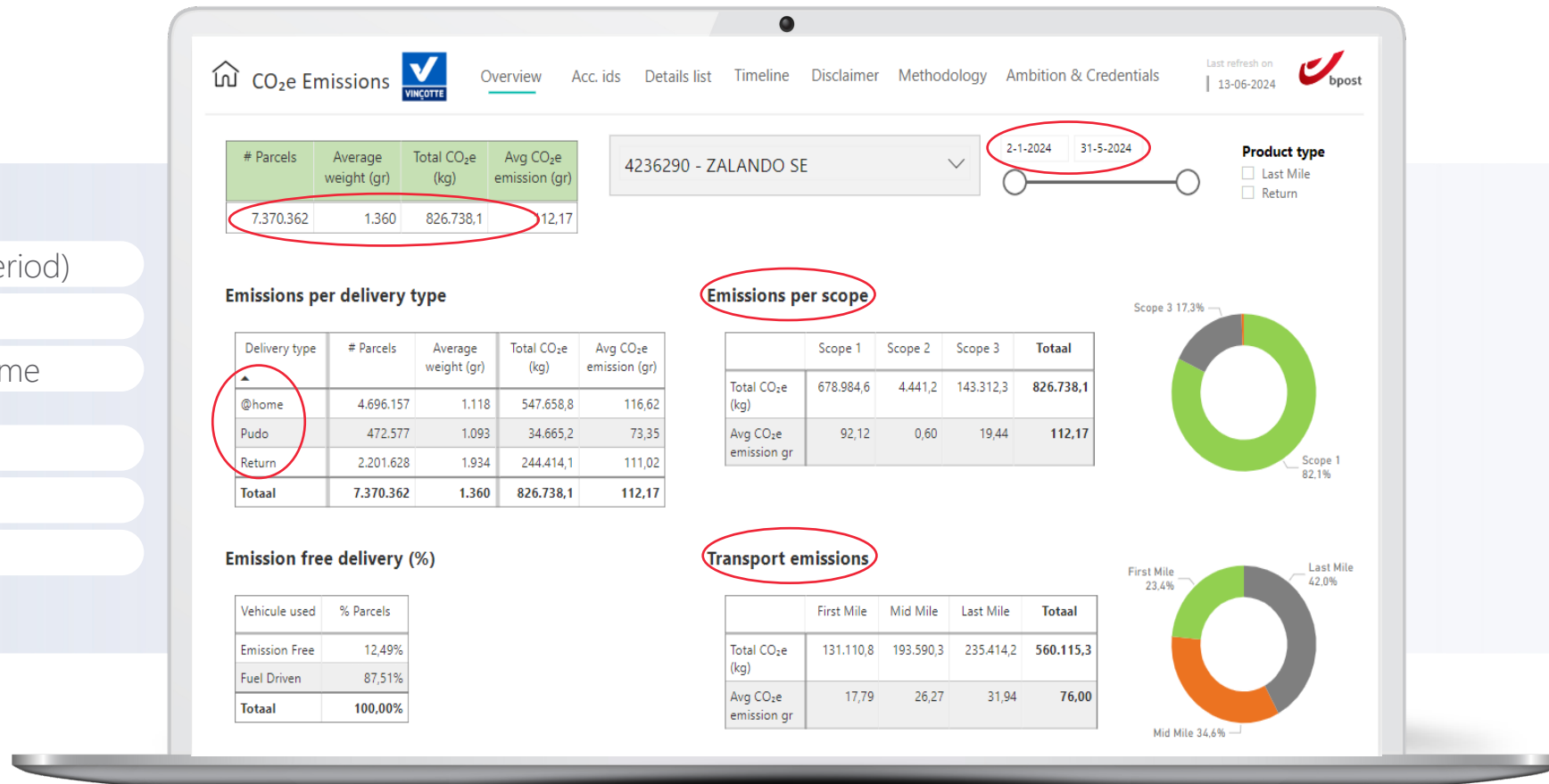




# bpost CO<sub>2</sub> Calculator

**NEW**

- > Total CO<sub>2</sub>e emissions (selected period)
- > Total CO<sub>2</sub>e emissions (per day)
- > Evolution CO<sub>2</sub>e emissions over time
- > Disclaimer & definitions
- > Methodology
- > bpost ambition & credentials





Join us now on our path  
towards more greener  
parcels

