



# Guide to Sustainable eCommerce

Find out more about Shippit's carbon neutral initiative and see how you can establish more sustainable practices within your business.



# Foreword

Climate change is the biggest issue facing current and future generations. Carbon emissions are the largest contributor to man-made climate change. We all have a role to play in reducing our carbon footprint and the time has come to ensure that our business practices align with our beliefs.

We believe in a future where retail is sustainable. We believe in a future where you shouldn't have to trade off business growth and the wellbeing of our planet—after all, delivery shouldn't cost the earth.

We are pleased to now offer carbon neutral delivery at no extra charge. We have offset 100% of the carbon emitted from each delivery sent using Shippit's discounted courier rates. We've also offset our daily office activities in addition to implementing more sustainable office practices as we seek out ways to reduce, reuse and recycle in all our endeavours.

Action against climate change shouldn't stop here. We created this guide in the hope that you find other useful ideas you can implement to accelerate more sustainable eCommerce practices for your business, your customers and the planet.

We hope you join us in working towards a greener and more sustainable future.

**Rob and Will**



# Introduction

Every eCommerce delivery has a carbon footprint. Carbon dioxide is the biggest driver of climate change and has devastating effects on our environment and health. To support businesses in their journey to becoming more environmentally sustainable, we've put together this short guide on how to reduce the environmental load of shipping and logistics in your business.

There are many reasons you might want to make your business more environmentally sustainable. In the past, companies have introduced sustainable practices because of new regulations or legal requirements. These days, many companies are taking the initiative to introduce their own green programs.

Addressing the climate crisis is not the only benefit of sustainability. Customers are increasingly voting with their wallets and seeking out greener businesses. On top of that, sustainable business practices improve employee morale and could make your workplace more attractive to potential new hires.

An unfortunate side effect of the shift in consumer desires is the rise of 'greenwashing'. This is when a company uses green marketing to deceive customers into thinking that their products and policies are environmentally friendly.

When setting up your own green initiatives, make sure to avoid greenwashing or overstating the impact. That said, every bit helps so don't be afraid to do what you can!

# Carbon Offset Your Business

Carbon offsetting your business is a great place to start if you're thinking about reducing the environmental impact of your operations. You can offset your carbon emissions by investing in clean energy and renewable energy projects that actively reduce the level of carbon dioxide in the atmosphere. A range of Australian providers can help you calculate how much carbon your business emits, and can help you invest in renewable energy projects around the world.

One of the major benefits of offsetting your carbon emissions is that it's an effective way to start fighting climate change, without having to immediately change every aspect of your business. It's also a great way to start a conversation about the causes you value with your customers.



# Reduce Single-Use Paper & Plastic Waste

Reducing or eliminating single-use plastic and paper is often just a matter of a little care and forward planning. Could you replace printed filing with a digital system? Does a small item really need a separate bag?

Australia's largest supermarkets no longer provide single-use plastic bags and many other retailers are doing the same. Others are offering repurposed boxes for customers to carry purchases.

Another great way for retailers to reduce single-use paper is to introduce a digital receipt program. This also has the benefit of being harder to lose, making returns and exchanges much more straightforward.

Many cafes now offer discounts to customers who bring their own takeaway coffee cups. Incentives can go a long way towards encouraging your customers to choose greener options.



# Up Your Recycling Game

If single-use paper and plastic can't be eliminated, make sure it is recycled at the end of its use. Better yet, try to replace your paper and plastic items with recycled alternatives.

A lot of packaging companies now produce recycled products.

Items intended for recycling can often end up in landfill because they are incorrectly sorted or dirty. When implementing a recycling system, be sure to know what the requirements are for each type of waste, and separate them. In the Shippit office we have four bins — landfill, plastic and metal, paper and cardboard, and compost.

Sort your recyclable items into material types so that they are eligible for recycling.





***The most sustainable  
course of action when  
packaging:***

***1. Reduce***

***2. Reuse or Repurpose***

***3. Recycle***





# Use Carbon Neutral Shipping

At Shippit, we believe that we have a role to play in reducing the impact of shipping on the environment.

That's why we've partnered with carbon solutions provider, [Carbon Neutral](#). Deliveries sent using Shippit's discounted shipping services are now 100% carbon neutral at no extra cost. This is our way of empowering retailers of all shapes and sizes to take action on climate change when it comes to delivery.

You can do the same with your shipping options by either creating a free account with Shippit or getting in touch with a carbon offsetting service to make your whole business carbon neutral.

With 8 out of 10 consumers shopping online, the environmental impact of eCommerce delivery really adds up.

**CREATE A SHIPPIT  
ACCOUNT**





# Sustainable Packaging Options

For eCommerce retailers, one of the biggest sources of waste is excessive or non-sustainable packaging.

Often items are sent with far too much or oversized packaging. This can incur both environmental and financial costs. No one wants to pay to ship air. Cutting down on packaging is a simple change that benefits everyone.

For the packaging that is necessary, try to go with easily recyclable or compostable options. The [Shippit supply store](#) and customisable packaging companies such as [Noissue](#) offer some excellent options. Just remember to use biodegradable tape and labels too!





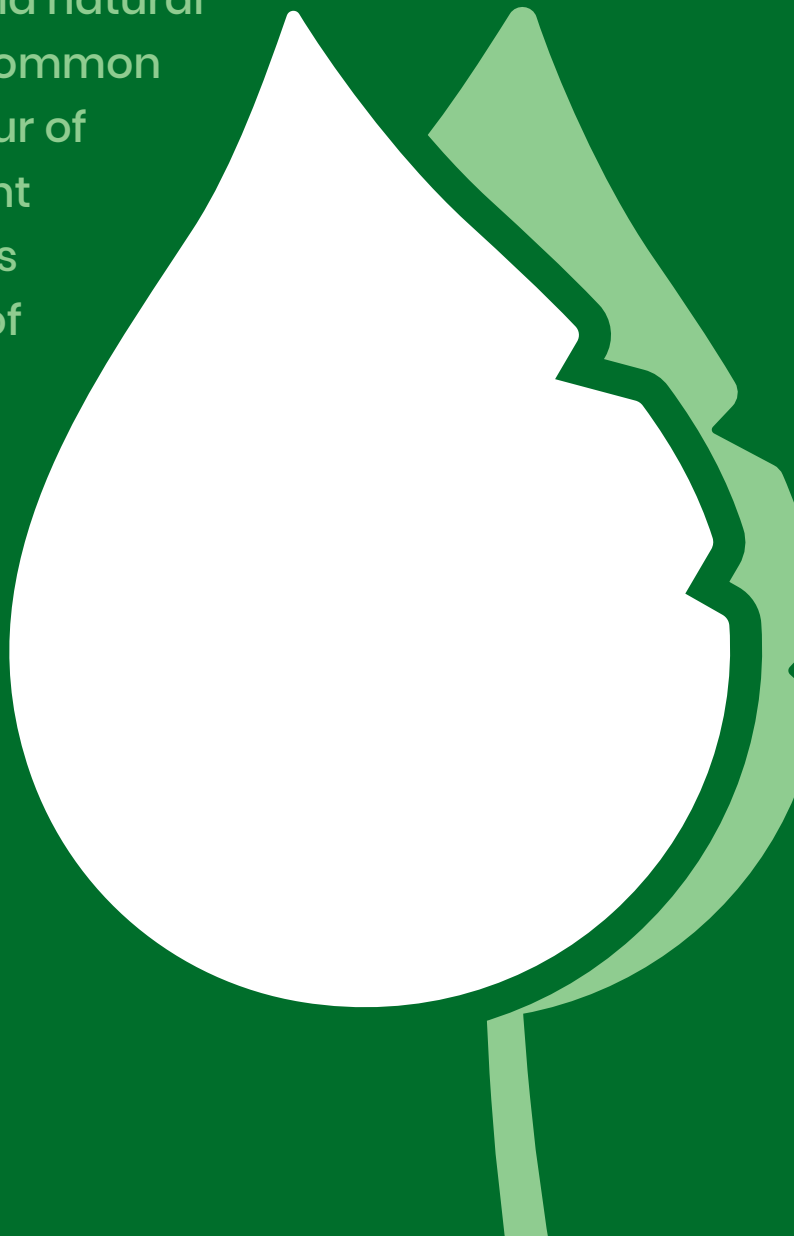
***Making sure that  
your product  
packaging is  
sustainable and the  
right size can really  
help the planet.***



# Give Back to the Community

The climate crisis means that catastrophic weather events and natural disasters are becoming more common and less predictable. The outpour of support in response to the recent devastating Australian bushfires demonstrates the importance of community in such times.

The Shippit team in the community: At [Our Big Kitchen](#), helping pack meals for people in need.



# Case Study: A.BCH

Before starting her business, A.BCH founder Courtney Holm worked in fashion but was concerned that her personal values didn't seem to align with the industry. She saw a gap in the market and set out to prove that truly sustainable fashion is possible.

Not only does the business offset all emissions, they conduct an extensive life cycle assessment for each garment, and manufacture each piece locally. A.BCH also takes responsibility for garment repair and end of life repurposing or recycling. Now that's commitment!

A.BCH preferences like minded suppliers and partners wherever possible. They had previously used a different carbon neutral delivery partner, but found that the service didn't meet their requirements.

Genuine sustainability is very important to A.BCH customers. Shippit's carbon neutral delivery takes the hassle out of making shipping more sustainable, without sacrificing the customer experience.



***“There’s no quick fix for sustainable business. My advice would be to establish what your values are, then base your decisions on them.”***

***– Courtney Holm, A.BCH founder***





## FAQs about Shippit's carbon neutral initiative

### How do I offset the carbon from deliveries on my own rates?

Get in touch! Speak to someone from our committed Sales or Support teams to make the switch to 100% carbon neutral delivery today. The ability to turn this on inside the Shippit app will soon be available for all customers.

### Does a 100% carbon neutral delivery cost more?

No, our 100% carbon neutral deliveries come at no additional cost when booked on Shippit's discounted shipping services. It's part of Shippit's commitment to a sustainable future.

### Does the 100% carbon neutral promise really apply to all different modes of delivery?

Yes. All of Shippit's discounted shipping services are available to be 100% carbon neutral. This includes Standard, Express, Same Day, International and On-Demand Delivery.

### Want to make a difference by offsetting your delivery carbon emissions?

Get in touch with our team to talk about our carbon neutral delivery options.

[GET IN TOUCH](#)

