**2.1 Background Study:**

With a lot of extra packaging, transportation emissions for the sake of express delivery, and the growing rate of product returns ending up in landfills, online retail seems to be the opposite of environmental sustainability goals. For the very related issues, we are here with Eco-Bazar: An online effortless shop for eco-friendly items.

eCommerce business, apart from providing millions of buyers around the world with the comfort of convenient online shopping, evokes a lot of environmental issues. Climate change, global warming, waste disposal, fast fashion, deforestation, water, and air pollution are some of the current environmental issues.

Can eCommerce reduce its footprints on the environment and become more eco-friendly?

* With millennials, being the generation with the fastest-growing purchase power and the highest level of self-conscious consumption, the answer is: yes, it can, and it should. Adopting sustainable eCommerce does not require global changes for our business, however, it needs to develop certain practices that can make a difference on our way to environmental friendliness.

One of the most effective ways of implementing eco-friendly eCommerce include embracing sustainable supply chain management, which means that every part of the product journey through the supply chain, from production to its delivery, considers the impact on human health, society, and the environment. Here is what we can do:

1. **Eco-friendly shipping**

* Shipping is an unavoidable part of eCommerce, thus making it more environmentally friendly is of outmost importance for businesses that want to go green. Here are some of the tips to make your shipping more sustainable.
* Transfer the deliveries in bulk, whenever possible.
* Do not offer express delivery for all product types.
* Offer delivery instead of pick-ups in physical stores.

1. **Ecological packaging**

* Sustainable packaging should be the goal of every eCommerce company that wants to build a reputation as an environmentally friendly business. According to Statista, almost half of Amazon customers think the retailer uses an excessive amount of packaging.

1. **Eco-friendly return managements**

* The incompetent management of deliveries and returns is the reason why eCommerce quite often makes the Earth choke on plastic. Here are a few ideas on how to minimize product returns or at least make them more ecological.
* Work on your return policy.
* Encourage customers who refuse to use the return option.
* Provide customers with clear product info.

1. **Sustainable supply chain**

* Sustainability in the supply chain has the purpose of making all the business processes, from production to distribution, more eco-friendly toward the environment and society, implying decreased carbon footprint and influence on the planet, guaranteeing good working conditions, and ensuring high social responsibility.

**2.2 Literature Review:**

Statistics show that sustainably made products enjoy an increased share of the market and a far higher growth rate than those that have not been made in a sustainable way.

* Products that are marked as sustainable now enjoy a 17% share of the overall market value.
* This shows a 3.3% increase from 2015.
* Sustainable products have a 32% share of market growth.
* They grew 2.7x faster than conventional products (7.34% CAGR compared to 2.76%)

1. **Searches for Sustainable Goods Have Increased Rapidly**

* There is growing interest in researching and buying sustainable products online. Global Google searches for topics related to sustainable products increased by around 130% between 2017 and 2022. Searches made in the US followed a similar trend, increasing by 117% over the same time period.

1. **Sustainable Products are More Popular Online than In-Store**

* Brands that sell eco-friendly goods, such as zero-waste stores, are more likely to have success when selling online than in a physical store. 75% of product categories saw sustainable products perform better in terms of market share when sold via online e-commerce than in-store. This may be influenced by the demographic that shops online, as well as the increased real estate available to showcase a product’s eco-credentials on a website as opposed to a store shelf.

1. **Consumer Attitudes Vary by Country**

* Regional attitudes toward sustainability differ quite significantly. Consumers in Brazil (44%), China (43%), Austria (42%), and Italy (41%) are the most likely to have made a significant or total change towards a sustainable lifestyle - although it is noted that the respondents in Brazil and China had a higher proportion of younger and better-educated demographic. Japan (16%) had the lowest percentage of consumers who had made sustainability changes. The US (22%) lagged behind and also showed one of the highest percentages of consumers who had made no changes at all (21%).

1. **The Pandemic Made Consumers More Eco-Friendly**

* During the COVID-19 pandemic, many countries introduced lockdowns, and people were forced to spend more time at home. This seems to have had an impact on their environmental awareness. In 2021, 50% of global consumers said that they had become more eco-friendly in the past six months. The majority of consumers consider eco-friendly products to be in a premium price range as compared to unsustainable products.

**2.3 Study of Existing System:**

1. **Tropic Skincare**

* Tropic Skincare sells skincare and cosmetics products. Here’s their sustainability highlight reel:
* Responsibly sourced and cruelty-free ingredients.
* Certified Carbon Neutral.
* 100% compostable and recyclable parcels.
* Landfill-free: They recycle all byproducts and repurpose anything they can’t recycle into alternative fuel to replace fossil fuels.
* Refillable products: At the time of this article, Tropic Skincare offers a refill option for their signature hand wash, bath foam, natural serums and oils, lipstick cartridges, mineral foundation, and matte setting powder to reduce packaging waste.
* Donations: Tropic Skincare donates 10% of their profits to charities that help create a healthier, greener, more empowered world.

1. **Patagonia**

* Big-timer outdoor and sports store Patagonia is famous for their sustainability efforts and is likely the most environmentally friendly brand out there. Their initiatives list is long, but here’s a taste:
* Material traceability and responsible sourcing.
* Landfill reduction: Patagonia is one of the few sustainable companies with a recommerce program. Through Worn Wear, you can return used clothing and gear for store credit, and Patagonia will resell it at a discount or recycle it.
* Pledge to go Carbon Neutral by 2025: This is an example of how you can share your sustainability goals in advance—so long as you’re taking action.
* 1% for the Planet: Patagonia donates 1% of sales to the preservation and restoration of the natural environment. Since 1985, they’ve donated $140 million.
* Grassroots grants: Patagonia also funds environmental organizations through a grant program.
* Political action: In 2017, Patagonia sued President Trump to protect Bears Ears National Monument.

1. **Pela**

* Pela has had eco-friendliness at the heart of their business from the beginning, but their initiatives can still inspire those who haven’t. They sell phone cases and accessories but are best known for inventing the world’s first 100% compostable phone case. Here’s what else they’re doing for the planet:
* Climate Neutral Certified.
* Sustainable materials: Pela uses raw materials partially or wholly derived from renewable sources, like plants or microorganisms.
* Sustainable distribution efforts: Pela added centers in Canada and Europe to streamline distribution routes and reduce emissions.
* Pela 360: With the Pela 360 program, the company takes “responsibility for Pela products throughout their entire life cycle.” When customers order a phone case, it comes with an extra envelope for returning their old Pela case or conventional plastic case. The company upcycles returned cases into new Pela products or ensures they’re recycled properly.

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