

Understanding Sustainability

What is sustainability?

From business models to product packaging, sustainability can take many forms—and all of them will have a huge impact on ecommerce businesses in the coming years. At its most basic, sustainability refers to an enduring balance that allows humans (and everything else that lives on this planet) to get what we need from the earth without overusing it and overextending its resources.

Use over time for: sustainability



The five principles of sustainability:-

1. The material domain constitutes the basis for regulating the flow of materials and energy that underlie existence—in other words, how we use, conserve, regenerate, and manage our resources.
2. The economic domain provides a guide for creating and managing wealth—in other words, how countries, companies, societies, markets, and people develop value.
3. The life domain provides the basis for appropriate behavior in the biosphere—how people can live in balance with nature.

4. The social domain provides the basis for social interactions—every human's right to self-actualization and freedom.
5. The spiritual domain identifies the necessary attitudinal orientation—in other words, the basis for a universal code of ethics.

Why is it important in e-commerce?

Online purchases in the US neared \$400 billion in 2016 and now make up 8% of overall retail spending. The e-commerce channel, on average, tends to produce more emissions per item for three reasons: e-commerce requires additional packaging, customers purchase fewer items per online transaction, and multi-item orders often result in multiple deliveries. As the demands of shoppers are increasing so are their carbon footprint resulting in a negative impact on the environment.

Why do they need to go sustainable?

1. It is going to be a necessity

China's online shopping habit—which poses an intimidating environmental threat in terms of sheer tons of packaging waste and CO2 emissions—sees big spikes on days when pollution haze makes it too dangerous to go outside. As a result, the government has continued to expand regulations tied to sustainability targets. Both policy analysts and environmental activists agree that [for things to really change, tougher regulations will have to be imposed](#).

2. It can save money.

Adding too much packing material to a shipment can add cost and weight, turning your operations into a losing equation for both your bottom line and the planet. More and more businesses are finding a balance between doing good and making bank. In fact, an overview by the *Harvard Business Review* shows that [prioritizing sustainability in business won't kill your profits](#).

3. It can help the brand.

Being a brand that stands for something means customers will stay loyal to you longer. They'll tell their friends about you. [And they might even pay more.](#)

Sources:-

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