



## **Trend topic green e-commerce: sustainable concepts for last mile delivery**

**Berlin, 24 June 2020 - Stacked parcels, overcrowded cities and endless traffic jams: The continuing trend towards online commerce and urbanization is having an impact on consumers' purchasing behavior and the resources used for delivery. According to the German Parcel and Express Logistics Association (BIEK), 4.4 billion parcels per year are to be sent and delivered throughout Germany by 2023 - an important factor in terms of CO2 emissions. At the same time, however, environmentally conscious e-shoppers form the largest buyer group in online retailing. Seven Senders, leading delivery platform for parcel shipping in Europe, explains the consequences of the growing demand for sustainable shipping solutions and presents corresponding approaches for the last mile.**

Consumers' growing need for convenient fulfillment in online shopping is putting a strain on the environment. According to a report by the World Economic Forum, e-commerce sales quotas worldwide almost tripled between 2014 and 2019, and demand for delivery services is expected to increase by another 80 percent or so by 2030. As a result, road traffic at peak times will increase by 21 percent. For commuters in large cities, this means an average of eleven minutes longer travel time - with corresponding fuel consumption and high CO2 emissions.

### **Last-Mile-Delivery 4.0: Low-emission all the way to the front door**

The current trend in the delivery of ordered goods is that more and more online shoppers in Germany are placing great value on sustainable concepts. According to DPD's E-Shopper Barometer 2019, 66 per cent of them now prefer brands and retailers who live up to their environmental responsibility when shopping online. This makes environmentally conscious online shoppers the largest group of buyers in online retailing. This is precisely where online retailers and logistics partners need to start and establish solutions which make the last mile more sustainable. A look at Sweden shows what environmentally friendly home delivery can look like: The last-mile logistics start-up Budbee, for example, delivers all parcels climate-compensated and has been doing so since day one. And by 2025, the company is planning a fleet consisting exclusively of electric cars and bicycles.

### **Innovative concepts for flexible and sustainable performance**

The focus here is on cooperation with carriers who, for example, use electric vehicles, cargo bikes or similar sustainable means of transport to travel the last mile. A central aspect is the reduction of CO2 emissions, for example by delivering to packing stations. The advantage: the first delivery attempt is always successful there. This means that drivers do not have to go there several times. Another solution is to predict delivery times very precisely and thus ensure that the addressees are at home. In the future, concepts will play an increasingly important role that make more efficient use of existing capacities in urban areas with a view to sustainable delivery on the last mile. This includes the use of free parking spaces for logistical purposes or attractive models of self-collection at easily accessible pick-up points instead of home delivery.

In online shopping, the rapid availability of goods is a key factor in an excellent shopping experience. This also depends on the performance - reliable delivery and transparent



processes - of the carrier on the last mile. Plehn sums it up: "Especially in tense times like the present, it is evident that flexibility is the basis for implementing the best solution under varying conditions. This is precisely why we work with various carriers who are adaptable and offer sustainable solutions".

###

**About SEVEN SENDERS**

Seven Senders is the leading delivery platform to ship parcels. The company connects shippers with its carrier network of over 100 carriers in Europe, enabling them to use excellent local shipping as a competitive advantage. With additional delivery services such as Claims Center, Insurance, Return Portal and Labels, Seven Senders makes international shipping a simple matter. Automated shipping notifications, tracking and monitoring solutions ensure a transparent shipping process. Monthly reports and analyses enable data-based optimization of international shipping performance. Shippers receive everything from a single source and reduce complexity. [www.sevensenders.com](http://www.sevensenders.com).

**Company Contact**

Sandra Maeder  
Head of Marketing and Communication  
Seven Senders GmbH  
Schwedter Str. 36 A  
10345 Berlin  
+49 (0) 151 68 918 800  
[s.maeder@sevensenders.com](mailto:s.maeder@sevensenders.com)

**Press Contact**

LEWIS Communications GmbH  
Charlotte Müller  
Johannstr. 1  
40476 Düsseldorf  
+49 (0) 211 882 476 49  
[sevensenders@teamlewis.com](mailto:sevensenders@teamlewis.com)