



## 7SGreen: CO2-neutral shipping throughout Europe

Seven Senders now offers new service for climate-neutral shipping

**Berlin, 27 May 2021 - Online trade and good eco-balances do not have to be contradictory. According to the financial and blockchain portal [Block Builders](#), even up to 60 percent of CO2 equivalent can be saved compared to stationary trade. This is good news, because the trend towards more sustainable consumption with simultaneous growth in online retail continues unabated. Last but not least, over [60 percent](#) of consumers attach importance to the fact that as little CO2 as possible is emitted during production and transport. [Seven Senders](#), the leading delivery platform for parcel shipping in Europe, provides a service with 7SGreen that enables climate-neutral shipping and thus offers a decisive step towards more sustainability. It is specifically designed to meet consumer expectations and at the same time contribute to climate protection projects - throughout Europe.**

The continuous growth of online trade has far-reaching effects on the environment and climate. In addition to the increased transport volume due to growing numbers of consignments and the associated strain on the transport infrastructure, there is also increased particulate matter and noise pollution. According to the results of a study by the [Federal Environment Agency \(UBA\)](#) from 2020, the greatest environmental impacts result from transport processes, especially on the last mile. This is precisely where online retailers and logistics partners need to start and effectively reduce their ecological footprint.

### **7SGreen: Simple, fast, reliable, climate-neutral**

With the new 7SGreen service from Seven Senders, transport-related CO2 emissions from shipments are offset and certified climate protection projects from ClimatePartner are actively supported. This gives retailers the opportunity to actively engage in environmental protection in just a few steps and for only three cents per shipment. After selecting the preferred regions, the shop operator can quickly and easily calculate the price. The verified calculation of the CO2 emissions generated per parcel ensures that these are offset with pinpoint accuracy. Annual certificates also provide an overview of the emissions saved.

"When selecting carriers in our Europe-wide network, our main focus was on reliable delivery, transparency and the corresponding CO2 offset. Many of our partners already offer climate-neutral services," explains Dr Johannes Plehn, founder and co-CEO of Seven Senders. When selecting the appropriate contract partner for climate-neutral shipping, the main focus was on suitable climate protection projects that make a meaningful contribution and meet the increased expectations of consumers as well as their own for sustainable production and transport. Plehn summarises: "With 7SGreen, we are taking an important step towards climate neutrality, a goal we will approach with vision in the coming years."



For more information on 7SGreen, interested parties can download the Seven Senders factsheet free of charge here:

<https://news.sevensenders.com/7sgreen>

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### **About SEVEN SENDERS**

SEVEN SENDERS is the leading delivery platform for parcel shipping. The company connects shippers with its carrier network of over 100 parcel delivery companies in Europe, enabling them to use excellent local shipping as a competitive advantage. With additional shipping services such as claims centre, insurance, returns 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 optimisation of international shipping performance. Shippers receive everything from a single source and reduce complexity. [www.sevensenders.com](http://www.sevensenders.com).

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