

Supplemental report: Best practices catalogue of behaviour change techniques to encourage sustainable consumer delivery choices (in Inclusive language)

This document collects helpful ideas and research results about how people can be persuaded to choose environmentally friendly delivery options.

The aim is to show good examples from practice, for example:

- deliveries by cargo bikes
- slower but environmentally friendly delivery options.

This document helps to transfer these ideas to other areas and different people showing real-life examples, testimonials and tips. The aim is to encourage more people to make sustainable choices when shopping online.



How was the document created?

The document is based on an analysis of examples, websites and scientific texts:

- 18 good examples were found.
- 13 of these are practical examples, 5 are research papers.
- All examples use digital techniques to change people's behaviour.



Examples:

- **Green eCommerce** is a research project **from Austria**. The project helps online shops to offer environmentally friendly deliveries. They are trying to reduce deliveries and make environmentally friendly decisions easier.
- **FannyFresh (from Austria – Salzburg)** delivers local products in an environmentally friendly way using electric cargo bikes. In rural areas they use electric cars. Such an environmentally friendly delivery is often an important reason for customers to buy, because bicycles enable faster deliveries with less traffic.
- **Krusenhof Etteln (from Germany)**. The farm offers organic products such as poultry and fish. They use an online shop with the option of delivery by cargo bike.

- ***Pela (from USA)*** sells mobile phone cases made from environmentally friendly material to replace plastic in everyday life. Although they do not offer a special eco-supply, they motivate customers to make sustainable purchases.
- ***Agood company (from Sweden)*** manufactures environmentally friendly products for everyday use. In doing so, they endeavor to offset the company's carbon footprint. Because carbon is bad for the climate, making the earth's climate warmer. They inform their customers about the ecological footprint of their products and shipping.
- ***DM (from Germany)*** is a large company that offers a wide range of products and wants to protect the environment. That's why they use electricity from renewable energy sources and rely on technologies that protect the climate. Also environmentally friendly deliveries are important to them. Therefore they use for example the delivery service "GoGreen Plus" from DHL. DHL is a globally recognised parcel service.
- ***ZooPlus (from Germany)*** is a large online shop where you can buy everything for animals. When you order something, you can choose whether the delivery is fast or a little slower. Slow deliveries help the environment and the drivers. The shop also tries to protect the environment working with companies that also care about the environment.
- ***H&M (from Austria)*** is a large clothing shop. They have many shops and sell online. The company wants fashion to be good for the environment. That's why they offer a special delivery service. Using this delivery service, you can pick up your order at a pick-up station. In this way, the shop manages to produce fewer harmful gases.
- ***Vanden Borre*** is a shop for electronics ***in Belgium***. A computer application called *SmartDrop* helps them to find the most environmentally friendly delivery. This reduces the impact on nature by 21%. Delivery always costs the same.
- ***Towards more sustainable online consumption (Netherlands)***: This study investigated how people can be nudged to choose more environmentally friendly deliveries when shopping online. Researchers spoke to people from the Netherlands. They tried various methods to influence people.
- ***Sharing is caring (Belgium)***: This study investigated how people can be persuaded to choose more environmentally friendly deliveries when shopping online. The study shows that the best way to help people is to give them information directly when they are shopping. You can also motivate them with small incentives that don't cost money. The study also found that even small changes in people's behavior can have a big impact on the environment.

- ***Should I wait or should I go? (Netherlands)***: The study investigated how people can be persuaded to choose more environmentally friendly deliveries when shopping online and how satisfied they are with them. It was found that it helps if fast deliveries cost more. People are then more likely to choose more environmentally friendly alternatives.

However, customers are then often less satisfied. People's environmental awareness also plays a role: Those who want to protect the environment are more likely to choose longer delivery times. When deciding whether to collect their parcel themselves, environmental awareness is less important.

The study therefore shows that money can be used to persuade people to act in a more environmentally friendly way.

- ***Leveraging sustainable supply chain information (USA)***: This study investigated how people who shop online can be persuaded to choose more environmentally friendly deliveries.

An online shop was created in which participants could choose between fast and slower, more environmentally friendly delivery. The results showed that shoppers were more likely to choose the greener delivery if they were given information about the environmental impact.

The study found out that people change their minds quite quickly.

Small tips that promote environmentally friendly deliveries work almost as well as discounts.

- ***Providing sustainability information (Germany)***: This study tried to find out how people go about shopping when it comes to products that are good for the environment. It also investigated what influenced their decision. The study showed that people are more likely to buy environmentally friendly products if they are given helpful information about them.
- ***Karwei (from Netherlands)*** sells hardware. The shop wants customers to choose more environmentally friendly deliveries when shopping online. When customers shop online, they see a green leaf next to the labelled "greener delivery option". This environmentally friendly option is also automatically selected as the default. Customers can also have old goods collected free of charge.
- ***Douglas.nl (from Netherlands)*** offers various delivery options online. The shop promotes environmentally friendly products and energy-saving working methods. In the online shop they inform customers about sustainable delivery options: Customers can pick up their order in their shops or at a Service Point from DHL, which is using electric vehicles for delivery.

- **Timberland (from Germany/Austria)** wants customers to choose environmentally friendly deliveries when shopping online. They display green leaves or other signs that indicate environmentally friendly deliveries. They explain why certain deliveries are better for the environment. They make environmentally friendly deliveries cheaper.



Why do we need this catalogue for best practices projects in SuCoLo?

This catalogue helps us to develop strategies that are customised for consumers. By using insights from successful examples and studies, our project can develop strategies that involve more people and promote environmentally friendly deliveries.



Conclusion

The examples show: Companies can use digital methods to persuade people to choose environmentally friendly deliveries. Other companies can use these ideas to make logistics more environmentally friendly.