

The No-Greenwashing Guide to Sustainable Ecommerce

Today's customers care about sustainability. This means that your business needs to care too if you want to appeal to them. Invest in making your company authentically sustainable and you'll reap the benefits that come with it: higher customer engagement, enhanced brand reputation, greater revenue, and a more positive impact on your community and world.

Wondering where you can start making real and impactful changes that reflect your brand's commitment to sustainability? Here are 5 ways that you can improve the sustainability of your operations in an authentic and impactful way (real-life examples included).

IDEA 1:

Align Your Brand Image with Sustainability

A good starting point is to connect your brand with sustainability initiatives. This allows you to take the lead in your industry, keep your company accountable, and inspire your customers to make more sustainable choices.

Real-Life Example: [Yon-Ka Paris](#) is a great example of a company that connects their brand ethos with sustainability. This skincare brand [teamed up](#) with a packaging company to increase awareness about the dangers of plastic waste. They're a great example of brand that is helping customers make more sustainable choices.

RECOMMENDATIONS

- Survey your customers to get an idea of what they want to see from your brand.
- Use these takeaways to craft a sustainability statement on your "About Us" company page and use it to prioritize the campaigns that will connect most with your customers.

IDEA 2:

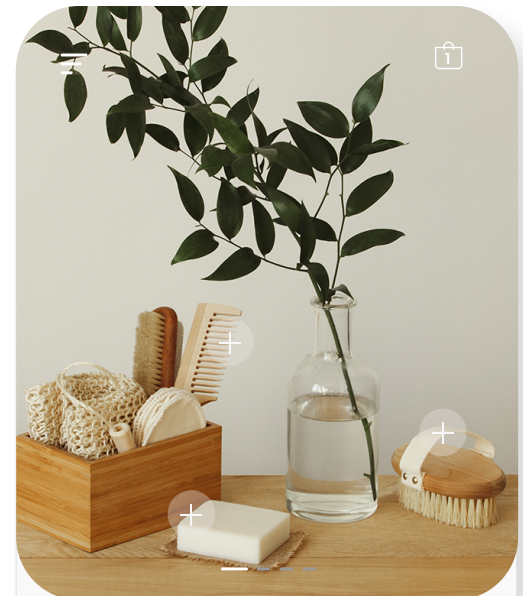
Make Your Home Turf Sustainable

Some of the most effective sustainability programs start from within. As your business grows, so will the number of people in it. Making changes to your work environment and culture can go a long way toward improving the welfare of your workforce and increasing the sustainability goals of your organization.

Real-Life Example: In addition to using recyclable packaging and cruelty-free products, [Arcona](#) encourages their staff at the Arcona Studio to hold onto shipping boxes and packing materials and [reuse them before disposal](#).

RECOMMENDATIONS

- Work with executive leadership within your organization to sponsor your sustainability goals, allocating staff and resources to your cause.
- Conduct training sessions to educate your employees on your goals and celebrate those who participate in these initiatives.



ENVIRONMENTAL RESPONSIBILITY

How We're Making a Difference

Our core mission is to provide high-quality products for every customer while minimizing our carbon footprint. That's why we partner with innovative packaging providers and work with inspiring organizations to leave a more positive impact on the environment and our society.

Leave a Reply

FULL NAME*

EMAIL*

IDEA 3:**Be Smart About Product Sourcing**

Consumers are increasingly paying attention to the sourcing and labor practices that bring products to their doors. Product sourcing is an area where a few changes can make an immediate and long-term impact.

Real-Life Example: When it comes to sustainability, [Essential Depot](#) does not monkey around. To combat the unethical extraction of palm oil and save orangutan habitats, the company introduced a [Green Life Diamond](#) program that grades a product's ethical responsibility against 4 key factors: carbon footprint, animal-friendliness, bio-friendliness, and participation in fair trade practices. The program helps give consumers more visibility into the social and environmental impact of a product.

RECOMMENDATIONS

- Determine where unethical, harmful, or destructive conditions are present in your supply chain.
- Work with partners, suppliers, and staff to re-evaluate substandard processes and make changes.
- Consider working with more local or domestic suppliers.
- Use [trust signals and content](#) to assure customers that your products have been sourced in an environmentally and socially sustainable manner.

IDEA 4:**Stock Your Catalog with Sustainable Products**

For some sellers, improving the sustainability of their product catalog is as simple as adding sustainable products or making sustainable substitutions to existing products. If this isn't a possibility for your business, you can still encourage responsible use by providing content and recommendations around sustainable maintenance, reuse, and disposal (if applicable).

Real-Life Example: Allbirds is a high-end sneaker brand specializing in eco-friendly shoes. Many of their products are made from all-natural, ethically sourced materials such as merino wool, eucalyptus tree fiber, and sugar cane, demonstrating their commitment to providing sustainable footwear options.

RECOMMENDATIONS

- If you sell sustainable products, encourage your consumers to purchase these products by providing rewards, discounts, and points and educating them about the impact of their purchase.
- If you're not currently selling any sustainable products, you can still use your website to educate customers about sustainable use, reuse, and upcycling. You can also offer sustainable delivery options like low-emissions shipping or less packaging.

IDEA 5:**Expand into the Community**

To truly leave a positive impact on the environment and society, your company needs to expand your sustainability practices beyond your internal operations. Collaboration drives real results in sustainability. Consider working with other individuals and organizations to make a contribution to your community.

Real-Life Example: In addition to selling an array of organic and cruelty-free essential oils, bath products, and cleaning products, [Plant Therapy](#) places an emphasis on giving back to their community. They've [partnered with a number of organizations](#) committed to community building, humanitarianism, and sustainability, and every year they donate a portion of their proceeds to both local and national philanthropies.

RECOMMENDATIONS

- Partner with a nonprofit organization that is dedicated to a sustainable cause. Consider donating a portion of your sales to support them.
- Measure and publicize your impact year over year to build trust with consumers.

Ready to engage your ideal customers and elevate your business?

Visit miva.com or call 877.346.6769 for a free ecommerce website consultation.