



There is no clear path towards sustainability in deliveries... yet

It might look complex but the last-mile has the biggest potential for efficiency improvements

Let's take a step back and think about what sustainability actually means. According to [Mcgill University](#), sustainability is defined as "meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, we also need social and economic resources".

Proof of better sustainability, certified both by suppliers and retailers, and greener practices are now top requests from consumers. They are starting to strongly influence business strategies requiring the implementation of sustainable processes.

Among all players, seems retailers and carriers have received the most criticism for not adapting fast enough to the customers' prominent requests, especially considering the e-commerce boom over the past 2 years.

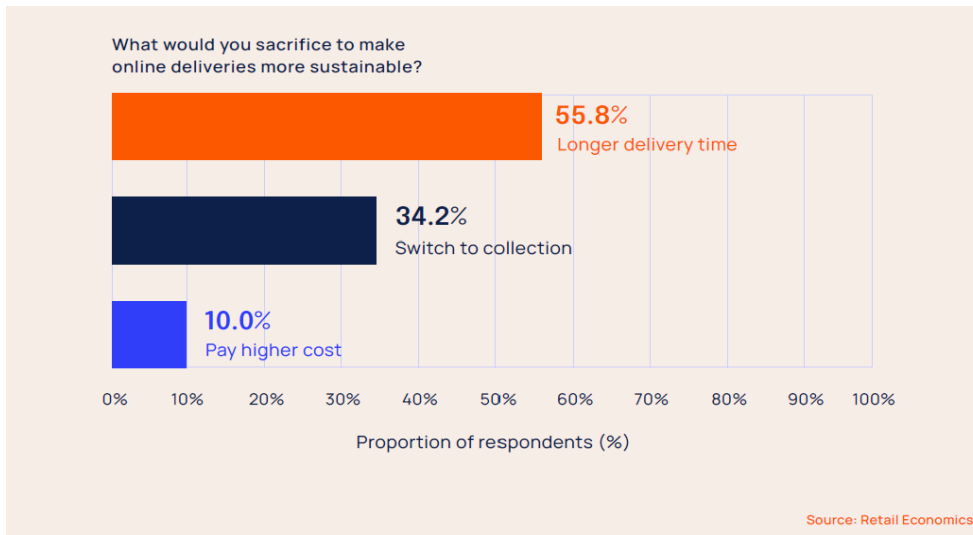
The trend is clear:

- Online shoppers prefer brands and retailers **who live up to their responsibility when it comes to environmental protection**
- Consumers prefer having their **goods delivered at home**

The last mile plays an important role in customers' decisions when considering sustainability. The data below from [Metapack Delivery Benchmark Report 2022](#), demonstrate how strongly consumers believe in acting on last-mile to stick to their beliefs.

According to the data collected by Metapack, around five times the number of consumers would accept longer delivery times rather than paying more to offset carbon emissions.

Consumers are willing to adapt their needs to be sustainable. The figures represented in the chart below are impressive: only if organizations embrace and apply green strategies, can count on shoppers' loyalty.



Here it is where, last-mile, could represent a meaningful lever to adopt a real sustainable business. It has, in fact, the most potential to improve green efficiency leveraging innovative technologies to help meet customer demand (according to [Forbes](#)).

Organizations are called to build a strategy towards sustainability, quickly adopting **environmentally friendly delivery choices** and **avoiding damaging and ineffective journeys**.

Integration between the various e-commerce players is key in managing at best the order journey taking into consideration sustainability approaches from supply chain costs to customer requests.

Hence better communication for a successful first delivery that can minimize multiple deliveries attempts, reducing CO2 emissions, should be a top priority!

[Milkman Technologies](#) can play an important role in this direction, enabling shoppers to change/adjust the time of delivery thanks to highly automated capabilities.

About Milkman Technologies: Milkman Technologies offers a supply chain customer-centric solution to Retailers looking to provide a superior customer journey mastering the last mile and to Carriers that need to increase their profits with scalable hyper-automated operations and resources management. Milkman Technologies was founded in 2015 and now counts €35 million in funding, international clients and offices across Europe.

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