



CASE 5

E-commerce / Digital services: Online retailer

SMALL UNDERTAKING (12 employees)

CONTEXT, illustrative, not to be disclosed under C2

- ☐ Depends on customer trust and online security
- ☐ Employs mainly workers on a flexible basis
- ☐ Is driven to reduce return packages and actively engaging with customers through its e-commerce platform

MEDIUM UNDERTAKING (200 employees)*

CONTEXT, illustrative, not to be disclosed under C2

- ☐ Fast-growing e-commerce platform delivering large quantities of packages
- ☐ Is driven to reduce return packages and actively engaging with customers minimise these
- ☐ Brands itself as a sustainable packages delivery service embedded in local communities

The undertaking discloses that it has practices, policies or future initiatives for the following issues (B2):

- Climate Change
- Circular Economy
- Own workforce
- Consumers & End-users
- Business Conduct

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We are conscious about the environment (**Climate change, Circular economy**):

- ☒ Thanks to our third-party delivery options that offer bicycle-based deliveries as the first option
- ☒ By engaging with customers on reducing product returns, launch an auction platform for returned products
- ☒ Thanks to the use paper or biodegradable packaging where possible to reduce plastic waste
- ☒ As we purchase FSC-certified paper products to minimise our impact on deforestation
- ☒ By putting in place a waste separation system in our warehouse to sort and recycle packaging waste
- ☒ By replacing conventional lighting with LED systems and installing motion or daylight sensors in appropriate areas

We want to **support our workers (office and remote working), therefore we (Own workforce)**:

- ☒ Ensure the workspace is ergonomically friendly: comfortable chairs with proper back support, adjustable and standing desks, adjustable computer height
- ☒ Inform employees of remuneration terms and structure and any flexibilities provided (i.e. working hours, work/life balance)
- ☒ We will be initiating, starting this year, quarterly meetings on workload and work life balance

We designed an **environmental policy** with the objective to (**Climate change, Circular economy**):

- ☒ We use paper or biodegradable packaging where possible to reduce plastic waste
- ☒ We purchase FSC-certified paper products to minimize our impact on deforestation
- ☒ We have put in place a waste separation system in our warehouse to sort and recycle packaging waste
- ☒ Our low carbon-delivery services include the use of EV-vans and cargo-bikes in cities
- ☒ Rent warehouses supplied with renewable energy
- ☒ Minimise waste streams from product returns and packaging
- ☒ Implement lean packaging practices

We plan to further **increase (Climate change)**:

- ☒ Low carbon deliveries in cities with low emission zones (see targets below)
- ☒ Maximise the share of cloud-based services hosted in green data centres

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- ☒ Ensure the workspace is ergonomically friendly: comfortable chairs with proper back support, adjustable and standing desks, adjustable computer height
- ☒ Inform employees of remuneration terms and structure and any flexibilities provided (i.e. working hours, work/life balance)
- ☒ From this year on, we will be initiating quarterly meetings on workload and work life balance

* This case study builds upon the practices, policies, and future initiatives outlined in the case study of the small undertaking. Any additional practices, policies, or initiatives not included in the small undertaking are highlighted in blue.

SMALL UNDERTAKING
(12 employees)

We offer **secure and inclusive services (Consumers & End-users):**

- ☑ A secure online platform: we selected a local platform provider dedicated to customer privacy, cybersecurity, and safe transactions
- ☑ Accessibility to all: our sales channels are designed to be accessible to all, including well-labelled content, screen-reader compatibility, and the avoidance of exclusively visual or colour-based cues
- ☑ Customer feedback: our platform enables customers to send feedback and suggestions on product offering

To foster corporate culture, we **(Business Conduct):**

- ☑ Maintain regular online meetings where team members can share feedback, celebrate team successes, and contribute ideas to strengthen a positive and inclusive corporate culture

MEDIUM UNDERTAKING
(200 employees)*

We aim to **foster an equitable work environment and we are committed to (Own workforce):**

- ☑ Address gender pay gap by conducting a remuneration analysis, communicating the outcome to our employees and adjusting inequalities
- ☑ Training managers on unconscious bias in hiring and promotion to facilitate bias-free screening and interviewing
- ☑ Provide mentorship and coaching programs that supports the growth, advancement, and leadership of women (i.e. STEM programmes that could be anchored to public policy initiatives)
- ☑ Offer a broad range of training, for example disconnection or stress management training

When we use delivery services, we ask our suppliers to **(Workers in the value chain):**

- ☑ Collaborate on the use of our mobile platforms to collect anonymous feedback from delivery workers on safety, wages, and treatment
- ☑ Adopt our Guidelines on Safe & Healthy Deliveries to minimise road safety risks, the impacts of demanding physical work and psychosocial conditions like time pressure and continuous monitoring

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- ☑ Customer engagement on delivery design and product return
- ☑ Our compliance team continuously monitors EU regulations, proposed laws, and industry trends in relation to data privacy
- ☑ Our customer feedback and engagement inform continuous enhancements and it's a temperature check for potential complaints

Additionally, to **foster corporate culture**, we **(Business conduct):**

- ☑ Maintain regular online meetings where team members can share feedback, celebrate team successes, and contribute ideas to strengthen a positive and inclusive corporate culture
- ☑ Organise two team building activities per year to foster connections between employees and leadership, ensuring that the leadership team remains approachable and accessible

Description of target related to a policy (B2):

The small undertaking discloses under B2 that it does not have targets:

NO DISCLOSURE

The medium undertaking discloses under B2 that it has targets:

Low-carbon deliveries: provide 100% carbon-free delivery services in cities with low emission zones by 2030. We expect a moderate increase in leasing and contracting costs, exact information omitted as considered sensitive.

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