

# Personal deliveries and the workplace

An introduction to how your business could support sustainable shopping choices



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# Purpose of this toolkit

This is a set of tools for office or site-based organisations to help your employees choose greener delivery options for their online shopping.

Supporting greener online shopping options that aim to reduce missed deliveries or the impact of returns is one way to help your business meet its environmental goals, through helping to reduce congestion and improve air quality in London.



Using shopping options such as click and collect can help improve our environment



Increasing online shopping may mean more delivery vehicles on our roads

# Background

## The rise in online shopping

Over the last few years, the way we shop has changed dramatically, with online shopping becoming increasingly popular. [Ecommerce delivery software provider Metapack](#) predicts online purchases will make up 49.7 per cent of non-food sales in the UK by 2025.

However, customers are not always aware of the environmental impacts associated with their online shopping choices or the deliveries involved. TfL's [Freight and servicing action plan](#) showed that delivery vehicle miles are likely to grow by up to 43 per cent between now and 2041. While a flourishing retail sector is good for London's economy, more online shopping is likely to mean more delivery vehicles on our roads, and without careful management, this could contribute to congestion and pollution in London.

## Online shopping behaviours

Customers can often choose where and how quickly their online purchases are delivered, but it's not often easy to assess which options are most sustainable.

Some online shopping behaviours can have a significant impact on traffic and pollution:

- **Missed deliveries are common**, with [a report from UK ecommerce association IMRG](#) showing that 3.5 per cent of all UK deliveries fail. These failed deliveries not only [increase the carbon footprint by up to 75 per cent per order](#), but [IMRG insight suggests](#) that they cost retailers, couriers and customers an extra £36 in total per delivery missed
- **Returning online deliveries is also common**. On average, 22 per cent of all parcel orders in the UK are returned, [according to IMRG](#), with each return adding extra miles and trips
- **Same-day and next-day deliveries are increasingly popular**. Another [recent IMRG report](#) showed that the number of UK customers expecting same-day deliveries increased from one per cent to seven per cent between 2020 and 2021 – this is despite research by the University of Westminster showing they can have 30 times the environmental impact of next-day deliveries

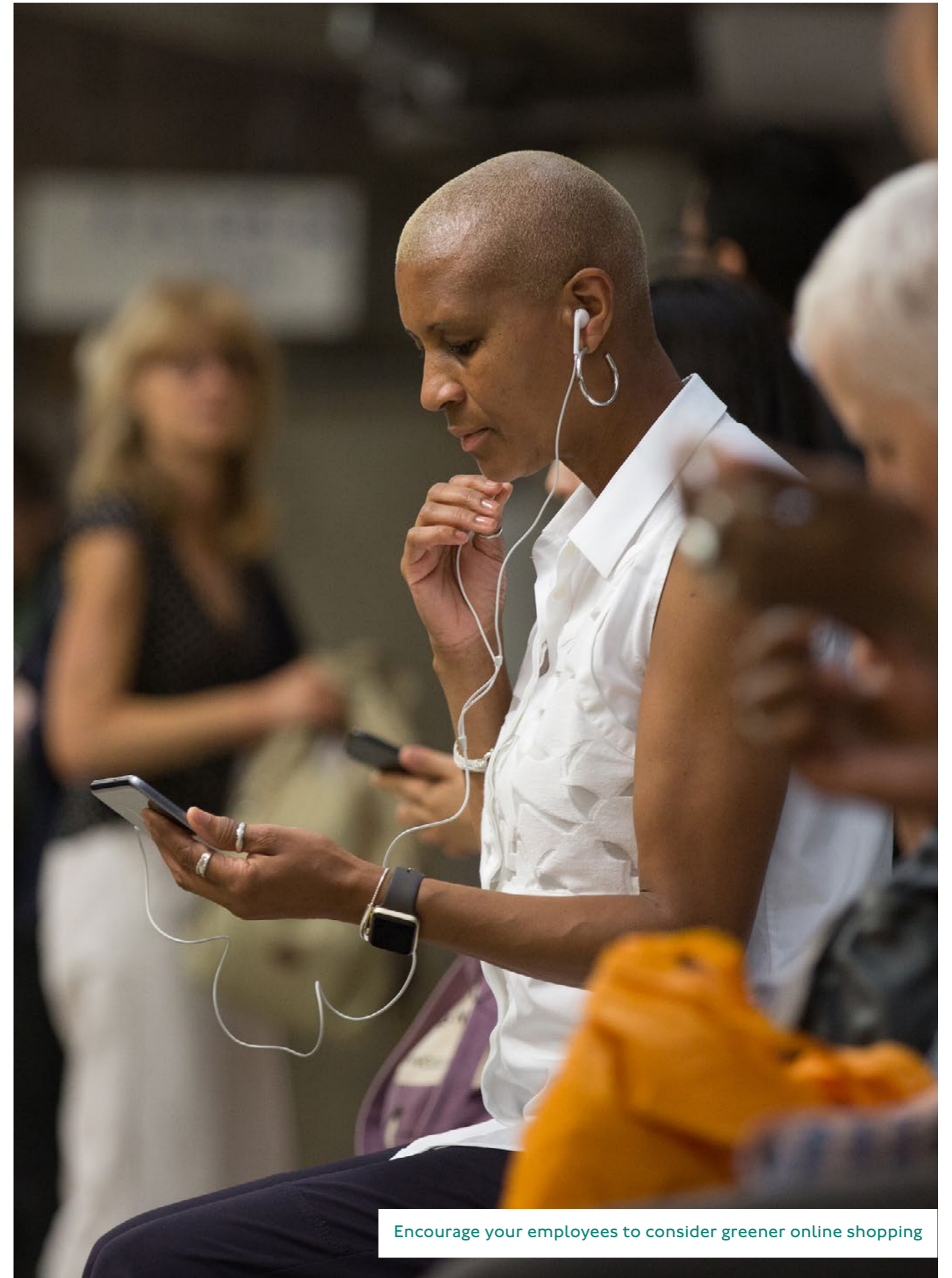
# What can you do to support greener online shopping?

Promoting greener online shopping is one way in which your business could help to support sustainable growth in online shopping, while supporting congestion reduction and air quality improvements. To do this, you could:

- **Encourage employees, where they can, to have their online shopping delivered to locations where they won't miss them, such as click and collect points.** Click and collect points reduce missed deliveries, and are often more efficient for the delivery company as they may be able to consolidate multiple parcels into fewer trips
- **If you have land, consider installing parcel lockers for your employees to use.** TfL is supporting the growth of click and collect by rolling out parcel lockers across the transport network, allowing people to pick up their online orders from some Tube stations
- **Remind employees to order next-day delivery only if they really need the item tomorrow.** Slower deliveries often make it easier for retailers and operators to consolidate their deliveries
- **Encourage employees to limit the returns they make.** Every time you return an online shopping purchase, it adds extra delivery vehicle miles and trips



This toolkit offers guidance to help your business promote these greener delivery options.



Encourage your employees to consider greener online shopping



These tools can be used to communicate with your employees

# Overview of tools in this toolkit

## Tools 1 and 2: Employee communications templates

If you are an employer, you can use these employee communications templates to promote greener online shopping options and their benefits to your employees.

The templates take the form of an informational poster and a longer-form intranet article.

- **Tool 1:** Example poster
- **Tool 2:** Example intranet article

## Tool 3: Employee survey about green deliveries initiatives

This optional tool is a survey that gives employers insights into employee shopping habits. If your organisation has introduced green delivery initiatives, particularly in the longer-term, you can use this survey to understand how employee choices and sentiment have changed due to your initiatives, and measure their success.



# How to use this toolkit

## Three steps you can take towards greener deliveries

These steps provide a framework for using this toolkit to promote greener online shopping options to your employees.

### Step 1: Prepare your business

- Prepare guidance to inform your employees about greener online shopping choices (**Tools 1 and 2**)
- Want to go further? Contact click and collect companies about possible partnership or installation initiatives

### Step 2: Communicate with your employees

- Deliver internal communications to your employees explaining the benefits of making greener online shopping choices and giving guidance to help them understand their options

### Step 3: Monitor and share the results

- Consider reviewing the success of any greener online shopping initiatives your business has introduced, by surveying or engaging employees to find out if their online shopping habits have changed due to these initiatives (**Tool 3**). Conclude what worked and what didn't, and incorporate findings into any future work
- Share your results with others and promote your work in your local area



We are supporting click and collect with lockers across our network

