
Example intranet article – Making greener online shopping choices

Hello everyone,

At [ORGANISATION NAME] we are leading a new campaign to encourage everyone to choose greener and more sustainable options for our online shopping deliveries.

At [ORGANISATION NAME] we want to make London better for everyone and take further steps towards looking after the city we live in. [TfL's Freight and servicing action plan](#) suggests that 33 per cent of the pollution in our city is caused by delivery vehicles, with vans being one of the fastest growing types of traffic in London. Some online shopping habits, such as returning parcels or missing deliveries, can lead to an increase in trips and miles travelled by delivery vehicles. With [22 per cent of all online orders returned](#), that could add up to a significant number of extra vehicle delivery miles on the roads. Meanwhile, missed deliveries can [increase the carbon footprint per order by up to 75 per cent](#).

One greener choice you can make is ordering your online shopping to local click and collect points. Using click and collect means you are less likely to miss deliveries, and could also reduce the number of delivery vehicles on our roads [by up to 80 per cent](#). Other greener online shopping choices to consider include limiting the number of returns you make and only choosing next-day deliveries if you need them.

Thank you,

SENIOR MEMBER OF ORGANISATION

