About us

We are studying at IHM Business School to become E-commerce Managers and will be finished at the end of May. The whole education takes 2 years and includes 24 weeks of internship-time.

Vilma has a background in customer service and has worked within telecom.

Agnes has previusly traveled the world and worked in hospitality.

E-commerce

E-commerce is a term used to describe the buying and selling of goods and services through the internet.
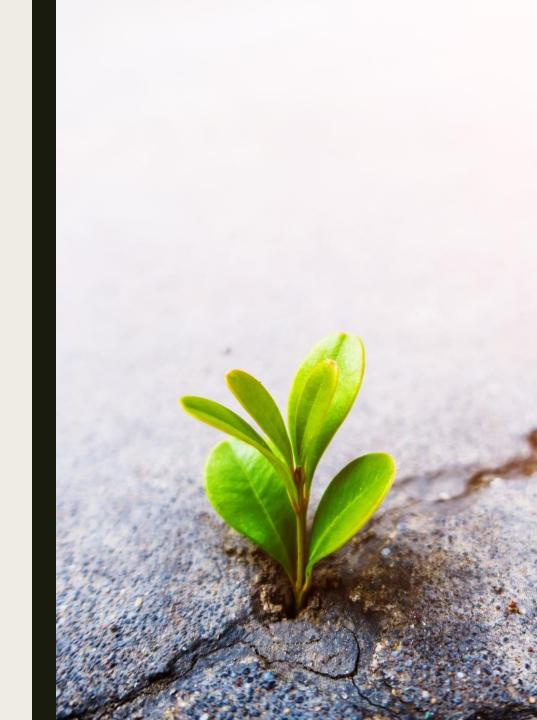
It has become increasingly popular over the years due to its convenience, accessibility, and affordability.

Customers can browse and purchase products from anywhere with an internet connection, and often benefit from lower prices and greater product variety compared to traditional stores.

Concerns about the rise of e-commerce

- The growth of e-commerce has led to an increase in packaging waste and carbon emissions from transportation, which can contribute to climate change and harm the environment.

- Additionally, there are concerns about the working conditions and labor practices in e-commerce supply chains, particularly in countries with lower labor standards.

- Despite these concerns, e-commerce continues to grow at a rapid pace. As such, it is important to consider the environmental and social impact of e-commerce and explore ways to reduce any negative effects.

Ways to reduce the negative effects

- This can involve promoting sustainable practices in e-commerce operations, such as using eco-friendly packaging, minimizing transportation emissions, and promoting fair labor practices.

- It can also involve promoting conscious consumer behavior, such as choosing sustainable products and supporting companies with ethical and sustainable practices.

- Overall, while e-commerce has brought numerous benefits to consumers, it is important to consider its impact on the environment and society and work towards creating a more sustainable and equitable e-commerce industry.

An example of issues

■ The transportation of goods purchased online can have a significant impact on the environment. The delivery of products to customers requires the use of vehicles, which can contribute to greenhouse gas emissions and air pollution. This is especially true for companies that rely on fossil fuels to power their delivery vehicles. The transportation of goods also requires the use of packaging materials, which can contribute to environmental degradation.

■ Not only that but the use of single-use packaging materials such as plastic can have a negative impact on the environment. Plastic packaging can take hundreds of years to decompose, and it often ends up in landfills or the ocean, where it can harm wildlife and pollute ecosystems. The use of excessive packaging can also result in a waste of resources, such as water and energy, which are used to produce and transport the packaging materials.

How to adress those

E-commerce companies can implement sustainable practices such as using electric or hybrid vehicles for deliveries, which can significantly reduce emissions.

Companies can also use packaging materials that are biodegradable, compostable, or made from recycled materials.

In addition, companies can reduce the amount of packaging used and encourage customers to recycle their packaging.
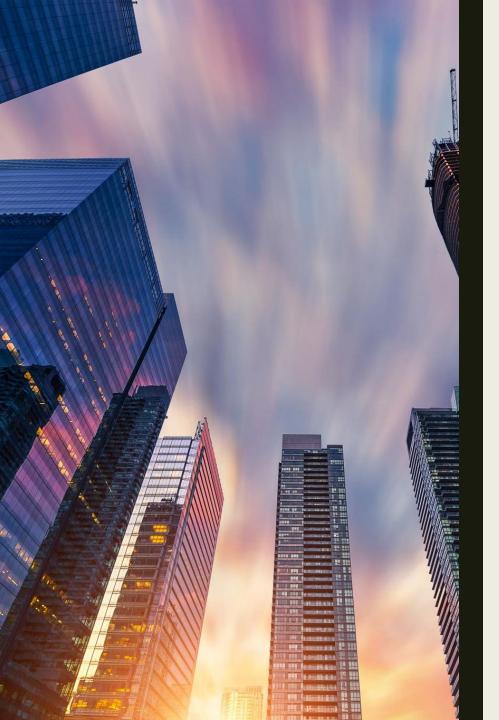
A company example

- One example of a company that has implemented sustainable practices in its e-commerce operations is Swedish furniture company IKEA that has made a commitment to become "climate positive" by 2030, meaning they will reduce more greenhouse gas emissions than they emit. To achieve this, IKEA has implemented several sustainable practices in its e-commerce operations.

- The company has implemented a circular business model where they design products with the intention of recycling and reusing materials.

- IKEA has reduced packaging waste by designing products that can be shipped flat and assembled at home, reducing the need for bulky packaging. The company has also implemented a program where customers can return used furniture to be resold or recycled.

- By implementing these sustainable practices, IKEA aims to reduce its environmental impact and contribute to a more sustainable future.

Social Sustainability

■ In addition to environmental sustainability, e-commerce companies also need to consider social sustainability. This means ensuring that their products are produced under fair working conditions and that their workers are treated fairly. This can be achieved through the implementation of fair trade practices and ethical sourcing of materials.

■ E-commerce companies can also promote sustainability through their product offerings. For example, offering sustainable products such as reusable water bottles or clothing made from recycled materials can promote sustainable consumer behavior.

In conclusion

■ E-commerce sustainability is an important topic that needs to be addressed by all e-commerce companies. Implementing sustainable practices in their operations can not only reduce their environmental impact but also contribute to social sustainability. Therefore, it is crucial for consumers to support companies that prioritize sustainability and for companies to take responsibility for their impact on the environment and society.

Question for discussion

- How can consumers promote sustainability in e-commerce?

- What role do you think goverment policies should play in promoting sustainability in this industry?

- Which company do you feel the most trust in, when it comes to sustainability and why?