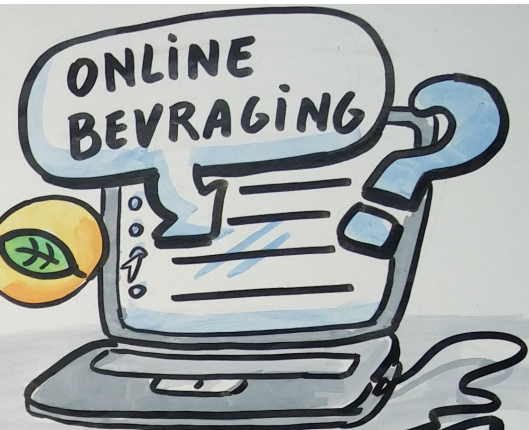


PERSONALISEREN



ONLINE BEVRAGING

easy Click



COLLECT AFHAALPUNT



PROMOTIES OP MAAT

ANALYSE

TRANSPORT



ADVIES



DUURZAAMHEIDS-INTERESSE



Easy Click

Sustainable clicks

Aim

Surf on the wave of online shopping to expand the sustainable produce market. Set up online tools and communities to showcase sustainable products and increase the turnover they generate.

Concept

This approach encourages online shoppers to buy sustainably, with a personalised approach tailored to suit various different profiles. Online customers will be asked if they are interested in local, seasonal, fair trade, organic or vegetarian produce. Depending on their interests, these online customers will then be able to view a customised range of products. The customers' sustainability scores can be stored, and tips provided on how to transition to a more sustainable pattern of consumption behaviour (e.g. using pick-up points, etc.).

Customers can give feedback on the product range, quality and general concept. As such, a community of digital customers can be established. Civil society organisations can contribute to this. Information about the sustainability record of the products can be provided, e.g. using Trivial Pursuit-style coloured pie charts. If the product is local, the colour for that criteria will be filled in on the pie chart (e.g. environmental impact: green, biodiversity: purple, fair price: red, local: brown, water usage: blue, energy usage: yellow).

Further incentives or rewards to encourage online customers to opt for sustainable products may include:

- Free delivery if a certain percentage of the order is sustainable
- Discount on products close to their expiry date
- Local products depending on your location
- Promotional banner displaying the seasonal products
- Suggestions for sustainable alternatives, e.g. fair trade bananas instead of normal bananas (online version of Easy-Pick)
- Possibility of combining this scheme with the Green Card or Gamification – see other info sheets.

Results

- Easier to recognize sustainable products in the online shop
- The customer has more insight into the different aspects of sustainability
- The community of online shoppers and civil society organisations contribute to the sustainability of the supermarket.
- The online supermarket promotes its image as a sustainable shop.