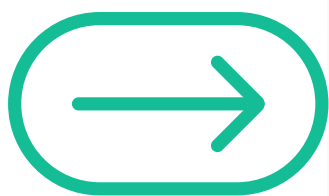


| ESG SERIES

The Cost of "FREE" Shipping No One Talks About

It feels free to us...

But someone and the planet still pays the price.



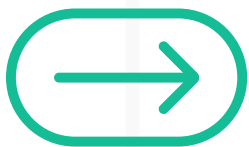
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Every "Free Shipping" order can mean:

- Extra packaging
- More delivery vehicles on the road
- Higher fuel consumption
- Multiple trips for single-item deliveries

Convenience comes with an environmental cost that often goes unnoticed.



The **Hidden** ESG Impact

Environment (E)

More emissions, packaging waste, and energy use.

Social (S)

Tighter delivery schedules can increase pressure on logistics and warehouse workers

Governance (G)

Businesses must balance customer convenience with responsible and sustainable operations



Why It Matters

Consumers expect speed.

Businesses compete to deliver faster.

The result?

More vehicles, more packaging, more emissions and a growing sustainability challenge.



Small choices can make a big difference.

- Combine orders
- Choose standard delivery when possible
- Reduce unnecessary returns
- Support brands investing in sustainable logistics

Better choices create better outcomes for people and the planet.



"Free Shipping" isn't always free.

Sometimes the hidden cost is paid through higher emissions, more waste, and greater pressure on people.

👉 Tell us in the comments.

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