Smart Fossil-Free Return Flows

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Agenda

- Background
- Purpose
- Results
- Discussion

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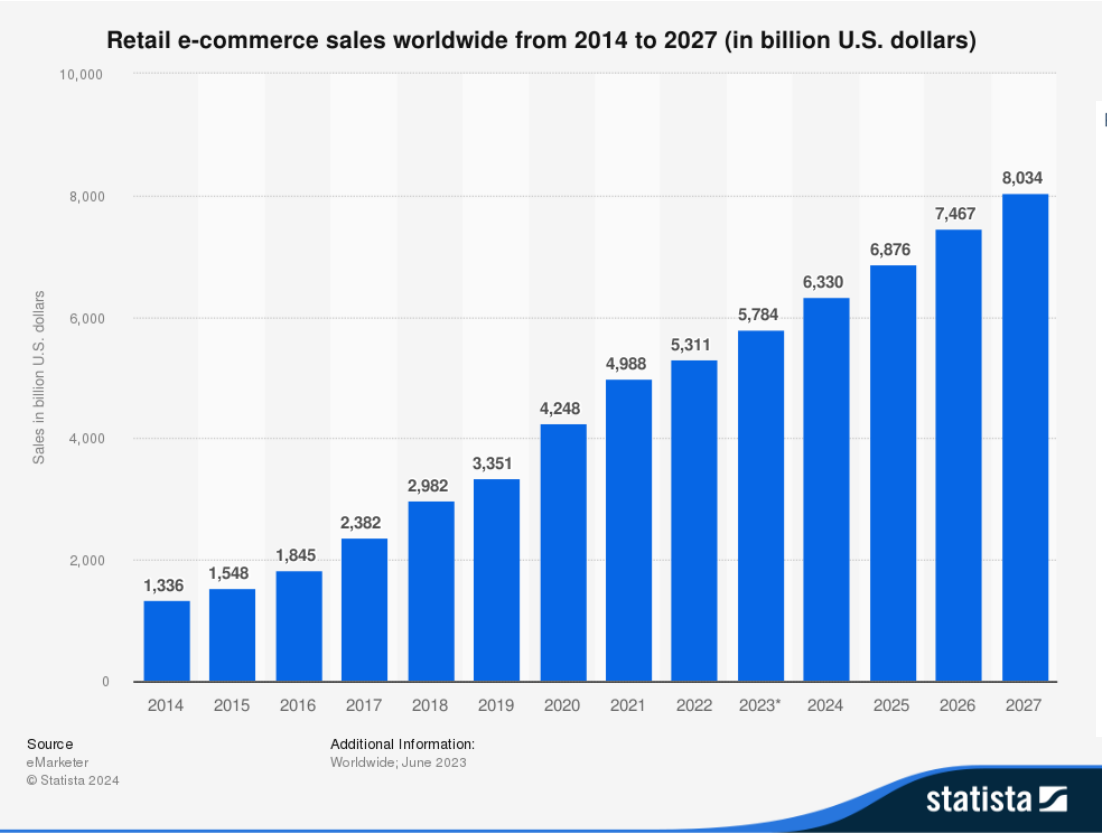
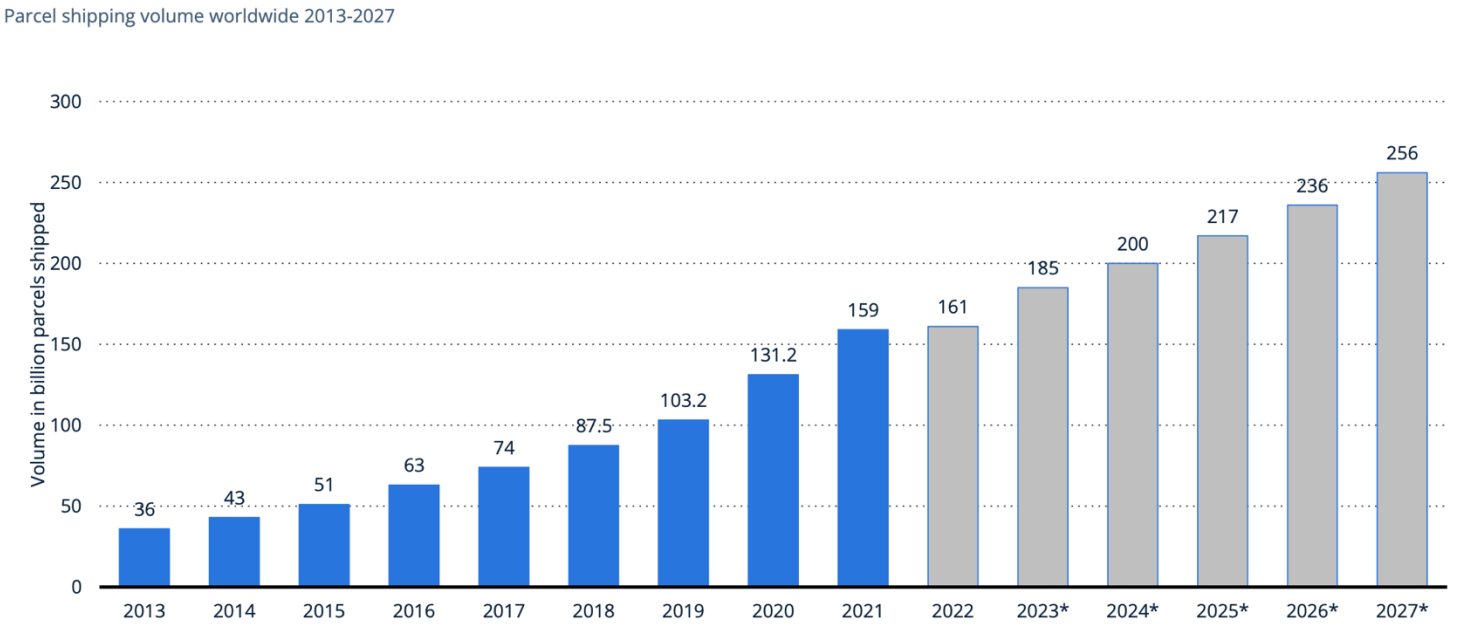
The global growth of e-commerce





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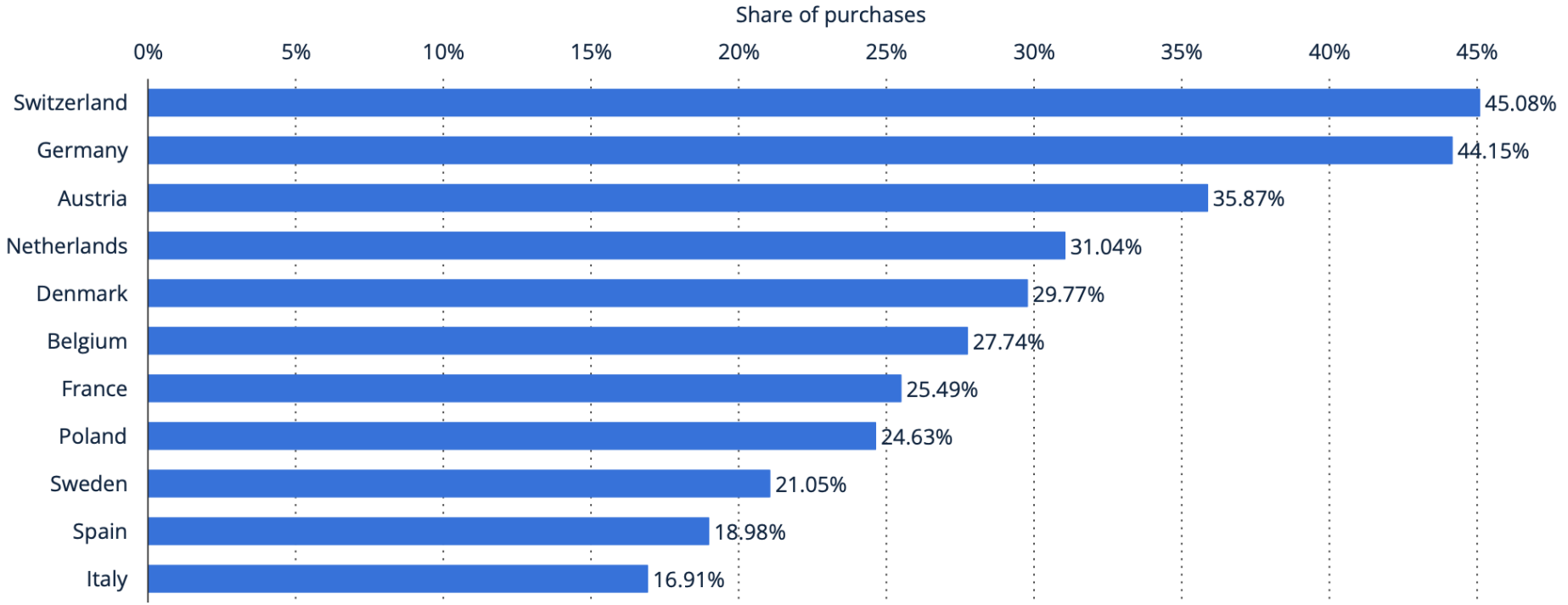
Return levels in Europe



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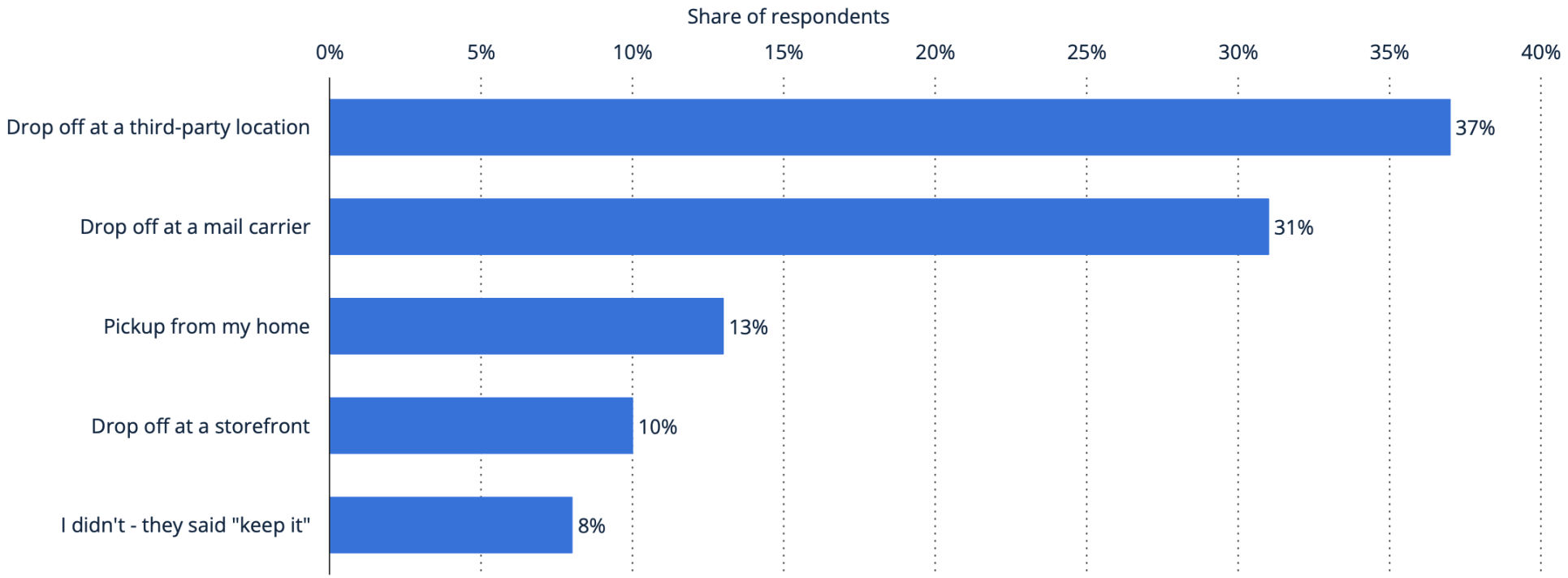
The returns entry point



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Purpose

The purpose of the project is to develop and disseminate new knowledge on how smart, fossil-free returns contribute to an accelerated climate transition by conducting an in-depth study of a unique case where a smart digital returns system has been implemented.

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Research questions

- **What does a smart fossil-free return entail? What environmental effects can such a return have?**
- What short- and long-term obstacles can we identify in achieving a smart fossil-free return?
- What conditions are needed within an organization to be able to provide a smart fossil-free return?
- What is required to encourage more companies to adopt smart and fossil-free returns? Are any policy or regulatory changes needed?

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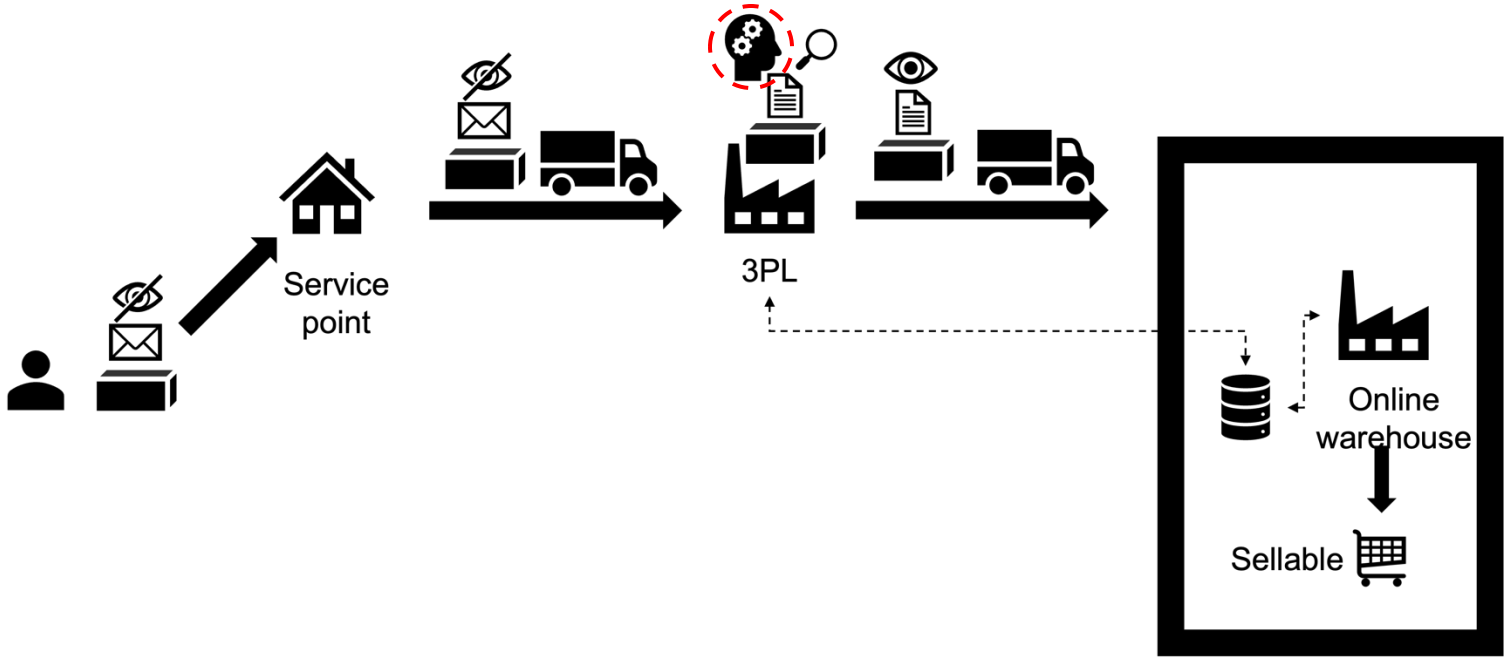
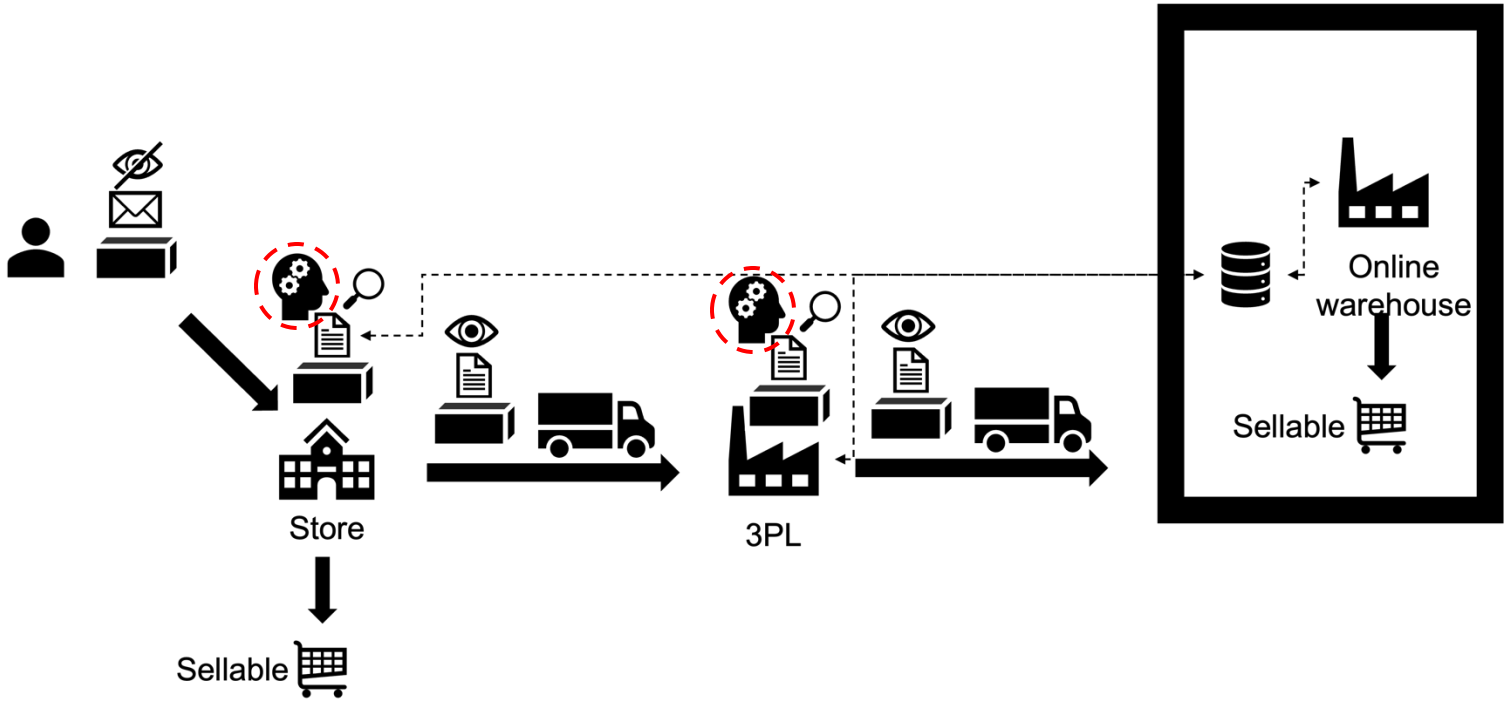
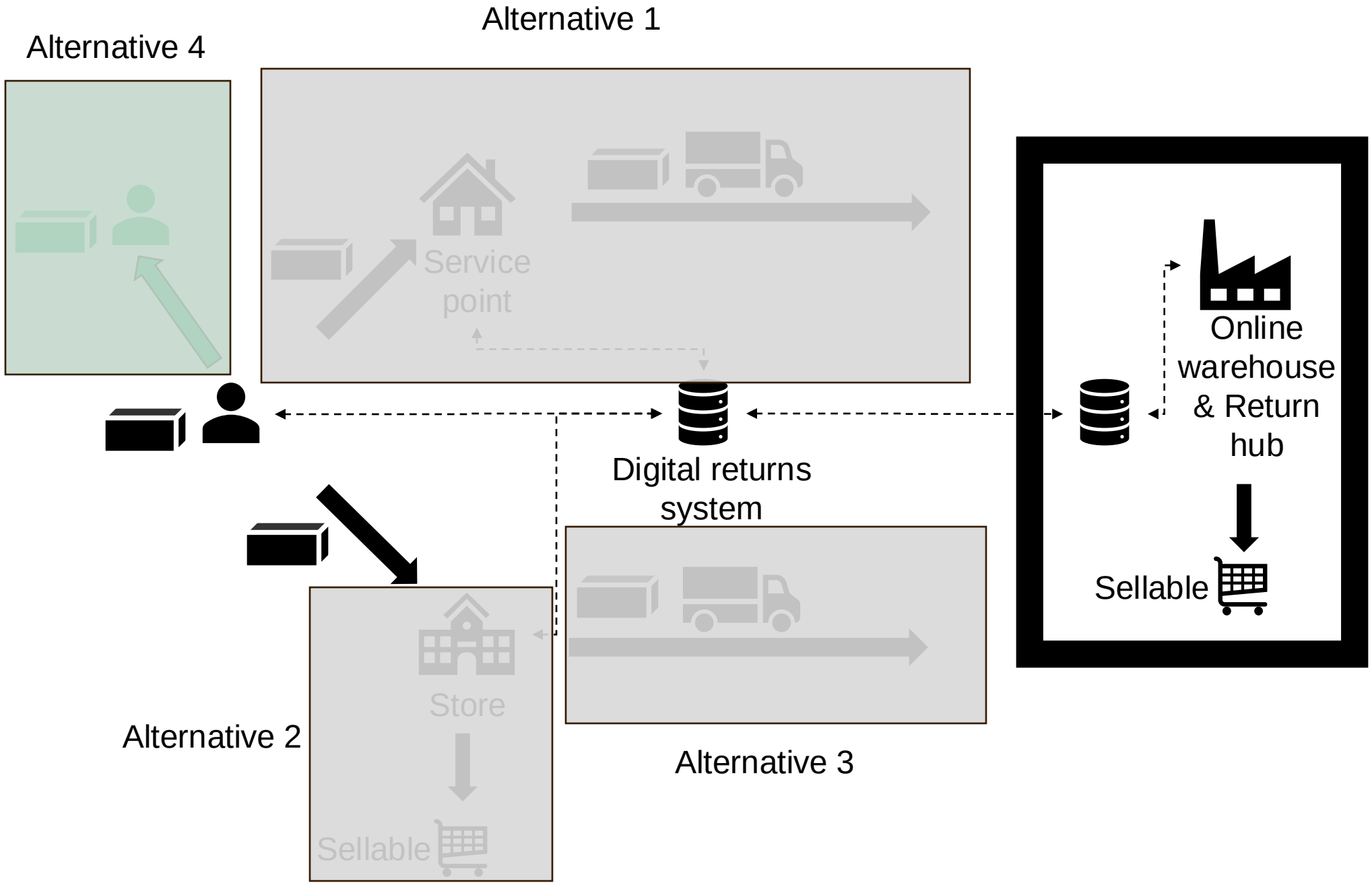
The analogue returns process 1

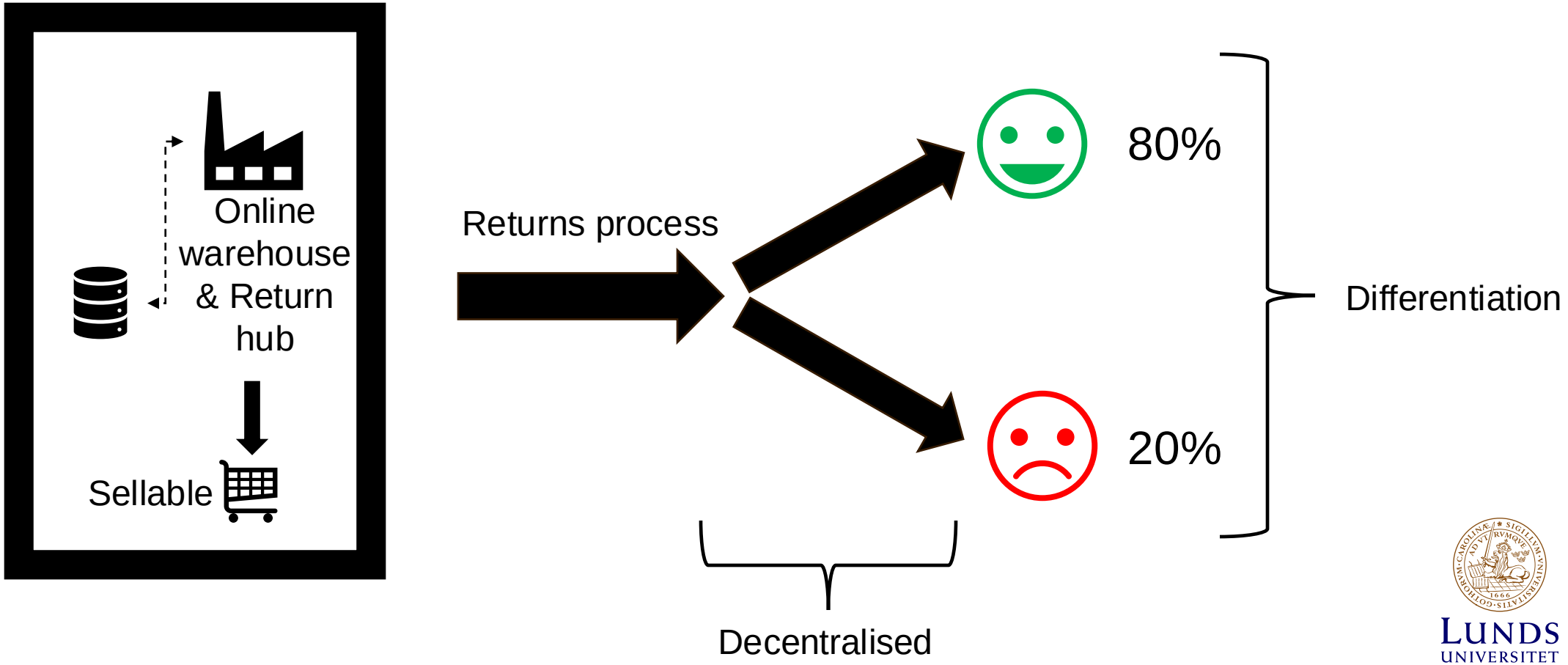


The analogue returns process 2




Alternative 1
Alternative 4
Service point
Online warehouse & Return hub
Digital returns system
Sellable
Store
Alternative 2
Alternative 3
Sellable

Automation of decisions



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Key drivers and results

- Shorten return time
- Fewer clearance products
- Faster refunds – happier customers
- Reduced return rates
- Lower return costs
- Reduced return handling costs
- Four times faster resolution of return cases
- Reduced transportation

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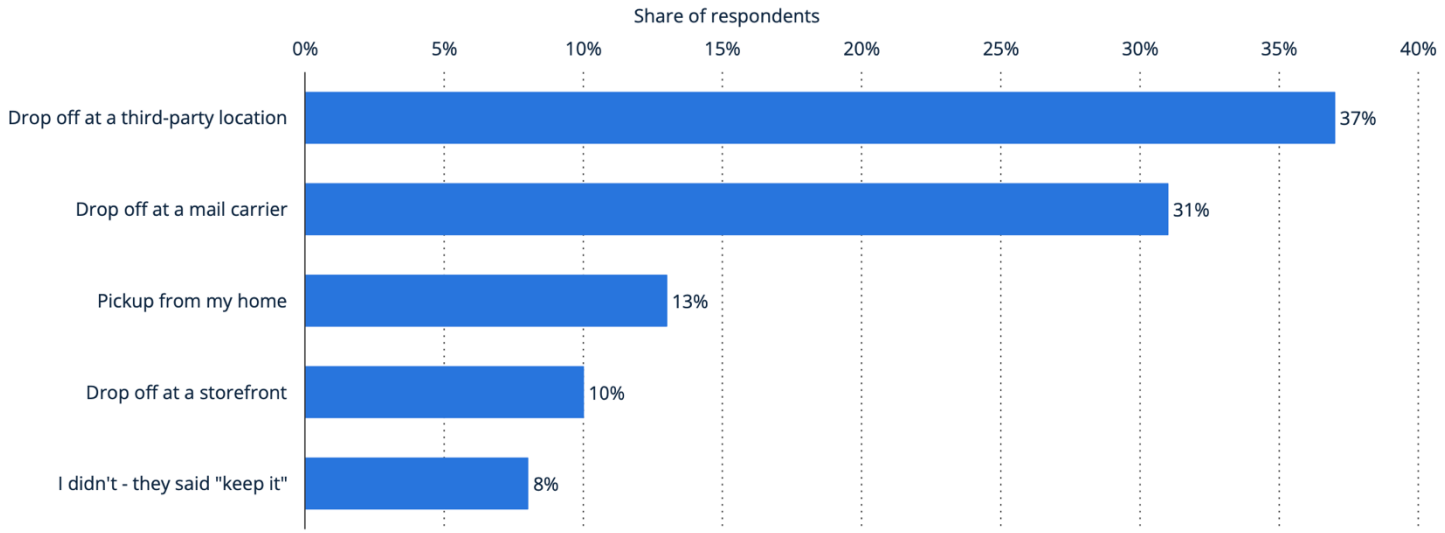
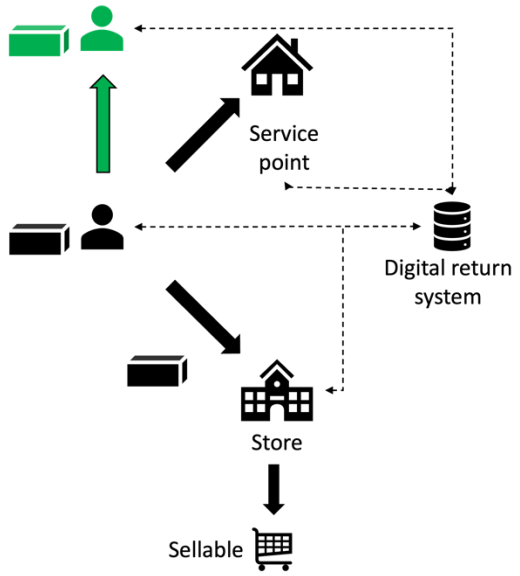
Discussion

- What does a smart fossil-free return entail?
  - A smart fossil-free return means that the entire process of returning goods is optimized and automated to minimize environmental impact





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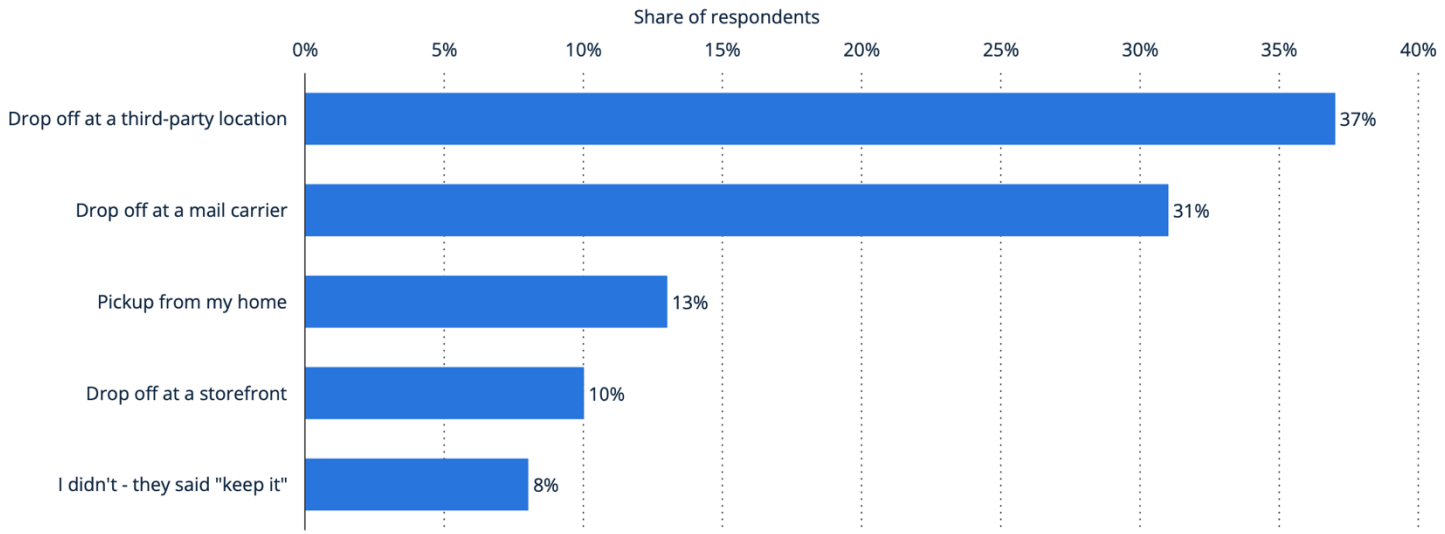
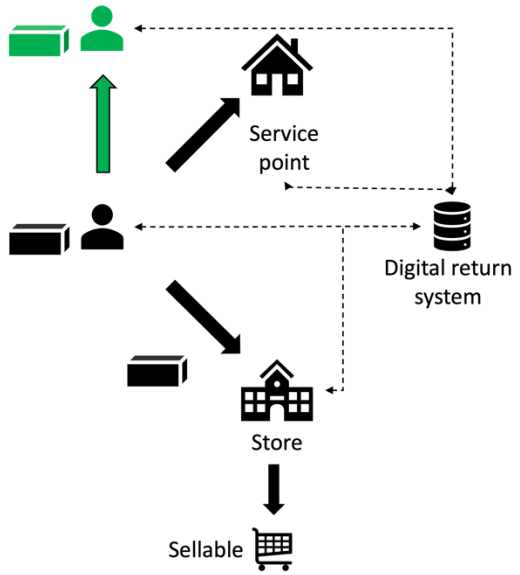
Discussion

- What environmental effects can such a return have?
  - Reduced carbon emissions
  - Lower energy consumption
  - Decreased waste volumes
  - Improved resource management





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Thanks for listening!

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