

## Climate Change, Competition Law and ecommerce

1. Context & Pressures
2. Sustainability Gaps
3. Sustainability Cooperation
4. Study: Impact of eCommerce on Air Pollution and CO2 Emissions. Feasible solutions?
5. Food for thought



# 1. Context & Pressures



CLIMATE CRISIS

SOCIAL CRISIS

ECONOMIC CRISIS

HEALTH CRISIS

ENERGY CRISIS

WAR ON UKRAINE



GREEN

DIGITAL

INCLUSIVE

RESILIENT

GREEN DEAL

Clean, Affordable & Secure **Energy**

Eliminate **Pollution**

Mainstreaming **Sustainability** in all EU policies

Safeguard **Biodiversity**

Climate Ambition: Europe as **first climate-neutral continent by 2050**

Sustainable & Smart **Mobility**

Establish **Circular Economy**



**2030 CLIMATE TARGET PLAN**  
*Fit for 55 package*

**Sustainable and Smart Mobility Strategy & Action Plan**  
82 Initiatives for next 4 years

**New Circular Economy Action Plan**

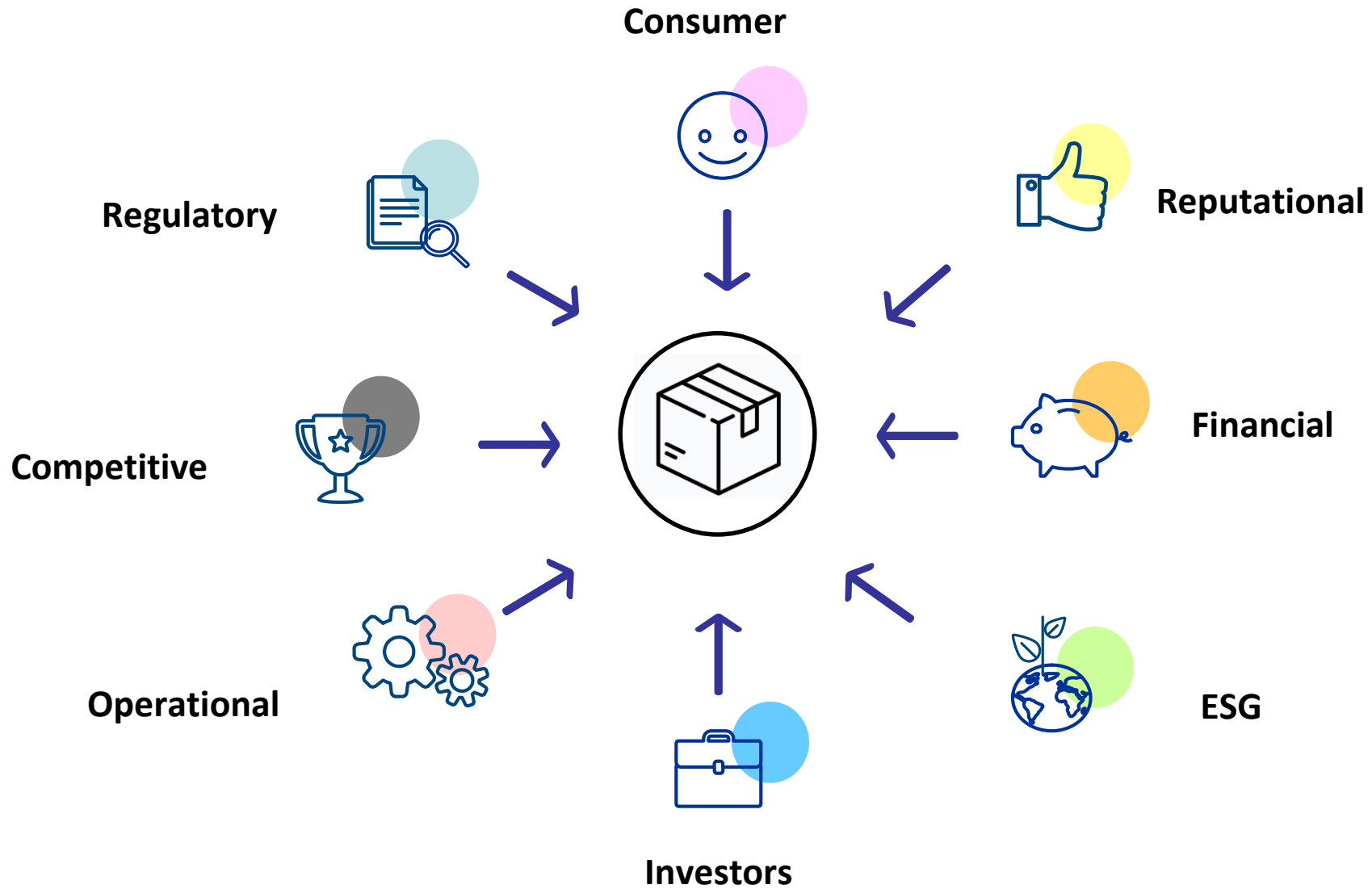
**EU's GHG emissions reduction**  
by at least **55%** in **2030**  
compared to 1990 levels

**EU's GHG emissions reduction**  
by **90%** in **transport** by **2050**





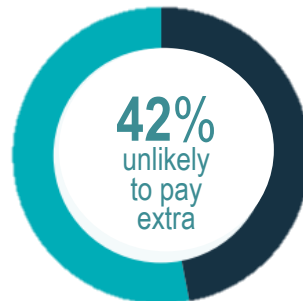
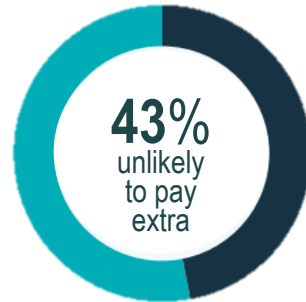
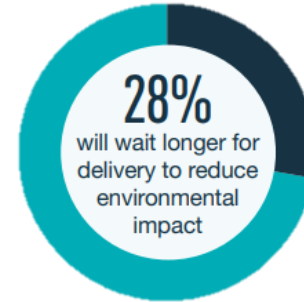
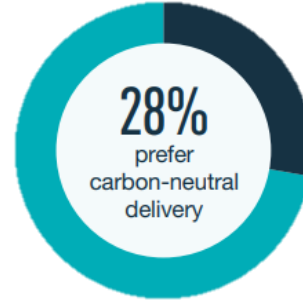
# 1. Context & Pressures





## 2. Sustainability GAP

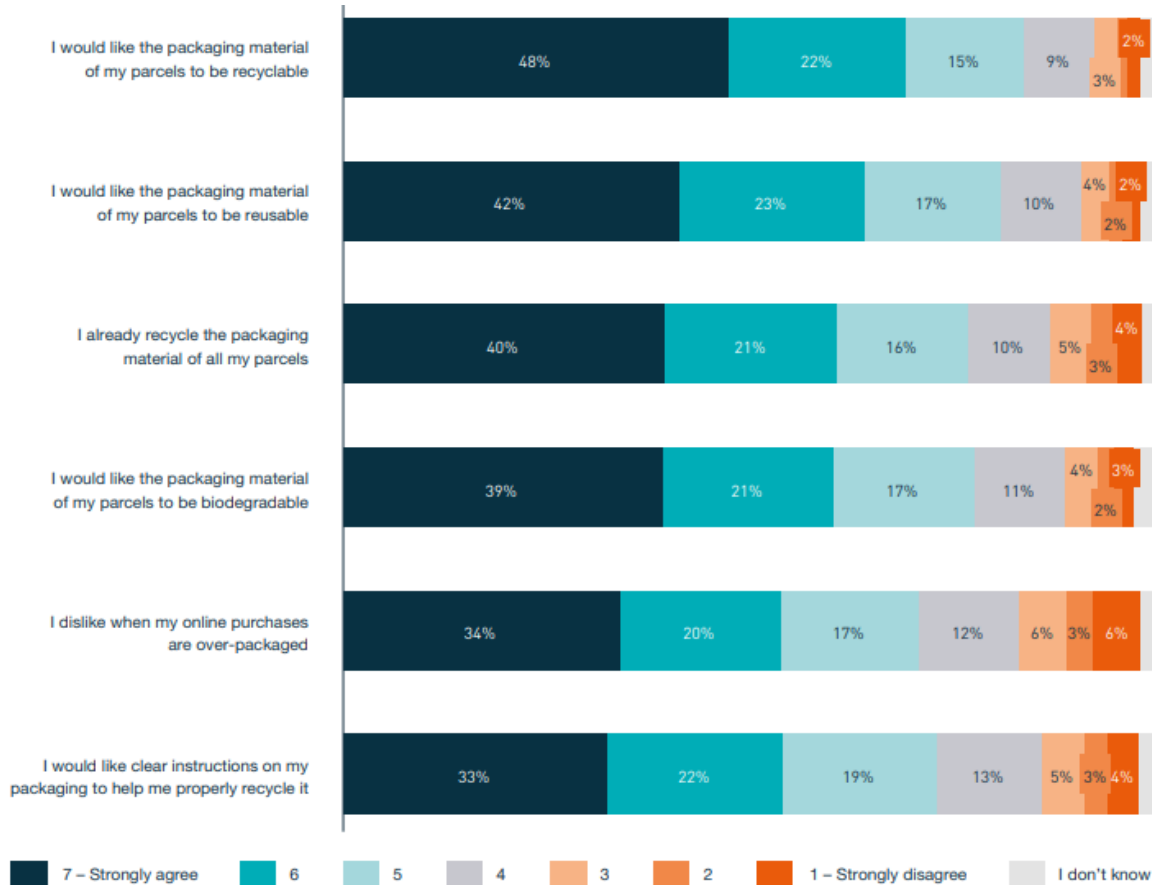
2019





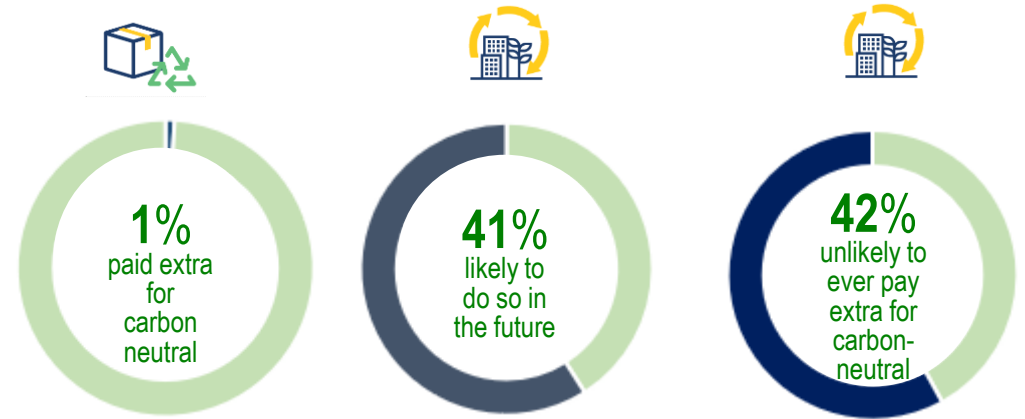
# 2. Sustainability GAP

## 2021



Question: To what extent do you agree with each of the following statements on the topic of packaging?  
 Sample: 33,179

## Sustainable delivery





### 3. Sustainability cooperation

#### Horizontal cooperation

#### IPC EMMS (2009)

**20%**

Co2 emission reduction  
Scope 1&2 by 2020\*  
(set in 2009)



2014

**90%**

Carbon Management  
Proficiency by 2020  
(set in 2009)



2014

#### IPC SMMS (2019) SDGs

2030 sustainability targets set in 2020:

- Emissions: Scope 1&2 emissions reduction of **50%** from the 2019
- Energy: **renewable sources of 75%**
- Fleet: **least 50% alternative fuel** vehicles, 25% EV
- Packaging: **50% sustainable packaging**
- Waste: **75% diversion of waste**

**20%**

SBTi. Decrease in Scope  
1,2 & 3 emissions per  
letter /parcel by 2025  
\*\*(set in 2014)

#### UPU - OSCAR

**2012** - Online Solution for Carbon Analysis and Reporting provided by the UPU (C66/ 2012)

**2021** UPU Congress in Abidjan (C 17/2021). Reduction of greenhouse gas & assessment of adopting voluntary targets to reduce GHG emissions

\* Compared to a 2008 baseline

\*\*Currently, IPC SMMS is currently revisiting the SBT process to ensure that the group is aligned with the very latest climate science around meeting the Paris Agreement’s objectives of holding warming well below 2C and striving for 1.5C.





## 3. Sustainability cooperation

### Vertical cooperation

**POSTLowCIT**

 Co-financed by the European Union  
Connecting Europe Facility



Postal Network Analysis & Optimization

Alternative technologies validation:

- ✓ EV last mile delivery
- ✓ LGP for heavy trucks).

## Packaging – Línea Bosques

**Eco-design:** lighter, 100% recyclable  
biodegradable, water inks.

**Carbon neutral**

**21** forest since 1999

**100.000+** trees

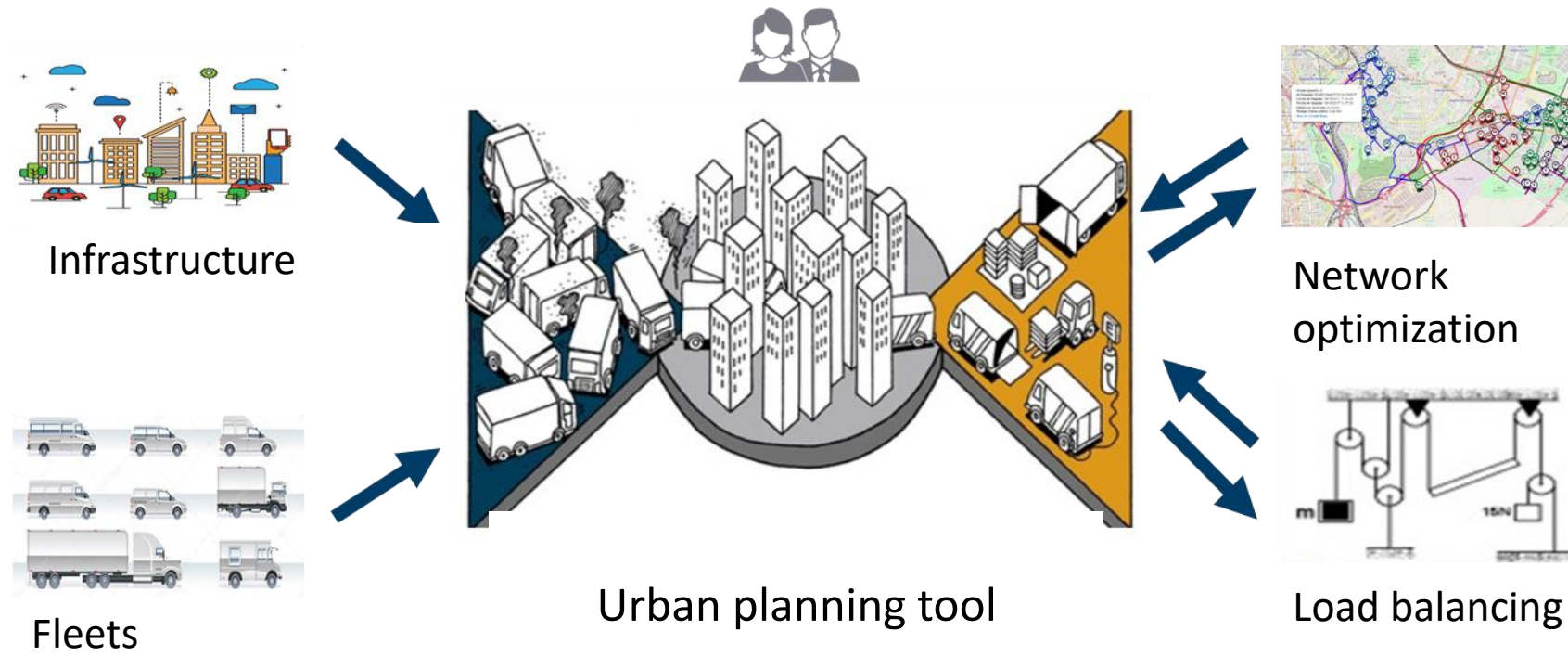
**273** Ha in Spain





# 3. Sustainability cooperation

## Vertical cooperation



**Budget 4M€**

**Dates: sep-20 ago-24**

**Zaragoza y Dublin**

**11 partners, 5 countries.**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 861540





## 4. Study on Impact of eCommerce & Parcel Delivery on Air Pollution and CO<sub>2</sub> Emissions. Feasible solutions?

**GOAL:** *“Assess possible side effects of e-commerce driven parcel delivery and logistics and letter mail delivery on the environment, the level of emissions, road congestion and the associated costs.”*



### Study preliminary suggestions

- No clear separation between the e-commerce transport chain and traditional retail (hybrid chains).
- The most important legs GHG emissions::  
Postal transport (last mile) & Long-distance transport
- **Cases studied allowing GHG emission reductions:**
  - Increase density of pick-up points (urban and rural)
  - Use of City logistic hubs
  - Micro depots + cargo bikes
  - Virtual shopping in rural areas
  - Flexible customers: office delivery + decelerated delivery
  - Shift from air to rail transport
- **Solutions open for all providers suggested (“White label”)**

vs.

### What is not so clear for us...

- Assumption that all delivery vehicles are electric: far from reality nowadays.
- Most EU consumers still prefer **doorstep delivery. (50%\*)**
- Innovative operators have **already invested** in deploying their own networks (i.e. lockers)
- City logistic hubs may not necessarily be more efficient than other delivery models when vehicles are fully loaded
- Demographic (ageing) and geographical (remote areas) may not be aligned with suggested cases
- **Customers’ willingness to pay/** change habits for sustainability may be overestimated



## 5. Food for thought



- ✓ Sustainability attributes are more wished that payed for
- ✓ Competition drives innovation vs first mover disadvantage
- ✓ Regulation (may) drive innovation + legal uncertainty
  - ✓ Public procurement rules may also limit the room for vertical and horizontal agreements
  - ✓ Data protection considerations
- ✓ Increased customer information key for cultural change
- ✓ There is an urgent need of alliances

