

# **11 Ways to Make Your eCommerce Business More Sustainable**

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**Master Private Label**

# 11 Ways to Make Your eCommerce Business More Sustainable

1. Work remotely with suppliers, VA's, freelancers, partners
2. Use sustainable products
  - ❑ Recycled printer paper, green cleaners, green to-go containers, buy greener at home
  - ❑ When Shopping on Amazon:
    - ❑ Buy Climate Pledge Friendly products
    - ❑ Buy Compact by Design products



- ❑ Other ways to shop for sustainable products:
  - ❑ **Amazon Second Chance** enables customers to eliminate waste and give products and packaging a second life.
  - ❑ **Amazon Handmade** is a destination to find unique, genuinely handcrafted products created by local artisans and artisans around the world. AmazonSmile
  - ❑ **Amazon Smile** is a simple way for customers to support their favorite charitable organizations every time they shop, at no additional cost.
  - ❑ **Amazon Aware**

**amazon** Handmade

**amazon**smile  
You shop. Amazon gives.



# ◆ Amazon Aware

amazon  
**Aware**



Amazon Aware

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## everyday essentials, consciously created

All Amazon Aware products are certified as carbon neutral and feature certifications that are part of the Climate Pledge Friendly program.

Learn more in our FAQs below.

**CLIMATE  
PLEDGE  
FRIENDLY**



### 3. Use secondhand office or business tools

- ❑ Stop at yard sales or estate sales and wonder at the quantity of office supplies you can find for pennies on the dollar - and its fun!
  - ❑ Stationary, printers, paper, ink, electronics, software licenses

### 4. Reduce, reuse, recycle

- ❑ Especially “REUSE”

### 5. Upgrade your office or home energy-efficiency

- ❑ Many utilities will visit your home or business FOR FREE and upgrade appliances FOR FREE

### 6. Use green web-hosting and other business services

- ❑ FatCow.com
- ❑ Google's cloud services produce ZERO net

### 7. Do business with greener businesses

- ❑ Look for carbon-neutral or climate friendly businesses when building your team

8. Buy Carbon offsets

9. Opt to donate a portion of profits to climate-friendly NGO's and programs

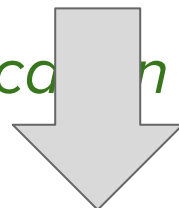
- ❑ Stripe, for instance, makes it easy to do this
- ❑ Amazon Smile

10. Source products locally or regionally (avoid overseas when possible)

- ❑ Amazon Smile
- ❑ Made in USA - many goods are returning to be made in the U.S. This saves on the 40% of carbon pollution that stems from transportation

11. Source sustainable packaging, or get certified by Amazon for “Compact by Design”

- *Requires calculating specific thresholds for your product category, and*
- *Design or RE-Design your product and/or packaging*
- *Then applying to Amazon for certification*



**For extra help with  
your  
Climate-Forward  
Amazon Business:**

**Book Your  
FREE Call**

- *Current product/brand analysis*
  - to strategize how to become EARTH-FORWARD on Amazon
- *Compact by Design*
  - Product or packaging design
  - Application to Amazon
- *Climate Pledge Friendly*
  - Qualifying your existing products, or
  - Coaching through the process of developing a brand of products that qualify for 1 or more of the 36+ certifications required to be CPF certified...

Schedule a FREE STRATEGY CALL today!!

<https://calendly.com/masterprivatelabel/free-coaching-call>