



Almund

D2C
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COP26

The United Nations Conference on Climate Change (COP26) has set the world on a road to aggressively reduce greenhouse gas emissions and curb global warming, and here's everything we need to know about COP26 2021.

This Summit was intended to encourage countries to strengthen their own climate plans in order to avoid the worst effects of climate change. Mr. Guterres, the United Nations Secretary-General, urged countries to return to the summit every year to nudge one another "until keeping to 1.5 degrees, until subsidies to fossil fuels end, until there is a price on carbon, and until coal is phased out."

During this summit, around 120 leaders gathered in Glasgow to start off COP26, kicking off two weeks of global negotiations to help determine whether humanity can drive forward the urgent action required to avoid catastrophic climate change.



According to a statement released by the British government, six major automakers promise to phase out the production of fossil-fuel vehicles globally by 2040. In a draught political decision, the British hosts have urged that countries enhance their aspirations to reduce greenhouse gas emissions by the end of 2022.

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GLASGOW

COP26

IN PARTNERSHIP WITH ITALY



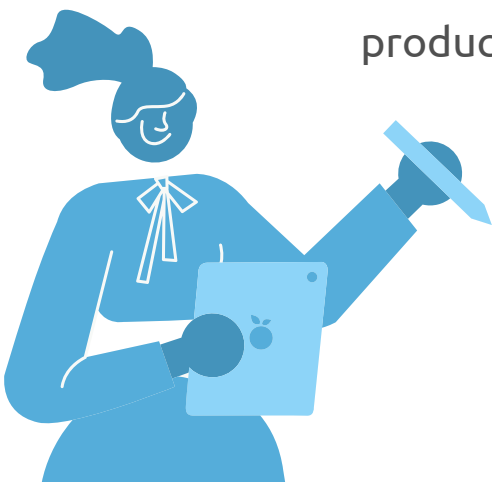
The idea confirms climate experts' and campaigners' concerns that there is a huge gap between present national promises and the kinds of cuts needed to protect the world from collapsing into a full-fledged climate crisis.



Now let's look at how D2C Brands comes into picture and how we can help reverse climate change.

Nowadays, everything is so simple. With a few mouse clicks or phone taps, we can get what we want and have it delivered to our door in a matter of days or even hours. Every time our doorbell rings, it's the delivery person. Since COVID-19, our internet purchasing habits, particularly for groceries, have undoubtedly grown significantly.

Meanwhile, we are all becoming more environmentally conscious, and there is an increasing demand for sustainable e-commerce. A survey of 6,000 consumers in North America, Europe, and Asia found that 72 percent are already actively purchasing sustainable products. (This is fantastic news)



E-commerce companies benefit in a variety of ways, be it maintaining a positive business image, preparing for climate change requirements, being competitive in the market, or improving consumer and employee appeal.

It's best when a company concentrates on areas where it has the ability to influence change. Make sure to encourage clients to take climate action via their platform, for example, develop an environmental profit and loss strategy to ensure that they "give more than they take."





"Educate people internally about why sustainability is essential, listen to their requirements, and you'll be able to get things moving."

HERE'S HOW WE CAN HELP

01

We can only manage what we can measure. To make our operations more sustainable, we must achieve carbon transparency and a better understanding of our carbon footprint. Knowing where we stand will not only help us in life but also helps us in selecting and implementing high-impact measures to reduce our emissions over time.



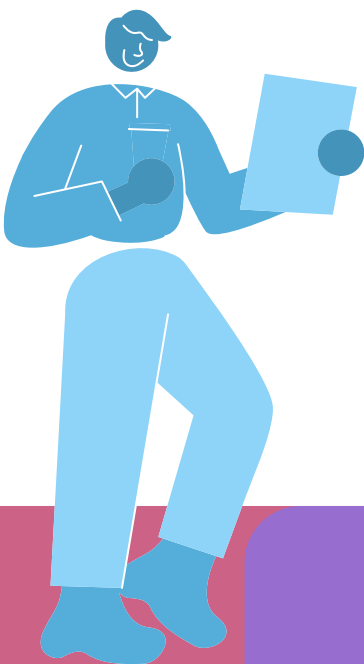
02

How many times have you opened a package, even after ordering a small item, and wondered what was inside such a large box? You were undoubtedly ecstatic since you thought the package you ordered came with a free present. All things are frequently sent in conventional boxes, with the extra space filled with additional packaging material. Shipping items in fewer boxes reduces unnecessary packaging and waste while also conserving room on the truck, making it more environmentally friendly.

03

When free returns are allowed, 30% of shoppers purposely order more and return unwanted items. If free returns are no longer accessible, customers may be cautious to order additional items.

We should design long-term return policies and protocols for any returns that are unavoidable, and prohibit the destruction of returned items - which, regrettably, is still a reality for many businesses because throwing things away is cheaper than reselling them.



Let's do our bit and help as much as we can.

Did you know that each year, over 30% of the world's food supply is thrown away?

This is not just inefficient, but also unsustainable and environmentally hazardous. As a result, a number of food and beverage stakeholders are attempting to improve the food supply's sustainability and eliminate waste.





Food upcycling is a way for everyone to reduce food waste by purchasing recycled products. This is where upcycled food comes into play. Upcycled food is a growing trend that allows individuals to participate in the most effective climate change solution every time they shop.

Upcycling food waste is becoming increasingly popular among businesses. Making jams, relishes, and chutneys from leftover fruit and vegetables is a time-honored way of food preservation.

Let's join the movement—and help save the planet along the way.

By purchasing carefully and supporting businesses that include upcycling into their products, you may help to improve current food systems. There are an unlimited amount of (wonderful) possibilities, and new items geared at similar consumers are produced every day.

Foods that would otherwise be thrown away can be repurposed.

After you've finished eating a banana, you probably don't think twice about tossing the peel.



Did you know, though, that it can be transformed into yet another delectable and healthful dish? Thanks to TikTok for This ingenious and upcycling-friendly technique, which transforms waste banana peels into a vegan faux bacon delicacy.



When we talk about all this we also think about plant based food. Am I right?


What is plant based food and how is it important to us?

While a vegan diet excludes or limits animal products, a plant-based diet is not always vegan. So don't get confused between vegan and plant based food.



Here's how you use eCommerce to promote vegan and plant-based foods.

Consumers must comprehend the frame of reference before acquiring new products, as is self-evident. It's important for customers to be aware that the product is a meat substitute, as well as that it is unusual in that it is vegan. In the world of eCommerce, marketers have only 1.5 seconds to grab the attention of shoppers (When they say time is precious, they mean it). It's crucial to present this data right away, because you only have a few minutes to make a strong pitch for your product.



Consumers have been more health concerned in what they eat over the last decade, particularly since the epidemic. In response to rising demand, manufacturers have been rushing to develop vegan and plant-based food products ranging from dairy to meat replacements.

While public awareness of health benefits and plant-based alternatives is growing, producers and retailers are constantly learning about consumer preferences as new products hit the market. Two of the most significant areas to learn more are the retailer cart and product adjacencies.





Conclusion

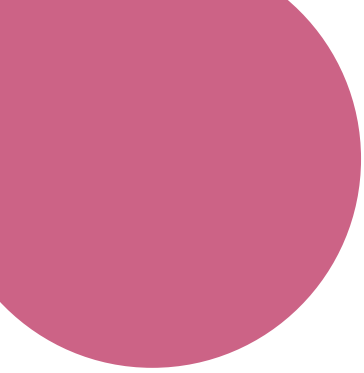
Climate change is already having an impact. Nonetheless, the conclusion is that regional climate changes, particularly temperature rises, are affecting natural systems around the world, and that these temperature increases are very likely the result of manmade greenhouse gas emissions. Every small step can make a large impact.

About Almund (A little about us)

Almund is an outcome-based customer data platform for D2C brands to create Avatars and make informed actions to drive revenue growth. It's a "customer engagement" platform that helps you build Avatars basis your e-commerce and marketing data, allowing you to make smart decisions based on your cohorts and drive top line growth and optimise your bottom line. Almund Brand Dashboard provides a comprehensive overview of all the data you'll ever need, as well as assisting you in keeping consistency in your brand image, personality, and tone of voice.

To know more, Click on almund.io





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