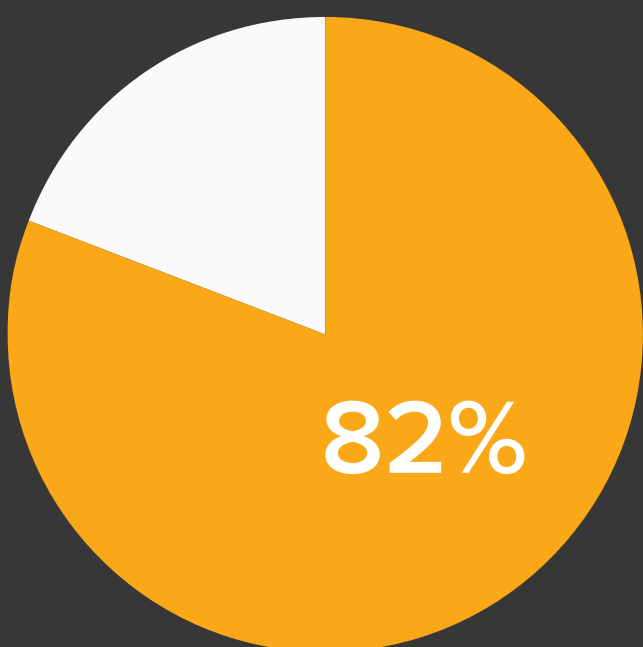


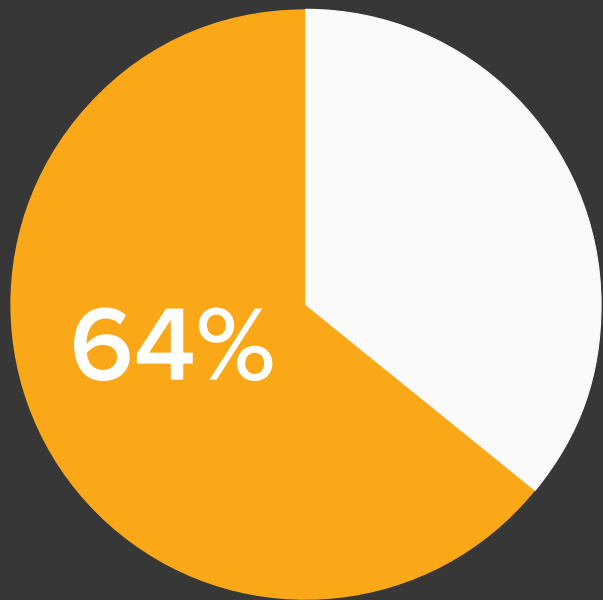
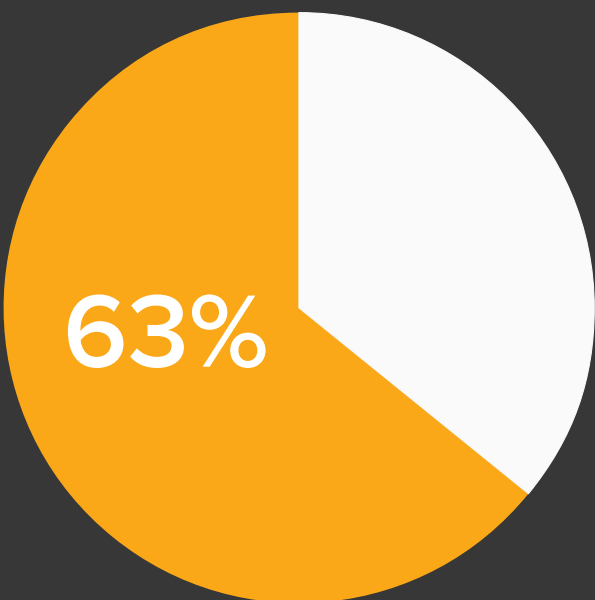
REVERSE LOGISTICS IS A KEY COMPONENT OF A RETAIL SUSTAINABILITY STRATEGY

In partnership with Sustainable Brands, we surveyed CSR stakeholders at large retailers and brands about how they incorporate reverse logistics into their sustainability strategy. Here are the key takeaways.



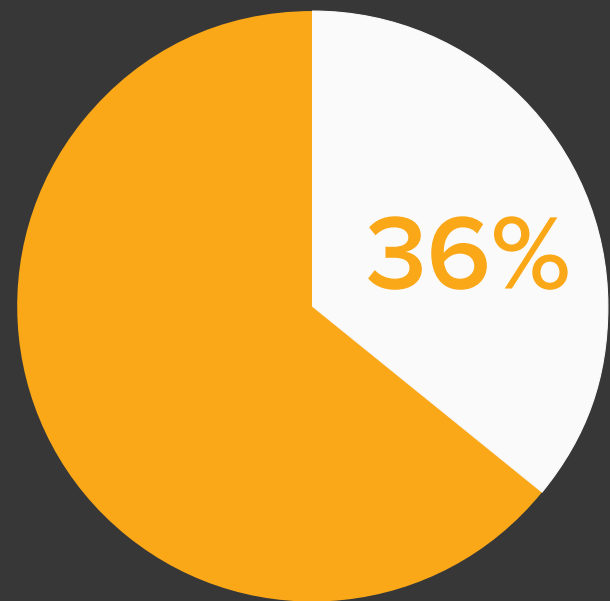
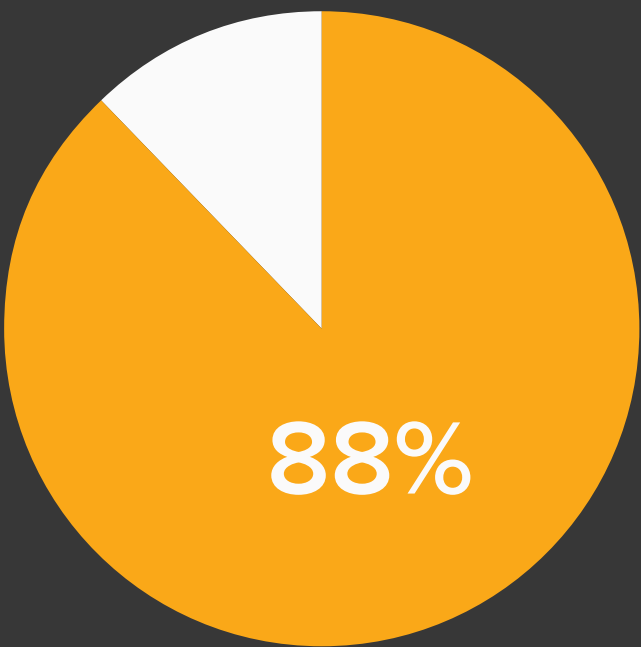
Respondents overwhelmingly agree (82%) that reverse logistics is a key element in waste reduction efforts

63% agree that reverse logistics is very important in comparison to other sustainability considerations



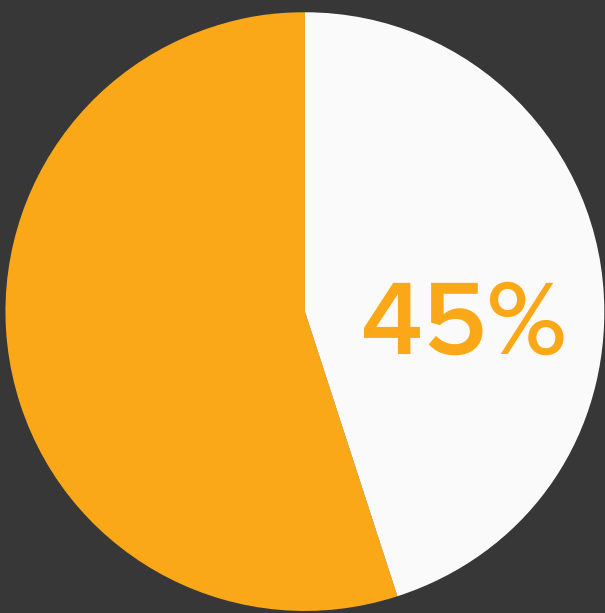
64% of respondents associate reverse logistics data with their sustainability goals

And 88% think that an optimized reverse logistics strategy would have an impact on their environmental footprint



But only 36% of respondents engage with their reverse logistics team

And only 45% invested in remarketing or recommerce



How to Incorporate Reverse Logistics Into Your Sustainability Strategy



Evaluate how much waste you’re creating from non-optimized returns strategies.



Ensure you have a team dedicated to a reverse logistics strategy or create a cross-functional group with shared KPIs around sustainability.



Conduct a market analysis to identify any gaps in your reverse supply chain/sustainability strategy.