



**EMAKINA**

AN EPAM COMPANY



Sustainable Commerce:

Case Book 2022

Creative solutions to promote sustainability efforts  
that benefit both brands and users

## Table of contents

### INTRODUCTION

4 - 5

### CHALLENGE 1

6 - 9

HELPING THE PLANET, ONE REFILL AT A TIME

### CHALLENGE 2

10 - 13

PROLONGING THE LIFE OF HOMEWARE

### CHALLENGE 3

14 - 17

CREATING AN END-TO-END SUSTAINABLE  
PROCESS FOR SUPERMARKETS

### CHALLENGE 4

18 - 25

TRANSLATING A SUSTAINABLE LEGACY  
INTO THE DIGITAL WORLD

### CHALLENGE 5

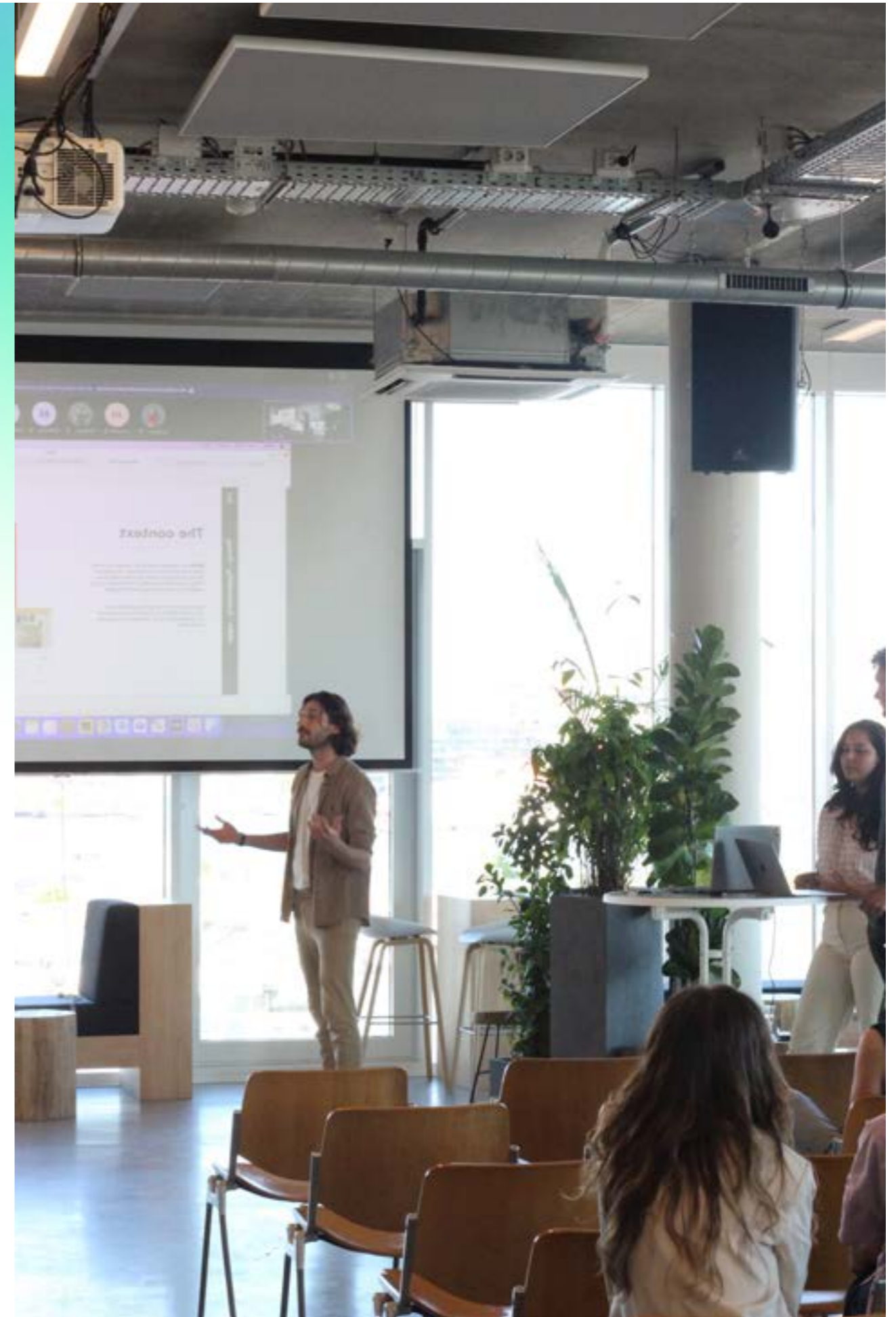
26 - 31

ENABLING ENVIRONMENTALLY FRIENDLY  
HABITS AMONG FOOTWEAR SHOPPERS



## EARTH DAY HACKATHON

In support of Earth Day 2022, Emakina organised the Earth Day Hackathon. The challenge was to develop outstanding digital solutions for various sectors' sustainability challenges. From UX designers and strategists to marketers – the teams put their heads together and brought forth five carefully considered solutions that can be implemented by businesses in order to help drive their sustainable ambitions, lower their negative impact on the planet and contribute to a more circular economy. The Hackathon took place over four days and covered everything from ideation and design, to prototyping and pitching the cases to the panel. These business challenges and solutions are geared to inspire you to take steps towards a more sustainable way of doing business.





## CHALLENGE 1

# HELPING THE PLANET, ONE REFILL AT A TIME

Beauty brands who are already entrenched in the sustainable beauty market are always looking for ways to lighten their footprint on the planet. One way they do this is by offering customers the chance to choose more sustainable packaging options or refills to help eliminate plastic waste. The challenge was to promote conscious shopping behaviour through beauty brands' digital channels by "selling" customers on choosing a refill option. In a nutshell, to help them continue selling their product range while making a sustainable difference at the same time.



## CHALLENGE 1

# A GAMIFIED LOYALTY PROGRAM

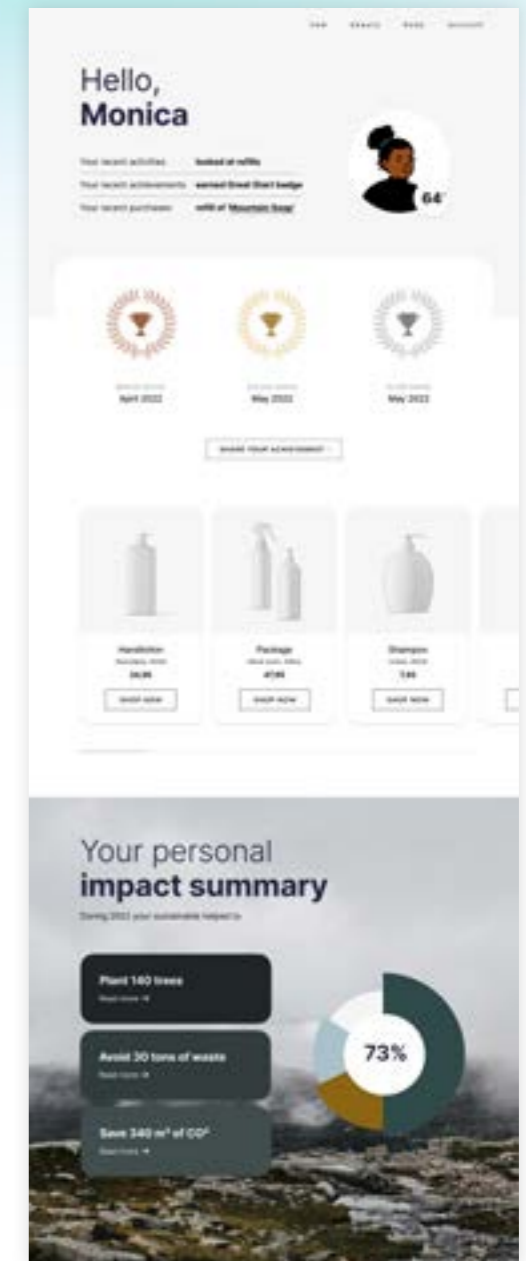
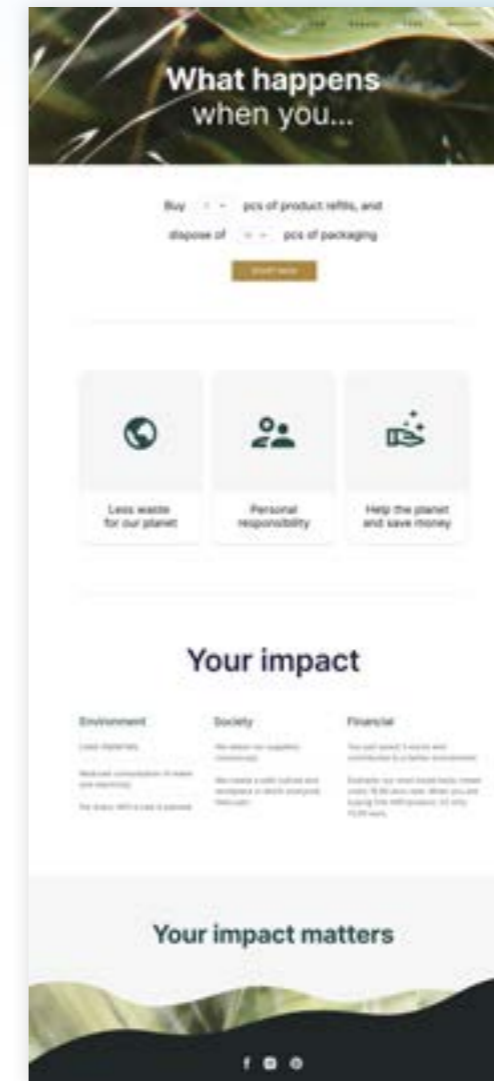
The team identified a solution to increase sales of the brands' most sustainable product options. They wanted to educate consumers on the potential impact they'd have on the environment upon buying these products in a way that was fun yet rewarding. They came up with an innovative solution and proposed a gamified loyalty programme for positive changemakers. The programme would be web and app-based and offer shoppers two things:

## KNOWLEDGE

By educating potential customers in a playful way about their personal impact of choosing the refill products for example, they would realise that they can make a sustainable difference by making small changes to what they purchase – they would still get the exact same product but make a difference to the world.

## REWARD

Through the use of rewards, leaderboards, points and badges, the gamified loyalty programme would allow customers who have purchased a refill product to continue to "earn" as they save the planet. They'd be encouraged to share their eco-friendly progress in order to earn more points towards rewards, creating a feel-good loop of being rewarded for doing good.



## HOW TO ROLL IT OUT

The educational elements will be implemented on a brand's website and will be accessible to all visitors on the site. For the loyalty programme, customers will be able to sign in on the website or app. Here they'll be able to view their current "sustainability status", check how many points they've earned and be able to claim back their points to use as rewards for future refill purchases.





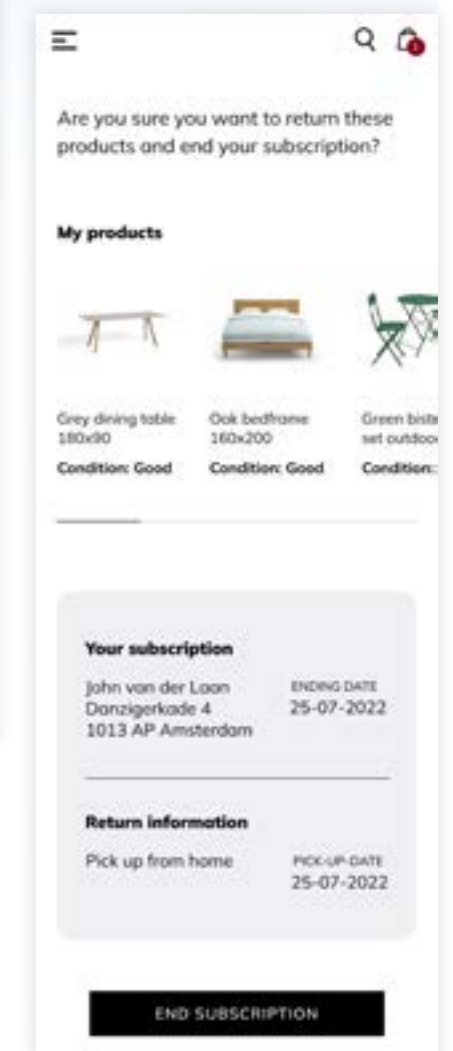
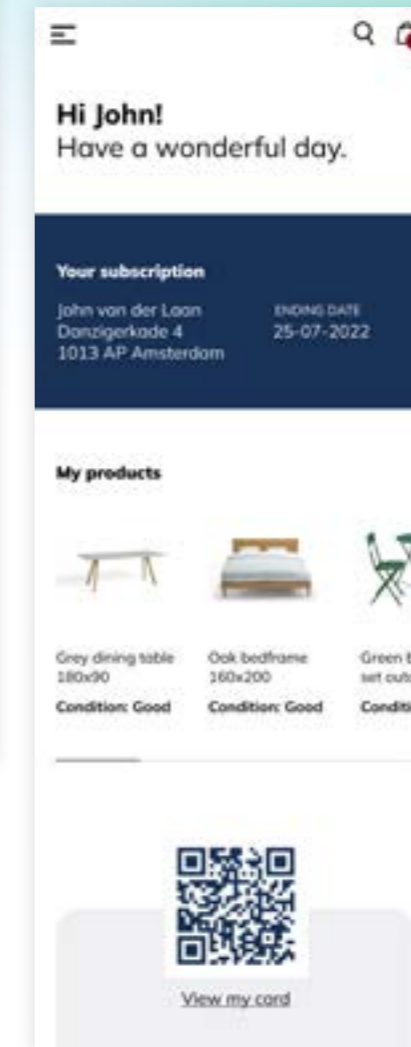
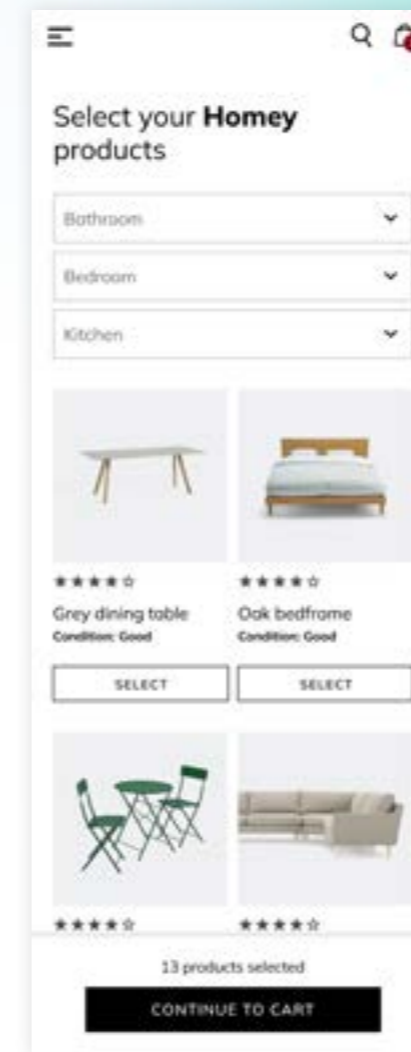
## CHALLENGE 2

### A SUSTAINABLE SUBSCRIPTION FOR YOUR HOME BASICS

The team came up with a brilliant solution to make sustainable choices more accessible to customers. It made use of three pillars in sustainability: zero-waste, re-use and a rental service. A homeware rental subscription service would allow customers who don't intend to stay somewhere for a long time to pay a small fee and rent quality, gently used homeware products which they would return once they come to the end of their stay in a city or town. By refurbishing, cleaning or repairing the products once returned (and ready for their next temporary owner), stores would dramatically extend the lifecycle of a product that would otherwise have easily been thrown away.

### HOW TO ROLL IT OUT

Users can sign up to the rental service for a small fee (via the app). They will then be asked about their living situation, stay duration and living needs. The fee would differ depending on these factors, and upon checkout they will be able to select the payment method (monthly or upfront), as well as delivery or pickup from their nearest store. After a few weeks, if there is a need for some additional items, they could easily log in again and request that those items be added to the subscription. Once the lease has expired and they are getting ready for their departure, they can return the products to the store to be refurbished and ready for the next temporary, eco-friendly owner.





## CREATING AN END-TO-END SUSTAINABLE PROCESS FOR SUPERMARKETS

It's a well-known fact that large food retailers have considerable market power to create sustainable change. Food waste occurs along the entire supply chain, and while some retailers are already doing a lot to help curb waste, the team's field research revealed that they could still do more in the "last mile" of the process, specifically where groceries are being packed and arranged in the store by part-time or seasonal workers. These types of workers are largely made up by Gen Z. The challenge lied in finding a way to educate and inspire them to become part of the brand's sustainability strategy in a way that was rewarding and relevant.





## CHALLENGE 3

### A GAMING SOLUTION TO PREVENT GROCERY GARBAGE

Gen Z is emerging as the sustainability generation. The environment is one of their top concerns and they understand concepts like greenwashing. They also choose employers based on their sustainability offerings. Gen Z is known as the Minecraft generation, with 70% agreeing that they prefer gaming over watching videos. By combining these insights, we proposed designing a gaming experience that focusses on sustainability and rewards employees on their actions. This would allow supermarkets to both recognise their young helpers' value and fulfil their end-to-end commitment to sustainability.

### HOW TO ROLL IT OUT

The gamified experience will be made available to all part-time staff to download on their phones and will aim to minimise food waste, build human impact and improve customer satisfaction. In turn, it will allow employees to do their work with added value purpose, improve organisational integration and give them access to rewards. The game itself will include a variety of challenges including working on a farm, helping customers make better choices, preventing food waste and managing community waste. The rewards will be a donation to a charity of their choice, time off to spend with a charity of their choice and discounts on sustainable products. Sustainability game on!

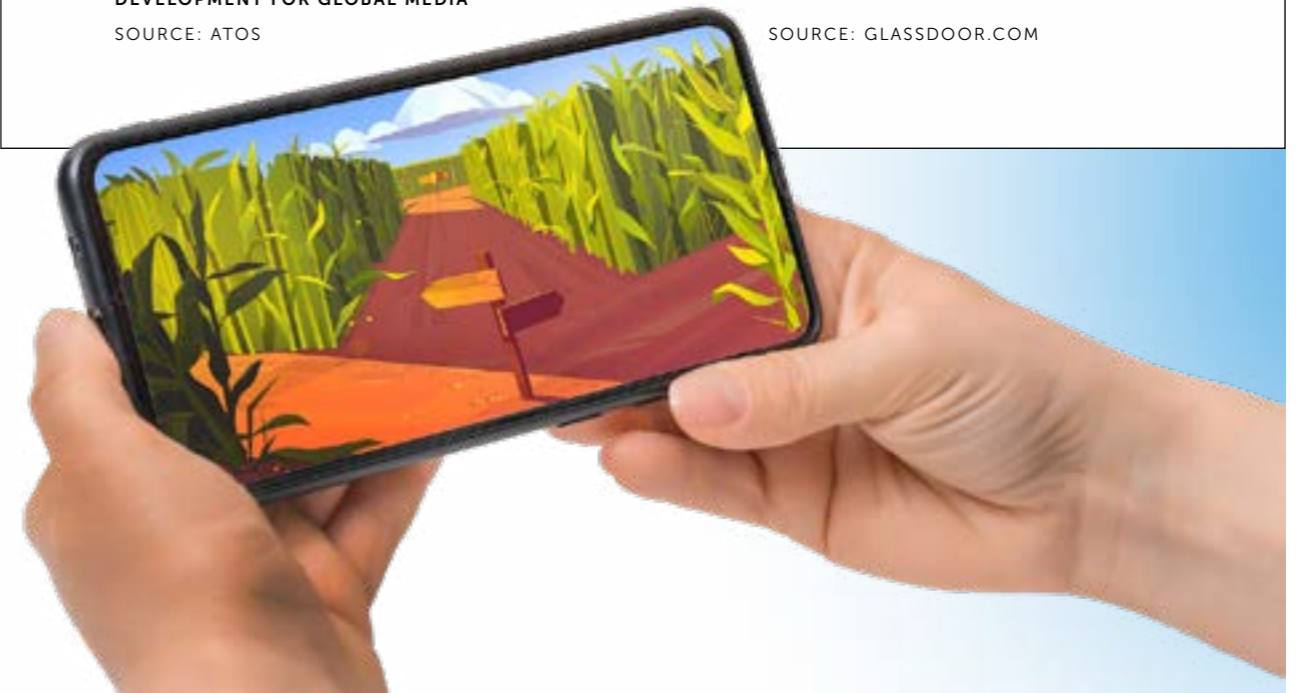
### MINECRAFT GENERATION

"Vs their older siblings Gen Z **create their own worlds** and characters and define their own narratives"

PAUL MOORE OLMSTEAD  
DIRECTOR OF STRATEGICE BUSINESS  
DEVELOPMENT FOR GLOBAL MEDIA  
SOURCE: ATOS

"The work is **very repetitive** and monotonous"

VULPLOEGMEDEWERKER  
ALBERT HEIJN VACANCIES REVIEWS  
SOURCE: GLASSDOOR.COM



### A GAMIFIED EXPERIENCE THAT WILL FOCUS ON SUSTAINABILITY

#### Based on their performance at

- × Proven knowledge
- × Participation
- × Food waste reduction
- × Customer recommendation

#### Rewarding individual players

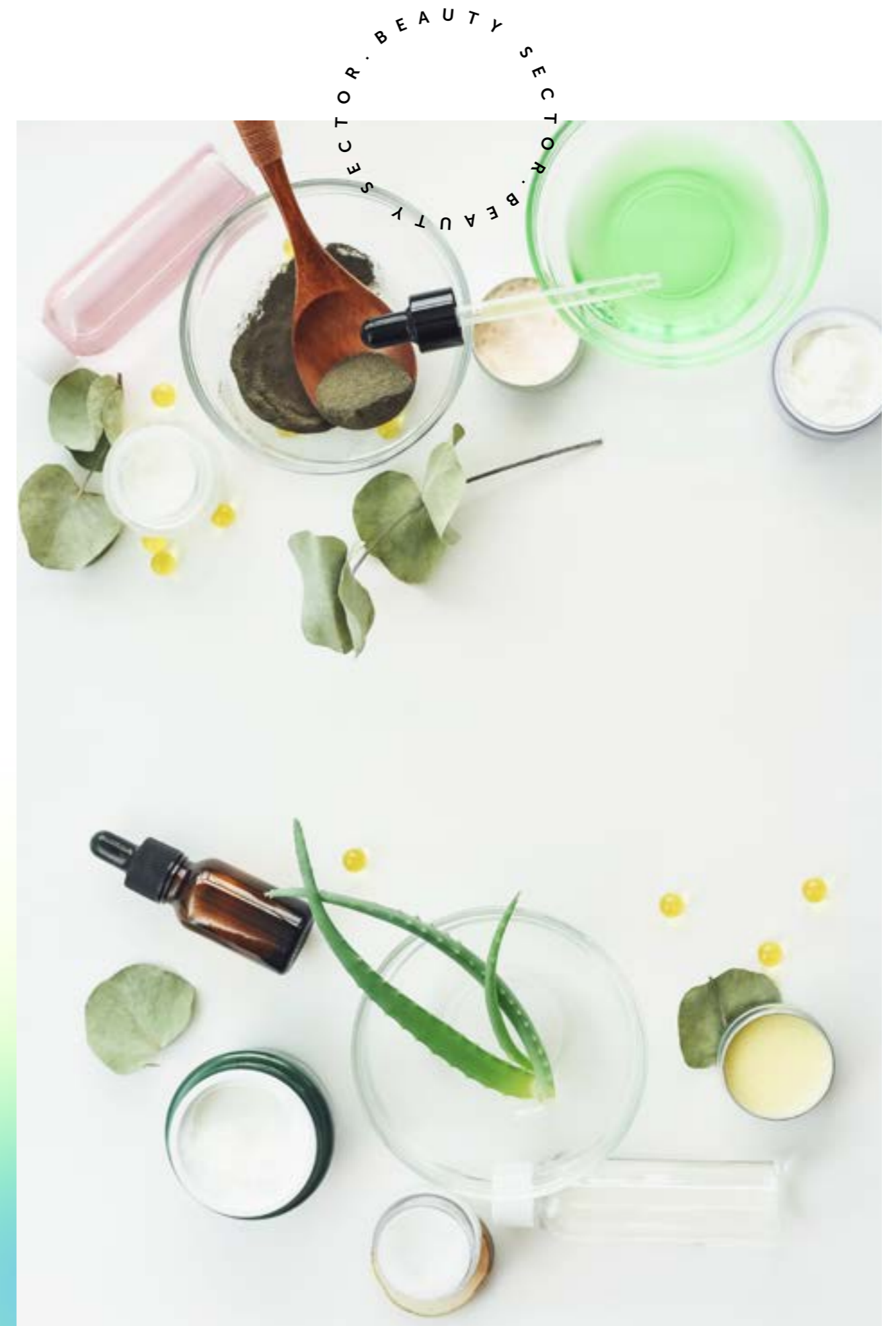
- × Prizes
- × Coupons and discounts on sustainable products
- × College grants

#### Rewarding shared goals

- × Support for local causes
- × Local school visits to farms & factories

## TRANSLATING A SUSTAINABLE LEGACY INTO THE DIGITAL WORLD

There are some beauty brands who have made it their mission to become sustainable pioneers and thought leaders in the beauty industry. They have completely shifted everything they do in order to create the most sustainable business they can be. This has led them to receiving B Corp certification, which is only achieved by very few brands. And while many brands use greenwashing to appear sustainable, B Corp beauty brands have every right to tell the world about their actions, but the last thing they want is to appear arrogant. The challenge was therefore to show how sustainable beauty brands can distinguish themselves and transform their communication from product-driven to mission-driven in a way that resonates with their equally humble and caring customers.





**A 360-DEGREE APPROACH  
TO SUSTAINABLE E-COMMERCE**

To ensure that B Corp beauty brands' impeccable sustainability status aligned with their communication, the team wanted to make their mission speak for themselves throughout the user's journey on their website. Our solution was to develop a roadmap that included different action points, namely to inspire and activate customers to embrace the ethos of brands like these and make it clear that the brands themselves truly "walk the talk" in terms of sustainability. This could be done by creating a carbon-efficient website, educating shoppers about the lengths these companies go through to become B Corp certified throughout the online shopping journey, and engaging behaviour change by building and engaging a community.

**HOW TO ROLL IT OUT**

The first step is to create a carbon-efficient website. This is done by shortening user journeys on a brand's site, stretching the barriers of sustainable web design, and promoting moments in nature as opposed to moments online. Users visiting a brand's website can be given the choice of using two sites: a clean or immersive one. The clean website will be a super lean platform with dropdown design only. There is also the more radical option of having no website at all, but rather a message encouraging users to go out and enjoy the fresh, clean air. Throughout the online journey, users will also naturally learn about the sustainability efforts of the respective brand and be encouraged to unleash their own sustainable efforts. This could be done through a community of like-minded people who will offer sustainable tips and tricks that you can apply in your everyday life – all accessible through the website.

**TALKING THE WALK**

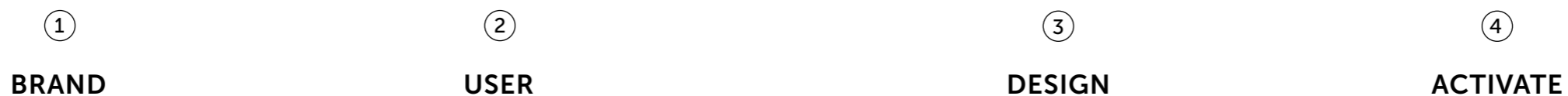
Claim sustainable actions and legacy

**WALKING THE TALK**

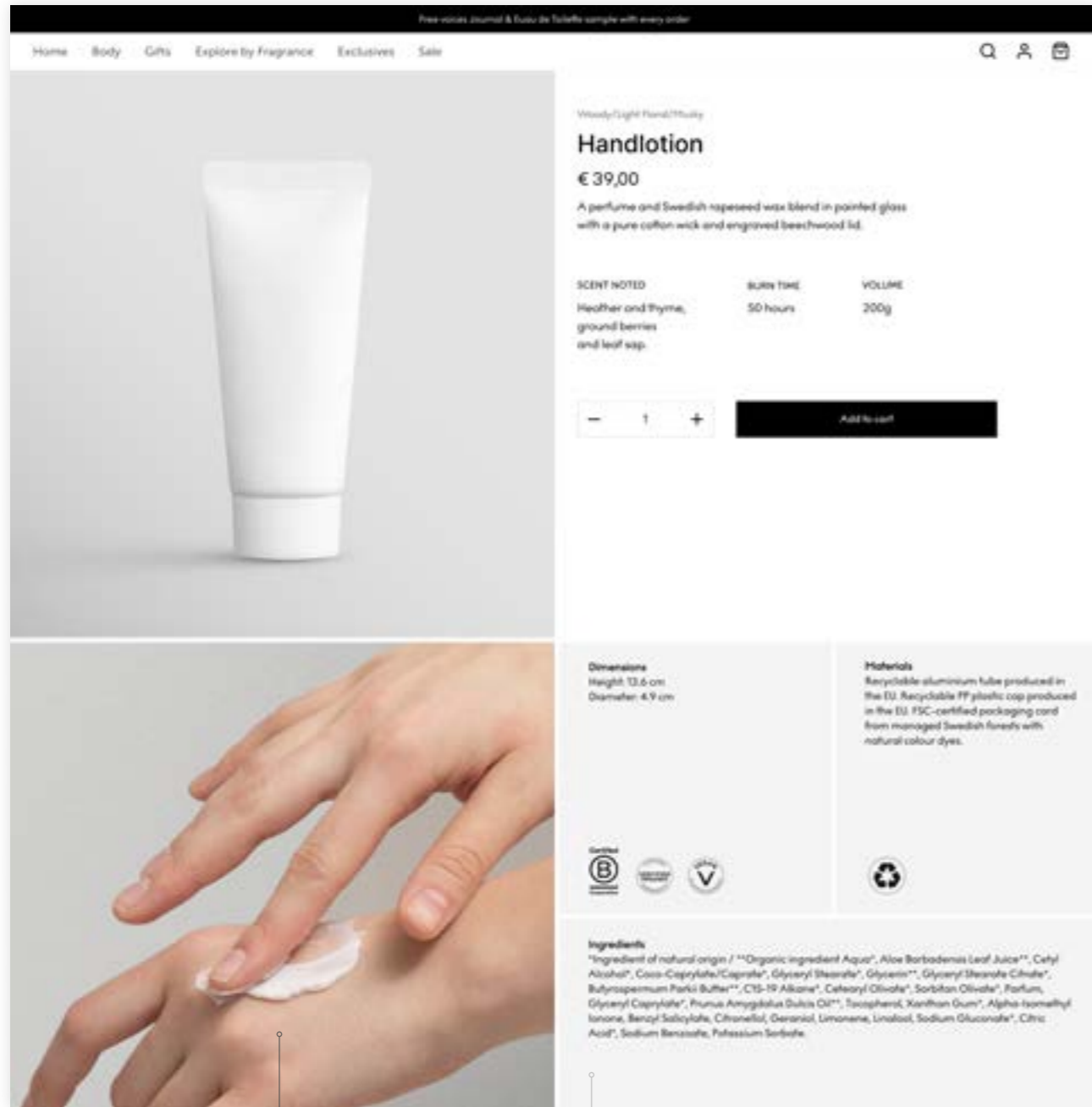
Live up to your sustainable status

Short-term  
Communicate  
differently

Longer-term  
Radical  
improvements



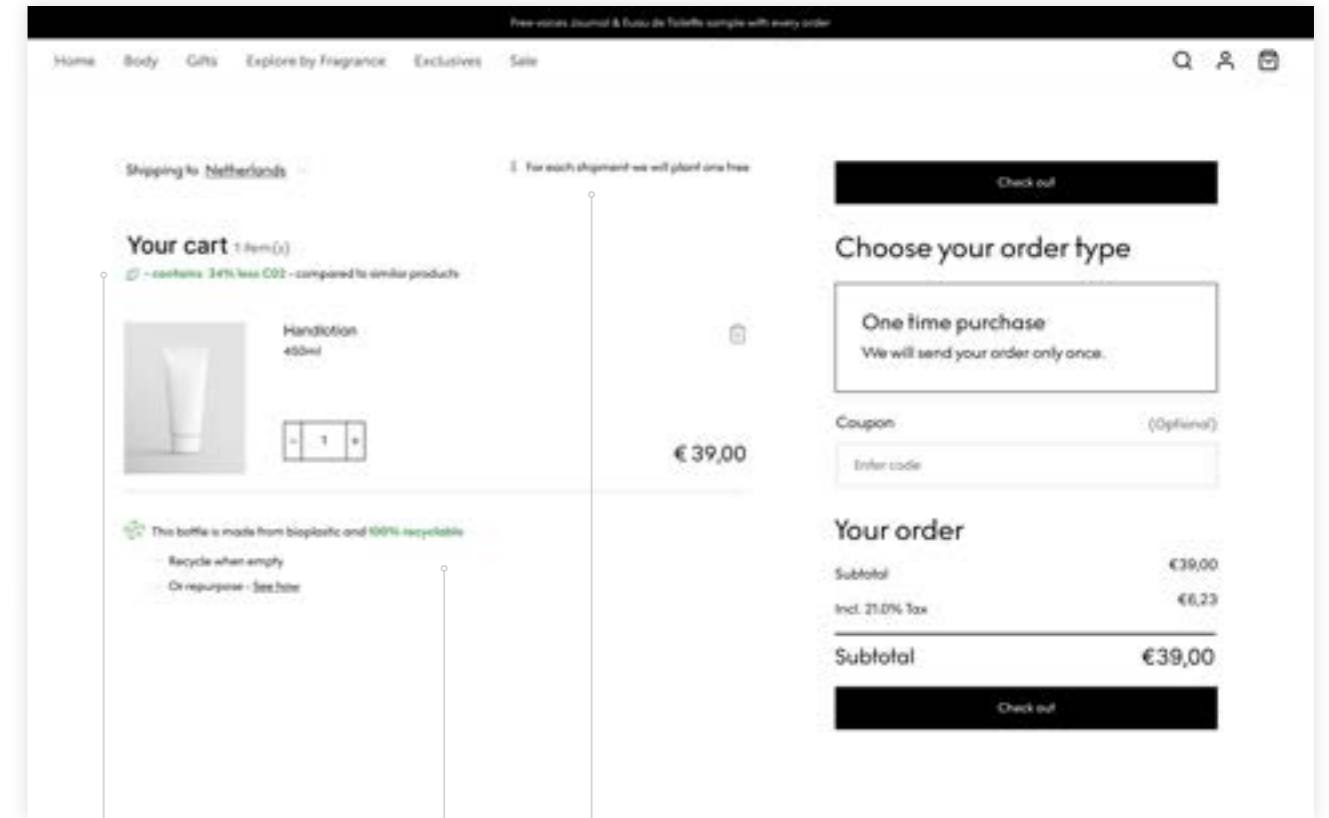
# CHALLENGE 4



## PRODUCT PAGE

Relevant blog content

B corp product rehaul story



## CHECK OUT



How YOU can help reduce the impact even more



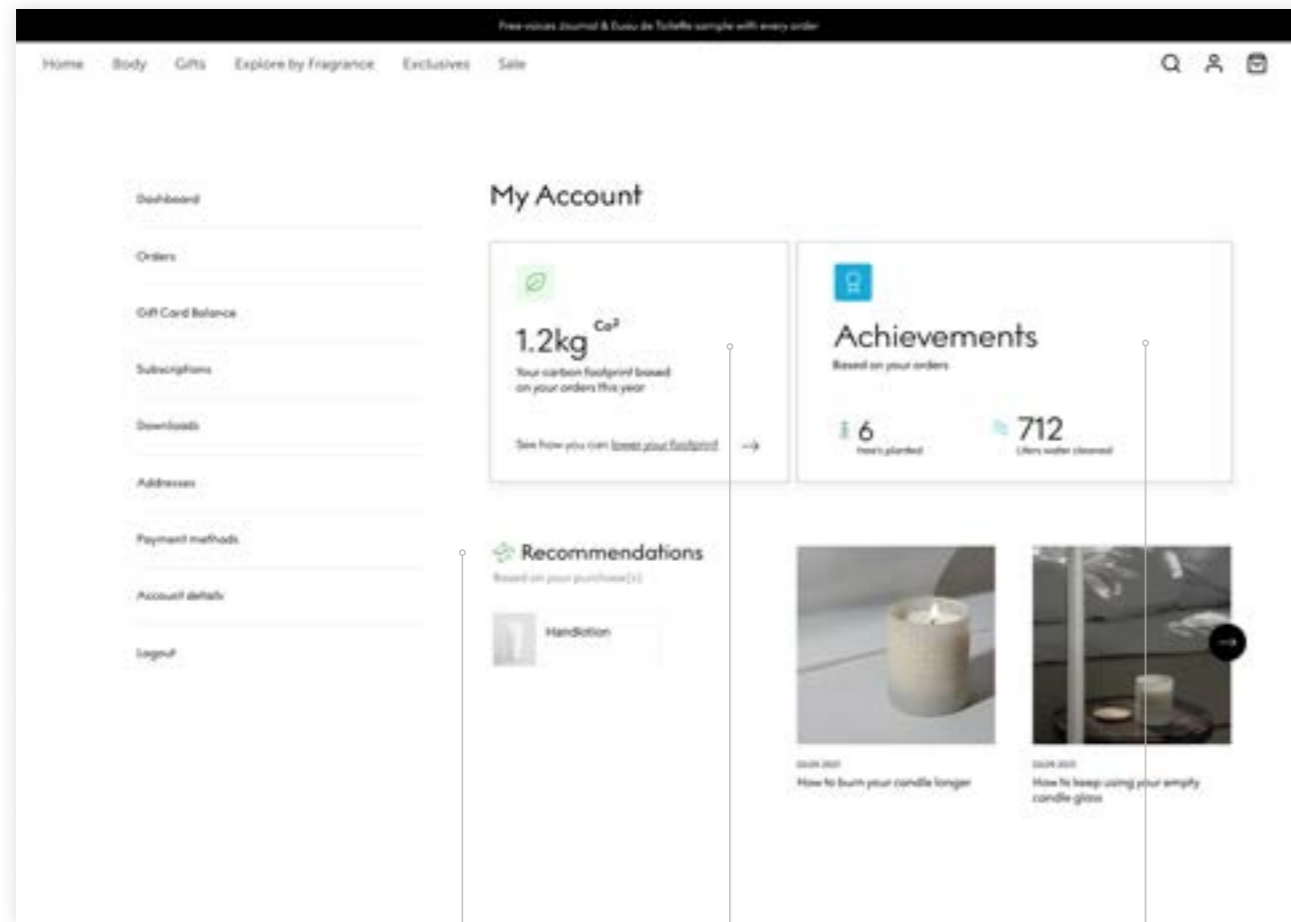
How we offset the emissions of your shipment



Being transparent about the impact of YOUR order



## CHALLENGE 4



### MY ACCOUNT



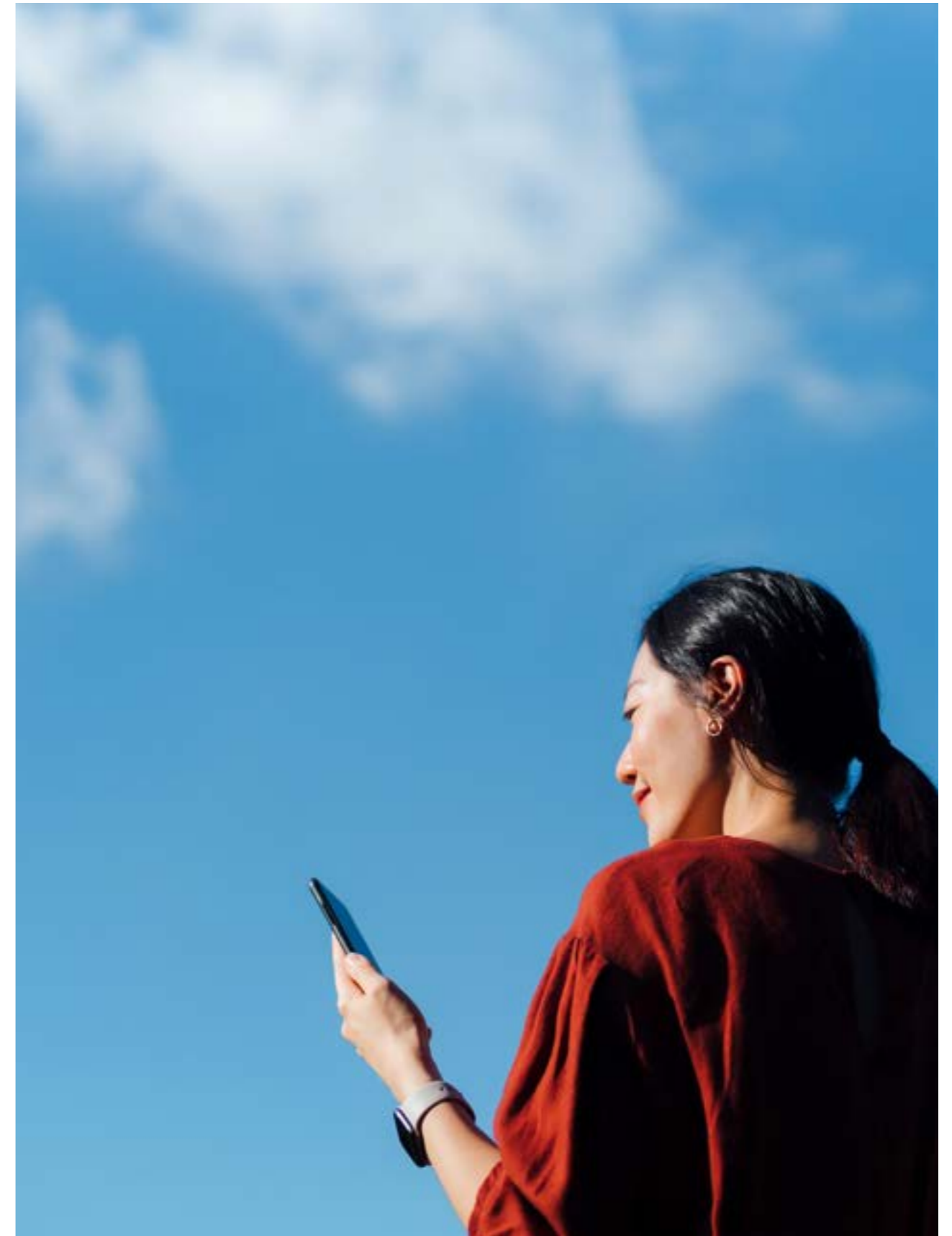
Sustainability suggestions and content based on the customer's profile, past orders, subscription ect.



Show a customer's sustainability impact on the environment and how much they saved.



Show their sustainability achievements (eg. planting trees, cleaning water ect.)







## CHALLENGE 5

### A DIGITAL PASSPORT FOR EVERY PAIR OF FOOTPRINTS

Digital product passports aim to gather data on a product and its supply chain and share it across the entire value chain, so consumers have a better understanding of the materials and products they use and their overall environmental impact. Regulations around disclosing these facts are becoming more common, but brands can do so much more than simply educating shoppers about how it was made and where the materials come from. They can take them on an inclusive journey that involves them in the life cycle of their shoes. By placing a QR code to serve as a digital passport on every pair of shoes means customers will be able to go to a detailed product page to learn where the product was produced, but more importantly how to care for it, repair it, and trade it once they are done wearing it. This easy-to-implement solution makes traceability effortless and serves as a one-stop solution for footwear brands to own their passion for sustainability in a world of fast fashion.

**50%** of consumers ask for greater clarity on how to dispose of/recycle old products.







**15%** of consumers don't have enough information on what they can do to adopt a more sustainable lifestyle.

**46%** of consumers ask for better information about origins and sourcing.

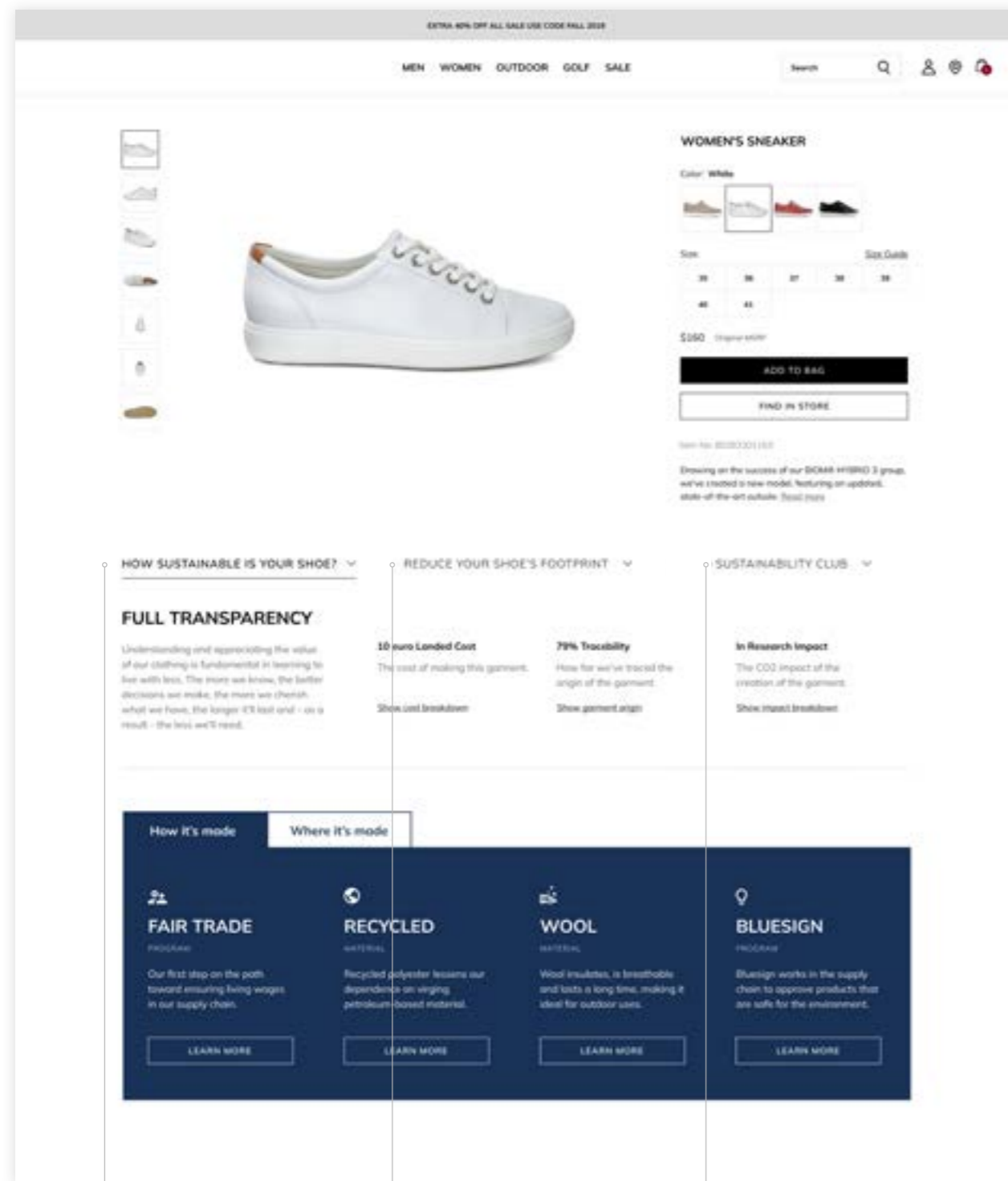
**85%** of post-consumer shoes end up in landfills.

Nearly **1 in 3** consumers claim to have stopped purchasing certain brands or products because they had ethical or sustainability-related concerns about them.

## CUSTOMER JOURNEY

Journey Steps Which step of the experience are you describing?	IDENTIFIES INFORMATION NEED	LOOKS FOR INFORMATION	MAKES A DECISION	PURCHASE DELIVERY	FOOTWEAR LIFE	FOOTWEAR END OF LIFE
<b>Actions</b> What does the customer do and look for? What is their context?	Ana needs a new pair of shoes and would like to buy from a sustainable brand.	Search Google for environmentally oriented shoe companies. Click on our brand and land on a product page.	Look for information about origin, environmental impact.	Open the box, try on the shoes, throw away the packaging.	Wears shoes, cares for, cleans footwear.	Swap, sell, recycle.
<b>Needs and pains</b> What does the customer want to achieve or avoid?	She finds it difficult to know what footwear options are available that are sustainably made.	Not sure what brand/option to explore first.	Want to understand how sustainable the shoes are. Want to compare with other brands.	They want to be reassured of the sustainability of their purchase. Wants to keep the shoes in as long as possible in good condition. Is not sure how.	Would like to keep the shoes in as long as possible in good condition. Not sure how to care for the shoes properly.	Gets bored of shoes, wants something new. How to get rid of them sustainably.
<b>Customer feeling</b> How does the customer perceive the situation?						
<b>Opportunities</b> What could we improve or introduce?	Increase brand awareness on sustainability	Improve SEO/SEA efforts	Updated product page with information on origin, sourcing, impact, care of the product and the brand's sustainability club.	Provide direct access to information about the products. Educate the consumer to minimise their impact.	Help with the proper care of the shoes.	Encourage the swapping of shoes and provide guidance on sustainable disposal of shoes.

## CHALLENGE 5



How sustainable is my shoe – information on how the shoe is made, origin, sourcing, materials.

Reduce your shoes' footprint – how to prolong the life of the shoes and care product recommendations.

Sustainability Club – personalised information, community for swapping, reselling and recycling.

## HOW TO ROLL IT OUT

Once a customer has purchased their new pair of shoes, they will be able to scan the shoes' digital passport which will take them directly to that specific pair's product page. Here they will learn how sustainable their shoes are – from information on how the shoes are made, what materials have been used, and where those materials have been sourced from. They will also be educated on how they can further reduce their shoes' sustainable footprint with tips on how to prolong the life of the shoes. The owner of the shoes will also be invited to join a Sustainability Club consisting of a community for swapping, reselling and recycling shoes – involving the customer in the sustainability journey and of course building a brand's eco-friendly image.

# Do you need help ?

*At Emakina, we understand how important it is for your business to offer more sustainable customer experiences and our goal is to delight clients' users at every step of their buying journey. We can help build, structure and support your brand or organisation's websites, services, business models, order management, communication and education in more sustainable ways. Team up with our sustainability experts to start designing impactful solutions for your business, your clients and the world. Get in touch today.*

## About Emakina, the User Agency

Emakina is a digital agency with global reach. It is part of Emakina Group, an EPAM Systems Inc. (NYSE: EPAM) company. Its technology and marketing experts work with customers to develop high performance marketing and creative solutions for business challenges, from cutting-edge applications, websites, and eCommerce projects to impactful content and campaigns. As the ambassadors for users, Emakina places the user's requirements and expectations at the heart of every digital experience. This approach offers the agency's customers and their brands a privileged relationship with consumers of the digital age. Learn more at [www.emakina.com](http://www.emakina.com).



## Start together on the sustainable journey

Team up with our sustainability experts to start designing impactful solutions for your business, your clients and the world.

Get in touch today.



### Contact

**Mona Bien**

UX Designer &  
Emakina sustainability  
ambassador

[m.bien@emakina.com](mailto:m.bien@emakina.com)

[www.emakina.com](http://www.emakina.com)

Feel free to contact us

### Emakina Europe

Rue Middelbourg 64a  
1170 Watermael-Boitsfort  
Belgium

+32 2 400 40 00  
[think@emakina.com](mailto:think@emakina.com)

### Emakina Middle East

FZ-LLC Office #909,  
9th floor, DSC Tower,  
Studio City Dubai,  
United Arab Emirates

+97 4 589 57 22  
[info@emakina.ae](mailto:info@emakina.ae)

### Emakina North America

79 Madison Avenue  
New York, NY 10016  
USA

+1 866 499 9591  
[info@emakina.com](mailto:info@emakina.com)