



ESW ANNUAL REPORT

---

# Sustainability Report

Annual report 2023  
and 2024



esw.

# Table of contents

- 3 Introduction and message from our CEO
- 5 Driving change, achieving impact
- 9 How we empower and engage
- 14 Making a lasting impact
- 16 About us

esw.

1.

Introduction  
and message  
from our CEO

---

# Introduction and message from our CEO

---

*“I’m confident that by staying true to our values, we will lead the way toward a more responsible, sustainable, and successful future”*

I am inspired by the opportunities that lie before us and I am confident in our values that guide us on our journey. At the heart of everything we do are the principles that shape our decisions —**Champion Simplicity, Debate Then Commit, Own It and Win As One**. These values aren’t just words; they define who we are, how we operate, and how we move forward together.

At ESW, our commitment to sustainability is one of the ways we live out these values. We recognise that as a global ecommerce leader, our actions have far-reaching consequences, and we’re dedicated to ensuring those impacts are positive, lasting and sustainable. This report offers an in-depth look at the progress we’ve made and the initiatives that reflect our ongoing commitment to our environment and society.

For us, **Championing Simplicity** means focusing on what truly matters. We aim to deliver outstanding products and services while reducing our environmental footprint. In an industry that often prioritises speed and convenience, we are determined to strike the right balance—ensuring our operations are efficient and sustainable without compromising quality or responsibility.

**Debate Then Commit** speaks to the way we approach our sustainability goals. Our Leadership Team and I believe that thoughtful discussions and diverse perspectives lead to better outcomes. Once we’ve reached a decision, we fully commit to taking action, with every team member playing their part to drive our mission forward.



**Eric Eichmann**  
Chief Executive Officer

Through **Own It**, we must take accountability for our impact, whether it’s how we treat our people, engage with communities, or work with partners across our supply chain. We strive to create an inclusive, supportive workplace where everyone feels empowered to be their best self.

And, of course, we **Win As One** by recognising that success is an absolute collective effort. Our commitment to sustainability is a shared responsibility - one that involves working together to create long-term value, not just for our business but for society as a whole. It’s about building a future that not only supports the needs of today but ensures a thriving planet for generations to come.

As we continue on this journey, I’m confident that by staying true to our values, we will lead the way toward a more responsible, sustainable, and successful future – let us all leave a legacy that we can all be proud of!

esw.

2.

Driving change,  
achieving impact

---

# Our strategy

---

In 2023, we proudly presented the next phase of our sustainability commitment. It was an evolution of our ongoing commitment to responsible business practices.

We expanded our existing sustainability initiatives to create a **sustainability strategy** for our whole business. It now serves as a roadmap guiding us to new heights of environmental responsibility, social impact and economic resilience.

There are four pillars to our sustainability strategy, each with Executive ownership. These pillars are the foundation on which our high-level objectives rest, steering us towards a future where responsible business practices define our success.



# Driving change, achieving impact

We are weaving sustainability into everything we do through our 4 pillar leaders



**Social objectives**  
**Sarah Keating**  
Chief People Officer

- Build a workplace where all our people feel a sense of belonging and inclusion
- Ensure strong diversity and representation across our organisation, including a 50:50 gender balance in the shortlist for director-level and above positions.
- Relative improvement in the balance in each quartile by 10% in the gender pay report
- Actively contribute to the communities where we work to build a sustainable future for all



**Governance**  
**Mark O'Neill**  
Chief Financial Officer

- Strengthen corporate governance
- Ethical and transparent business practices
- Compliance with global sustainability standards



**Supply Chain objectives**  
**Jason McCourt**  
Chief Logistics Officer

- 100% of transportation packaging material is recyclable, reusable or compostable
- Achieve NetZero Scope 1 and 2 emissions
- Achieve NetZero Scope 3 emissions



**Services & Solutions**  
**Martin Tully**  
Chief Operating Officer

- Achieve NetZero cloud platform carbon footprint
- Reduce return rates of up to 25%
- Co-design solutions with brands to reduce return volumes and improve return process efficiency



# How we helped in 2023 and 2024

Here are some of our key achievements so far:

## Environment



100% carbon neutral deliveries for all clients.



LED lighting retrofit programme.



A comprehensive supplier relationship management programme.



Donation of end of life laptops to underprivileged children.

## Governance



Annual standalone sustainability reports.



ISO Certifications 27701 and 27001.



Newly established steering committee for ESG and sustainability.

## Social



Reduced our Gender Pay Gap by 6%



Partnered with UNICEF – The United Nation’s Children’s Fund to support them to build a better world for every child, every day, everywhere.



Introduced a paid Volunteering Programme for all employees



Enhanced our DE&I agenda through a refreshed and focused committee and key events and experiences for all employees.



Gave back to our communities through the work of our Corporate Social Responsibility Committee.



Established CSR Governance Committees engaging closely with employees.



Supporting children from disadvantaged backgrounds in pursuing their higher education dreams and offering valuable work experience opportunities.



esw.

3.

How we empower  
and engage

---

# How we empower and engage

A number of dedicated committees that embody the company's inclusive culture and champion ESW's commitment to sustainability. These committees are made up of a diverse cross-section of employees from different departments and backgrounds and ensure that every voice in ESW is heard in the pursuit of a more sustainable future. By fostering collaboration across the company, ESW empowers its workforce to contribute meaningfully, creating a shared sense of purpose and belonging that drives collective progress toward lasting impact.

## Wellness

ESW is dedicated to encompassing holistic wellness by addressing physical, social, intellectual, emotional, and spiritual needs. ESW provide insights and tailored solutions to support diverse wellness requirements, ensuring a comprehensive approach that fosters well-being and balance for employees.

## Diversity inclusion and belonging

ESW are committed to our aim to continuously champion diverse experiences, perspectives and ideas and cultivate a culture where all of our employees feel a sense of belonging.

## Corporate Social Responsibility

CSR is a core priority for ESW. We are committed to having a meaningful impact in the communities where we work to build a sustainable future for all.

## Sports and Social

ESW recognise the importance of community in a diverse workplace. The sports and social team encourages participation in activities to promote well-being and strengthen connections among employees.



# Around our offices

---

ESW have initiatives in all of our offices to empower local employees to take action towards our economic, social and governance responsibilities. Some initiatives are run in all our offices such as our employee volunteer day which encourages employees to take the time to support a local community or charity that is close to their heart. Other initiatives such as the examples below have been developed by individual offices in response to their local environment.

## Madrid



Partnering with local fruit companies to supply orders in a sustainable manner.

Support local companies who provide employment opportunities to those with accessibility needs.

## New York



Volunteering to provide food packs for families affected by 9/11.

Donation to Projects With Care, supporting local homeless children.

## Ireland



Supporting and donating to a number of local sporting communities across Ireland.

Matching the amount raised by ESW employees running the Dublin City Marathon. Committing a set contribution per employee to donate to Unicef.

Support local companies who provide employment opportunities to those with accessibility needs.

Supporting Action Ability Belfast who provide services to children and adults with learning disabilities seeking to promote the inclusion of people with learning, physical or sensory disabilities into the community.

# A word from some of our Partners

“We are proud of UNICEF’s collaboration with ESW and are delighted to formalise it in a multi-year partnership in 2024. This will play an important role in our mission to advance and protect children’s rights, to help meet their basic needs, and to expand their opportunities to reach their full potential. At a time when global progress lags on the Sustainable Development Goals, it has never been more important for non-governmental organisations and businesses to come together for the children of today and tomorrow. Our partnership sets a powerful example of how the private sector and UNICEF can drive sustainable change towards achieving the sustainable development goals. It is a testament to what can be achieved when we align our goals and work collaboratively towards a common vision of a more sustainable and equitable world.



Already together, we have helped to support more than 10 million people whose lives were changed utterly when a series of earthquakes struck Türkiye and Syria in early 2023. We would also like to take this opportunity to say a special thanks to the ESW employees who took part in vital fundraising events on behalf of UNICEF such as the Irish Life Dublin Marathon 2023 and 2024.

We look forward to launching this multi-year commitment with ESW and exploring new ways to create lasting positive change together.”

**Peter Power**  
Executive Director Unicef Ireland

# A word from some of our Partners

---

“The support from ESW has been invaluable, through IT support and tech donations, our team is freed up to concentrate on what they do well - reducing waste, supporting communities across Ireland to develop sustainability projects and calling for a more circular economy. Refurbished laptops keep our team resourced and up to date, while the IT support is an absolutely invaluable skills donation that really supports all the members of our team here in VOICE.”

**Tad Kirakowski**  
CEO, VOICE

"ESW is a valuable member of the Business in the Community Ireland (BITCI) network where members collaborate on developing and promoting sustainable business practices, above what is required by legislation. ESW is a signatory to BITCI's Elevate Pledge, which supports businesses to build a more inclusive workforce that is representative of all members of Irish society”

**Marian Curry**  
BITIC (Business in the Community Ireland)



esw.

4.

Making a lasting  
impact

---



# Making a lasting impact

We believe values drive results. And we believe that our commitment to our values - **Champion Simplicity, Debate Then Commit, Own It and Win As One** - will drive lasting impact in our business, in our communities and in the world.

We're proud of what we have achieved so far. But we can't stop now. We must and will continue to lead the way toward a more responsible and sustainable future for us all.

## Reduce transport carbon emissions

We are exploring route optimisation, the use of alternative fuels, working with our partners to enhance supply chain efficiency and investing in green technology.

## Inclusion, diversity and representation

We engage employees in diversity an inclusion initiatives by encouraging their participation and feedback. Inclusion is a core cultural value championed from the top executive team at ESW.

## Increase packaging sustainability

ESW will target the use of sustainable and reusable materials for our packaging. Further looking at means to optimise packaging design and minimise packaging size and weight.

## Charitable giving and meaningful partnerships

ESW will continue to deliver financial and in-kind assistance to many community led initiatives and charities. Additionally, we collaborate with various partners to help expand our impact.

## Align on ESG ambitions with supply partners

ESW is working with our logistics partners to identify areas to improve sustainability throughout our supply chain.

## Education and training

ESW launched an employee learning series emphasising team effectiveness, communication and collaboration skills as well a learning platform with access to 20,000 courses.

## Volunteer Day

The fully paid Volunteer Day is available to all ESW employees to partake in worth-while community and charitable activities.

## Returns Solution

ESW has endeavoured to target a reduction in return rates of up to 25% by 2030 through customer collaboration.

## Sustainability SteerCo

Sustainability is overseen by the sustainability steering committee tasked with holding ESW to account with respect to the delivery of the sustainability strategy and associated targets.



esw.

5.

About us

---

# About us

---

ESW makes worldwide ecommerce powerful and simple. We reduce the complexity of international expansion and create moments that matter between shoppers and brands in more than 200 markets. How? With localised checkouts, exceptional delivery and returns, regulatory and risk compliance and strategic expertise for long-term growth and profitability.





At ESW, our sustainability initiatives are shaped by a commitment to both our internal goals and the expectations of our clients, partners, and shoppers. Our latest Sustainability Report reflects our dedication to responsible practices, while our custom research offers insights into market trends and the values that matter most to those we serve. By aligning our strategies with the evolving priorities of our clients and shoppers, we enable our partners to meet their sustainability goals more effectively. This integrated approach allows us to respond proactively to global trends and feedback from clients, partners, and consumers, creating shared value and advancing our collective impact.





A GLOBAL VOICES REPORT

---

# The sustainability factor

What shoppers want from your brand



# Table of contents

- 21** Summary of Findings
- 22** Global Sustainability Sentiment
- 23** Sustainability by Market
- 24** Sustainability by Generation
- 28** Further Segmentation
- 33** Meeting Sustainability Expectations
- 34** The Takeaway



# Summary of Findings

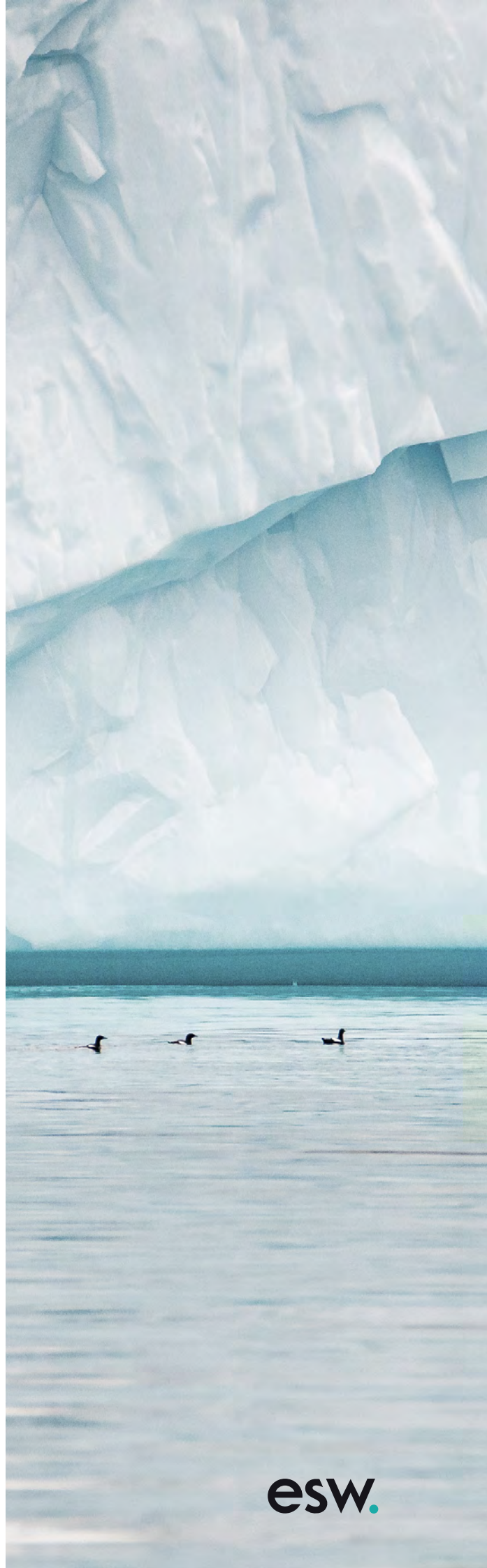
---

Brands and retailers continue to face scrutiny and pressure from shoppers, the media, governments and advocacy organizations to be more sustainable. The retail industry produces millions of tons of waste every year and as a result feels pressure to make changes – for the sake of the environment and the bottom line.

In addition to governments, media and non-profits, environmental concerns remain top of mind for many global shoppers. But how do their concerns affect how they shop? What do they want brands to do? To find out more about environmentally attuned shoppers, who they are and how to reach them, ESW conducted a survey of more than **18,000 consumers in 18 countries**.

This Global Voices Report shows that the degree to which consumers are concerned about sustainability depends largely on where they live and what they value about brands and merchants they buy from.

Overall, brands and retailers entering new global markets have tremendous opportunities to tout their environmental accomplishments and win loyal customers.



# Global Sustainability Sentiment

---

When breaking down our survey results, we gave respondents sustainability scores based on how strongly they felt about environmental issues. The average sustainability score was 55.

We then analysed the data further to find out which shopper segments were the most sustainably minded.

strong interested in environmental issues

55

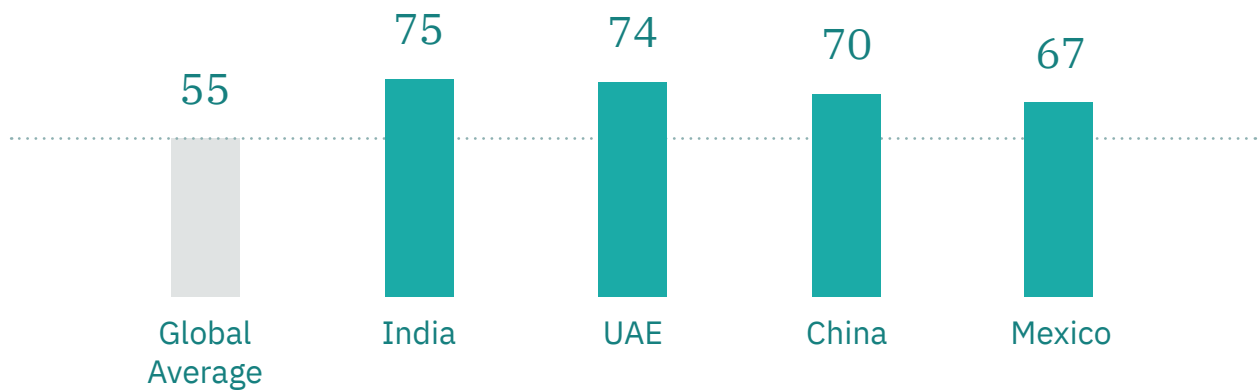
low interested in environmental issues



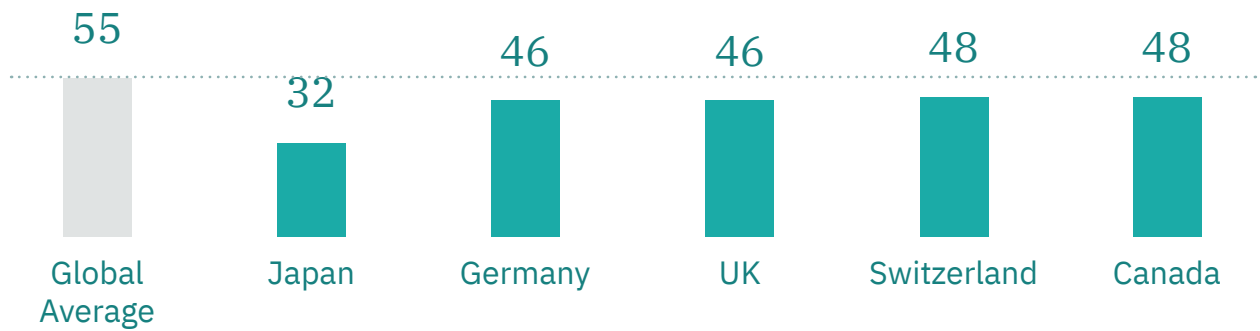
# Sustainability by Market

Emerging markets in LATAM and APAC were more concerned about sustainability than their established, Western-market counterparts.

## Countries with the Highest Sustainability Scores



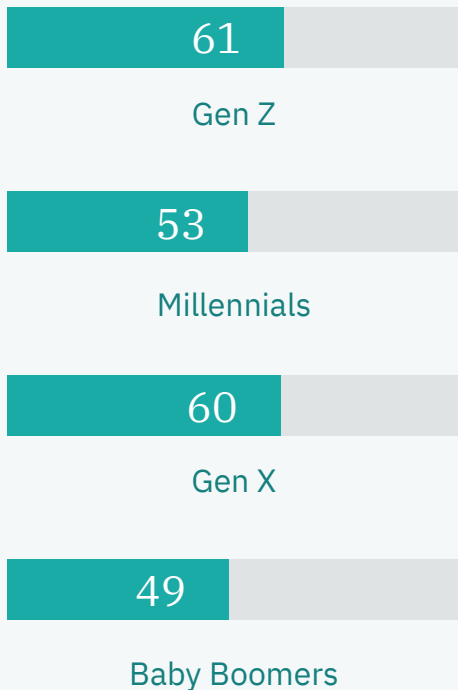
## Countries with the Lowest Sustainability Scores



# Sustainability by Generation

In general, younger people were more concerned with sustainability than their older counterparts. However, in certain markets, the gap showed signs of closing with Gen X showing nearly equal concern as Millennials and Gen Z.

## Global Average Sustainability Score



# Emerging Market Sustainability Score by Generation

# India



Gen Z



Millennials



Gen X



Baby Boomers



# China



Gen Z



Millennials



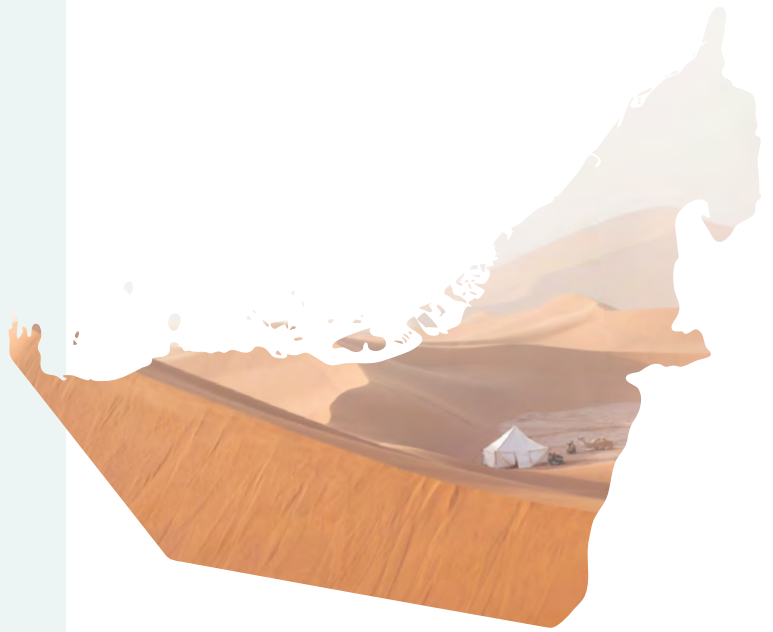
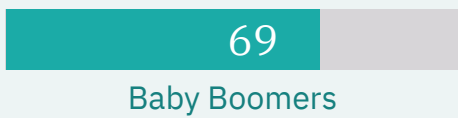
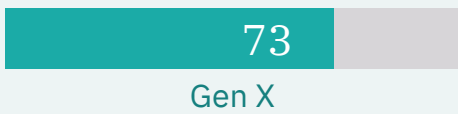
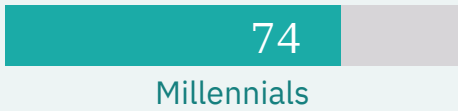
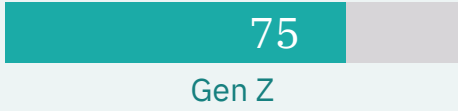
Gen X



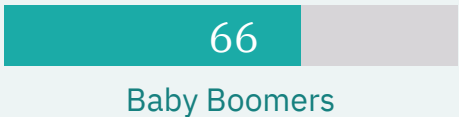
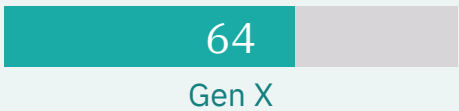
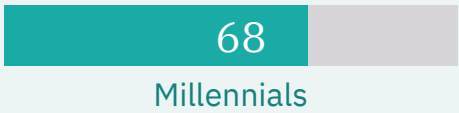
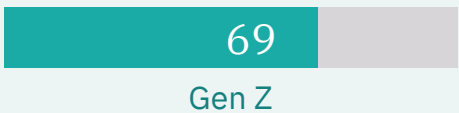
Baby Boomers



# UAE



# Mexico



# Further Segmentation

and What it Means for Brands

---

After segmenting respondents, we looked at the group of shoppers we could classify as environmentally attuned shoppers. These shoppers scored an 80 or above on the sustainability scale compared to an average global sustainability score of 55.

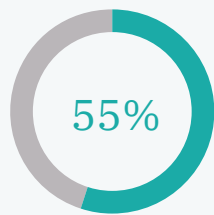




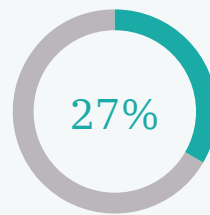
# Authenticity and Sustainability go Hand-in-Hand

Our survey found that shoppers who valued brand authenticity were 50% more likely to be environmentally attuned shoppers. As new technologies like artificial intelligence enter the mainstream and it becomes more difficult to discern real from fake, consumers want authentic experiences with authentic brands.

Globally, 63% of shoppers valued brand authenticity. These shoppers want brands to be truthful and transparent – including about company environmental credentials.



55% said they are more aware of greenwashing than they were a year ago.



27% said they consider a brand's environmental transparency record when making a purchase.





# What does this mean for brands?

---

Shoppers who want to buy from brands they perceive to be authentic are looking for those same brands to have a strong, authentic message of sustainability.

To win these shoppers, brands must be able to demonstrate their efforts toward a more sustainable shopping experience and environment.



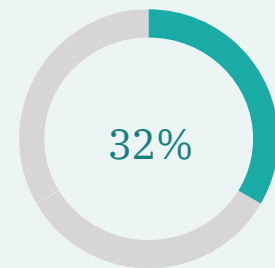
# Brand Loyalists are Sustainability Attuned

---

Shoppers who valued brand names were also more likely to be sustainably minded shoppers. Our survey showed that brand name shoppers were **32% more** likely to also be environmentally attuned shoppers.

Brand name shoppers believe that a brand name means higher quality and better value. These shoppers have high expectations not just of products and services, but of environmental records.

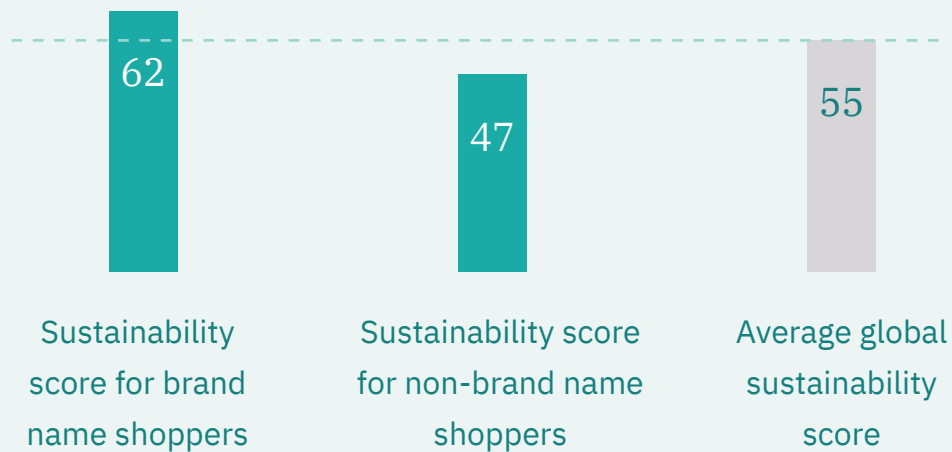
Nearly **6 in 10 (58%) global shoppers** had positive opinions of brand name merchants. But the data show a positive correlation between brand-loyalty and being environmentally attuned. These shoppers are more likely to hold brands to higher standards.



Brand name shoppers are **32% more** likely to be environmentally attuned shoppers.



## Sustainability Scores by Brand Name Affinity



## Sustainably Attuned Shoppers



Luxury shoppers were 1.5x more likely to be sustainably attuned shoppers.

## What does this mean for brands?

Brand name shoppers have high expectations of merchants. Brands with demonstrably positive environmental records should promote its achievements to boost brand reputation and shopper loyalty.



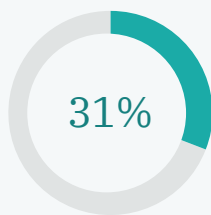


# Meeting Sustainability Expectations

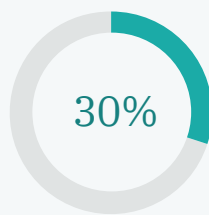
Sustainability itself is a word that can be defined in a variety of ways. Brands trying to discern what shoppers mean when they say they "value sustainability" and "want brands to be more sustainable" can get frustrated by ambiguity.

Our survey found that there are concrete steps that brands can and should take to attract and retain sustainably attuned customers.

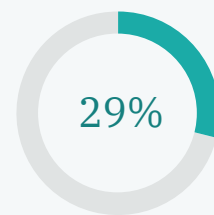
## Shoppers' Considerations When Making Online Purchases



Sustainable packaging



Sustainable shipping



Less packaging overall





# The Takeaway

---

In international ecommerce, brands must understand how shoppers in local markets feel about sustainability and what to do to meet those felt needs.



Embrace authentic, transparent messaging.



Integrate environmental record and accomplishments into brand messaging.



Enhance brand reputation by offering recyclable packaging and carbon-neutral shipping and delivery.

To find out how your brand can reach more shoppers in more markets with a positive environmental message, contact ESW.

Methodology: Responses were gathered from an online panel of adults 18+, representative of national quotas for key demographics in 18 countries. Survey questions and responses were translated into each country's native language and currencies were converted to local currencies before being converted back to \$US for comparison purposes. 18,679 surveys were completed between October 31<sup>st</sup> and November 14<sup>th</sup> 2023. Overall margin of error is approximately 5% at a 95% confidence level, varying by country population size.

CONTACT US AT

[growmybrand@esw.com](mailto:growmybrand@esw.com)

VISIT

[ESW.com](https://www.esw.com)

esw.

# Thank you!

---

For more info about this  
report please contact  
[sustainability@esw.com](mailto:sustainability@esw.com)