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UKâ€™s ASOS achieves 30% reduction in operational carbon emissions per order since 2015

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British online retailer ASOS has released its annual carbon report, revealing the success of its Carbon 2020 strategy, launched in 2015, which achieved a 30% reduction in operational carbon emissions per order since 2015/16. Other performance highlights covered in the report include three years of consecutive reductions in carbon emissions per order, and an 18% reduction in customer delivery emissions in the 2018/19 financial year, principally due to the opening of a new fulfilment centre in Atlanta, USA. During the four years of Carbon 2020 (which ran from FY16 to FY19), ASOS grew from a £1.44 billion (â‚¬1.66 billion) revenue business with 12.4 million active customers, to a £2.73 billion (â‚¬3.15 billion) business with 20.3 million active customers, resulting in an increase in total emissions. However, as a result of its Carbon 2020 strategy â€“ which prioritised increasing energy efficiency, reducing delivery and packaging emissions, and increasing ASOSâ€™ use of renewable energy â€“ emissions fell on a per-order basis. CEO Nick Beighton commented: â€œIn 2015, I signed off a new carbon strategy, â€˜Carbon 2020,â€™ which defined how ASOS, through the delivery of six big ambitions, planned to meet its goal to reduce carbon intensity â€“ grams of carbon dioxide per customer order â€“ every year until 2020.

Source: https://www.cep-research.com/news/uks-asos-achieves-30-reduction-in-operational-carbon-emissions-per-order-since-2015-