



## CTT innovates to reduce the carbon footprint of deliveries and tests new reusable packaging with e-commerce customers

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CTT "Correios de Portugal is testing new reusable packaging for e-commerce customers with several Small and Medium Enterprises (SMEs) in order to significantly reduce waste and the carbon footprint of deliveries. This is an initiative developed in partnership with Circular E-commerce EcoLab, a TestBed dedicated to the sustainable management of packaging for e-commerce, which shows a serious commitment to the circular economy, ensuring that the entire packaging life cycle is optimized.

In addition to CTT, other companies are part of this consortium, such as Zeroo, a circular economy technology company, and Impact World, a leader in the development and production of innovative reusable packaging. As part of the partnership, CTT is identifying SMEs that wish to participate in pilots in which a set of reusable packaging will be made available free of charge for their e-commerce shipments.

Additionally, e-buyers are also offered the complete reverse logistics of returning empty packaging, free of charge, to over 12,000 CTT letterboxes, cleaning them in the warehouse, and reshipping them to participating SMEs, so that they can be used again up to a limit of five cycles per package. Each SME will only bear the usual cost of shipping the orders to its customers.

The number of pilots is limited and the evaluation will follow the order in which applications are received, through this link. To compete, SMEs must meet two requirements: have SME certification and sell their products through e-commerce. The project is funded by the PRR and is part of the National TestBeds Network.

The initiative is part of CTT's strategy to help strengthen the national e-commerce ecosystem while promoting the adoption and testing of new tools and products among SMEs.

Data from the CTT E-commerce Report 2024 shows that 4 out of 10 e-buyers would be willing to pay an extra cost to receive their order in reusable packaging. In addition, e-sellers are increasingly sensitive to environmental issues and are more open to incorporating environmentally friendly



methods and processes in the production-sale-delivery chain, as well as accepting longer delivery times or additional costs for

more sustainable deliveries, or even using reusable packaging.

Source: [CTI](#)