

## **Smartmile launches a sustainable initiative in collaboration with Eden Reforestation Projects.**

Nov 27th - Dec 4th 2020, Smartmile customers get the power to make Black Friday greener by using Smartmile locations in the Netherlands. By entering into a partnership with Eden Reforestation Projects, the company will dedicate seven parcel machines to reforestation marking the start of a long-term sustainable initiative named "Smartmile Open Doors".

Black Friday comprises of a plethora of marketing offers that many consumers like to take advantage of. To leverage Black Friday, stores extend their discount period, turning Black Friday into weekends or even weeks. The prolonging of Black Friday campaigns drives online orders increasing consumer happiness while also increasing carbon dioxide emissions.

Parcel machines, in general, offer a sustainable alternative to home delivery because they centralize delivery for couriers, reducing traffic to individual homes, and minimize the need for multiple delivery attempts when recipients are not at home. When located at convenient locations such as supermarkets, they allow customers to combine multiple errands into single trips, picking up parcels while grocery shopping, for example. In addition, the machines are easily accessible by environmentally friendly means of transportation such as by bike.

The aforementioned explains how parcel machines can minimize the potential environmental footprint of delivery which is of bigger concern during events such as Black Friday and the current boom of e-commerce. Even though it seems like an unusual choice to address sustainability during Black Friday, the Green Friday campaign helps to raise consumer awareness for sustainable delivery options. The campaign introduces Dutch consumers to the sustainable potential of parcel machines for last mile delivery.

*"For Smartmile, sustainability is an incredibly important issue. I am very happy to be part of a team that constantly comes up with great ideas and initiatives, small and big, to change our company and potentially our industry towards a more sustainable future." Explains Steffen Luippold, CTO at Smartmile.*

### **The Smartmile Green Friday Campaign**

From November 27th up to and including December 4th Smartmile dedicates all of the compartments of seven parcel machines in the Netherlands to reforestation. The company hopes to motivate customers to choose a sustainable delivery option. In collaboration with Eden Reforestation Projects, Smartmile donates the funds to plant one tree per parcel picked up, returned or sent by consumers. Eden Reforestation Projects will plant the trees in either Madagascar, Mozambique or Kenya.

To participate in the Green Friday campaign, consumers select DHL as their courier and one of the following seven Smartmile locations:

- Lidl Enschede, Brouwerijplein 14 7523MB Enschede
- Lidl Woerden, Iepenlaan 1a, 3442 EK Woerden
- Lidl Veenendaal, Stuivenbergheem 1, 3907 NH Veenendaal
- Lidl Deventer, Karel de Groteplein 46 , 7415 DH
- Lidl Oud-Beijerland, Polderlaan 6, 3261 ZA
- Lidl Huizen, Warandebergstraat 47, 1271 XZ
- Lidl Apeldoorn Anklaar, Operaplein 19, 7323 EL

### **The long-term Smartmile Open Doors initiative with Eden Reforestation**

The Black Friday week is the starting point of a long term partnership with Eden Reforestation Projects through the Smartmile Open Doors initiative. From December 5th 2020 onwards, all Smartmile locations installed in the Netherlands by this date will include one uniquely designed door. For any parcel picked up, returned or sent via these unique compartments, Smartmile donates the funds for one tree per parcel to Eden Reforestation Projects. Customers get the power to contribute to a better world one parcel at a time.

*“We are excited about our partnership with Eden Reforestation Projects to take a next step in our contribution to sustainable development” says Smartmile’s CCO Frank van Os.*

For more information: <https://www.smartmile.nl/sustainability>

Smartmile contact:

Aku Happo, CEO: [Aku@smartmile.eu](mailto:Aku@smartmile.eu) , Phone +358 40 562 7065

Frank van Os, CCO: [Frank@smartmile.eu](mailto:Frank@smartmile.eu), Phone +31 683969766

### **Smartmile**

Smartmile is creating the most convenient, sustainable and efficient parcel experience through an open and shared parcel machine network. Smartmile is an international growth company whose cloud-based software platform connects parcel machines to any online buyer, carrier and retailer, creating a new courier and hardware-agnostic solution for last-mile deliveries. Currently, Smartmile operates in Finland, The Netherlands and Germany, delivering thousands of parcels to customers weekly.

Smartmile aspires to build the largest open & shared delivery infrastructure for parcels in Europe by 2023. It is most awesome for our customers, most efficient for our partners and good for the environment.

### **Eden Reforestation Projects**

Founded in 2005, Eden Reforestation Projects is a nonprofit organization that works in developing countries to rebuild natural landscapes destroyed by deforestation. Eden works directly with villages and communities impoverished as a result of deforestation and destruction of the land that sustains them. Eden employs thousands of local people and provides them with the education and tools necessary to plant, grow, and protect to maturity, millions of trees each year. Eden currently plants approximately 15 million additional trees a month and in 2020 reached more than 400 million trees planted across eight countries.