

## CASE STUDY

# ONLY ETHIKAL'S JOURNEY TO CARBON NEUTRAL DELIVERIES WITH OLIVE GAEA



## CLIENT OVERVIEW

Only Ethikal is a Dubai-based online fashion retailer specializing in ethically sourced and sustainable fashion. Committed to fair trade & eco-friendly practices, the brand has become a leader in the sustainable fashion industry, with a growing customer base across the UAE and beyond.

## CHALLENGE

As Only Ethikal expanded, its logistics and delivery operations significantly increased its environmental footprint. The company needed a solution to measure, reduce, and offset the carbon emissions associated with deliveries without disrupting existing operations.

## SOLUTION

Partnering with Olive Gaea, Only Ethikal integrated the Carbon Neutral Delivery API, enabling:



### Measure and Track the Emissions of their Logistics

Olive Gaea helped in the accurate measurement and tracking of emissions of their logistics, from the production sites in India to the doorsteps of their customers in the MENA region.



### Emission Reduction

Data analysis to optimize delivery routes and reduce emissions.



### Customer Engagement

Olive Gaea supported customer engagement by enabling them to opt for carbon-neutral deliveries through the API integration on the Only Ethikal website, allowing them to offset last-mile delivery emissions.

# IMPLEMENTATION



## Initial Assessment

Understanding logistics and carbon footprint.



## API Integration

Smooth integration with the eCommerce platform.



## Verified Carbon Offsetting Projects

Assistance in identifying verified carbon offsetting projects, retiring carbon credits, and providing certifications from the registry.

# RESULTS



## High Customer Participation

Opt-in rates for carbon offsetting averaged above 60%, peaking at 75.96% in January 2024.



## Offsets Emissions

Offsetting a total of 161 tons CO2e emissions to date, highlighting the initiative's environmental impact.



## Enhanced Brand Reputation

Strengthened customer loyalty and market positioning as a sustainable fashion leader.



## Enabled Transparent Engagement with Customers

Transparency with customers empowered them to make informed decisions on climate action.

# FUTURE GOALS

Only Ethikal aims to expand its sustainability efforts across its supply chain, building on the insights gained from the successful implementation of Olive Gaea's carbon management solutions.

This case study showcases how Only Ethikal, with Olive Gaea's support, effectively reduced its carbon footprint while enhancing its brand's reputation and operational efficiency.

# TESTIMONY

"Integrating Olive Gaea's API into our website has been a crucial step toward enhancing transparency and initiating meaningful conversations about our carbon footprint management. The API has seamlessly integrated with our site, allowing us to take real and actionable steps in our sustainability journey. Olive Gaea has truly empowered us to align our business practices with our environmental goals."

# CONTACT OUR SUSTAINABILITY EXPERT TODAY.



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