



Turning CSR into a Competitive Advantage: the Strategy of an e-Commerce Logistics Operator

PRACTICE
CSR

SECTOR
e-Commerce

PROJECT DURATION
3 months

• OVERVIEW

Our client, a major e-commerce logistics player, wants to make its CSR policy a major lever of differentiation.

KEPLER supports its client in positioning CSR at the heart of its strategy and turning it into a competitive advantage.

Our Approach



Context



Fast-growing company specializing in e-commerce logistics



The demands of end customers are increasing, and the structuring of a CSR strategy seems to be an essential part of the company's development project



The company would now like assistance in structuring/consolidating a CSR strategy that is consistent with its overall strategy, its ambitions in this area and its available resources



Objectives



Placing CSR at the heart of the company's strategy to make it a lever for differentiation and performance



Aligning CSR policy with the values of the company and its management



Strengthening social responsibility (territorial anchoring)



Methodology

1

State of the art

- Internal practices and their level of progress & maturity
- Customer expectations: B2B and B2B2C
- Industry trends and best practices

2

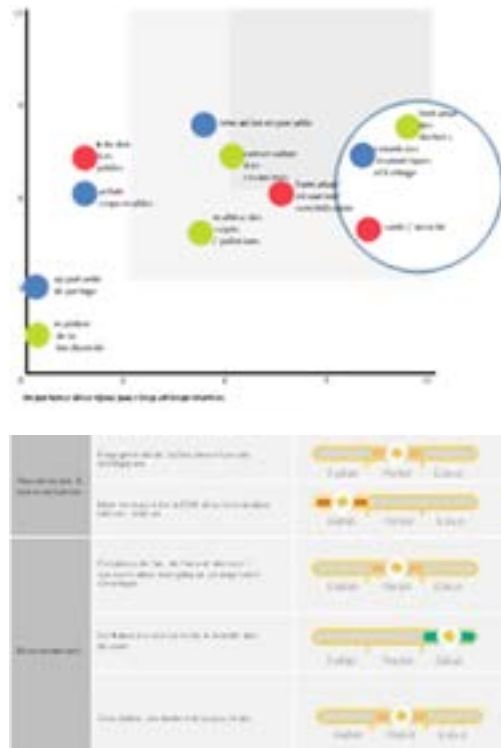
Summary of maturity and definition of priority issues for the company in its sector

3

Co-construction with the project team of a CSR ambition and objectives

- Roadmap action planning over 12/18 months
- Development of steering system (indicators, governance)

Levers and Tools



Results



CSR strategy: convictions, challenges, priority commitments, objectives



Consolidated roadmap



Internal team commitment

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With the growth of e-commerce comes a growing demand to limit the sector's environmental impact.

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