Home Delivery Network Limited

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23 April 2008
‘5 million square feet of retail space’

Source: Londontown.com
2.6 billion square feet of retail space

A store in every postcode … everyday
Local action national impact

• Rivers pollution prevention Act 1876
• Clean air Act 1956
• Control of pollution Act 1974
• Noise Act 1996
An attempt in good faith results in bad press

‘…green fuel ‘adds to climate change’

‘…false claims about the source of green fuel sold at service stations, according to an investigation that found that the chain sold one of the most environmentally damaging types of bio fuel.’
The need for change

Current state

New state

Time

Putting the customer 1st
Consumers driving activity

• “Parcelforce worldwide became the first distribution company in the fiercely competitive, non-regulated express parcel delivery sector to offer its customers a ‘carbon-neutral parcel’. This offered the choice of paying 5 p extra for domestic parcels and 10 p extra for international packages to offset the carbon emissions generated by the journey of a parcel. There’s been encouraging take up reflecting concerns of consumers”
Some industry responses

- Plan A because there is no plan B
- Ocado ‘lite’ service
- Tesco electric van initiative
- Sainsburys’ a bag for life
- HDNL a shop at the end of every road
What does it matter?

- Greenwash or not
- Meaningful measurement
- Academic verification
Thank you