

Parcel Tracker goes green

Online deliveries have increased dramatically within the last year. But with ecommerce skyrocketing, parcel tracking and delivery companies should consider how packages can be delivered sustainably. For this reason, Parcel Tracker has announced the launch of its new carbon-neutral programme that offsets the emissions created by online deliveries.

The package and delivery management software is launching a revolution in green logistics and the built environment by helping buildings and supply chains become more sustainable.

The explosion in ecommerce has prompted Parcel Tracker to question the how ethically and sustainably packages are delivered from source to consumer. The company wants to tap into the issue, starting with supply chains.

Parcel Tracker has invested into a range of international decarbonisation projects to carbon offset the last mile of over a million deliveries. Although the exact statistics are difficult to determine, this mile normally accounts for over half of the deliveries cost and carbon emissions

The ultimate aim to mitigate the negative effects of the entire delivery chain.

Company Founder, Arthur Zargaryan said, "We are delighted to announce our new initiative. The Parcel Tracker team believes that everyone can take steps towards making the planet a better place."

“We all love nature and want to make our surroundings greener; that’s something worth fighting for.”

Having partnered with non-profit organisation, The Eden Reforestation Projects, Parcel Tracker has also planted 10,000 trees as part of the new project and is hoping to grow this number.

Still, planting trees is not enough to carbon offset the effects of orders and deliveries, and Parcel Tracker are aware that delivery chains are the key place to start.

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[Ecosia has planted 100 million trees in fight against climate crisis](#)

Their campaign is made up of two key initiatives; helping local communities affected by deforestation and investing in projects which offer a portfolio of carbon credits globally. To achieve this, Parcel Tracker is also partnering with decarbonisation specialists BeZero to invest in projects which will create for demand for credits, and therefore green ventures.

Currently, the company is only working with other businesses with a B2B software solution, but is hoping to launch an app for customers to track and return their deliveries in a sustainable way.

“Our methodology is not perfect,” admits Zargaryan, “but we are a startup, we believe in doing something, having a bias for action.”

“Over time as we learn, we’ll be able to improve our calculations.”

Find out more about the initiative [here](#).

