

Jingdong

—Comprehensive practice sustainability, green has been injected into our genes

Jingdong is a self-operated e-commerce enterprise in China. Consisting of Jingdong mall, Jingdong finance, Paipai net, Jingdong logistics, Jingdong intelligence, O2O and overseas division. In 2013, Jingdong formally obtained the virtual operator license. In May 2014, Jingdong was officially listed on Nasdaq Stock Exchange. After two years, Jingdong and Walmart reached a deep strategic cooperation. In October 2017, Jingdong Philanthropy Joint UNDP and many famous brands co-organized the "Blue Planet Sustainable Week".

An important activity of "Blue Planet Sustainable Week" is to recycle unused clothes. According to the data, about 26 million tons of used clothes are thrown into trash bins each year in China. Compared to the huge stock, less than 1% of the used clothes are recycled. This not only resulted in the waste of resources, but also caused tremendous pressure on the environment. Through the cooperation and support of several departments under Jingdong, donors can easily call Jingdong Express through their unique logistics platform. Once Jingdong receiving the message, the courier will pick up the idle clothes for free. All recycling clothing will be donated to nonprofit organizations, through donations, regeneration and other ways to reduce the environmental pollution caused by discarded clothing, and to help the vulnerable groups.

As the largest retailer in China, Jingdong has always adopted the green concept throughout the industry chain. They promoted the goal of global sustainable development through such as green logistics, green supply chain and recycling. Jingdong has purchased hundreds of new energy vehicles into the logistics operation, they plan to replace the current 50,000 vehicles into green vehicles. With abundant warehousing and building facilities, Jingdong become the first e-commerce company to trial the clean energy in China. They decide to build a distributed photovoltaic power generation system on the 1.5 million square meters warehouse roof. At the same time, Jingdong donates rental income to World Wildlife Fund.

Jingdong and brand manufacturers, logistics companies, packaging companies co-sponsored the "green flow plan." By 2020, this project will reduce the supply of end-to-end packaging of disposable packaging cartons by 10 billion units, 80% of products are recyclable, 25% less weight per unit of product packaging, 50% more of biodegradable materials are used in plastic packaging, 100% logistics packaging using renewable or recyclable materials, 100% logistics and packaging printing using environmentally friendly printing process. In addition, Jingdong saves a great deal of resources by promoting electronic invoices, reusing courier boxes, and independently researching and promoting fully degradable packaging bags. In 2016 alone, Jingdong saved nearly 500 million paper invoices and reduced carbon emissions by 216 tons. This measure can eliminate nearly 10 billion traditional express plastic bags each year for the industry.

Sun Zhixiang, vice president of Jingdong Group, said: "In fact, many families, many individuals are willing to make life become more green and sustainable. Jingdong charity can use powerful advantages of Jingdong logistics to solve public welfare 'first mile' and 'last mile' issues, and transfer the potential love into actual public action.

Resource: http://finance.ce.cn/gsxw/201710/12/t20171012_26515236.shtml