

# Logistics Real Estate and E-Commerce Lower the Carbon Footprint of Retail

## Research extract

Driven by the stay-at-home economy, e-commerce set records during the 2020 holiday season.

This new study by the MIT Real Estate Innovation Lab reveals the tangible environmental benefits of online shopping.

Aside from the immediate positive impact on emissions, the outlook of an increase of 80% in package delivery over the next decade combined with the on-going innovations such as more effective planning, package innovations, smart buildings, electrification of vehicles and artificial intelligence (AI) can foster even more sustainable operations.

[Read the full research >>](#)

*"In Europe, we will continue to see the strong positive effects of the innovations in e-commerce on emissions."*



**Dirk Sosef**  
Vice President Research & Strategy

## Further questions?

**Phil Raitt**  
Communications  
Manager Europe  
[praitt@prologis.com](mailto:praitt@prologis.com)



## Key infographic

**36%**

Fewer emissions online vs. instore shopping

E-commerce has a sustainability advantage

**90%**

Fewer transportation-related emissions from goods consolidation

Consolidating goods increases efficiency compared to consumer transportation

**>100**

Car trips replaced by full standard van

**10%**

Fewer emissions per package from built-out logistics networks

Urban fulfillment centers are essential for a sustainable future

**5%**

Fewer emissions from vehicle electrification

Technology could significantly reduce emissions

**10%**

Fewer missions from Advanced Analytics and IoT solutions

[Read the full research >>](#)