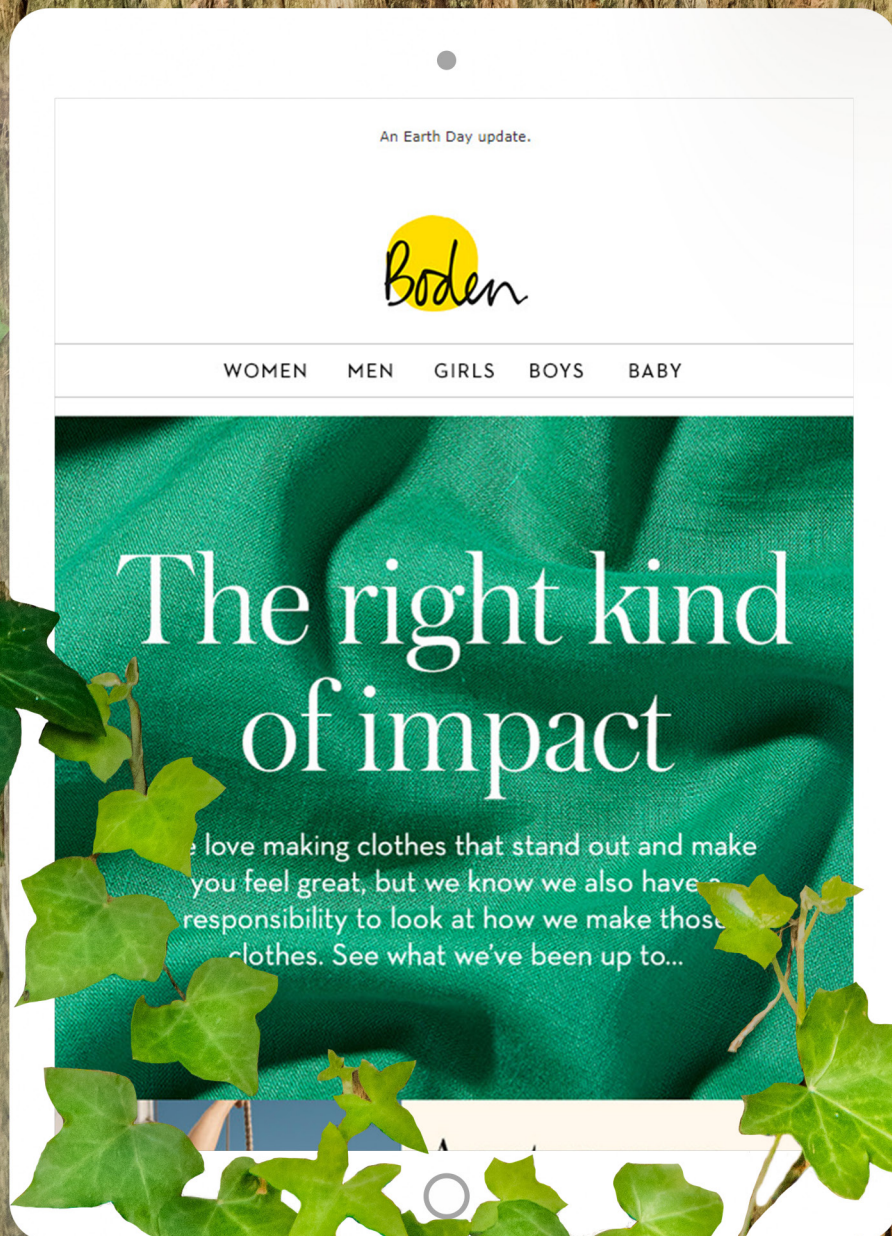


REDU SUSTAINABILITY EMAIL WOW BOOK



Where do you stand on Sustainability?

Sustainability has become big news.

The ‘climate crisis’ has made brands more aware of the impact they have on the planet.

In turn, there is now a significant number of consumers who say they will seek out more environmentally friendly brands.

Brands that wear their green credentials well are those that can prove what positive steps they’re taking to do good.

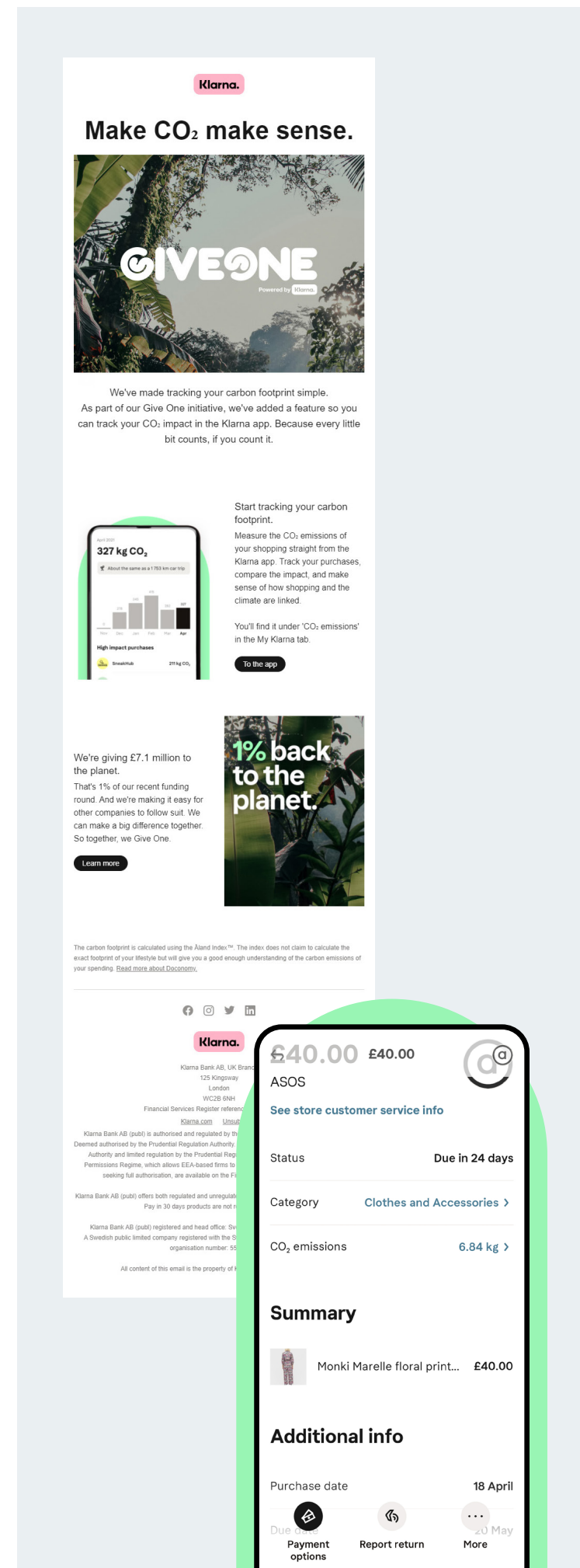
In this latest Email WOW Book, we’re going to show you the different ways some brands are tackling this message.

You’ll see emails talking about Earth Day, ethical production techniques, products made from recycled materials and more.

We’ll also reveal the impact your email marketing activity has on the environment, and what steps you can take to cut your carbon footprint.



Steve White
Managing Director



BRAND: Klarna

SUBJECT LINE 1: You’re exactly what the world needs

SUBJECT LINE 2: Looking for a carbon footprint tracker?

“I received this email from Klarna twice, different subject line each time, which explained that they’ve updated their app.

Essentially there’s now a new feature which allows you to calculate the CO₂ emission you make with every purchase.

It’s part of a wider initiative from Klarna called ‘Give One’, a memorable name that will resonate well with the target audience.

The copy is pretty spot on throughout. The subject line – ‘You’re exactly what the world needs’ – is both flattering and intriguing, an engaging combination. The body copy builds on the theme, talking to the reader like a hero who’s on a ‘journey to save the world’.

The promise to help customers ‘make sense’ of CO₂ positions the brand not just as an authority, but one prepared to lead by example, too.”

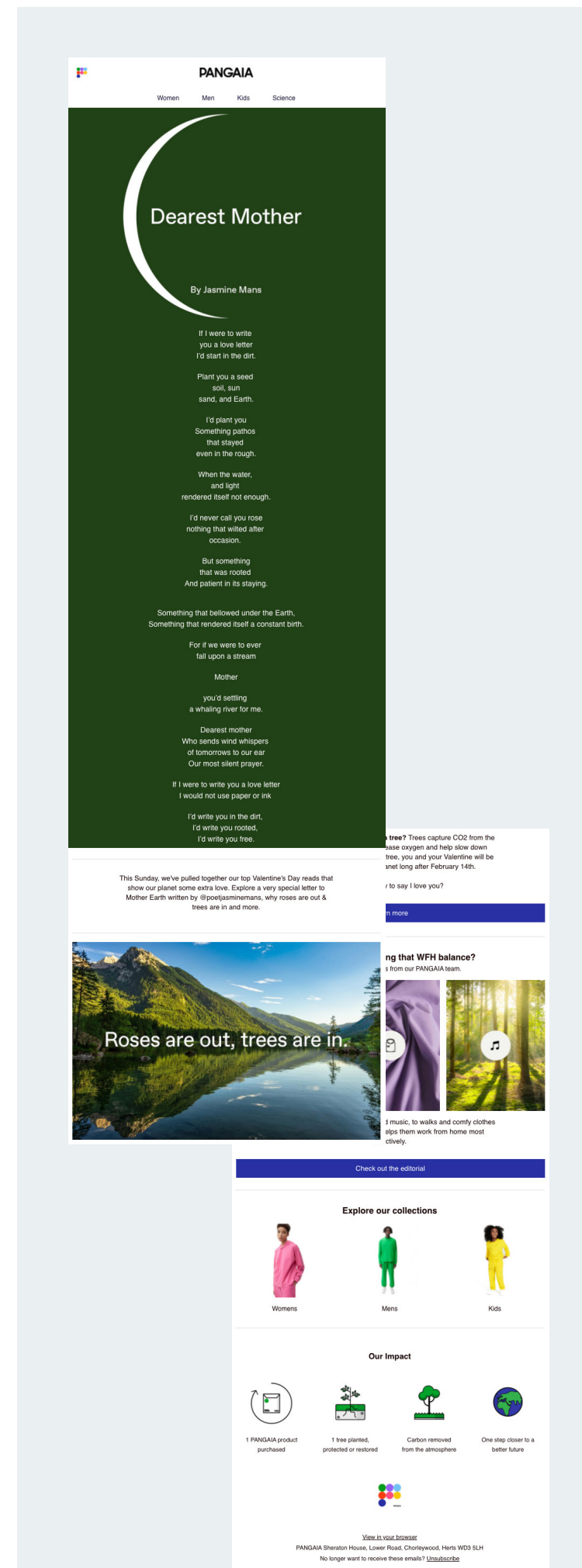
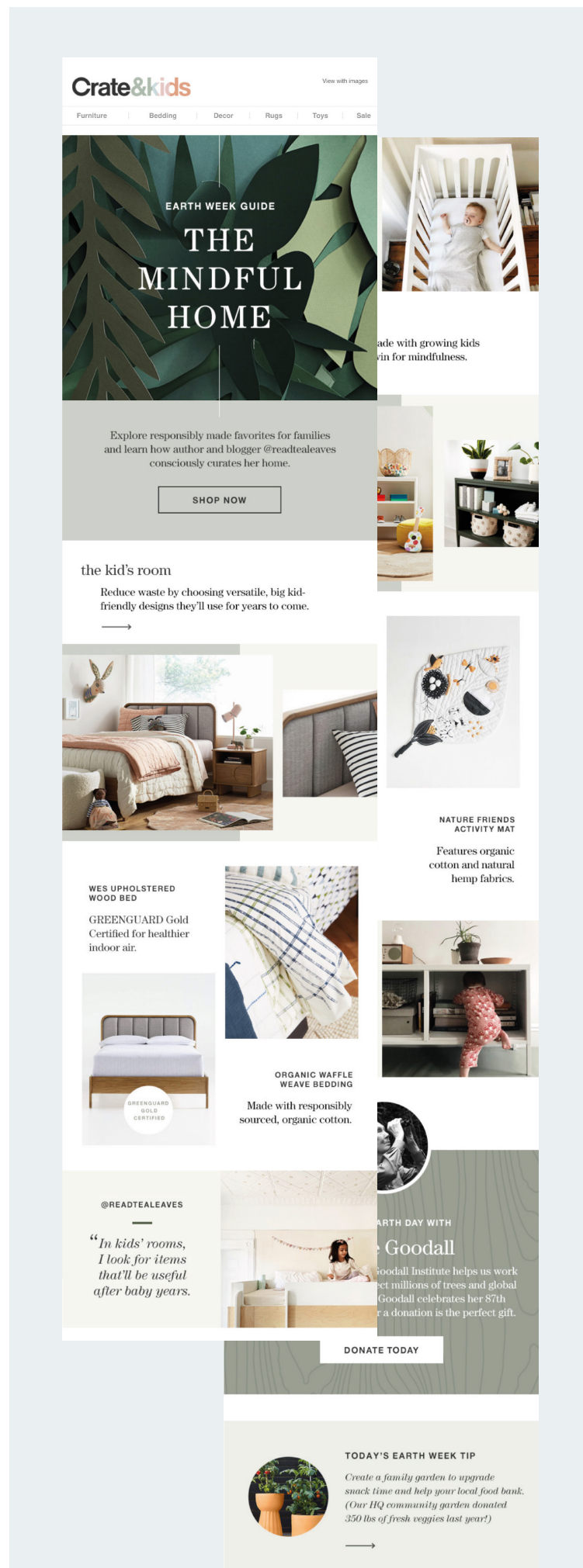


Jemma Connor
Account Director

SUBJECT LINE: Earth Day – Mindful Living Starts at Home



Stuart Clark
Head of Copy



SUBJECT LINE: A poem to our Dearest Mother 🌍



Charlie Baker
Copywriter

How to make
your emails

MORE SUSTAINABLE



One of the reasons email marketing is so popular is that emails cost next to nothing to send. You pay for the production of the email – the copywriting, design and build – yet the cost of actually sending it out is basically zero. Or so it might seem. Actually, there is a significant environmental cost to email – in fact all forms of digital marketing – that often goes unreported.

Pause for a moment and think about how many emails you receive every single day, how many you open, and how many you send. Each time you do so, you use electricity. To generate this electricity, we burn fossil fuels which in turn generates carbon dioxide. So, over the course of a year,

**your email activity
generates about
as much CO₂
as flying from
London to Bruges!**

And that's just if the emails you're sending and receiving contain no images. If they contain images, or animations, or attachments, then your emails are producing even more CO₂.

On a personal level there are simple steps you can take to reduce your email carbon footprint. For example, in the UK it's part of our national identity to be unfailingly polite. So, when someone emails you to confirm something, it's natural for you to fire back a quick thank you. Yet just cutting out these niceties would have roughly the same effect on reducing carbon emission as taking over 3,000 diesel cars off the roads!

Send fewer emails to your customers

It sounds counter-intuitive, to send fewer emails to your customers. After all, email is so cheap you might as well email as often as you can, right? Well, not necessarily. If the content of your emails is poor, then sending more and more emails to try and bump up your responses won't work. Instead, it's better to reduce the frequency but change up the content. Providing your list with a rich and varied inbox will not only boost the performance of your programme but will cut your carbon emissions, too.

Don't send emails to people who don't respond

If you've got email addresses on your list that don't respond to your emails, don't keep pressing send. Not only is it a waste of electricity but it has a negative effect on your sender reputation, too. Instead, pull those email addresses out of your sender pot and create a programme which specifically aims to re-engage them. If that fails, remove them from your data list completely.

Be more targeted, less scatter-gun

Good segmentation allows you to reach more of the people you want to reach and fewer of the people you don't. For example, let's say you're a retailer that sells both fashion and homewares and you've got a promotion on your cookware. It makes sense to email only those customers who've bought homewares from you in the past, rather than your fashion customers, too.

Could your emails do better?



Ask for a free, no obligation
audit of your email programme.

Email Steve White at swhite@redcmarketing.com
Managing Director

BRAND: Nike
SUBJECT LINE: Move to Zero
Community Challenge

“The key word in this email from Nike is ‘community’.

Throughout the email, Nike explain that they are on a ‘journey towards a zero carbon and zero waste future’, and encourage the reader to join in with the action. The proposition is nicely summed up by the ‘you run, we plant’ line, which is tucked away at the top of the email.

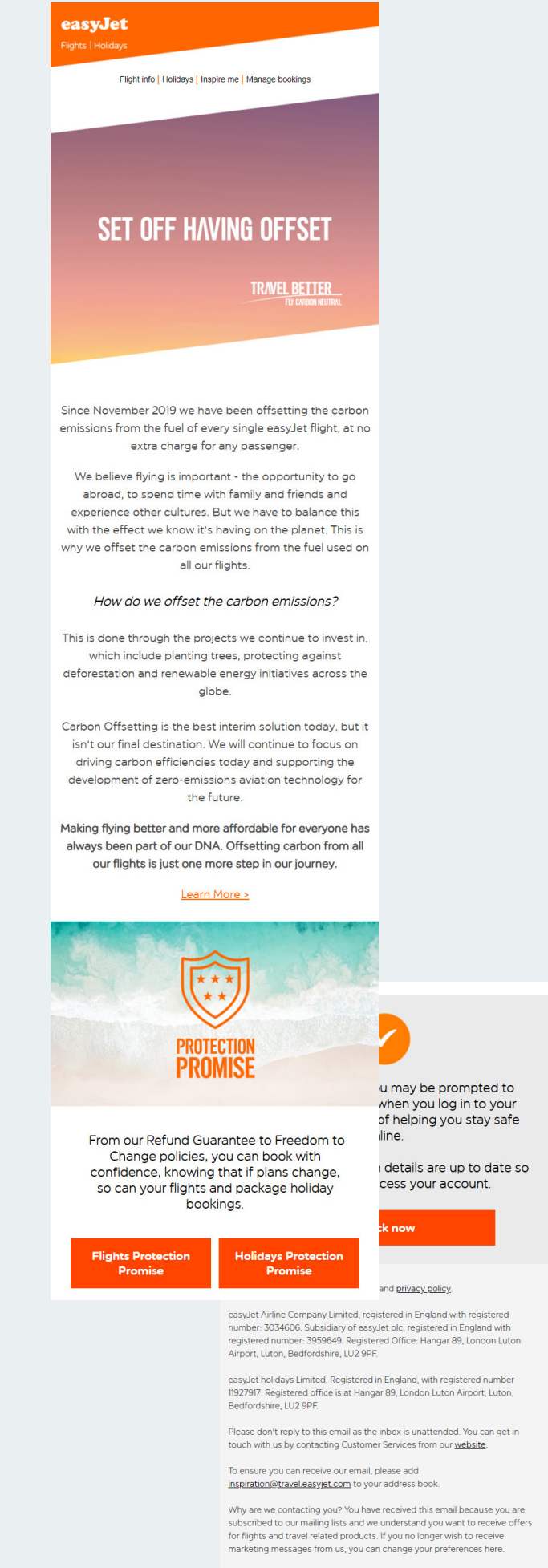
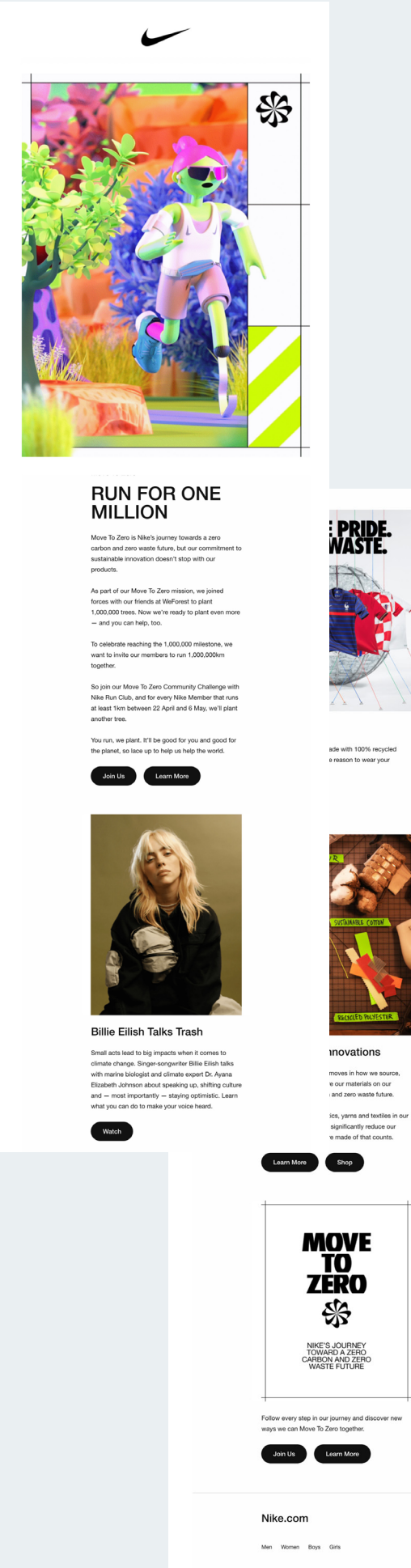
What I really liked about this email is that, for every 1km you run during the promotion period, Nike will plant a tree.

Nike even manages to subtly weave in a sales message, encouraging the reader to shop for football shirts made from 100% recycled plastic bottles.

And to top it off, they’ve featured a celebrity endorsement from Billie Eilish, which boosts appeal and makes the overall message feel current.”



Jacina Ryan
Account Executive



BRAND: easyJet
SUBJECT LINE: Set off having offset

“As you might expect, the airline industry generates a lot of carbon emissions.

Which puts a brand like easyJet in a tricky position when it comes to messages about sustainability.

How do you square a need to keep people buying airline tickets with a desire to present your brand as doing its bit for the environment?

Actually, this educational email does a pretty decent job of talking up the brand’s commitment to offsetting carbon emissions.

It doesn’t seek to downplay the effect air travel has on the planet’s health. But it explains in detail the tangible steps the brand continues to take to ‘make flying better’.”



Liz Hartley
Account Executive

BRAND: Made.com
SUBJECT LINE: Introducing Geev_our new giveaway service

“I think ‘give away, don’t throw away’ is a really interesting concept.

It’s a positive way for the brand to acknowledge that too many people are throwing away perfectly good furniture – and also do something about it.

But it’s not just about re-homing pre-loved furniture. Made.com also give money to good causes for every piece of furniture listed.

It’s a nice way for a big brand to feel more like a local business that’s contributing to the community.

I like how the neutral colours, simple graphics and clean layout help to guide the eye – ensuring that it’s the message that takes centre-stage.”



Betty McMahon
Account Director



Give away, don’t throw away

Buying a new MADE piece, but don’t want the old to go to waste? We’ve partnered with giveaway platform Geev to help you rehome your pre-loved furniture. Plus, for every item you list, we’ll make a donation to charity.

[FIND OUT MORE](#)

[BROWSE FURNITURE](#)



Everybody’s happy

Finding a new home for the stuff you don’t need anymore means less landfill and waste. It’s also a great way to give back to your local community. Good for society, good for the planet.

[Browse furniture](#)

Sweet charity

We give money to a good cause for every successful donation you make. All you have to do is pick from one of our five charity partners, and we’ll donate 10% of your order value to your chosen organisation.

[See more](#)

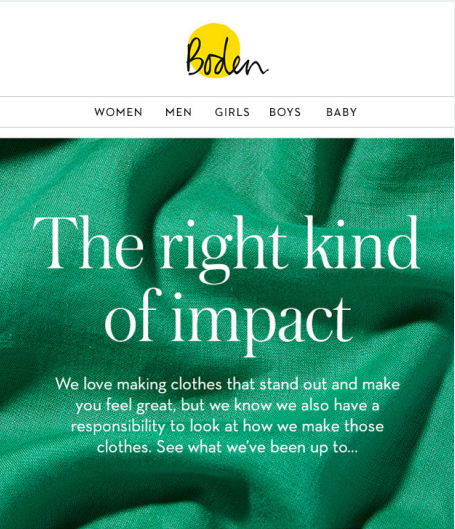


TrustScore 4.3 | 89,763 reviews



This email was sent to ell_m_12@hotmail.co.uk
MADE.COM | 5 Singer Street | London EC2A 4BQ | United Kingdom
[Unsubscribe from this list](#)
[Manage your email preferences](#)
[View in browser](#)

Please note: Orders that are cancelled or returned will not be considered eligible, and MADE will not issue the charitable donation. Order status will be checked at scheduled intervals, so you may still receive a confirmation email from us even if you’ve cancelled or returned your order - this doesn’t mean that the donation will be made. Only valid listings on Geev are eligible for the promotion. Any ads that are rejected by Geev will be considered invalid, and a charity donation won’t be issued. For full information relating to the donations please visit MADE.COM



We love making clothes that stand out and make you feel great, but we know we also have a responsibility to look at how we make those clothes. See what we’ve been up to...



A not-so-new fabric

“From May, all our new womenswear swimwear will be made from recycled nylon. It was a big project changing the whole range - everything is always tested to Boden standards, which are high. Our next step is reviewing our cups and trims.”

Sally-Ann, Garment Technologist



Restoring rainforest with REGUA

“We’re partnering with charity REGUA to help manage and restore deforested land in Brazil. Their goal is to reduce carbon and protect biodiversity and we wanted to help raise awareness of their work.”

Jess, Marketing Executive



Denim with a difference

“Cotton farming and denim production have a high environmental impact, so we worked closely with our suppliers to make our range more sustainable. By May, all new women’s denim styles will be made with sustainably sourced cotton: a combination of recycled cotton and cotton sourced through BCI.”

Adam, Assistant Designer



[KEEP READING >](#)

Business as unusual

Things aren’t quite back to ‘normal’ just yet. Getting items in stock is still proving tricky in some cases and may involve a slightly longer wait than expected. Please bear with us while we work closely with our suppliers to get your orders to you as quickly as possible. Head to our hub to read our

[Covid-19 FAQs.](#)



FANCY A NATTER? [f](#) [t](#) [i](#) [p](#)

[Unsubscribe](#) | [Gift Vouchers](#) | [Contact Us](#)

J. R. Boden & Co. Ltd. 114-120 Victoria Road, London, NW10 6NY. Company No: 2692601

BRAND: Boden
SUBJECT LINE: Making meaningful changes

“This simple email from Boden was sent on Earth Day.

It presents itself as an ‘update’ to the reader about what the brand has been doing sustainability-wise.

Boden always write nice copy and there’s a cute play on how their clothes make you feel vs how they’re made.

There’s an honesty to the tone too – an acknowledgement that, while the brand is doing a lot, there’s ‘always more to be done’.

I like how each copy pod is written by an individual, from 3 separate departments.

It underlines the idea that sustainability is everyone’s responsibility – not just fluff written by the marketing department.”



Christopher Morey
Account Director

BRAND: Warehouse
SUBJECT LINE: Tell us your thoughts on sustainability

“Plenty of fashion brands have started to acknowledge both the environmental and social impact fast fashion has on the planet.

Here Warehouse are looking to start a conversation with their customers.

Too often, brands use surveys to score quick ratings – tell us how brilliant we are.

But here Warehouse are after real opinions on ‘how we can do better’, which suggests they’re genuinely looking to improve.

The size of the incentive suggests that sustainability is a topic they’re taking seriously, too – it’s more than just box-ticking.”




Abi Hall
Email Developer

WAREHOUSE

NEW IN DRESSES TOPS ACCESSORIES

TAKE 20% OFF EVERYTHING
SHOP NOW




LET'S TALK

Share your thoughts on sustainable fashion and how we can do better. You could win £500 and have a tree planted in your name*.

*T&Cs apply.

START THE SURVEY

SURVEY T&C'S



GET 40% OFF THE SPRING REFRESH
SHOP NOW

*20% off everything already applied.

DOWNLOAD THE APP:

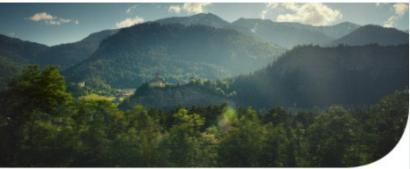
Download on the App Store

GET IT ON Google Play

[Privacy policy](#) | [Unsubscribe](#)

Warehouse Fashions Online Limited (No. 12579412), a company registered in England and Wales based at 49-51 Dale Street, Manchester M1 2HF.

Create an account



Sustainable travel and Earth Day 2021


Hi,

As we start travelling again, it is a great opportunity to think about how we can make better travel choices. Every year, Earth Day gives us a chance to show our support for tackling climate change.


Did you know a train journey generates less than 1/20 of the CO2 emissions of air travel and approximately 1/7 of the CO2 emissions compared with car travel, per passenger* Choosing train travel over flying or driving is a great way to start treating the planet with a little more love.

Plus, it's easy with the Trainline app. Check train times, book tickets, save time and money. Oh and there's the views! There's nothing quite like staring out of a train window with your favourite playlist on is there?

Transport CO2 emissions



Go by train



Save 1/3, again and again!


If you're going to travel more by train, consider a Railcard. You could save an average of £171 a year.** With 1/3 off eligible tickets, the more you travel by train the more you'll save!

Buy Railcard

Go paperless

Skip the ticket machines and unnecessary queuing at the station with digital tickets on your phone (available on most routes). Less paper waste makes for a greener environment.

Find out more



Eco-friendly travel tips

Even small changes to your travel routine could make a big difference when it comes to living a more environmentally friendly life. We've got four tips on how you can be greener during your regular journeys.

Read now

Please do not reply to this email as this email address is unmonitored.

If you no longer wish to receive these messages please [unsubscribe](#).

You're right to read the footer, it's where the interesting facts are! Like the fact Earth is the only planet not named after a Greek or Roman god. And we don't know who did name it!

Terms & Conditions

CO2 emissions

*European Environment Agency study 2014

Railcards

**Based on average savings over one year by Trainline customers using a Railcard making 3 or more transactions over 12 months. Study carried out in Oct 2020. Save 1/3 applies to selected train fares. See Trainline's [railcard terms](#) for full details of each railcard, eligible tickets and travel times.

Registered address and tax

You have been sent this email by the Trainline Group.

The Trainline Group consists of:

- Trainline.com Limited (company number 3848791) and Trainline International Limited (company number 06881309) whose registered office is at 120 Holborn, London, EC1N 2TD. VAT number 791 726 08
- Trainline SAS (RCS Paris 512 277 450) is domiciled at 20 rue Saint-Georges, 75009 Paris with a registered capital of 118 513.94 Euros. The company is registered under M076100022 with the commercial trade authority at 78-81, rue de Cligny, 75009 Paris, VAT number FR 68 512 277 450

Our Privacy Policy is available [here](#).

BRAND: Trainline
SUBJECT LINE: Choose the greener way to travel

“Sometimes it can feel like a brand is simply trying to ‘green-wash’ its image by pushing a sustainability message.

But that’s not the case with this email from Trainline.

As the body copy points out, taking the train is far more environmentally-friendly than driving or flying.

So, the invitation to ‘start treating the planet with a little more love’ feels authentic.

It helps that the email also includes some eco-friendly travel tips and a call to go paperless – underlining the brand’s green credentials even further.”



Adrian Rowe
Chairman

SUBJECT LINE: Looking for a more sustainable paint for your projects?

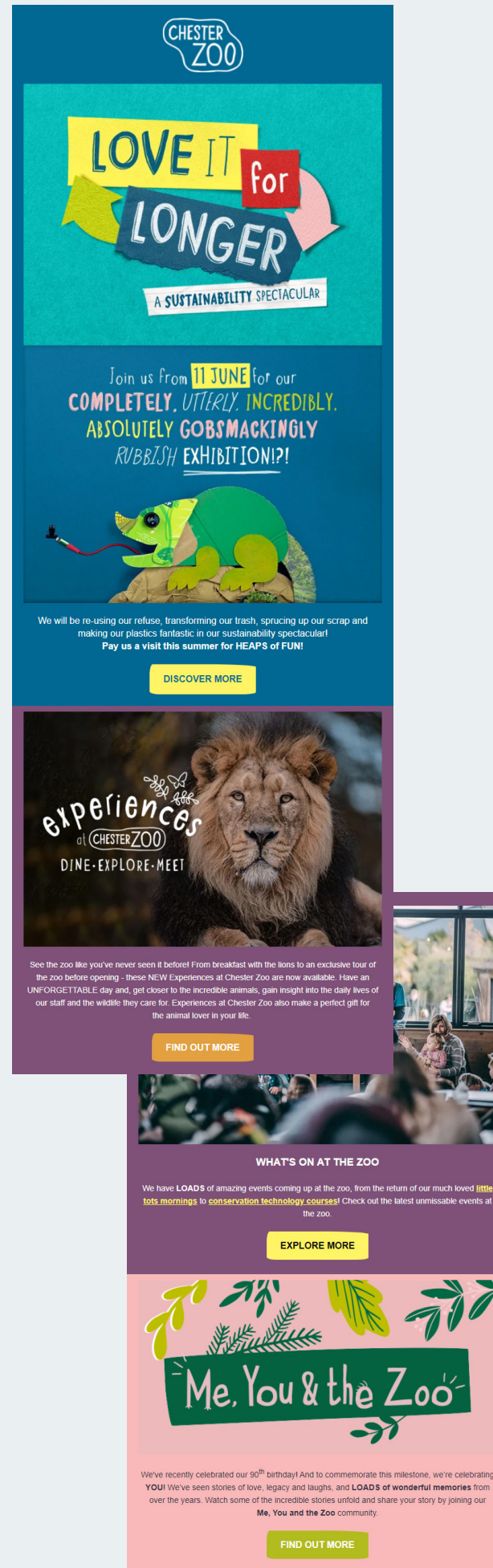
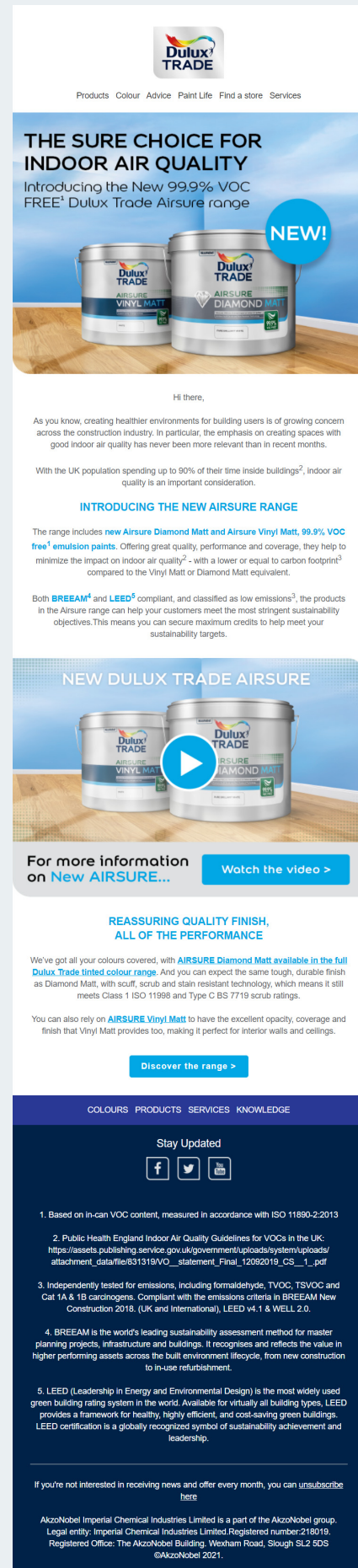
Airsure is a range of paints specially formulated by Dulux Trade to minimise the impact paint can have on indoor air quality.

The copy combines simple, straightforward language with technical specifics the target audience would want to know about.

It underlines the need for brands to be able to substantiate their sustainability claims with provable facts.



Steve White
Managing Director




SUBJECT LINE: The biggest pile of garbage you will ever see 

It's essentially an invitation for the reader to visit the zoo to see a 'rubbish exhibition', where everything on display is made from recycled materials, trash and scrap.



Nick Jones
Head of Design

BRAND: The Body Shop
SUBJECT LINE: Our recycling scheme is back 

"Of all the emails I receive from The Body Shop, this one really stood out.

Unlike their sales or product guide emails, which I receive a lot of, this email focuses solely on the brand's sustainability story.

Given The Body Shop's history and reputation as a sustainable brand, it actually seems weird that they don't push this message more often in their emails.

The design and layout is simple and effective, with an eye-catching gif and clever icons helping to tell the story.

The copy does a good job of clearly explaining how the recycling scheme works. It also notes that the scheme began in 1993, underlining the brand's decades-long commitment to sustainability."



Tereza Macegova
Junior Search
Account Executive

THE BODY SHOP®

TRENDING FACE BODY MAKE UP OUR VALUES LOVE YOUR BODY™ CLUB

RETURN RECYCLE REPEAT

DOING OUR BIT TO HELP REDUCE WASTE WITHIN THE BEAUTY INDUSTRY

Our recycling scheme is back! Bring your empty beauty packaging into store (even if it's not from us) and we'll do the rest.

It's now in all UK stores*, with the aim to be in 800 stores across 14 countries by the end of 2021. And we won't stop there.

[Find out more](#)

@thebodyshop_lincoln

WHAT CAN I RECYCLE?

Here's a handy guide on what you can and can't bring back into store. Just make sure it's clean and empty.

RECYCLE AT HOME

Most larger single material items can be recycled at home through local recycling schemes.

BRING INTO STORE

Bring back those hard to recycle items like pumps, pouches, pipettes, lip gloss tubes and mascaras.

UNABLE TO RECYCLE

Unfortunately, any packaging classed as hazardous or flammable we're unable to recycle.

HOW IT STARTED

VS HOW IT'S GOING

Our founder, Anita Roddick, launched Bring Back Our Bottles in 1993 and in 2019 we relaunched as Return, Recycle, Repeat across 5 countries.

This year, we're relaunching again and in more countries and stores than ever before.

WE'RE A B CORP™

B corps believe in business as a force for good.

[Find out more here](#)

Certified

Corporation

[CLICK & COLLECT](#) | [CALL & COLLECT](#) | [CONTACT US](#)

*Excludes London Bridge, Birmingham New Street Station, Stansted Airport and Edinburgh Airport.

We operate in accordance with our [privacy policy](#) and general [Terms & Conditions](#).

You are receiving this email because you have asked to hear from The Body Shop. If you no longer wish to receive emails from The Body Shop, please [unsubscribe](#). It may take up to a week for unsubscribe requests to be processed and applied. Please do not reply to this mailing as this mailbox is not monitored. Please remember to add email@thebodyshop.com to your email address book to continue receiving our emails in your mailbox. © 2021 The Body Shop International Limited. Company number: 1284170.

method.

discover cleaning that's design driven + future-friendly

hello Katie

we're so excited you're here. thanks for joining us on our mission to make the world greener, cleaner + more colourful. at the heart of method are products that are design driven + future-friendly. and we're gonna make a wild guess that you are too.

naturally, you'll get the latest scoop on limited editions, product launches + competitions. but you'll also be the first to hear about our creative collaborations for social + environmental change. we believe in creativity as a force for good. from our bottles to our business, we make the good fight good fun.

creativity for good

when we're not coming up with the best smelling products in town, we love working with designers + artists like Morag Myerscough, unicorn, alien + dra artist Cheddar Gorgeous and The Design Museum.

collab highlights

born in california

method was started by two superheroes who wondered why cleaning products looked as bad as they smelled.

people against dirty

suds up, scrub down

our body wash is made to match the mood you need right now. choose energy, nourish, peace or detox. only £6.95*.

buy method body

business for better

we believe in using the power of our business to create positive social + environmental change.

how we roll

m

facebook instagram twitter

methodproducts.co.uk

*on methodshop.co.uk as of 30/09/21.

method products ltd 1 eton street richmond surrey, uk tw9 1ag

got a question? you can get in touch with us here.

please don't reply directly to this email as no one will see it. 😊

not your bag? click here to unsubscribe

BRAND: method

SUBJECT LINE: welcome to the good fight.
it's good fun 🥳💪

“This is Method’s onboarding email that you get when you first sign up.

The subject line welcomes the reader, and it also introduces their brand platform, the good fight.

On the face of it, the brand makes ethical cleaning products, yet that's only part of the story.

Method's main USP is the way it does business – not just sustainably but 'future-friendly', too.

They call it 'business for better' and it's about reinvesting profits into making the world a better place.

**When you think
that cleaning
products are one
of the biggest
causes of water
pollution, it shows
the brand is not
afraid to take
a stand.**

In doing so, they're setting the standard for the rest of the industry to follow, and I admire them for that."



Katie Bovington
Account Manager



FREE Email Marketing Audit

Want to know how you can WOW your subscribers? Or need a hand crafting the right sustainability story for your audience? Get a useful second opinion on your campaigns with our FREE email marketing audit.

If you're interested,
contact Steve on
swhite@redcmarketing.com
or call **0161 872 1361**



1 Anchorage Quay, Manchester M50 3YL