



Are you an entrepreneur and are you ready to scale your sustainable solution for e-commerce?

You have come to the right place

Econnections aims to accelerate sustainable e-commerce solutions by means of collaboration between startups and scaleups, and corporates

This program is designed to help startups and scaleups with sustainable solutions to grow. We do this by offering professional support for your most urgent business challenges and by investigating the possibilities for new, long-term collaborations with corporates.

Econnections will enable:

- Growth of your customer base
- Enhanced conversion through professional support
- Access to an extensive network
- Engagement in a pilot project with one of the program partners

It is our mission to accelerate sustainability in e-commerce by contributing to 500 sustainable online purchases in 2026

We identified four major opportunities to contribute to 500 million sustainable online purchases in 2026. Six startups and scaleups with a sustainable solution in one of these four opportunities will be selected to join Econnections 2022.

How might we enable companies and consumers to make 500 million sustainable online purchases in 2026?

1 Ecological impact

Enabling companies and consumers to make sustainable choices



Fair comparison of different products



Transparent information on ecological impact

2 Sustainable delivery

Enabling companies and consumers to reduce packaging material



Sustainable delivery options



Reduced movements



Delivery without emissions and noise

3 Sustainable packaging

Enabling companies to deliver more efficiently



Reduced air in parcels



Reusable and/or recycled packaging

4 Circular consumption

Enabling easy repair, recycling and resale



Extended product lifespan



Connection of second-hand supply and demand

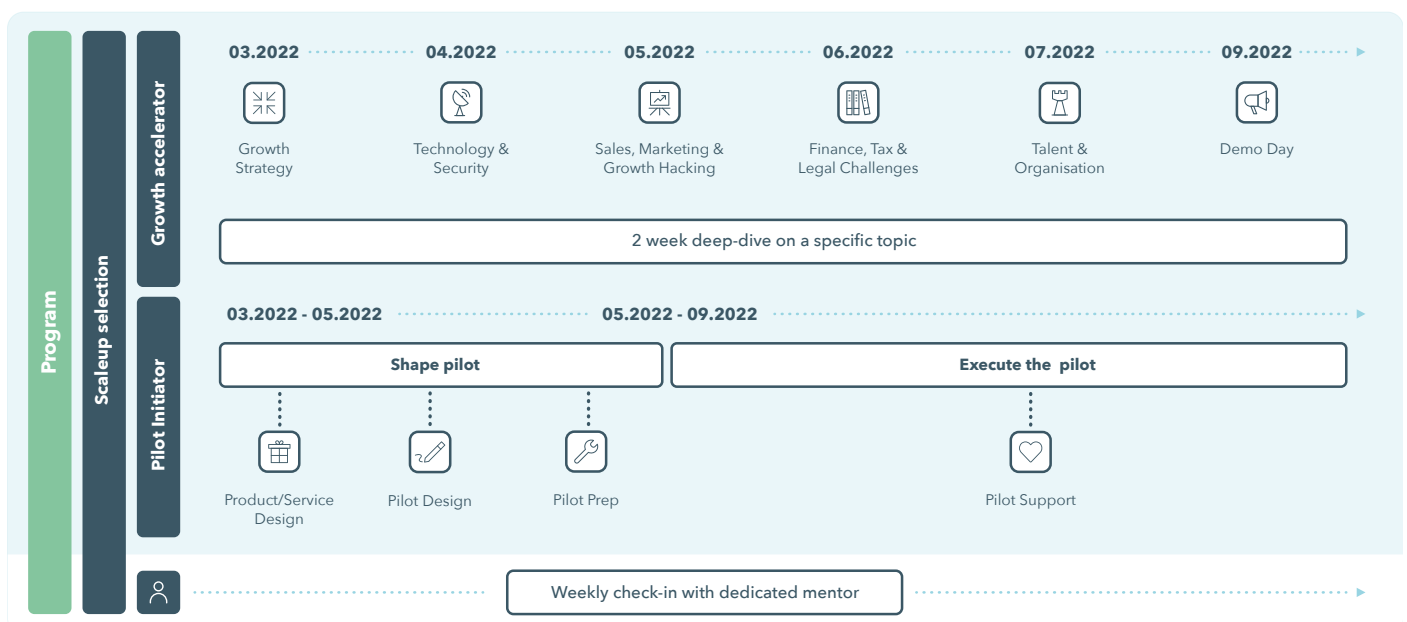


Connection of local supply and demand

We offer professional support for your urgent business challenges and by investigating the possibilities for new, long-term collaborations with corporates.

The program consists of two parts

- The growth accelerator offers professional support to help you grow and scale faster
- The pilot initiator investigates the possibilities for new, long-term collaborations between you and corporates by means of a pilot project



Growth accelerator

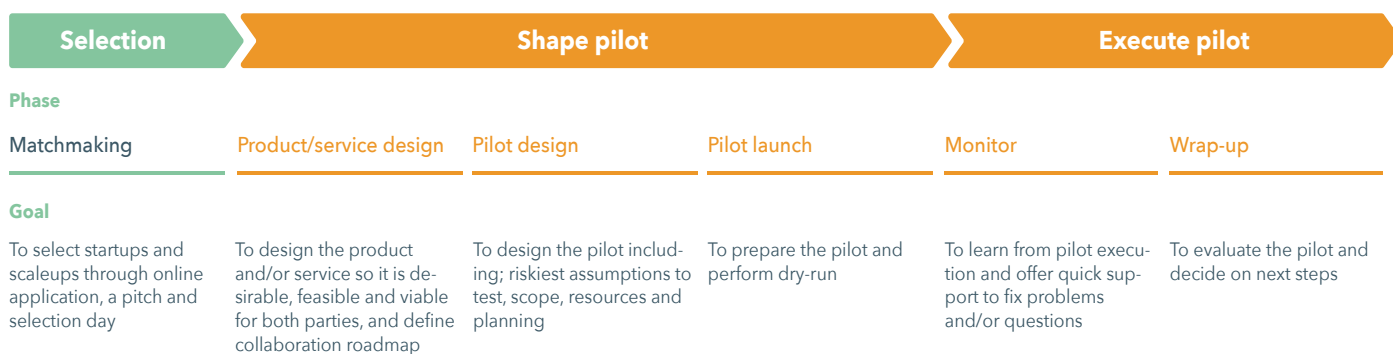
We provide monthly expert sessions on five topics that startups and scaleups can often use a helping hand with. Additionally, participating startups and scaleups can choose one of these topics for a 2-week deep-dive by the best experts in the field. We will customize the sessions to your needs as much as possible.

Topic	Goal
Growth Strategy	<ul style="list-style-type: none"> Identify opportunities to generate more customers and/or revenue Refine your business model and translate into a growth strategy
Technology & Security	<ul style="list-style-type: none"> Evaluate your technology architecture to determine if it is efficient and scalable Resolve technology challenges that could limit growth now or in the near future
Sales, Marketing & Growth Hacking	<ul style="list-style-type: none"> Increase reach and conversion by developing more efficient, targeted sales and marketing skills Support from growth hackers to improve the customer journey
Finance, Tax & Legal	<ul style="list-style-type: none"> Help in securing/raising sufficient funding Advising on a variety of tax & legal issues that may arise now or in the near future and that can limit your growth
Talent & Organisation	<ul style="list-style-type: none"> Drafting the preferred organisational evolution during the coming growth phases - including desired profiles and capabilities and how to attract them

Pilot initiator

In the pilot we will test whether the collaboration is desirable, feasible and viable for all parties involved. Your required time investment strongly depends on pilot-specific factors and preconditions (e.g. the size of the pilot, the stakeholders within the pilot project team or the complexity of the challenges during the pilot design).

Econnections covers five phases to shape and execute this pilot:



Are you excited AND do you want to scale your sustainable solution for ecommerce?

[Contact us](#)