

*Are you already selling your products online or are you planning to do so?  
Find out now about the new law concerning online sales, the solutions to be put in place  
and our tips!*



## TWO DELIVERY OPTIONS ARE NOW MANDATORY FOR E-COMMERCE

Our guide to help you apply the new Belgian law

### Table of Contents

A new obligation for online businesses Belgians .....	1
Three exceptions to the rule .....	1
Delivery options that limit your CO <sup>2</sup> emissions .....	1
An opportunity to differentiate yourself in a market in demand .....	2
GLS Belgium's solutions to bring you up to standard .....	3
Why choose GLS? .....	4

# A new obligation for Belgian e-commerce businesses



It will now be mandatory for Belgian e-merchants to offer at least two delivery options to their customers, at least one of which can be considered sustainable, in order to limit CO2 emissions.

The [bill](#) was already approved by Parliament in early February 2024. The obligation comes into force 10 days after publication in the Belgian Official Gazette.

## Three exceptions to the rule

If you are a Belgian company and you sell products online, there is a good chance that the new law will apply to you. However, there are three exceptions:

- Your company was founded less than three years ago.
- You want to limit yourself to the pick-up option at one of your settlement units and not offer any delivery method per se.
- You sell products that justify the use of a single delivery method, such as for home delivery of hot meals, for example.


## Delivery options that limit your CO<sup>2</sup> emissions

The all-green supply chain doesn't exist yet, but there are several ways you can reduce your impact on the environment. For example, by offering your customers delivery services that limit the number of drivers attempts to pass by ensuring an effective delivery the first time.



Deliveries to external pick-up points, such as shops, gas station and parcel lockers for example, are considered more environmentally friendly than home deliveries, as your recipient will be able to select the nearest pick-up point and go there using soft mobility, while limiting the delivery person's journey.

It is also possible to have parcels delivered using alternative means of transport. Think of electric trucks and vans, vehicles that run on compressed natural gas or electrically assisted cargo bikes.

 *Tip: You too can help make the supply chain greener by reducing packaging waste. Packaging accounts for 50% of the carbon footprint in the supply chain! Choose the right size for your shipping boxes, limit yourself to strictly necessary packaging, use recycled materials, and encourage your recipients to recycle your packaging.*


## **An opportunity to differentiate yourself in a market in demand**

Belgians' interest in online shopping is now well established. The trend continues to rise! Belgians bought €16.3 billion online in 2023 (+10.7%), an increase well above inflation (2.3%).



But while Belgians are more fond of online shopping, they are also becoming more aware and demanding about the ecological impact of their purchases. According to a study by Descartes, 60% of consumers want eco-friendly delivery options. It is also interesting to note that 25% have stopped buying from distributors that do not offer an eco-friendly delivery option and 25% have recommended to their loved ones

to stop buying from these distributors. This view is mainly shared by consumers between the ages of 18 and 34. 82% of people would be willing to pay more for sustainable packaging, according to the report on buying eco-friendly products.

 *Tip: Clearly identify delivery options with reduced CO<sup>2</sup> emissions on your website with simple visual indications. This indicator allows buyers to quickly choose the delivery option that best meets their expectations.*

# GLS Belgium's solutions to bring you up to standard

In addition to the classic delivery services, GLS Belgium offers tailored services to offer greater flexibility to your customers.

## FlexDeliveryService

The B2C solution par excellence, in Belgium and other European countries! As soon as your package is ready to ship, your recipient will receive email notifications to let them know when their package will be delivered, allowing them to track the delivery status of their package throughout its journey.

Your customer can then change many online delivery options:

- Delivery date
- Delivery address (GLS Parcel Shop, GLS depot, at a neighbour's house or at a safe place at home)
- Refusal of delivery (return to sender)

Your customers are satisfied and make sure they can receive their package the first time, and you will receive fewer questions and complaints!

## ShopDeliveryService

GLS Belgium delivers your parcels directly to a GLS Parcel Shop, one of our pick-up points, or to a Parcel Locker. These Parcel Lockers are often accessible 24/7 using a unique code sent to your customer.

GLS Parcel Shops, on the other hand, are integrated into existing shops or businesses, which also guarantee extended opening hours, including during weekends. You and/or your customer choose in advance the Parcel Shop where the parcel is to be delivered. As soon as the parcel arrives at the Parcel Shop, GLS will inform the recipient by e-mail. After 5 days, the recipient receives a reminder if they haven't picked up the package yet. Parcels are kept for 10 workdays in the GLS Parcel Shop.

The GLS Group has more than 40,000 Parcel Shops and more than 10,000 Parcel Lockers in Europe! This delivery method is particularly convenient and flexible for customers who are not often at home and can therefore pick up their parcel at a collection point near them at a time that is most convenient for them.

## DepositService

Thanks to this service, a sender can ask GLS Belgium to deliver parcels to the recipient's address in Belgium, even in case of absence, without the need for a signature. Only one delivery attempt is required, even if the recipient is not present. Geolocation via the delivery person's PDA and a photo ensure the proper execution of the delivery to your customer.

Pssst: we also offer return options, the **International ShopDeliveryService** !

## Why choose GLS?

GLS Group is one of the largest self-reliant parcel services providers in Europe, with a strong local presence in almost all countries across the continent. It also operates through wholly owned subsidiaries in Canada and on the USA's West Coast within one GLS network.

This allows GLS to seamlessly connect its customers and communities with millions of parcels and stories every day. GLS is proactive regarding network management, connecting its markets flexibly and agilely to respond to their fast-changing and dynamic nature. The company takes pride in providing its customers across about 40 countries with high-quality service that best suits their needs.

The GLS network consists of over 120 hubs and more than 1,600 depots, supported by approximately 35,000 final-mile delivery vehicles and 4,700 long-distance trucks. This offers network resilience, superior flexibility, and extended reach. In 2022/23, GLS generated record revenues of 5.4 billion euros and delivered 862 million parcels across the markets. For more information, visit [gls-group.com](https://gls-group.com)

Our services are not limited to what you will find in this brochure. Contact our sales department to find out more, our teams will be happy to advise you!

💬 Online contact form: <https://gls-group.com/BE/fb/contact-form/>



*All information in this white paper is subject to change. GLS Belgium reserves the right to make changes hereto without prior notice.*