

## Data-driven & ecologically-sound commerce

logistic-natives e.V., an international logistics infrastructure network for modern commerce whose members are predominantly German SMEs, but include entities from Switzerland, Liechtenstein and Austria as well, is launching its "Data-driven & ecologically-sound commerce" initiative. This is designed to help companies apply digitalisation and ecologisation as a means of using resources efficiently and creating a competitive advantage. Rather than entrepreneurs viewing digitalisation and ecologisation as polar opposites, the initiative recognises how the two go hand in hand, complementing and stimulating one other.

### Future-proof with an ecologically-sound business model

Soon it will no longer be acceptable for companies to offer "dirty" goods and services; they will need to be considered "clean", meaning ecologically-sound. Consequently, companies able to demonstrate that they are conducting business in an ecological manner using renewable resources will automatically enjoy a clear and measurable competitive advantage over their competitors.

### Refinancing through forward-looking investments in modern retail

Joint ecological and digital positioning is a sustainable and secure business model. logistic-natives e.V. is offering to equip modern commerce with the necessary competences to align digital and ecological modernisation and prepare for the future. This modernisation process aims to be fully re-financeable as well as ecologically-sound.

### Comprehensive expertise anchored in logistic-natives e.V

Experts at logistic-natives e.V. have been actively advising European and national political and legislative committees for many years. One key aim of the association is to make this expertise available to its members in order for them to strengthen and future-proof their own business activities.

The logistic-natives e.V. "Data-driven & ecologically-sound commerce" initiative gives members the opportunity to make re-financeable investments and open up new and lucrative areas of business. The initiative will be presented during an online workshop to which every entrepreneur is cordially invited to participate. For more details see ([www.logistic-natives.com](http://www.logistic-natives.com)).



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