

## Lazada Unveils Lazada Sustainability Academy, Empowering Sellers to Grow Sustainably

**SINGAPORE, 20 NOVEMBER 2023** – Lazada Group today announced the launch of Lazada Sustainability Academy (LSA), a brand-new program designed to cultivate sustainable growth in the digital commerce ecosystem. The LSA aims to empower small and medium Southeast Asian businesses with the mindset and knowledge needed to future-proof and transform sustainably.

The LSA comprises three key curriculum components to help sellers embark on their sustainability journey, including:

- **Bite-Sized Learnings:** Jointly designed with the Singapore Environment Council (SEC), fortnightly e-learning content will be developed for the [Lazada University](#) learning platform through blog articles, visual images and videos. Developed for sellers who are new to sustainability, the content aims to introduce businesses to fundamental sustainability concepts and the benefits of sustainable transformation with quick-to-digest, easy-to-understand content.
- **Ask the Experts Interview Series:** External knowledge partners from International Trade Centre, Centre for Governance and Sustainability, NUS Business School, Deloitte, SEC, Bureau Veritas and Synagie are invited for interviews to provide in-depth, nuanced insights into what it takes to run a business sustainably. These will be available on Lazada University, YouTube, and Spotify every other week.
- **Seller Acceleration Camp:** Sellers who are ready to adopt sustainable business practices will be invited to an intensive bootcamp, where they can learn actionable sustainable practices and effective measurement of the impact of sustainability. This is paired with a six-month coaching program by subject matter experts before outstanding participants will receive an award recognition from Lazada for embracing responsible business practices. The camp was first piloted in Indonesia on 18-19 October to 30 selected local sellers, in partnership with Kopernik, International Trade Centre and Modalku.

Through LSA, sellers not only learn the essential foundations of running a sustainable business but also explore various verticals of putting sustainability into action, including sustainable packaging practices, energy-efficient operations, product traceability, the circular economy, or employee health and safety. LSA's holistic education is structured to support sellers at any stage of their sustainability transformation, providing them access to resources aimed at equipping them with the knowledge and tools necessary to grow sustainably in the digital commerce market.

"Until now, our main focus as business owners has solely been on our sales and profits," said Arif Mujafar, owner of Clothing shop Bali Swalayan on Lazada Indonesia and one of the participants at Lazada Indonesia's Seller Acceleration Camp. "This two-day bootcamp has been an eye-opening experience for me, as the program provides in-depth and valuable insights into



sustainable practices. The topic of environmentally-friendly packaging resonated with me particularly as I can see its direct impact of on the environment. From the sharing at the camp, I believe that if more business owners start to adopt environmentally-friendly packaging, it will have a positive impact on the environment. I'm excited to continue with the rest of the program in the upcoming months, to learn more about sustainability and how it can help us address the issues we are currently facing."

Lazada's partnership with SEC comes as the latest initiative under its Environmental, Social and Governance (ESG) framework, where Lazada is committed to doing its part towards building a greener world under its four key pillars – Empowering Communities, Future-Ready Workforce, Environmental Stewardship and Effective Governance. Lazada is the first e-commerce platform to offer dedicated sustainability education for responsible business practices within the digital commerce ecosystem.

"We are delighted to collaborate closely with SEC, as well as other external knowledge partners, on this important initiative to advance sustainability in the e-commerce ecosystem," said Gladys Chun, General Counsel, Lazada Group. "Their expertise ensures that the LSA's curriculum aligns with the wider business environment, and is suitable for sellers who require different levels of support in the sustainability transformation of their businesses. This program is one step closer towards our greater goal of enriching the lives of all participants in the digital economy while building towards a resilient and sustainable future, and we are committed to helping our sellers excel for sustainable growth."

William Wong, Assistant Executive Director of SEC, added, "Collaborating with Lazada on the Lazada Sustainability Academy marks an exciting milestone in our ongoing commitment to promoting environmental sustainability. We believe that sustainable business practices are essential for the well-being of our planet and future generations. Through this partnership, we aim to equip businesses with the knowledge and tools they need to not only survive but thrive in an increasingly eco-conscious world. SEC is thrilled to be part of this initiative, working together towards a greener and more sustainable digital commerce ecosystem."

For more information about Lazada Sustainability Academy, please visit <https://lnkd.in/gFzpfY5>.

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### **About Lazada Group**

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 11 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links about 160 million active users to more than one million actively-selling sellers every month, who are transacting safely and securely via trusted payments channels and Lazada Wallet, receiving parcels through a homegrown logistics network that has become the largest in the region.

With a vision to achieve USD100 billion annual GMV, Lazada aims to serve 300 million shoppers by 2030, and be the best at enabling brands and sellers in digitalizing their businesses.

### **About Singapore Environment Council**

Established in 1995, the Singapore Environment Council (SEC) enables businesses in their sustainability journeys through its globally recognized environmental certification programme under the Global Ecolabelling Network (GEN). In line with the national targets outlined in the SG Green Plan 2030, SEC focuses on raising public awareness on sustainability issues and fosters capability and capacity building through Public Private People (3Ps) partnership. As a not-for-profit, non-governmental organization (NGO), SEC is approved under the Institution of Public Character (IPC) which extends tax exemption to donors.

For details, please visit <https://www.sec.org.sg>.

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