



**Safe.Shop<sup>TM</sup>**

The Global Ecommerce Trust Mark

# What is the Ecommerce Foundation?

Our mission is to foster global digital trade.

Our mission is to foster global digital trade

Peace is the natural effect of Trade

Charles de Montesquieu  
Philosopher  
1689 - 1755



# Initiated by Ecommerce Europe, we now cooperate with 50+ associations worldwide





# The Ecommerce Foundation fosters global digital trade in three ways



20+ free reports on how to sell online in 50+ countries



**Safe.Shop**<sup>TM</sup>  
The Global Ecommerce Trust Mark

A Global trust mark allowing consumers and merchants to shop and sell worldwide



**Ecommerce**  
**WIKI**

An online handbook by/for 27.000 ecommerce experts

# Why is Online Trust Important?

To be trusted is a greater compliment than being loved. George MacDonald

## A small experiment



Without Trust there is no Trade





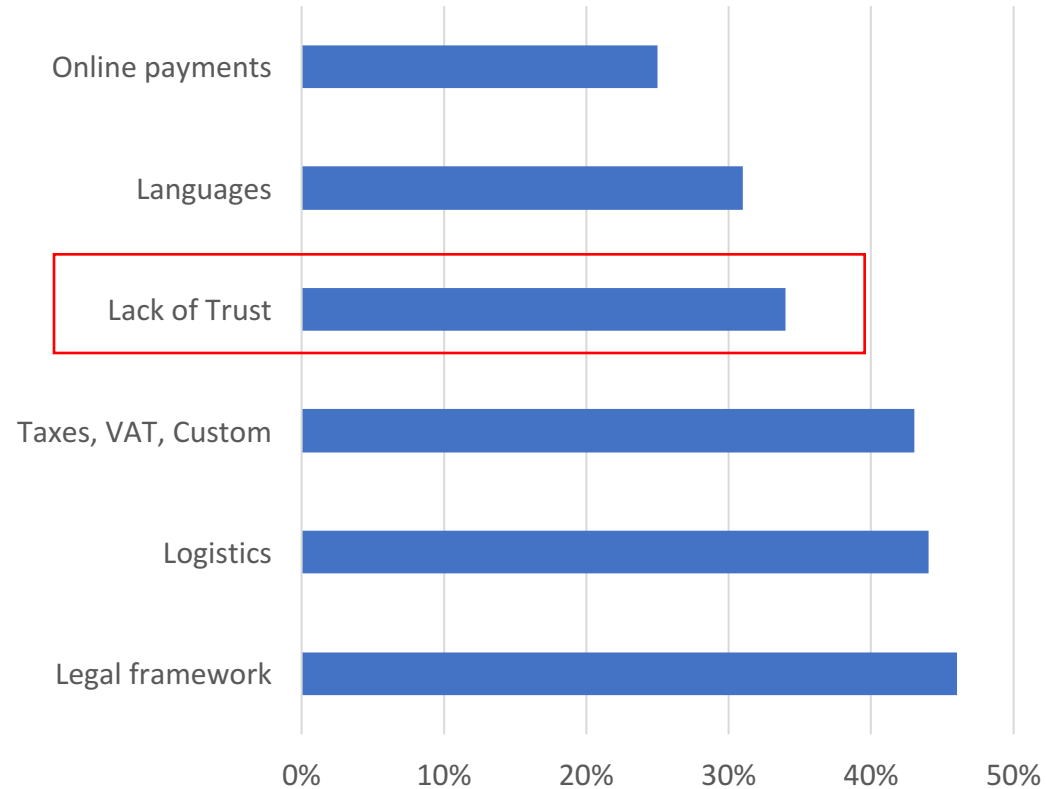
# Consumers need 'more' trust to buy online than in a physical store

- Is the company reliable?
- What are my consumer rights?
- Are the products real?
- Is my data safe?
- Are the reviews by actual consumers?

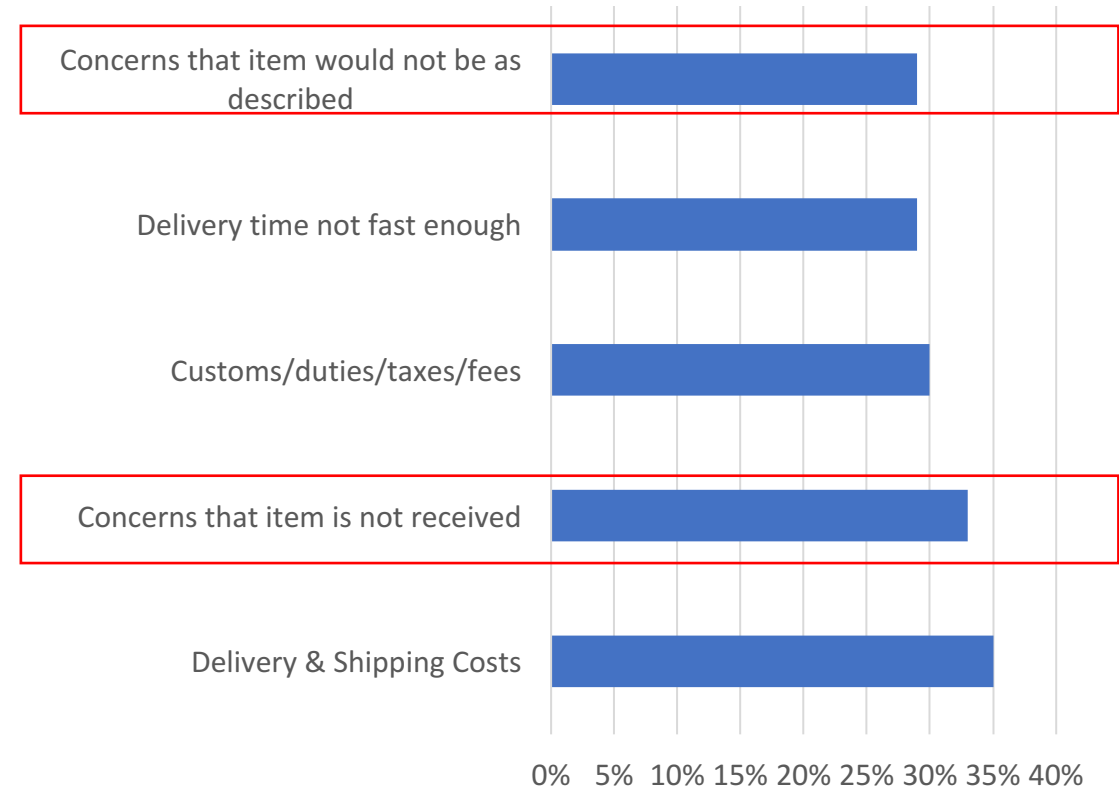


# Both consumers and companies still face barriers when shopping online

## Barriers named by Merchants



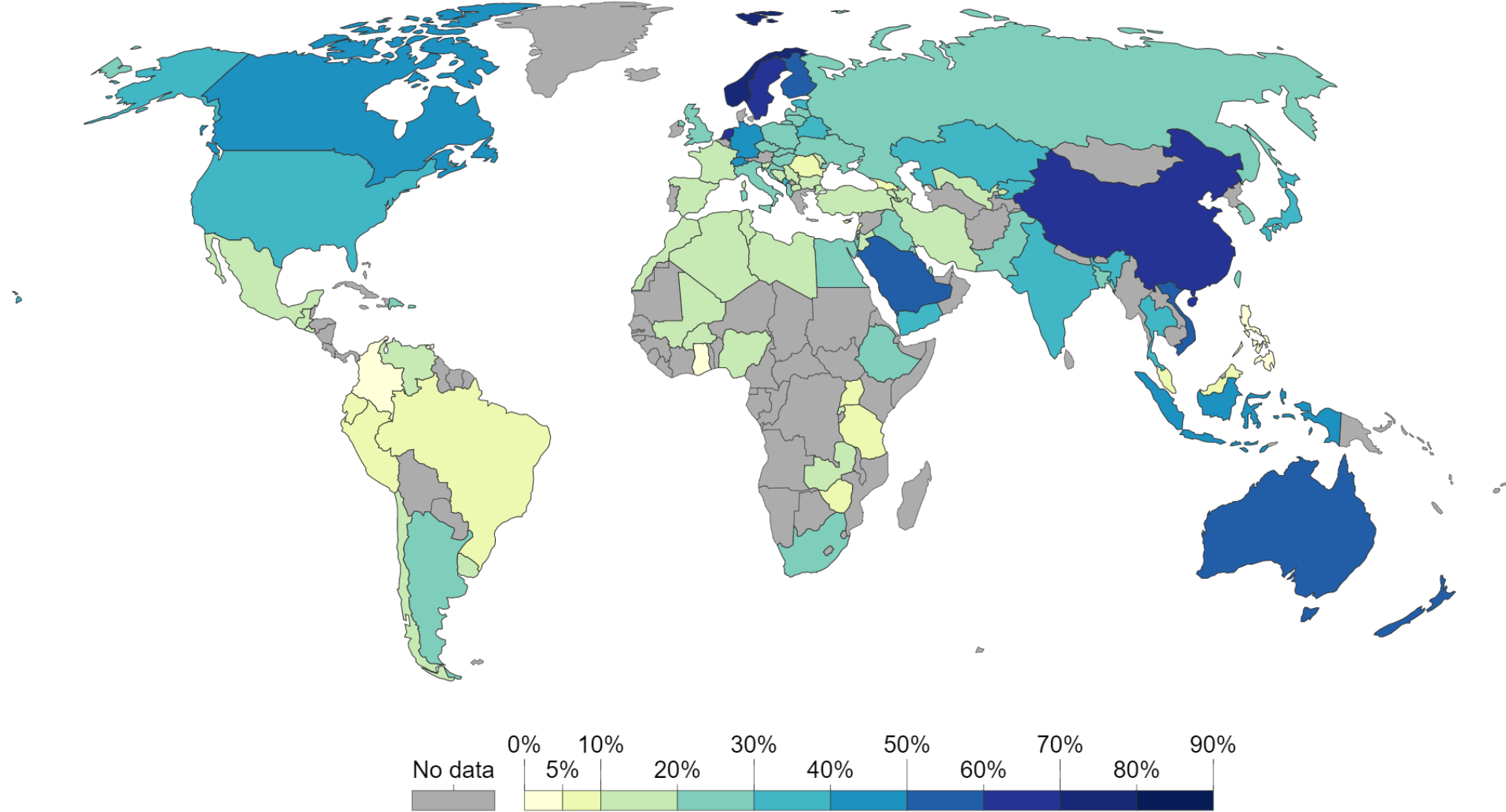
## Barriers named by Consumers





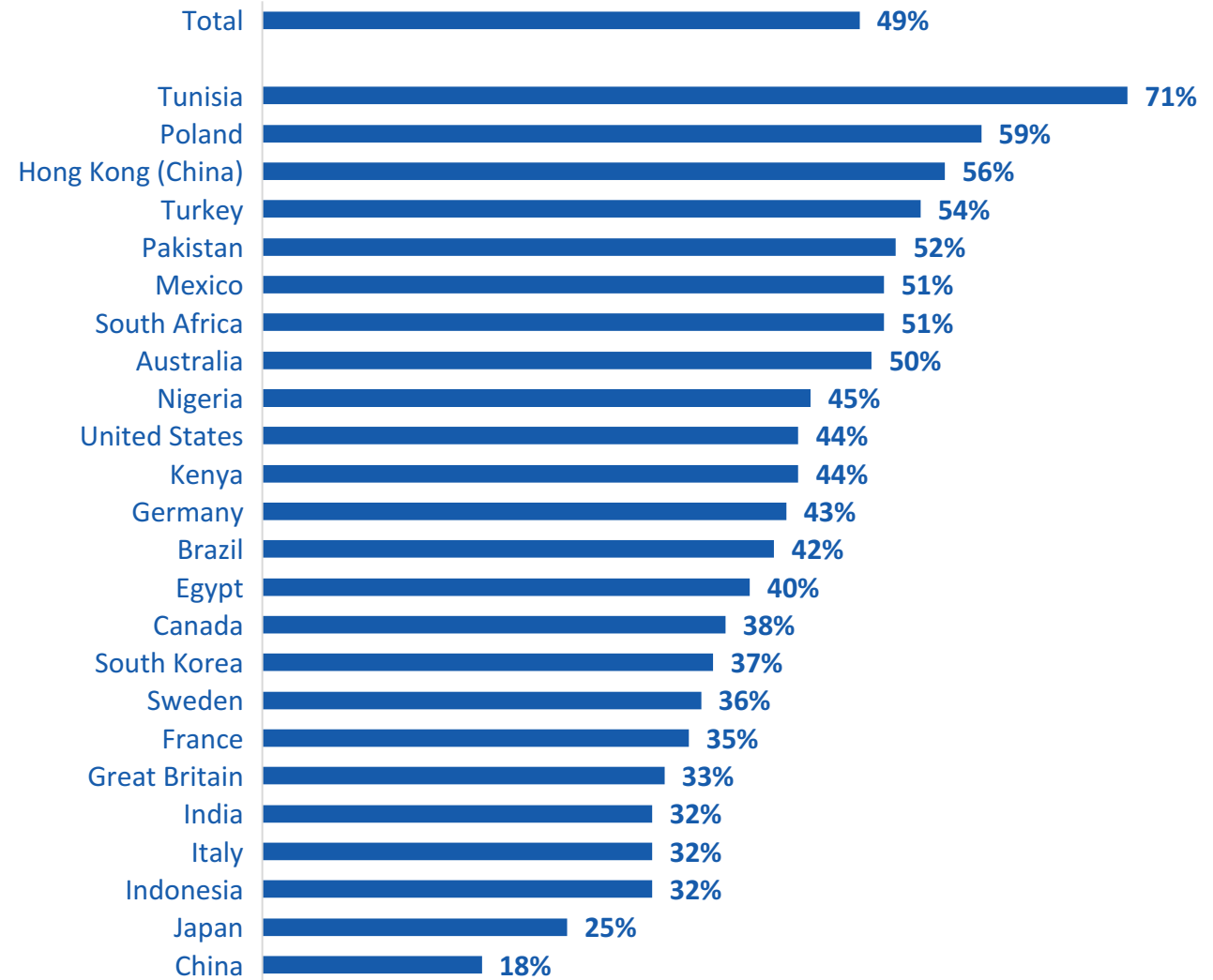
# The level of interpersonal trust differs strongly per country

And changes over time...



# Among those who never shop online, the key reason they do not is a lack of trust.

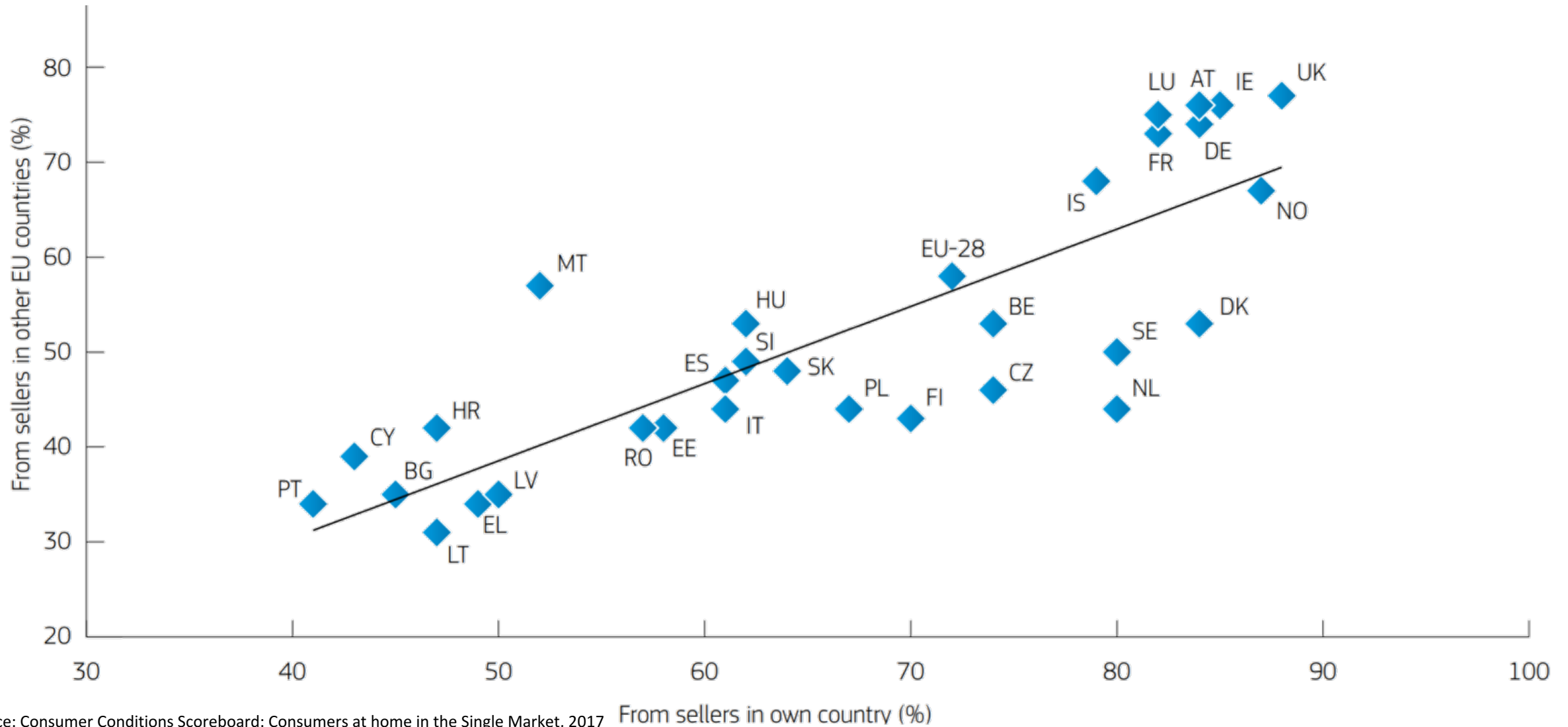
## Lack of trust is a major roadblock in the Middle East, Africa and LATAM countries



Q16. Why do you not purchase goods or service online?  
 Base: Never Buy Goods or Services Online (n=4,565)  
<https://www.cigionline.org/internet-survey>

# The level of consumer trust in online shopping drops even more across the border

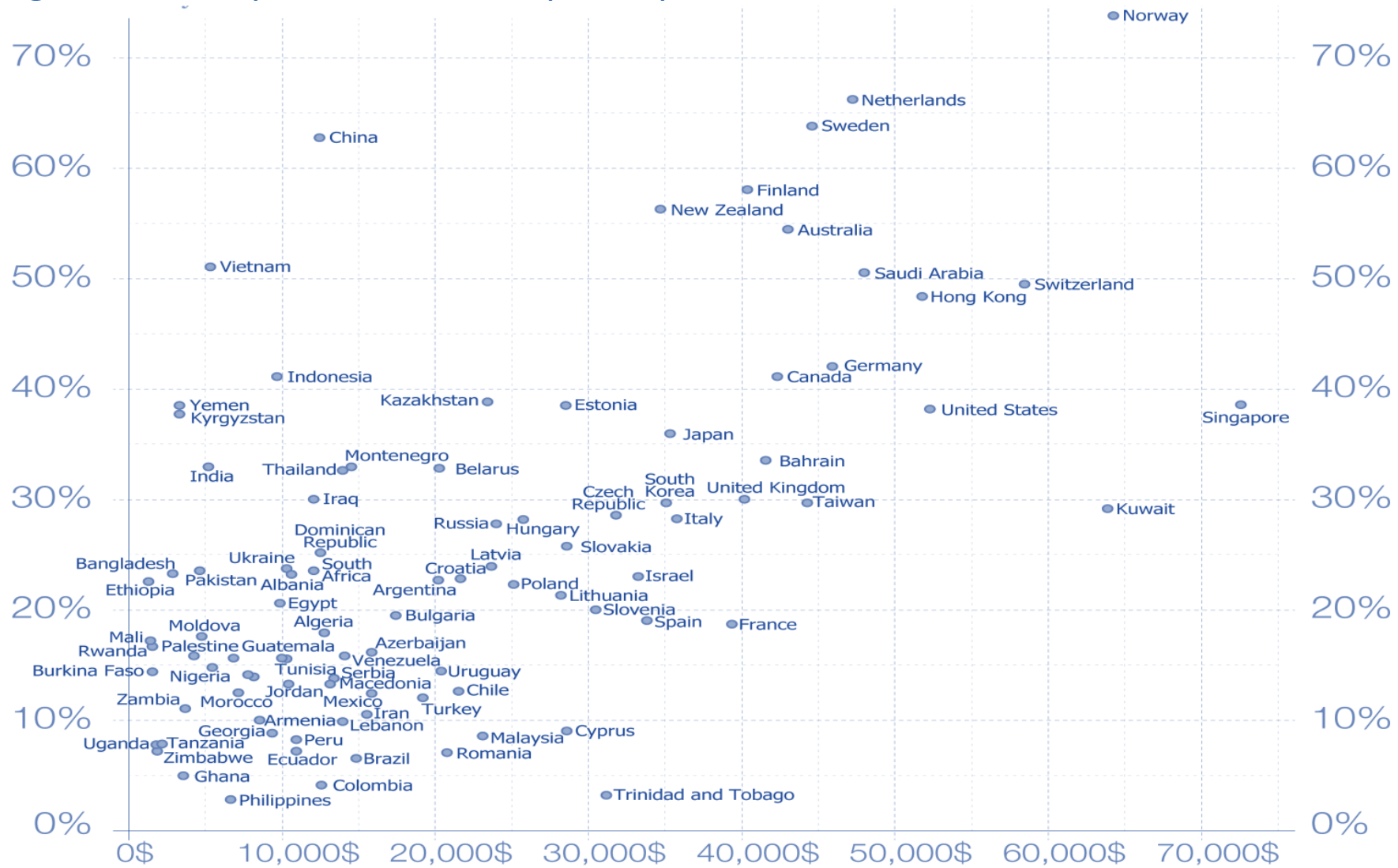
On average consumer trust drops with 20% point when shopping abroad



Source: Consumer Conditions Scoreboard: Consumers at home in the Single Market, 2017

# Trust is an essential component to Economic Growth

There is a strong relationship between GDP per capita and Trust



# Why a Global Trust Mark?

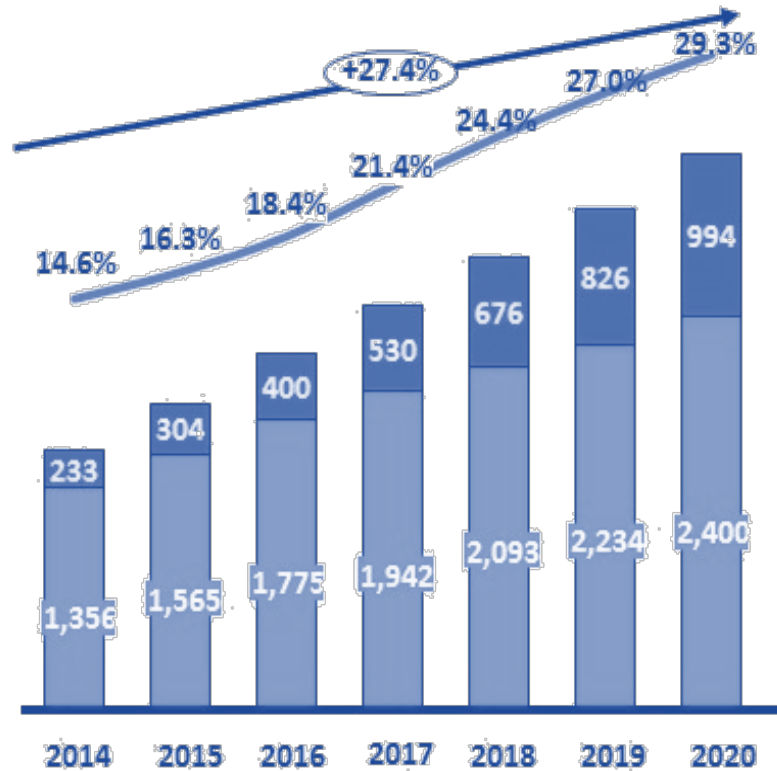
30% of Ecommerce will be cross border in 2020.

# 29% of all B2C e-commerce will be cross border in 2020

940 million (45%) of all online shoppers will shop cross border

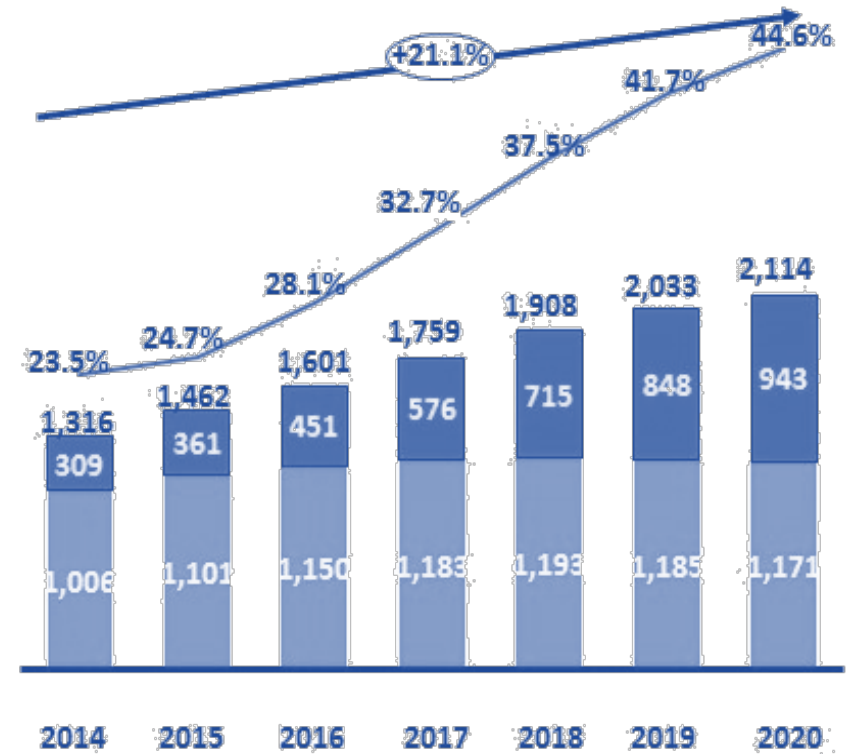
### Global Cross-border B2C Volume 2014-2020

- Cross-border B2C transactions as % of total B2C transactions
- Transaction volume of global cross-border B2C (in USD billions)
- Transaction volume of global domestic B2C (in USD billions)
- Compound annual growth rate



### Global Cross-border Shoppers 2014-2020

- Cross-border B2C shoppers as % of all online shoppers
- Cross-border shoppers (in millions)
- Domestic online shoppers (in millions)
- Compound annual growth rate





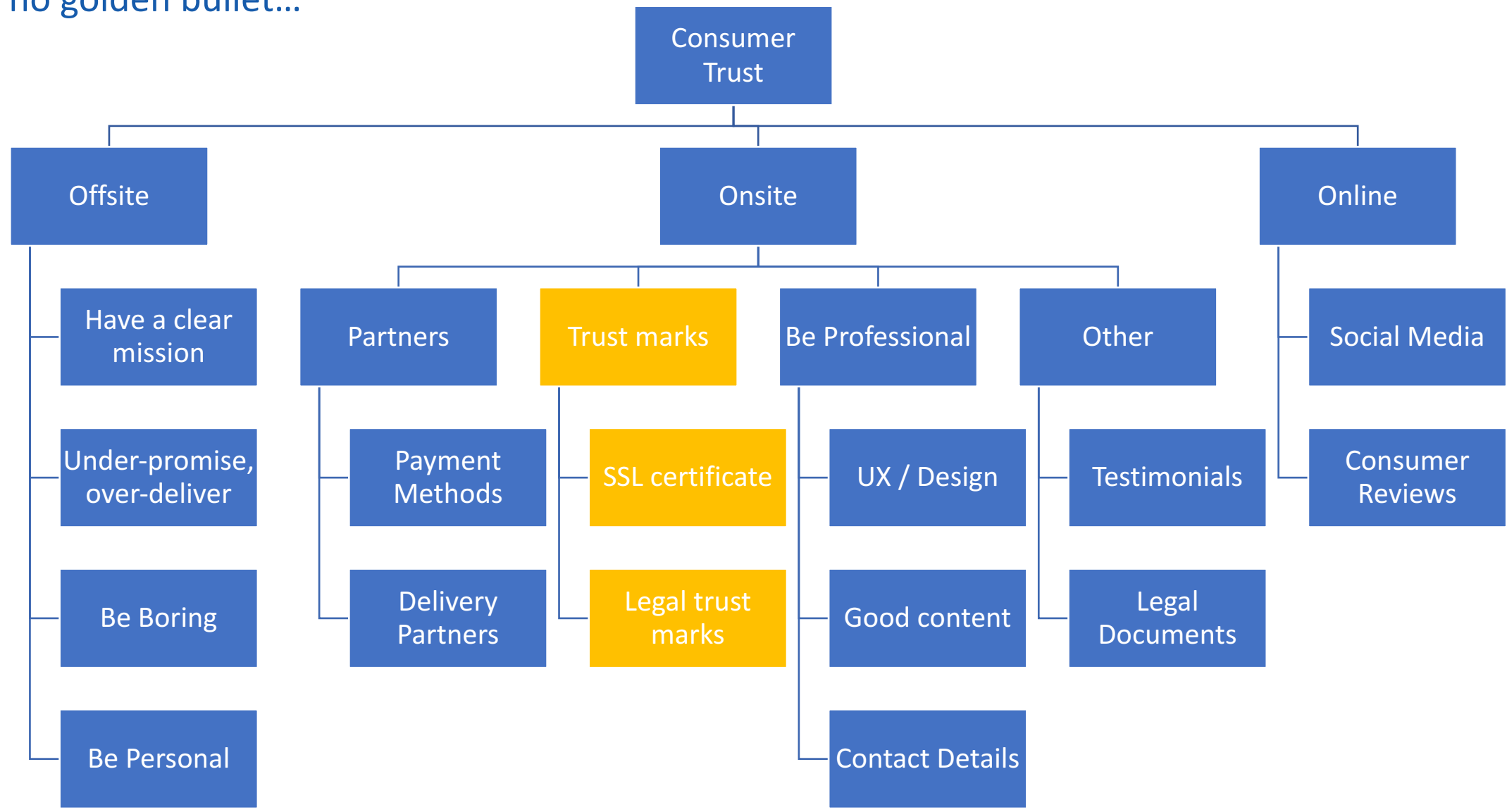
# Existing trust marks do not help merchants to sell globally as they are national based

There are 100+ European trust marks but they do not increase cross border sales



# There are many factors that influence trust

There is no golden bullet...



# Consumers move to market places and alternative payment methods for trust

Merchants are however paying the price



## Payment methods:

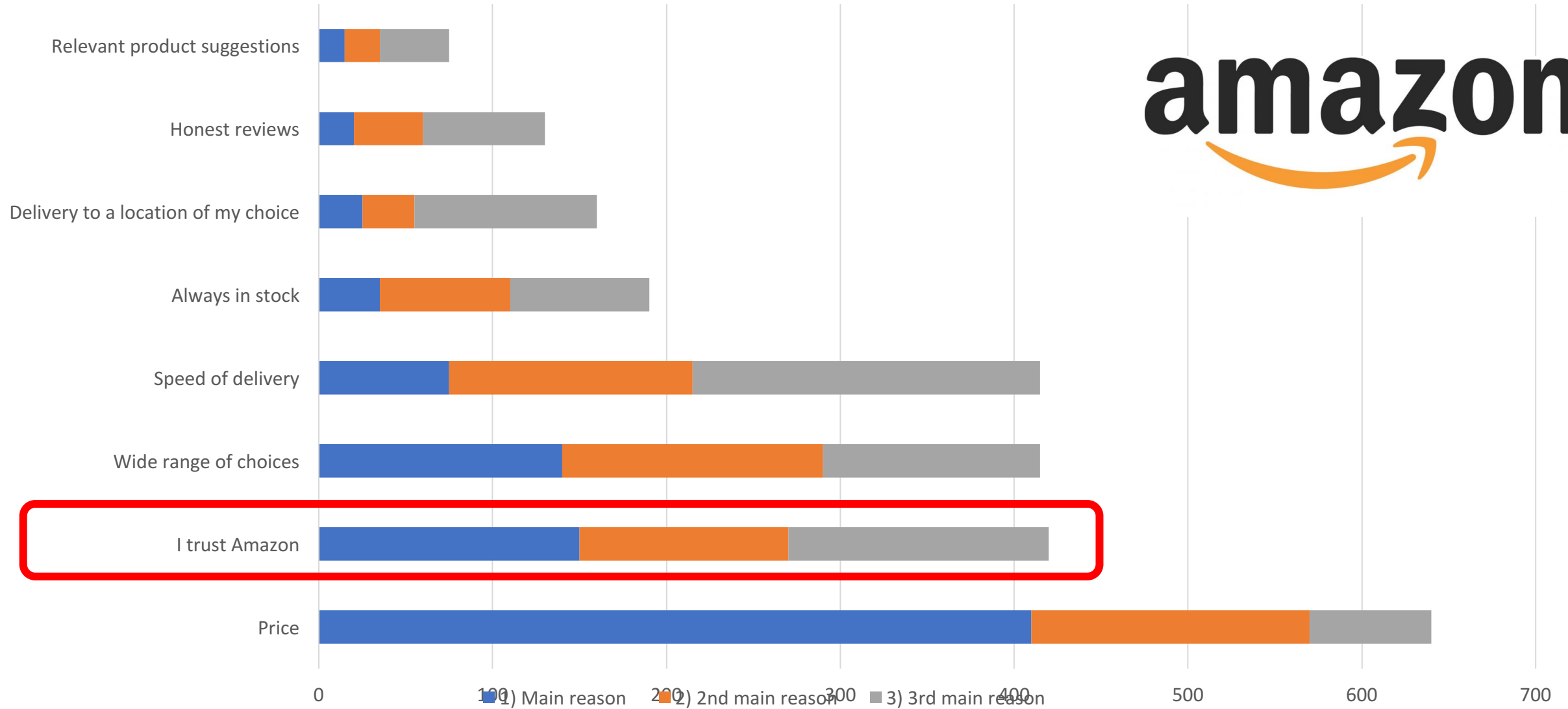
- ☺ Purchase protection
- ☺ Easy to integrate / offer
- ☹ High transaction cost (3%)
- ☹ No globally used



## Market places:

- ☺ Checks reliability Sellers
- ☺ ODR process available
- ☹ 5 - 20% commission
- ☹ Focus on price comparison

# While people buy on market places primarily for price Trust has become the second reason



# Trust benefits the big players not only in traffic & sales

Example: 95% of all orders are cash on delivery in Romania. The big retailers are paid 30% before delivery...



# To summarize, why a global trust mark?

- Ecommerce is becoming global (faster than we think).
- Consumers and Merchants still struggle with Trust:
  - Both in developed countries
  - As well as developing countries
- Alternatives (market places, payment methods)
  - and are undermining the market position of SME's
  - are less attractive to merchants (high costs, no customer access)





## Punten voor Discussie

- **Hypothese 1:** Als webshop moet je cross border om te overleven (schaalvoordelen te behalen).
- **Hypothese 2:** Verkopen via marktplaatsen is een goede start maar een eigen sterke webshop is essentieel voor de lange termijn.
- **Hypothese 3:** Met een wereldwijd trust mark kan een eerste stap worden gezet tegen de macht van de wereldwijde marktplaatsen.

# What is Safe.Shop?

The Global Ecommerce Trust Mark

Safe.Shop allows consumers and webshops to shop and sell globally  
Offered by partners worldwide as both national as well as global trust mark



**Safe.Shop<sup>TM</sup>**

The Global Ecommerce Trust Mark

# Safe.Shop certifies on the basis of the Global Ecommerce Code of Conduct

offering clear rules of conduct which both Webshops as well as Consumers understand and can adhere too



**The company  
exists**



**You know what,  
when & how you  
buy**



**What you buy is  
what you get**



**Prices are clear &  
complete**



**Right to return  
within 14 days**



**Payment is safe**



**Your privacy is  
protected**



**All reviews  
shown and real**



**Complaints are  
handled fast &  
fairly**



**Delivered as  
promised**



**Your consumer  
laws apply**

# Consumers can click on the Safe.Shop logo to check if a webshop is certified

The image shows the homepage of bol.com. At the top left is the bol.com logo. To its right is a search bar with the placeholder text 'Waar ben je naar op zoek?'. Further right are navigation elements: 'Alles' with a dropdown arrow, a magnifying glass icon, 'Welkom Jorij' with a dropdown arrow, a heart icon, and a shopping cart icon with a '0' notification bubble. Below these are more navigation options: 'Categorieën', 'Cadeaus & Inspiratie', 'Aanbiedingen', 'Verkopen', 'Zakelijk', 'Cadeaubon', 'Bestelstatus', 'Klantenservice', and 'NL'. A horizontal banner below the navigation contains the text 'Fashion Pre-sale', 'Blijf koel', 'Gaming Deals', 'Alles voor je vakantie', and 'Bespaar Continu >'. The main banner is light blue and features a large red arrow pointing from the left sidebar towards a collection of products (Page Original, Pampers baby-dry, Finish, Felix) with discount tags for 30%, 20%, and 10%. To the right of the products, the text reads 'Bespaar Continu' in large red font, followed by 'altijd korting op duizenden herhaalaankopen'. A blue button with the text '> Bekijk nu' is in the bottom right corner of the banner. The left sidebar contains several icons: a shopping cart, a star with '3,7', the number '88', a globe, a flag, a padlock, an 'X', and a leaf. Below the main banner are three smaller promotional banners: one for 'Ebooks voor Sophie', one for a refrigerator, and one for cleaning products.

# The logo shows which trust components are used by the Merchant

**bol.com** <sup>GO</sup>

Waar ben je naar op zoek? Alles

Welkom Jorij

Categorieën Cadeaus & Inspiratie Aanbiedingen

Verkopen Zakelijk Cadeaubon Bestelstatus Klantenservice NL

Fashion Pre-sale Blijf koel Gaming Deals Alles voor je vakantie **Bespaar Continu**

3,7 (max 5) based on 1245 reviews

88 Trust Score (max. 100)

Certified according to global code of conduct

Certified according to Dutch law

Security checked <twice per year>

Checked for fake products <twice per year>

Climate neutral delivery

**Bespaar Continu**  
altijd korting op duizenden  
herhaalaankopen

[> Bekijk nu](#)

**Ebooks voor**



# If the Safe.Shop logo is clicked upon a pop-up appears

The image shows a screenshot of the bol.com website. A pop-up window for Safe.Shop is overlaid on the page. The pop-up contains the following information:

- Safe.Shop** logo and name.
- Safe.Shop helps consumers to shop worldwide with confidence. <webshop name> is legally certified according to <global code of conduct>.
- 13 reviews (indicated by a smiley face icon).
- Scamadvisor Trust Score (with a shield icon).
- Global code of Conduct (with a globe icon).
- Dutch Law Certified (with a Dutch flag icon).
- Security checked twice a year (with a padlock icon).
- Climate neutral delivery (with a leaf icon).

The background of the website shows the bol.com logo, navigation menus, and a promotional banner for Continuu.

# The Safe.Shop pop-up provides all the information the consumer needs to gain trust

Nederlands

**Safe.Shop** SafeShops.be

Reviews Compliant Contact

Safe.Shop helps consumers to shop worldwide with confidence. <webshop name> is legally certified according to <global code of conduct>.

13 reviews

Scamadvisor Trust Score

Global code of Conduct

Dutch Law Certified

Security checked twice a year

Climate neutral delivery

Nederlands

**Safe.Shop** SafeShops.be

Reviews Complain Contact

Safe.Shop has certified <webshop name> to be compliant with the Global Ecommerce Code of Conduct.

13 reviews

Global code of Conduct

Dutch Law Certified

**Certified according to Dutch National Law**

By

**thuiswinkel waarborg**

Last check: <date>

Security checked twice a year

Climate neutral delivery

Scamadvisor Trust Score

Nederlands

**Safe.Shop** SafeShops.be

Reviews Complain Contact

Safe.Shop has certified <webshop name> to be compliant with the Global Ecommerce Code of Conduct.

13 reviews

Global code of Conduct

This webshop was certified by Safe.Shop/Partner - name according to the standards of Global Code of Conduct. With the certification, the followings are guaranteed:

- The company exists
- The company can be reached
- What you buy is the real product
- Prices are clear & complete
- Right to return within 14 days
- Your data is only used with your permission
- All reviews are shown and real
- Complaints are handled fast & fairly
- The webshop is tested for security
- Your consumer laws apply

Nederlands

**Safe.Shop** SafeShops.be

Reviews Complain Contact

523 reviews

1% 3% 7% 79% 10%

Leave a review

★★★★★ Voornaam Achternaam | 09-01-2018

Useful 11 Inappropriate

★★★★☆ Voornaam Achternaam | 09-01-2018

Useful 11 Inappropriate

★★★★☆ Voornaam Achternaam | 09-01-2018

Useful 11 Inappropriate

Lees meer >

Load more....

Leave a review

# The pop-up also allows consumers to leave a review and read reviews of others

Nederlands

Safe.Shop SafeShops.be

Reviews Complain Contact

523 reviews

1% 3% 7% 79% 10%

Leave a review

★★★★☆ Voornaam Achternaam | 09-01-2018  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis.  
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Useful 11 Inappropriate

Load more....

Leave a review

Nederlands

Safe.Shop SafeShops.be

Reviews Compliant Contact

How happy are you with the service of this webshop?

1% 3% 7% 79% 10%

Submit

Nederlands

Safe.Shop SafeShops.be

Reviews Compliant Contact

Can you tell us why you are happy?

What did the company do well?

Submit

Nederlands

Safe.Shop SafeShops.be

Reviews Complain Contact

Post and verify yourself with

Login Facebook Login Google+

Firstname\*

Surname

Email\*

Order number

By pressing submit you agree to our privacy policy. Don't worry, we will not provide your contact details to others.

<< Previous Submit

# Safe.Shop Benefits for Merchants

Helping webshops sell more; both nationally as well as across the globe

# Safe.Shop offers merchants they key benefits...



Increase conversion  
& order size



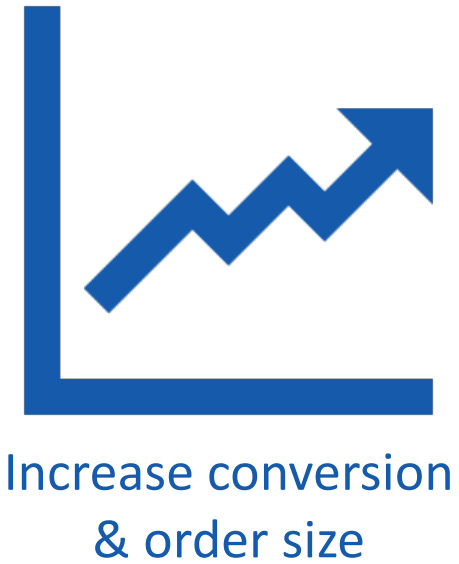
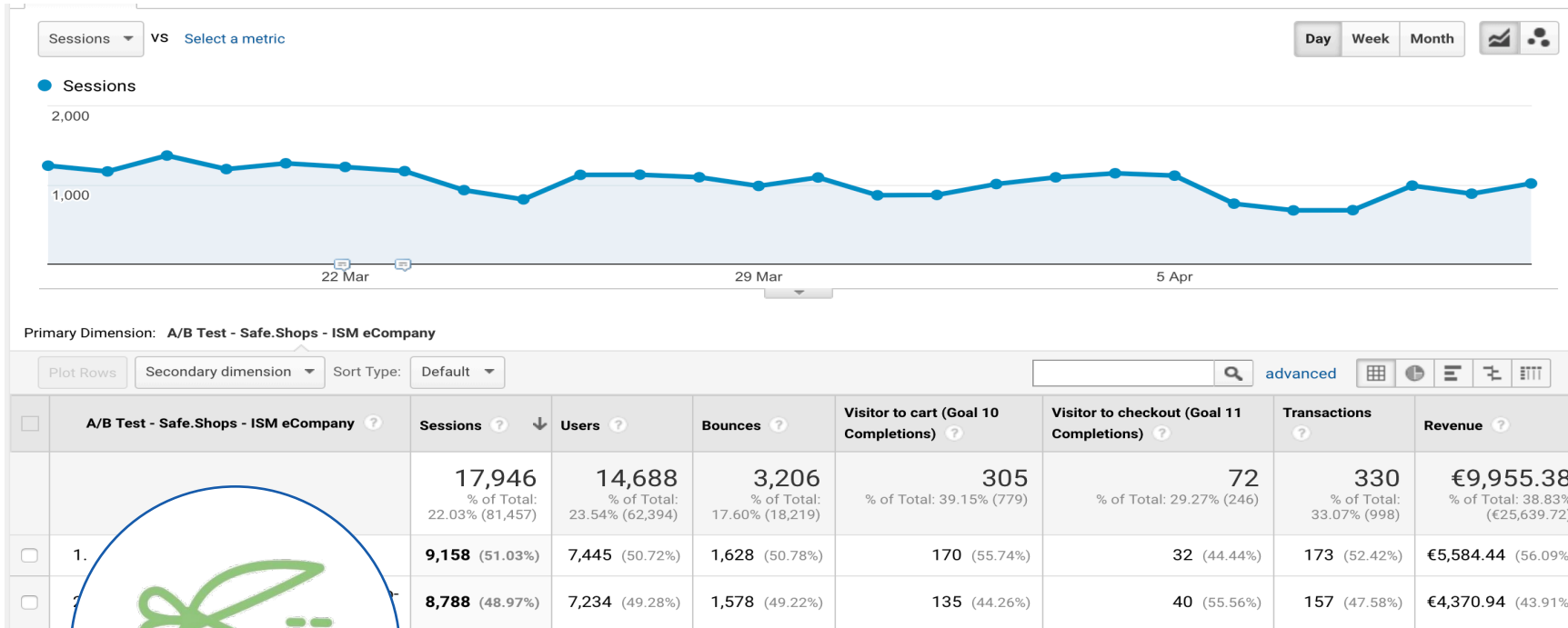
Prevent costs  
& lower risks



Grow your business  
locally & globally

# Safe.Shop has a proven track record in increasing conversion

## Case Hobby Gigant: 10% more orders, 16% higher basket value, 28% more sales





Interested? Please feel free to contact me...



**Jorij Abraham**

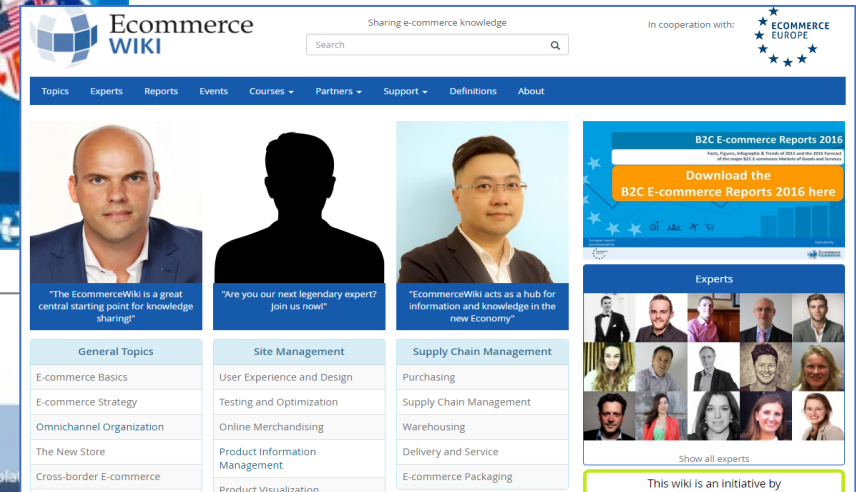
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The Global Ecommerce Trust Mark



Connect with me on **LinkedIn**