



Empowering sustainable businesses

WHO WE ARE

We are a young **Italian start-up**, founded in October 2020 by Benedetta and Caterina, united by a passion for the environment.

We have created a network of **ethical and sustainable European brands**, which, thanks to our support, can promote their products on an environmentally friendly **b2c and b2b platform**.

Our ambition is to become **one-stop-shop** for sustainable shopping, both for individuals, companies and stores.

After two years as an eCommerce, we have also implemented a catalogue of **digital services** to support our brand partner in the **digital transition** besides the sales channels.



OUR SERVICES



FOR BRANDS



Upload your catalogue on WHATaECO - a platform that strengthen your brand's values



No entry fee;
no activation costs;
no shipping cost



Highly profiled
target audience



Digital services (eCommerce,
green logistic, ethical adv
management etc.)

FOR CLIENTS (SHOPS/RETAILERS)



4000+ highly selected
ethical and sustainable
products



Only one automatic
invoice system



Communication
material, storytelling,
branding



Costumized dashboard with
buying suggestion based on
your industry trends

BRANDS



We choose to work only with brands that sign our *Code of Ethics* and comply with the followings:

- ✓ Made in EU
- ✓ Outside EU only with ethical supply chain guarantee
- ✓ Products made to have the lowest enviromental impact
- ✓ Durable products or, if disposable, compostable



Fashion



Food &
Beverage



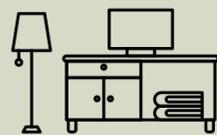
Cosmetics



Baby
& Kids



Accessories



Forniture



Books



Gift Card



Cleaning



Make up

CLIENT - ECO SHOPS

Natural and zero waste cosmetics

(e.g. shampoo, soap, toothpaste, make up, cream...)



Cleaning products

(e.g. natural, concentrated detergent...)



Zero waste accessories

(e.g. make up remover pad, sponge, soap holder, brush...)



Menstrual products

(e.g. menstrual cup, washable pads, menstrual slip, wet bag...)



Food and beverage

(e.g. sauce, juice, pasta, legumes, chocolate, cereals, flour...)



CLIENT - HERBALIST SHOP

Natural and zero waste cosmetics

(e.g. shampoo, soap, toothpaste, make up, cream, deodorant..)



Essential oil

(100% natural and organic essential oils)



Cbd products

(cbd oils with different intensity and functionality)



Natural care

(e.g. ointments, anti insects products, clays, oleolite...)



Books

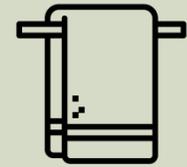
(theme: nature, travel, lifestyle, recipes...)



CLIENT - HO. RE. CA.

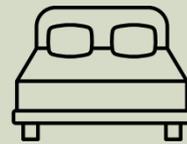
Linens

(e.g. bed sheets, pillowcases, blankets, curtains, towels...)



Furniture

(e.g. tables, mattress, shelves...)



Welcome kit

(e.g. cosmetics welcome kit, stationery welcome kit...)



Food & Beverage

(e.g. 100% organic and made in Italy: breakfast food, mini size, wine...)



CLIENT - CORPORATE

Corporate gift



Gift card



Corporate welfare



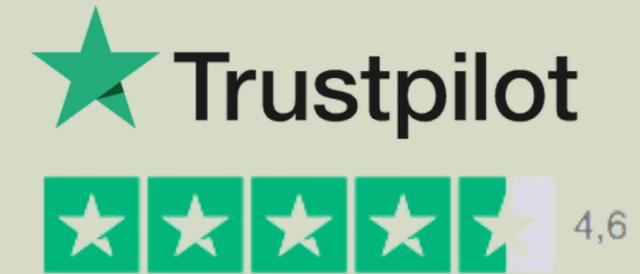
Customized products



IN 2 YEARS



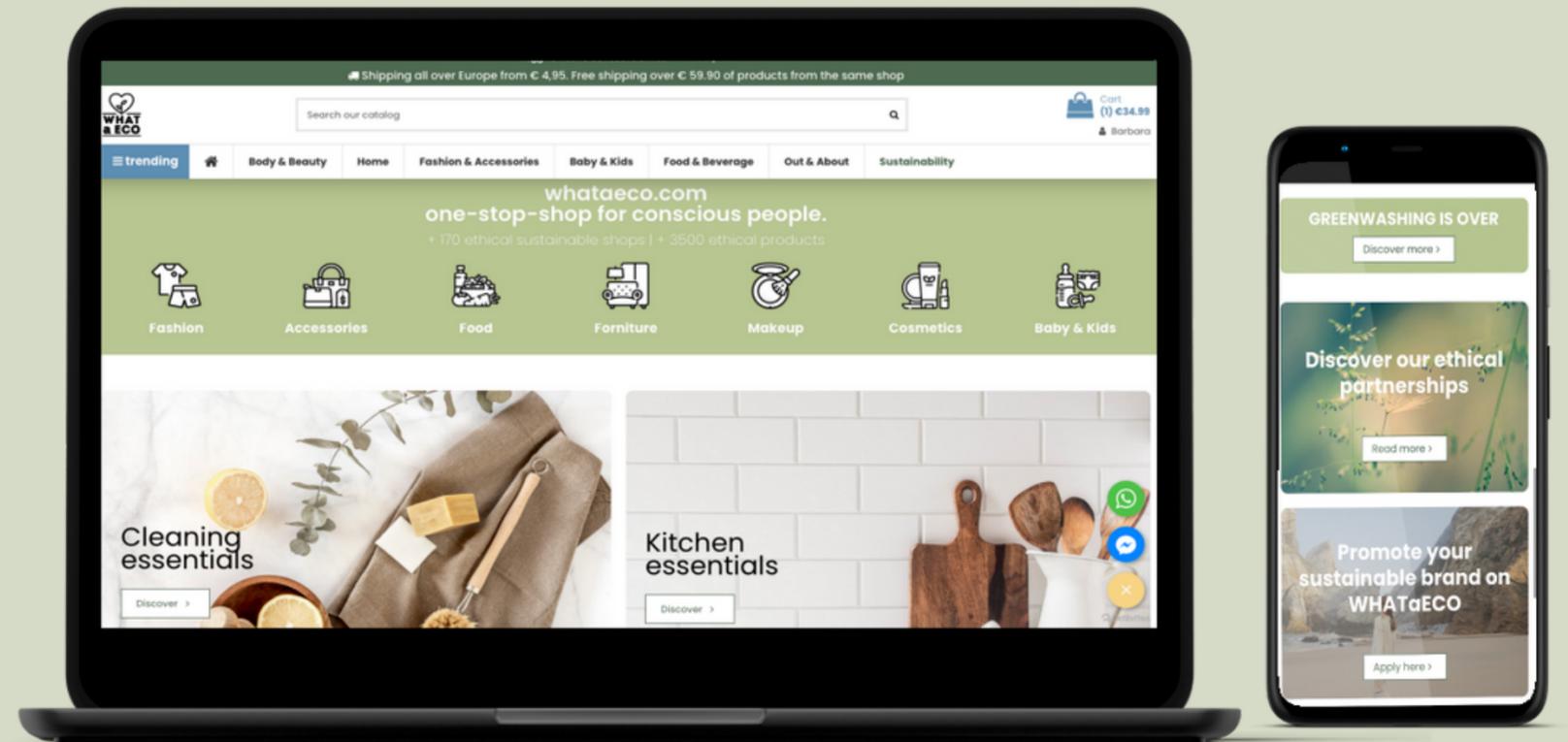
We are already recognized among the main eCommerce for sustainable purchases in Italy.



200+ Brands

20.000+ Community

Start up Carbon Neutral (2022-2024)



PARTNERS



8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane



GERMAN TECH



LE SERRE DI ART-ER



GREENAPES
YOU ARE NOT ALONE IN THE JUNGLE



KIRI





Join us and let's
build a future where
sustainably is the
new normal.



www.whataeco.com



hello@whataeco.com



[linkedin.com/company/whataeco](https://www.linkedin.com/company/whataeco)



[@whataeco](https://www.instagram.com/whataeco)



[whataeco](https://www.facebook.com/whataeco)