

# Posti and Hanken launch two-year research project: how logistics services can support circular economy business models

14-01-2025

Posti and Hanken School of Economics (Svenska handelshögskolan) have launched a joint two-year research project focusing on how logistics services can support companies in leveraging the circular economy as part of their business operations.

Hanken received funding for the project from The Finnish Research Impact Foundation. The project is led by Assistant Professor Anna Aminoff in collaboration with researcher Helleke Heikkinen.

"Logistics plays a significant role in the success and growth of business models related to the circular economy – such as reselling, renting, or repairing," says Oskari Tinkanen, VP, Innovations & Venturing at Posti. "This cooperation will help us better understand the principles and business opportunities within these models."

Last year, Posti announced an innovation partnership with Hanken. The newly launched research project is part of this broader collaboration.

"The aim of our study is to deepen the theoretical understanding of circular economy business models and explore how logistics companies, such as Posti, can act as

enablers and value creators in circular economy processes," says Helleke Heikkinen, who is responsible for the study's implementation.

## Circular economy as a business opportunity

Posti is involved in several development projects related to the circular economy, including initiatives in sustainable packaging and the launch and scaling of circular economy businesses as integral parts of customer companies' operations. In late autumn 2024, Posti also announced its cooperation with circuly, a German digital PaaS platform operator.

"Our goal is to make the circular economy easier, more attractive, and economically viable. We help companies extend the lifecycle of their products by increasing their sales value and developing logistics solutions to support this. Additionally, we often assist our customers in exploring broader business opportunities," says Elina

Gustafsson, Head of Circular Economy at Posti.

Posti supports companies across various industries by enabling the sale or rental of used, well-maintained, and refurbished products alongside new ones or as standalone business offerings through Posti's transport and storage services.

"Our services include product inspection, repair, and refurbishment, as well as commercialization services such as studio-quality product images. When the circular economy becomes a high-quality and reliable alternative to new products, it will be easier for consumers to make sustainable choices in the future," Gustafsson concludes.

Source: [Posti](#)