International Post Corporation

Swedish and Danish consumers see PostNord as the most sustainable brand in parcel and logistics

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Swedish and Danish consumers perceive PostNord to be the most sustainable brand in the parcel and logistics industry. This is according to Sustainable Brand Index, Europe's largest independent brand study on sustainability.

"It is truly gratifying that PostNord is the industry winner in our two largest markets, Sweden and Denmark. It says that consumers see and appreciate what we do", says Amanda Jackson, Group Head of Sustainability at PostNord.

PostNord has an ambitious agenda for sustainable logistics, with a focus on climate leadership, safe workplaces, responsible sourcing, and diversity and inclusion. When it comes to climate leadership, the overall goal is fossil-free transport and operations by 2030. PostNord also has climate targets approved by the Science Based Targets initiative. Our climate work is showing good results: greenhouse gas emissions in scope 1 and 2 have decreased by 55 percent since 2020, 67 percent of the energy used for PostNord's own vehicle fleet in 2023 was renewable, and the share of electric vehicles exceeds 30 percent.

In Denmark, PostNord is the industry winner for the second year in a row, climbing overall from 106th to 60th place. In Denmark, 12,000 consumers were asked to have their say on a total of 253 brands, five of which were in parcel and logistics.

In addition to being industry winner, PostNord in Sweden took a leap to 120th place from last year's 212th. In Sweden, 29,000 consumers had their say on a total of 432 brands, five of which were in parcel and logistics.

The Sustainable Brand Index is Europe's largest independent brand study on sustainability and is conducted annually by SB Insight in the Nordic, Baltic, and Dutch markets. This year's study was conducted in eight countries with the help of 80,000 respondents and covered over 1,600 brands in 36 industries.

Source: PostNord