



Postiâ€™s ecommerce deliveries become the first in Finland to receive the Nordic Swan Ecolabel

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Posti is strengthening its position as a sustainability frontrunner by becoming the first company in Finland to receive the Nordic Swan Ecolabel for ecommerce deliveries. All Postiâ€™s consumer parcel services, including Postal Parcel, Home Parcel and Small Parcel to Door, are now eco-labelled.

The Nordic Swan Ecolabel is the best-known and most highly regarded environmental label in the Nordic countries. It is awarded only to products and services that meet strict environmental criteria. According to a Finnish Brand Valuation Survey conducted in 2026, the Nordic Swan Ecolabel is the environmental label most highly valued by Finnish consumers.

Sustainability is one of Posti's strategic priorities and an increasingly important consideration for both consumers and online retailers. We are committed to reducing emissions throughout our value chain. Our ambition is to achieve fossil-free road transport by 2030 and net-zero emissions by 2040. Receiving the Nordic Swan Ecolabel for all our consumer parcel services is concrete evidence that we are making determined progress towards these goals.

"Posti's systematic environmental work and strong sustainability expertise were clear throughout the Nordic Swan Ecolabel application process. It was a pleasure to see the seamless cooperation between Posti and our experts. Finland's first Nordic Swan

Ecolabel for ecommerce deliveries is also worth celebrating because the example set by a market leader often has an impact on the entire industry," says Riikka Holopainen, CEO of Ecolabelling Finland.

"Receiving the Nordic Swan Ecolabel for Posti's ecommerce deliveries is a significant achievement. Qualifying for the label requires compliance with strict environmental requirements and long-term development work. We are very proud that, as the first company in Finland, all our consumer parcel services meet the Nordic Swan Ecolabel criteria. This demonstrates that environmental sustainability is not a separate objective for us, but an integral part of developing our services and conducting our daily operations," says Jani Koivu, Senior Vice President of Posti's eCommerce and Delivery Services.

For consumers, this provides an easier way to make a more environmentally responsible choice when selecting a delivery option. The Nordic Swan Ecolabel will be clearly displayed in locations including online store checkouts and Posti's parcel lockers.



The Nordic Swan Ecolabel is based on Posti's concrete environmental actions

The Nordic Swan Ecolabel sets strict requirements for areas including the use of electric and gas-powered vehicles, energy efficiency and the climate impact of transport. Its criteria also cover supply chain efficiency, working conditions and road safety. Maintaining the label requires continuous improvement and year-on-year emission reductions.

"Measurable results are what matter most in climate work, and they are achieved through committed cooperation and continuous improvement. We have systematically reduced our own emissions and developed our operations towards fossil-free logistics. The Nordic Swan Ecolabel provides independent recognition that we are moving in the right direction and that our sustainability work is reflected concretely in the services used by our customers," says Anna Heino, Head of Climate and Nature at Posti.

Posti is making determined progress in its climate work by, among other measures, expanding its clean vehicle fleet, increasing the use of renewable fuels and improving the energy efficiency of transport throughout its logistics network. By the end of 2025, Posti's own emissions had decreased by 59% from

the 2020 level.

Responding to stricter regulation and growing customer expectations

The importance of the Nordic Swan Ecolabel will become even more significant as the Empowering Consumers for the Green Transition Directive starts to apply in September, introducing stricter requirements for substantiating environmental claims. The Nordic Swan Ecolabel helps consumers identify delivery options with better environmental performance and supports transparent communication. As an environmental label awarded by an independent third party, it also provides companies with a reliable way to demonstrate their environmental actions in accordance with the requirements of the new regulation.

"Trust is built through transparency and verifiable actions. The Nordic Swan Ecolabel shows our customers that the environmental performance of the delivery service has been assessed against criteria set by an independent third party. This is particularly important at a time when environmental claims are subject to increasing expectations and scrutiny," Heino continues.

Source: [Posti](#)