

Consumers chose Posti as Finland's most sustainable parcel and logistics brand

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Finnish consumers have chosen Posti as the most sustainable parcel and logistics brand in the 2022 Sustainable Brand Index survey. The research is based on consumer views and assessments of brand sustainability. The category won by Posti also included Matkahuolto, Bring, DB Schenker, DHL, and PostNord.

"We have been working for sustainability for a long time, and we are pleased that Finnish consumers have noticed this. Above all, this is a recognition for every 21,000 employees of Posti and our partners for the day-to-day work that makes responsibility a reality. We will continue our determined work to ensure that we can operate completely without emissions and in a way that people can feel well. The world is not ready, but the work continues," says Noomi Jägerhorn, Sustainability Director of Posti.

Posti has been working for sustainability for a long time. The first equality program was drawn up in 1978 and the environmental program in 1999. Electric cars began in the 1980s.

A recent sustainability report, published earlier this week, explains, among other things, how Posti's own emissions have already been reduced by 60 percent since 2011. Posti already has about 1,600 electric vehicles. Last year, 12.6 million kilometers were driven by cars and trucks using

renewable fuels and electricity. You can read more about the content of the report here.

The Sustainable Brand Index, Europe's largest brand survey focusing on sustainability, reveals how sustainable consumers consider different brands. In 2022, nearly 70,000 consumers participated in interviews conducted in eight countries. There were 9,150 respondents from Finland. In total, the survey evaluated more than 1,500 brands from 35 industries. At least a thousand consumers have rated each brand.

The Sustainable Brand Index is based on the UN Sustainable Development Goals and considers both environmental and social responsibilities. The survey has been conducted in Finland every year since 2013 by the Swedish SB Insight Ab. Interviews were conducted with consumers aged 16–75 between December 2021 and January 2022. You can find more information on the Finnish Sustainable Brand Index survey results here.

Source: [Posti](#)