



SUSTAINABILITY IN ACTION

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EMISSIONS
FROM PRODUCTION
OF PRODUCTS SOLD
5 600 000 tCO₂e

K'S ROLE AND SUSTAINABILITY VISION

The biggest impacts
in our value chain are
caused by the production
and use of the products
we sell.

We enable sustainable
choices for our customers
and drive change
throughout the value chain.

EMISSIONS FROM
KESKO'S OWN OPERATIONS
94 000 tCO₂e

EMISSIONS
FROM USE
AND END-OF-LIFE
TREATMENT OF
PRODUCTS SOLD
1 900 000 tCO₂e





ENCOURAGING CUSTOMERS

Our job is to make it as easy and attractive as possible for our customers to make sustainable choices.

Increasing the share of sustainable products in net sales by, for instance

- products with sustainability certification
- plant-based products
- products reducing energy consumption and emissions
- vehicles with 0-50 g CO₂ emissions

Using data-based tools and communication to make sustainable choices attractive

- K-Ruoka application shows the carbon footprint, healthiness and domesticity of bought groceries
- Promoting health and wellbeing



IMPROVING CIRCULAR ECONOMY BY SUSTAINABLE PACKAGING



We promote innovative packaging solutions



We prefer renewable packaging materials



Written recycling instructions are added on all own brand product packaging

REDUCING FOOD WASTE BY PRODUCT INNOVATIONS



Non-alcoholic Iisalmi 0% Lonkero long drink gets its flavour from surplus oranges. A joint innovation with Olvi.



Bananasajäämä vegan ice cream made from over-ripe bananas is a joint innovation of Suomen Jäätelö and K-food stores.



HELPING CUSTOMERS TO MAKE SUSTAINABLE CHOICES - K-RUOKA APPLICATION HAS 260 000 USERS

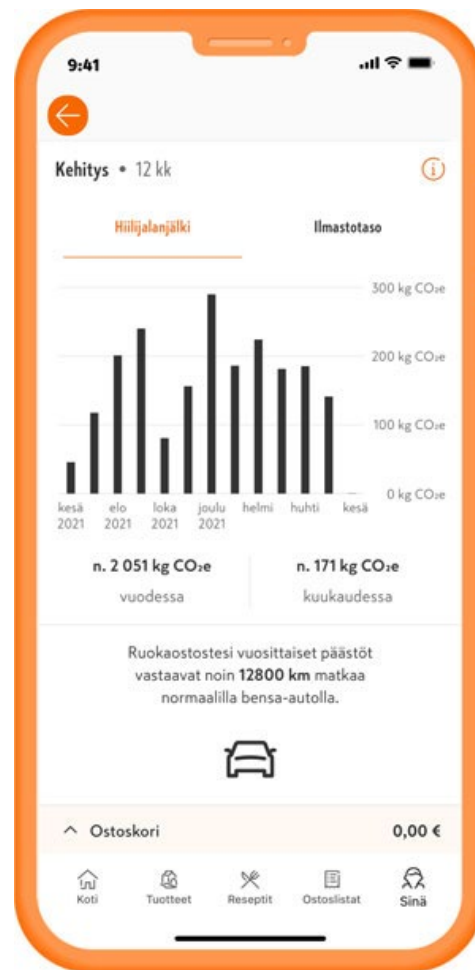
Your shopping



Your choices



Climate level



Improve your level



SUSTAINABLE WOOD FROM K-RAUTA STORES

- In Finland, PEFC forest certification is the most widely used system by forest owners.
- 90 % of timber sold by K-Rauta stores is supplied from Finland.



THIS JOURNEY IS WELL ON ITS WAY...

... but a lot remains to be done. Every step we take benefits all of us from customers and shareholders to employees and the planet. We welcome everyone to join us on this journey.

