

CEGO – Circular Economy Go

Verkostot kiertotalousliiketoiminnan mahdollistajina –webinaari to 21.5.2026

Stockmannin kiertotalousratkaisut

Sustainability & Human Rights Manager **Anna-Kaisa Koskinen**, Stockmann
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CEGO Circular Economy GO

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Stockmann's circularity solutions

Miia Salomonsson & Anna-Kaisa Koskinen

05/2026



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Agenda



- Overview of Stockmann
- Work so far
- Framing the future

Stockmann: premium multi-brand retailer

7

Department stores
in Finland, Estonia
and Latvia

0.6M

Active
loyalty members

100%

Brand awareness
in Finland

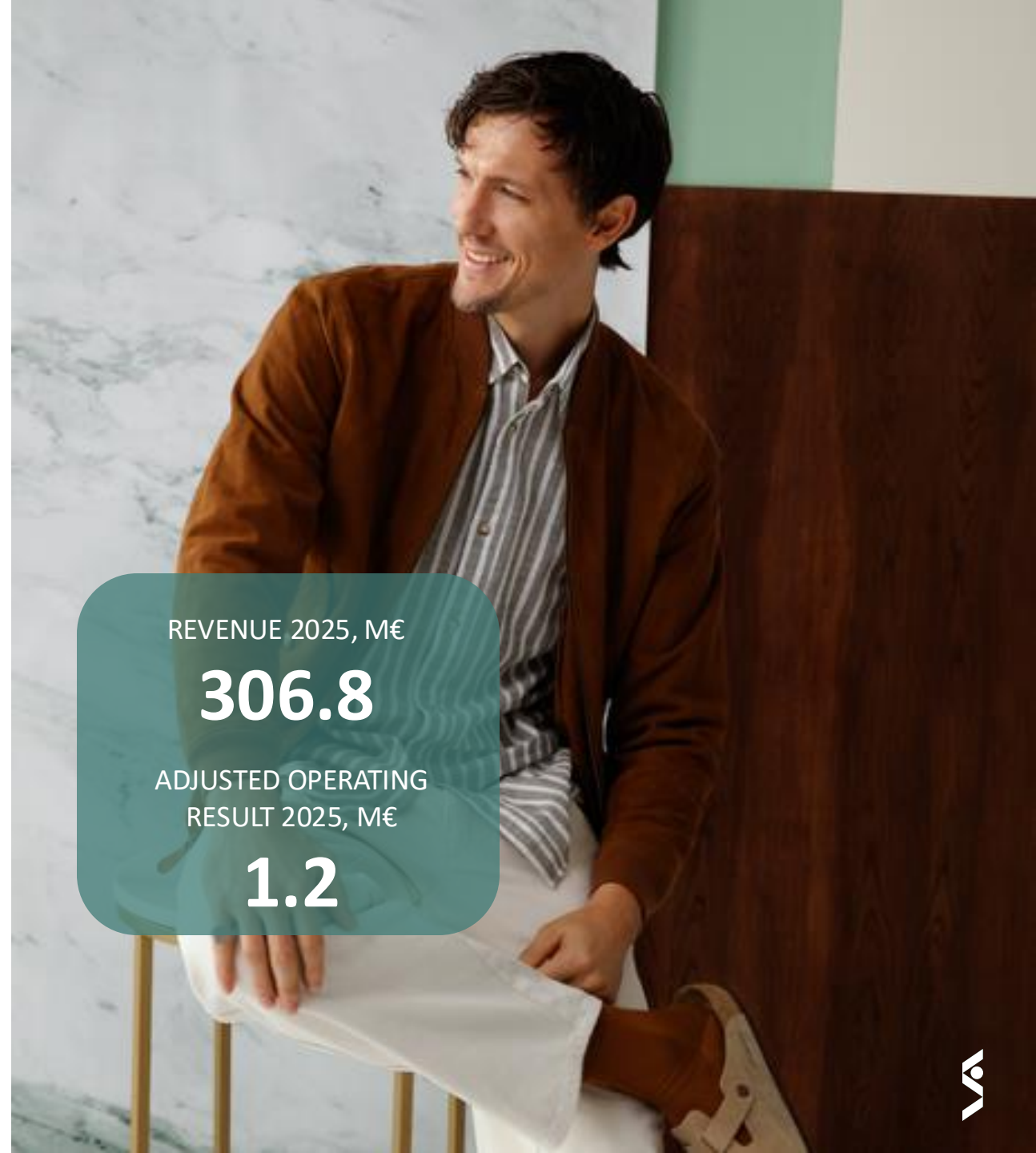
- Iconic brand, flagship store in the Helsinki city centre
- Key categories with premium positioning: fashion, beauty and home
- Omnichannel shopping: department stores as inspiring destinations, complemented by online store
- Creating customer-centric growth while improving cost-efficiency

REVENUE 2025, M€

306.8

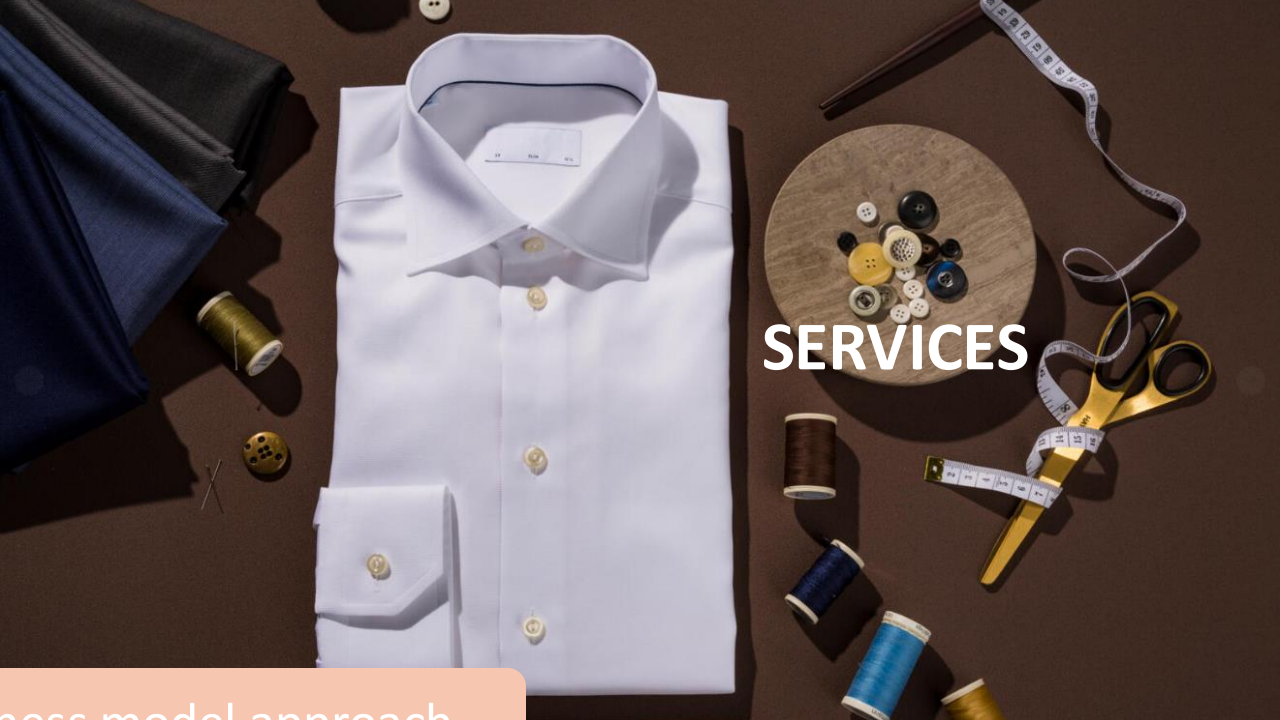
ADJUSTED OPERATING
RESULT 2025, M€

1.2





CURATED ASSORTMENT



SERVICES

Current circular business model approach



SECOND HAND



END-OF-LIFE



Framing the future



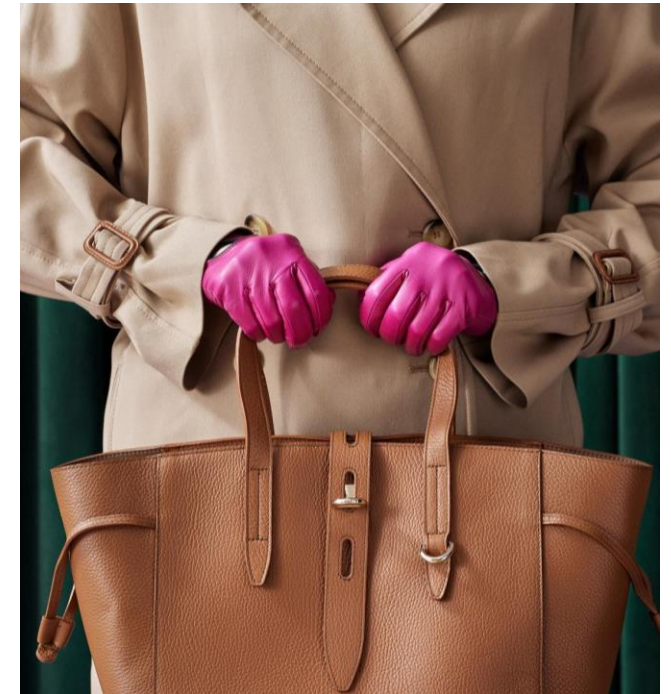
Curate and reduce

- Circular criteria
- Better planning
- Options easy to find



Longer life of products

- Scale partner-based services
- Enable recommerce
- Customer guidance



Close loops

- Improve collection & sorting
- Shift in packaging
- Clear responsibilities

Thank you!

Contact us for further circularity related questions and ideas:

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