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# People & Planet Positive

## The IKEA Group Sustainability Strategy 2020





# Our customers *care*

- Our customers are more receptive to sustainability.
- They want IKEA to actively help them.
- Same cost, quality and style



# Growing IKEA Together

**OBJECTIVES**

To be the leader in life at home

Growth and long-term profitability

A better IKEA

**CORNERSTONES**

**1**  
**GROWING  
IKEA**

...through offering better products at lower prices, developing a more vital IKEA and becoming more accessible to the many people

**2 PEOPLE**

...through developing all co-workers, strengthening our culture and making IKEA a great place to work

**3 SUSTAINABILITY**

...through becoming "people and planet positive" and always acting in a responsible way

**4 LOWER COSTS**

...through lowering our overall cost structure and simplifying the way we work

**GOALS**

*To create  
a better everyday  
life for the  
many people*

**1**

**Inspire and enable millions of customers to live a more sustainable life at home**

**2**

**Strive for resource and energy independence**

**3**

**Take the lead in creating a better life for people and communities**

# People & Planet Positive



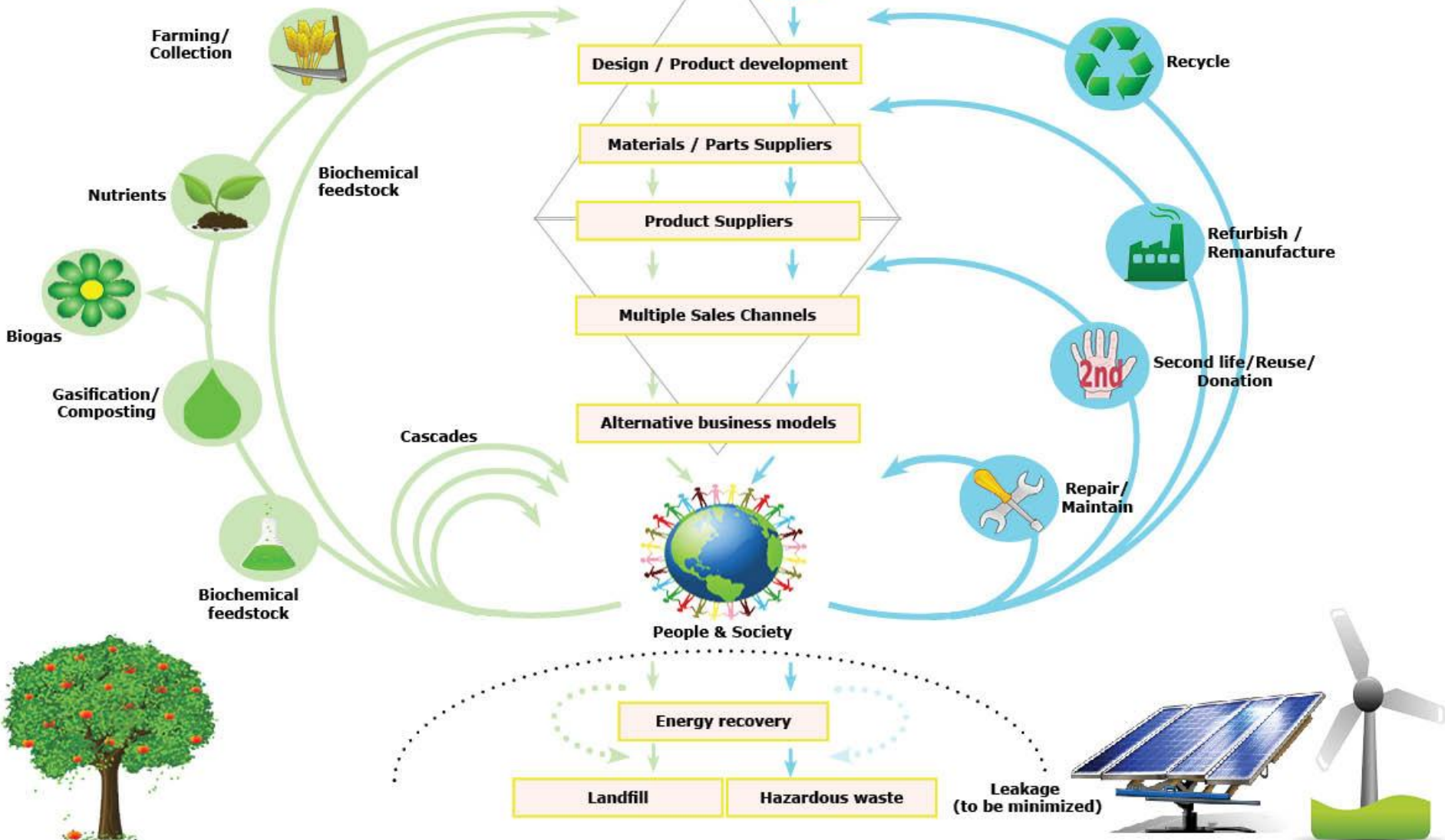
# Circular economy at



Technical materials



Biological materials



# Material prioritization

## Example of MATERIAL MATRIX

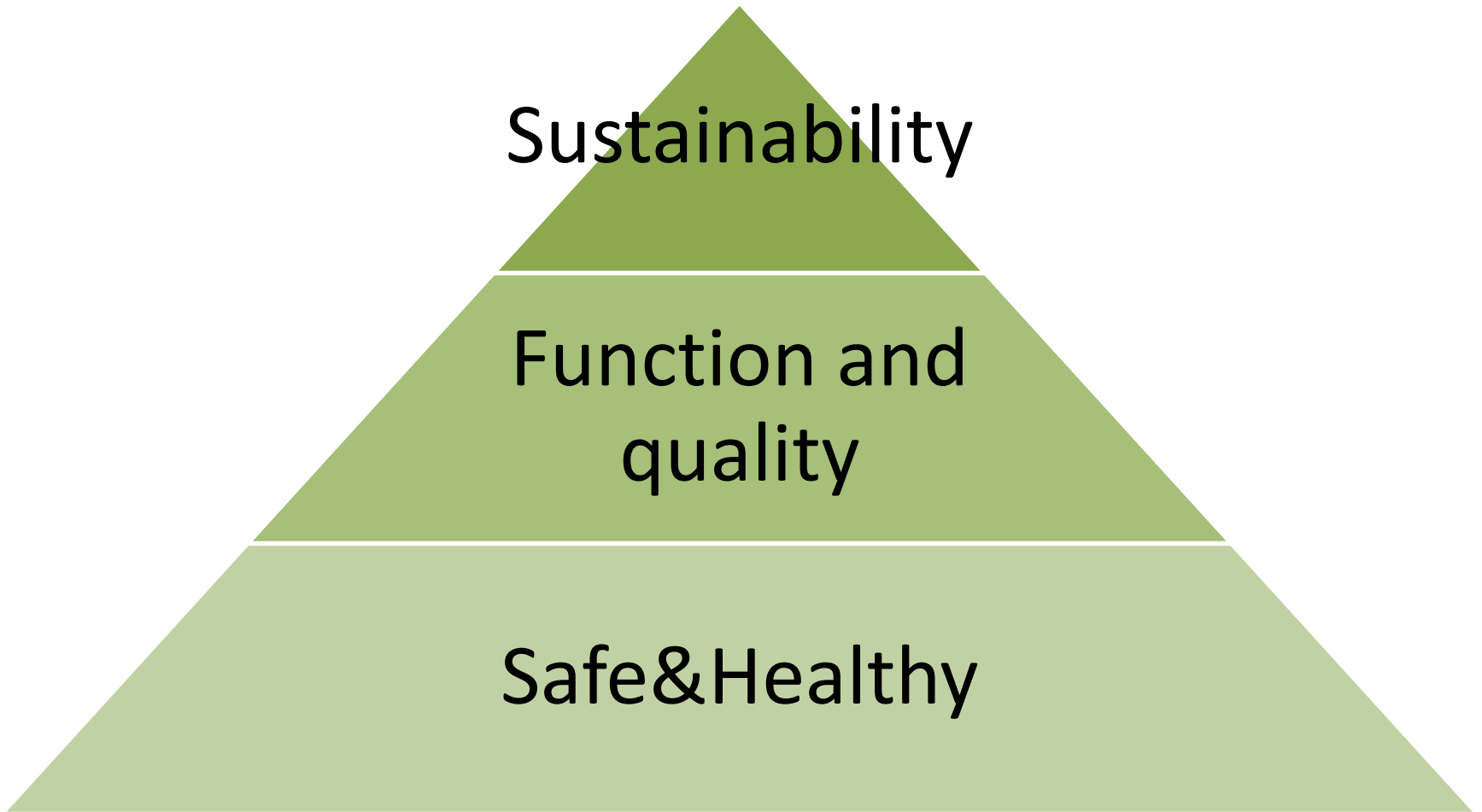
<b>HIGH POTENTIAL</b>	<b>Transformational potential</b> <ul style="list-style-type: none"><li>• Wood (67%)</li><li>• Plastic (15-22%)</li><li>• Textile (25%)</li></ul>	<b>Apply best practice</b> <ul style="list-style-type: none"><li>• Cardboard (70-80%)</li><li>• Steel (60-75%)</li><li>• Aluminum (90%)</li></ul>
<b>LOW POTENTIAL</b>	<ul style="list-style-type: none"><li>• Ceramics</li></ul>	<ul style="list-style-type: none"><li>• Glass (20-60%)</li><li>• Paper (40-60%)</li></ul>
	<b>LOW RECYCLE RATE IN SOCIETY</b>	<b>HIGH RECYCLE RATE IN SOCIETY</b>

# Mattress take-back



Mattress take-back at IKEA in 21 countries by FY15.  
Defined sustainability staircase model for the take-back service.

# Requirement pyramid

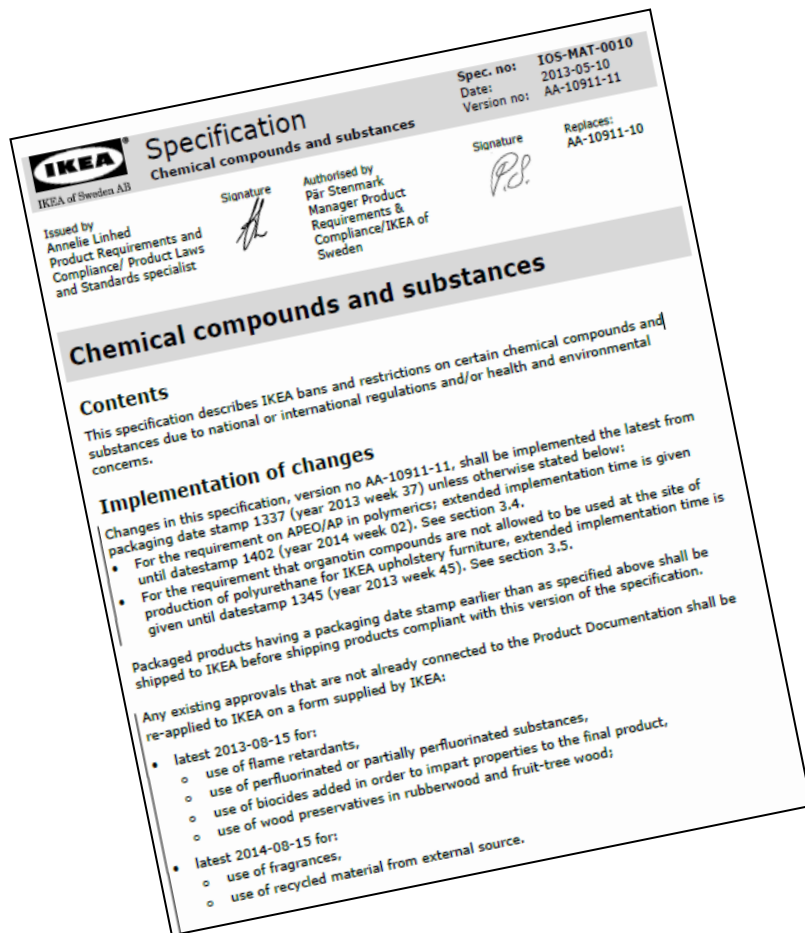






# IKEA chemical requirements

- We use the **strictest regulation** on any of our sales markets as a minimum requirement on **all out sales markets**
- **Stricter requirements** than required by the law
- Take the aspects **safety, health, environment and quality** into consideration



# IKEA chemical requirements

General ban on:

CMR (Carcinogenic, Mutagenic and Reproduction toxic) substances, category 1A and 1B

SVHC (Substances of Very High Concern)

PBT (Persistent, Bioaccumulative och Toxic) substances

+ Material related requirements (based on risk evaluation)

# What we need

- Policy framework that enables an economically sustainable circular economy and a market for secondary materials
- Transparent EPR schemes with clear roles and responsibilities for actors in the supply chain.
- Flexible and inclusive policies that encourage innovation for product and service design in priority sectors.



Home is the most important place in the world