

# People & Planet

SUSTAINABILITY NEWSLETTER OCTOBER 2015

You'll find sustainability stories from all over the world and lots of good news about how we continue to work towards our People & Planet Positive goals.



## Get involved in the climate action campaign!

Now's your chance to join the conversation, get informed and take action. >>

## IKEA offers the largest variety of certified seafood globally

Find out more about our range from responsible and sustainable sources. >>

## IKEA is all in with LED

We're the first global retailer to switch our whole lighting range to LED. >>

## IKEA co-workers support refugees in Europe

There's been an outpouring of action—you can get involved too! >>



### ADDITIONAL CONTENT

- PAGE 2 A message from Steve
- PAGE 3 IKEA GreenTech and LED
- PAGE 4 Soft Toys for Education
- PAGE 5 IWAY in China
- PAGE 6 New Next Generation collection
- PAGE 8 The annual Sustainability Report







## Climate action campaign launch: your chance to get involved!

CLIMATE CHANGE

P&PP

BRIGHTER LIVES FOR REFUGEES

2015 is a defining moment for climate change as global awareness turns to action. Throughout the year, we've been raising our voice to call for positive change, including announcing commitments to climate action. These commitments include a €600 million investment in resources and energy from IKEA Group and a €400 million investment from IKEA Foundation for supporting communities impacted by climate change.

As world leaders meet in Paris at the COP21 summit from November 30 to December 6 to negotiate a global deal to tackle climate change, we will inspire the many people to make their voices heard.

*We're supporting a campaign for a 100% clean energy future, including a petition that will be presented to world leaders at the COP21 summit.*

We'll promote the campaign on IKEA.com and social media. And, if all 150,000 IKEA co-workers get involved, we'll have the opportunity to lead the change. IKEA leaders will be in Paris to speak up at the summit and IKEA France is organising inspiring events to engage the many people in the city. We'll let people know we are going all-in to be part of the solution, including going 100% for renewable energy (producing as much as we consume) and going all-in for LED in our lighting range. We look forward to seeing how co-workers around the world put the campaign into action!

**Check out the Climate Action Campaign on IKEA Inside to find out how you can get involved >>**

**Share your stories about climate change action on Yammer and inspire others >>**

**Join the conversation on social media with #go100percent**

Questions? Contact Ulrika Hvistendahl >>



## IKEA Canada Retail Manager speaks at Climate Summit of the Americas

ADVOCACY

RETAIL

CLIMATE CHANGE

ALL IN

In July 2015, Stefan Sjöstrand, Country Retail Manager of IKEA Canada, addressed global leaders and environmental organisations from the Pan America region.

*Stefan highlighted global efforts IKEA has made to address climate change.*

He also spoke of IKEA Canada's achievements, including the installation of a wind farm that makes it the largest retail investor in wind energy in the country.

Questions? Contact Brendan Seale >>



### REFLECTIONS FROM STEVE

*This year is truly a defining moment for our planet. This is when we decide the sort of future we want for our children and grandchildren. We have an incredible opportunity to build a fairer, cleaner and more prosperous society, but the window to act is shrinking fast. At IKEA, we are doing our part by taking action, speaking up for what we believe in and inspiring positive change in others.*

*In September, I represented IKEA in New York at a special session of the UN. This was an important, perhaps even historic moment, as UN member states agreed to a set of Sustainable Development Goals to transform our world. IKEA was among a handful of businesses invited to address the meeting. Another historic moment for the planet is fast approaching. In December, world leaders will gather at the COP21 conference in Paris to agree on a global deal to tackle climate change. IKEA will have a very visible presence during the conference and I'm looking forward to the opportunity to show that we are already making changes and inspiring others.*

*Of course it's great for IKEA to be present at events like these, but more important is how we influence and help lead the agenda. Two years ago, with the support of IKEA Foundation, we founded a coalition of business organisations called We Mean Business to push for action on climate change. More and more leading companies and organisations have stepped up, and organisations working with over six million companies are now calling for a bold climate agreement at COP21. Today, both governments and civil society are looking to business to help provide some of the global leadership that is so urgently needed. We are beginning to set the stage as a purposeful company that is aligning commercial success with a positive impact on society. This is a great opportunity and also a big responsibility. Together, we will make the most of it.*



## IKEA goes all in with LED

LED

P&PP

IKEA became the first retailer in the world to switch its entire lighting range over to super energy efficient LEDs in September of this year.

It was three years ago that IKEA committed to a very ambitious goal: to only sell LED lights by January 2016. Being able to beat the original target by four months is the result of many departments working together.

While the collective goal to only sell LED was ambitious, the cross-functional teams working on reaching the goal also wanted to create positive benefits for IKEA customers while producing the best possible light.

There were some obstacles. For instance, the cost had to be affordable to as many people as possible, not just a few, and the colour rendering of the light—which is a preference that changes in different parts of the world—had to be appealing. In some parts of the world,

people prefer a warm white light, while in other parts, a somewhat colder white light. In response to that product design challenge, the team created their own barometer and now offers cold and warm lights based on customers' needs.

*"It has been a journey of togetherness," says Sofia Gape, Sustainability Responsible for Lighting. Sofia attributes the success of going all in with LED to the entire team, which includes product developers, technicians, suppliers, purchasers, communicators and IKEA store co-workers.*

Questions? Contact Caisa Sjöstrand >>

**For more information about LED lighting visit the IKEA Toolbox**

## IKEA GreenTech invests in LED technology

LED

In June 2015, IKEA GreenTech, along with several other companies, invested approximately €28 million in the French-based company, Aledia. The investment will enable Aledia to develop the next generation of LED lighting, which is based on micro/nano technology that improves light quality and has the potential to lower the price.

"This is a new exciting technology that can lead to a real change in IKEA's lighting offer to our customers. Not only will there be a better light, but also many new types of lights and connectivity possibilities," says Christian Ehrenborg, Managing Director at IKEA GreenTech.

IKEA GreenTech's investment strategy focuses on energy, water, waste, future home and innovative new materials. The company aims to bring good, affordable environmental products and technologies to customers by investing in innovative companies with great potential to meet modern needs.

**Find out more about IKEA GreenTech >>**

## Update: Balkan flood relief continues in Croatia

CO-WORKERS

COMMUNITIES

IKEA SOUTHEAST EUROPE

In May 2014, Southeast Europe was struck by a cyclone that caused massive flooding and landslides that took lives and forced hundreds of thousands of people from their homes. After providing emergency relief, IKEA Southeast Europe (ISEE) continued to support those affected by the disaster.

*Over the past year, ISEE delivered 510 kitchens to families affected by the flooding that destroyed thousands of homes in the Balkans.*

The outgoing FAKTUM kitchen systems were donated in coordination with colleagues from IKEA of Sweden and Supply Chain. The complete kitchens will be installed in rebuilt and renovated homes in East Slavonia, Croatia—an area where more than 15,000 people were evacuated.

After the floods receded there was still much work to be done. In addition to making two large cash donations for essential supplies, ISEE contacted the Croatian Ministry of Construction and

declared their intention to help families return to their homes.

250 pallets of kitchen materials were delivered to IKEA Zagreb, with the last delivery being made just in September 2015. Now, many houses are renovated and people are starting to return to their homes, and some, to new IKEA kitchens.

*Want to learn more? Contact Irena Dobosz >>*



## IKEA Industry Goleniow reduces energy use by switching to LED

IKEA INDUSTRY

LED

CLIMATE CHANGE

After IKEA Industry in Goleniow, Poland, switched from metal halide bulbs and fluorescent tubes to LED bulbs, and installed motion detectors in their Raw Materials Warehouse, they reported an 82% decrease in electrical energy use in the lighting system. The switch was made in December 2014, and more facility buildings are in the process of changing over to LED lighting.

The warehouse is equipped with sensors that smoothly bring aisle lighting up to 100% when there's movement of forklifts or people. When there's no motion detected for two minutes, lights darken to 20% brightness, and after 20 minutes, if there's no motion, they'll completely switch off.

In addition to modifying the interior lighting system of the warehouse, there are LED lights in the Timber Warehouse, the Machine Department and some office areas. There are also areas with new "astromical clocks" that will only turn on exterior lights when it begins to get dark.

Questions? Contact  
Wojciech Radomski >>



## Soft Toys for Education campaign begins –and changes next year!

GOOD CAUSE CAMPAIGN

SAVE THE CHILDREN

UNICEF

The Soft Toys for Education (STE) campaign begins in week 46 and will run through the end of December. Every year, the IKEA Foundation donates €1 for every soft toy sold in participating IKEA stores during these two months. The donation goes to Save the Children and UNICEF, and is spent on children's educational projects. IKEA is launching a new good cause campaign next year—a Children's Rights campaign—promoting children's development and play through partnerships with organisations that can ensure the most deserving children benefit.

This new campaign builds upon our success with STE and next year's co-created soft toy collection will continue to play an important role.

Similar to this year's campaign, next year, for each toy sold during the campaign period, IKEA Foundation will make a donation for projects in some of the poorest communities in the world, supporting children's development, participation, sports, learning and play.

**Examples of projects that could be supported by next year's Children's Rights campaign**

**Play time:** Providing for playgrounds, safe equipment and safe spaces.

**Development:** Investing resources in early childhood development.

**Learning:** Enabling children to acquire basic knowledge, access to "tools"—textbooks, calculators, pens and pencils—and teacher training.

**Equal participation:** Ensuring that all children have opportunities to play, learn and develop, irrespective of ethnicity, gender, socioeconomic status, physical or mental challenge.

**Sports activity:** Promoting the importance of team spirit, a sense of fair play, the importance of developing both mind and body, and breaking down barriers between genders, class and ethnicities through sport.

**See how STE donations make a difference on the iWitness blog >>**

For more information contact  
Fredrik Bengtsson >>

## Hubhult: Our most sustainable IKEA building

GROWING IKEA TOGETHER 2020

RENEWABLE ENERGY

In mid September 2015, more than 1,000 co-workers began working in a sustainably built 25,000 m2 office space and meeting point in Malmö, Sweden. Built to support future needs and Growing IKEA Together 2020, the building is better located for travel than the previous office space in Helsingborg and is right next to an IKEA store. It's designed to encourage meetings, learning and greater collaboration.

The building is accessible by bicycle and by public transportation—less than 1.5 hours from Älmhult and 30 minutes from the Kastrup Airport in Copenhagen, Denmark. The building is powered by its own solar cells and off-site wind farms, and its energy efficiency is 70% better than what is required by Swedish regulations.

Landscaping around the building includes native species and insect/bee houses. The new building is expected to be BREEAM-certified—the world's foremost environmental assessment method and rating system—after independent verification is completed.

*Hubhult offers a healthy work environment for co-workers: lots of daylight, thermal comfort and insulating materials to dampen indoor and outdoor noise pollution.*

As can be expected, all lighting at Hubhult is LED. There's also a fleet of bicycles ready for use by IKEA co-workers. And, to further reduce environmental impact, food waste from Hubhult is converted to biogas for buses.

**Find out more about Hubhult on IKEA Inside >>**



## We're all in for cotton from more sustainable sources

BCI

SUPPLIERS

COTTON

As of September 1 2015, all cotton used in IKEA products comes from more sustainable cotton sources. That means from cotton production that uses less water, chemical fertilisers and pesticides than conventional cotton, (while increasing profit margins for farmers). We began this work over a decade ago when – along with WWF and others – we helped set up the Better Cotton Initiative (BCI). Since 2005, we have been working with WWF to make cotton farming more sustainable. Through hands-on training and field

schools, together with our partners, we've supported about 110,000 farmers in India and Pakistan to learn more sustainable farming methods. The onsite training improved soil conditions, while positively impacting economic factors and creating more opportunities for families.

*When farmers were able to cut costs and increase their profits, they could also afford a better quality of life for their families, including schooling for their children.*

It is a great achievement to reach our target, but we know the work is just beginning. We are committed to creating positive change throughout the global cotton market. Our vision is that cotton from sustainable sources becomes more accessible for a growing number of businesses – and increasingly better for the environment and the people who grow it.

**Watch the new cotton film to learn more >>**

Questions? Contact Ulrika Hvistendahl >>



### BE AN INFLUENCER

Want to share the great news about cotton and help build awareness and support? Our new comms package explains how we work with cotton, what the benefits are and how we plan to further transform the global cotton industry. Check it out >>

## Suppliers in China now meet full IWAY standards, thanks to lowered working hours

IWAY

P&PP

SUPPLIERS

Previously, our suppliers in China had an exception under IWAY regarding working hours, called IWAY60. This allowed them to exceed regular IWAY standards with work weeks up to 60 hours. IWAY60 was in line with regional practices and was an important stepping-stone towards creating full compliance.

*Now, working conditions in China meet full IWAY standards thanks to three years of cooperative effort from IKEA and hundreds of suppliers.*

The maximum number of working hours has lowered from 60 to 49 per week on average, while sustaining or increasing worker salaries. All this was achieved while maintaining the same level of production, thanks to increased efficiency.

**Read more on IKEA Inside >>**

Questions? Contact Thomas Schaefer >>

**Read more about IWAY, the Supplier Code of Conduct >>**

## IKEA co-workers respond to the refugee crisis in Europe

REFUGEES

COMMUNITIES

While thousands of refugees flee their homes and migrate across Europe to find safety and start a new life, IKEA co-workers are responding to the acute situation by furnishing temporary shelters, raising money and donating time. IKEA is committed to spending time to support people in need, and right now our offices and retail stores in Europe and around the world are leading the way. Help is coming directly from co-workers' own initiatives—organising with others at IKEA or through partnerships with local NGOs. Shelter, physical safety and the emotional wellbeing of families making the journey across Europe is a primary concern. IKEA co-workers are donating furniture, bed linens, mattresses, towels, baby sleeping bags and children's toys. In several countries, money is being donated by customers through cash lines in IKEA retail stores; some stores are matching the customer donations. Other stores are increasing their focus and attention on the Better Lives for Refugees campaign.

*As of October 2 2015, IKEA retail in Europe has raised funds and donated products with a total value of more than €1,900,000.*

### WHAT CAN YOU DO TO HELP? HERE ARE A FEW THINGS TO CONSIDER:

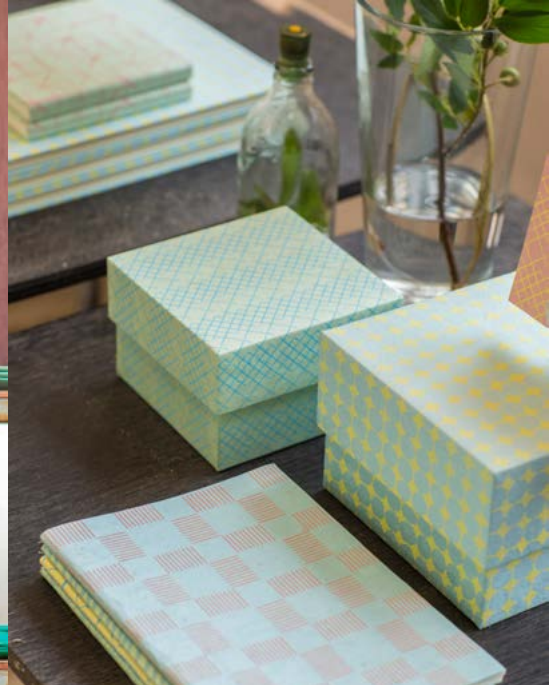
1. Decide if you want your support to go to refugees that have made it to your community, country or region, or to refugees who are still close to their homes, for example in refugee camps.
2. To make sure your donation is going to those in need, contact your manager, store manager or the Service Office.
3. Donate cash or time to established organisations, for example, Red Cross, Save the Children, UNHCR or Doctors without Borders.
4. Check your benefits and see if you can make monthly donations through automatic deductions from your pay-check.

**Share what you or your co-workers are doing on Yammer >>**

**Find out more on IKEA Inside >>**

Questions? Contact Natalia Hahn or Emma Gullstrand >>





## The new Next Generation collection is here! Introducing VÄLBALANS

NEXT GENERATION

COMMUNITIES

IKEA OF SWEDEN

SOCIAL ENTREPRENEURS

VÄLBALANS, our newest collection of handmade products co-created with artisans from the Doi Tung Development Project, is now available in IKEA retail stores in Switzerland, Austria, and select IKEA stores in Sweden.

Forming long-term partnerships with social entrepreneurs is one of many ways IKEA is working to tackle the social and environmental challenges facing people and communities.

Based in the mountains of northern Thailand, the Doi Tung Development Project provides livelihoods for hundreds of rural artisans, bringing economic opportunity and social change to a region that was once notoriously known for illegal opium production and slash and burn deforestation.

*"The Doi Tung Development Project has made our life much better. Before the project started, we had a difficult life; the roads were in a bad condition, we didn't have nationality so we couldn't work, couldn't go anywhere. Some people even traded their daughter for money."*

*Come Takcomesing  
Artisan, Doi Tung Development Project*

The new VÄLBALANS Collection includes hand-formed ceramics and handwoven textiles. And, for the first time at IKEA, handmade paper products made from responsibly harvested mulberry bark, which is planted as part of a reforestation effort.



Questions? Contact  
Ann-Sofie Gunnarsson >>

**Find out more and see videos of artisans producing the handmade ceramics, paper and textiles of VÄLBALANS >>**



## IKEA Foundation supports refugees globally

REFUGEES

UNHCR

IKEA FOUNDATION

IKEA Foundation continues its support of refugees this year with several initiatives aimed to help new and evolving situations throughout the world.

*In July, the Foundation and United Nations Refugee Agency (UNHCR) announced a grant of €38 million funded by IKEA foundation.*

The two-year grant aims to make refugees and heavily stretched host communities in Burkina Faso and Ethiopia more resilient by supporting self-reliance initiatives, improving basic services and fostering peaceful coexistence.

IKEA Foundation is providing support to Syrian refugees in Jordan and Iraq. The Brighter Lives for Refugees campaign also helps light up Syrian refugee camps

in Jordan. The Foundation has sent IKEA bedding, including thousands of mattresses and blankets, to Syrian refugees in Iraq.

Every year, millions of children are forced to flee their homes. Many seek refuge in humanitarian camps—often for years—for safety, shelter, food and clean water. The IKEA Foundation supports refugee families through UNHCR and other leading charities. The IKEA Foundation is one of UNHCR's largest private sector partners.

Questions? Contact  
Radu Dumitrascu >>

**Find out more about IKEA Foundation >>**



## IKEA seafood is now MSC and ASC certified

IKEA FOOD

MARINE STEWARDSHIP COUNCIL

AQUACULTURE STEWARDSHIP COUNCIL

IKEA Food has successfully reached its goal of only serving and selling seafood that comes from sustainable and responsible sources. IKEA is now the food service provider with the largest variety of certified seafood globally, with more than 23 different certified species available across stores in 47 markets.

IKEA is now serving seafood certified by the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) to more than 600 million customers, including eight markets in Turkey, Thailand and the Middle East where certified seafood has never been on offer before.

*"IKEA's significant commitment is already helping to ensure oceans teeming with life and secure seafood supplies for future generations,"*

Nicolas Guichoux, Global Commercial Director, MSC.

By sourcing and selling only certified sustainable seafood, IKEA is powerfully inspiring consumer choices and influencing sustainable business practices around the world.

The commitment to only offer seafood that is certified by the ASC and MSC is a natural next step in our journey to have a more sustainable and healthy food offer. This commitment follows the introduction of the more sustainable GRÖN-SAKSBULLAR (veggie balls) in April 2015.

For more info, contact Jacqueline Macalister or Ylva Magnusson >>

**Find out more about the Marine Stewardship Council and Aquaculture Stewardship Council >>**



## Plans approved for our pilot Sustainable IKEA Store in Kaarst

P&PP

RETAIL

Plans are approved for our first "More Sustainable IKEA Store". It will be located in Kaarst, Germany, and it will be our most sustainable store to date, based on 12 guiding principles.

*Chosen as the pilot store for our initiative to build environmentally and socially sustainable stores, the Kaarst store will be built nearly one kilometre away from the existing store and is expected to open August 2017, depending on construction.*

IKEA Kaarst will be the most operationally efficient store in the IKEA Group, thanks to features like a heat pump system, wind turbines, a combined heat and power plant, PV and solar thermal energy production, rainwater collection and an improved waste management system. The store will be BREEAM certified, which

is the world's foremost environmental assessment method and rating system for buildings.

Co-workers will enjoy a better work environment, thanks to more daylight, improved outdoor areas and a sport and relaxation room.

Customers will have an improved experience too. The store will feature an accessible roof with a rooftop café, a strong presentation of our products and solutions for a more sustainable life at home, and a "repair café" which will offer wood product repairs and will be operated in coordination with a senior citizens' initiative.

### 12 Sustainable IKEA Store principles

Every sustainable IKEA store is built with a holistic approach that takes into consideration each of these points:

1. Strong commercial offer
2. Meeting the customer
3. People
4. Energy independence
5. Water efficiency
6. Lowest carbon emissions
7. Sustainable operations
8. Good neighbour
9. Site selection and accessibility
10. Sustainable building materials
11. Zero waste
12. Change agent of sustainability

For more information on the new IKEA Kaarst store, contact Ulf Wenzig >>

### THE SUSTAINABILITY REPORT FOR FY15 IS COMING!

On December 10, 2016, the annual IKEA Group Sustainability Report will be released. It contains detailed information about our progress towards the goals laid out in our People & Planet Positive strategy. You'll find it on IKEA Inside. Get your hands on the Sustainability Summary too! It's made just for co-workers and has all the highlights from the full report.

JOIN THE CONVERSATION  
ON YAMMER



### GOT A STORY TO SHARE?

Are you doing something new with sustainability in your workplace? Do you have a sustainability story to share? Let us know!

Contact Camilla Ohlsson >>

