

PEOPLE and PLANET POSITIVE IKEA

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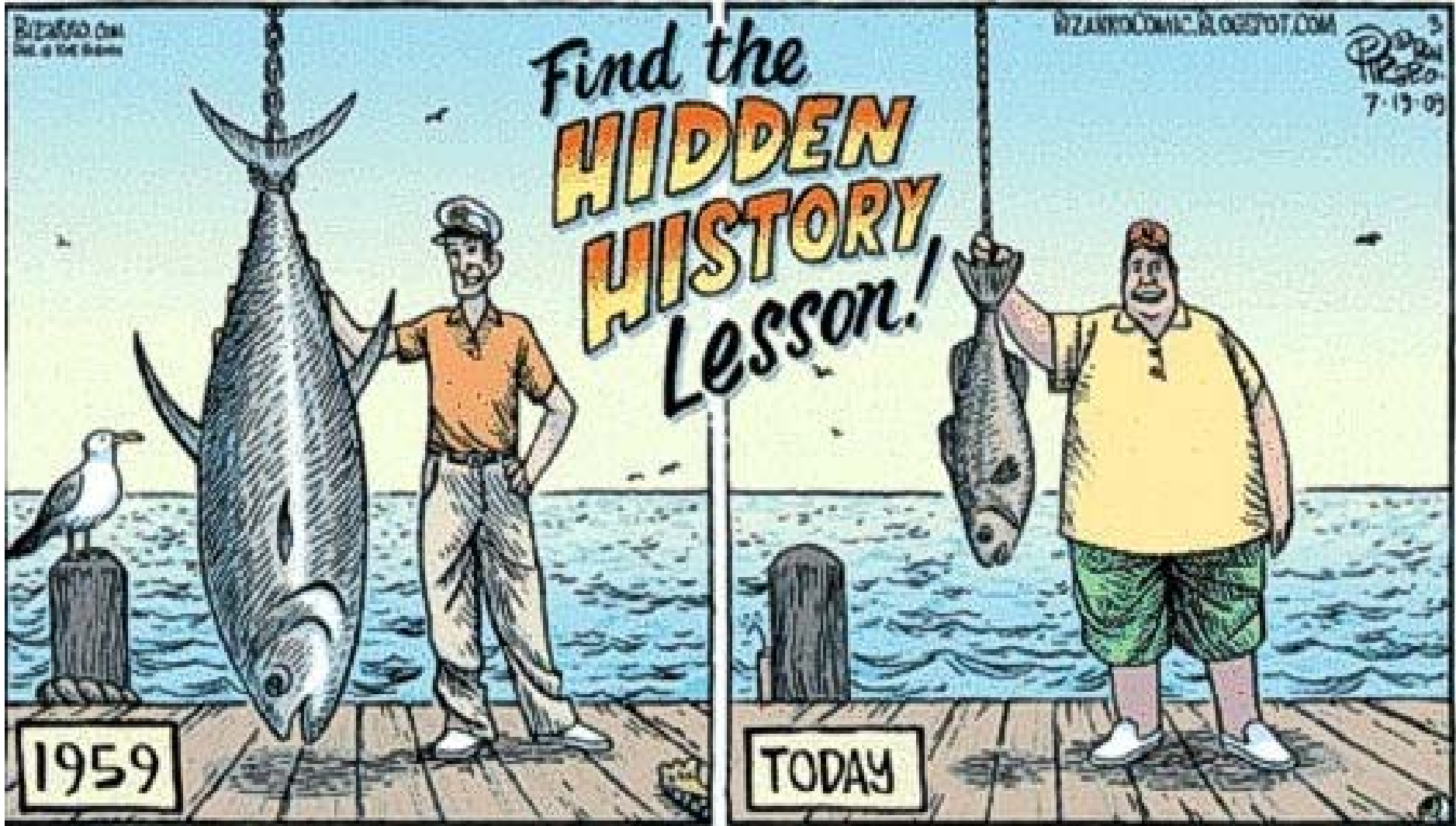
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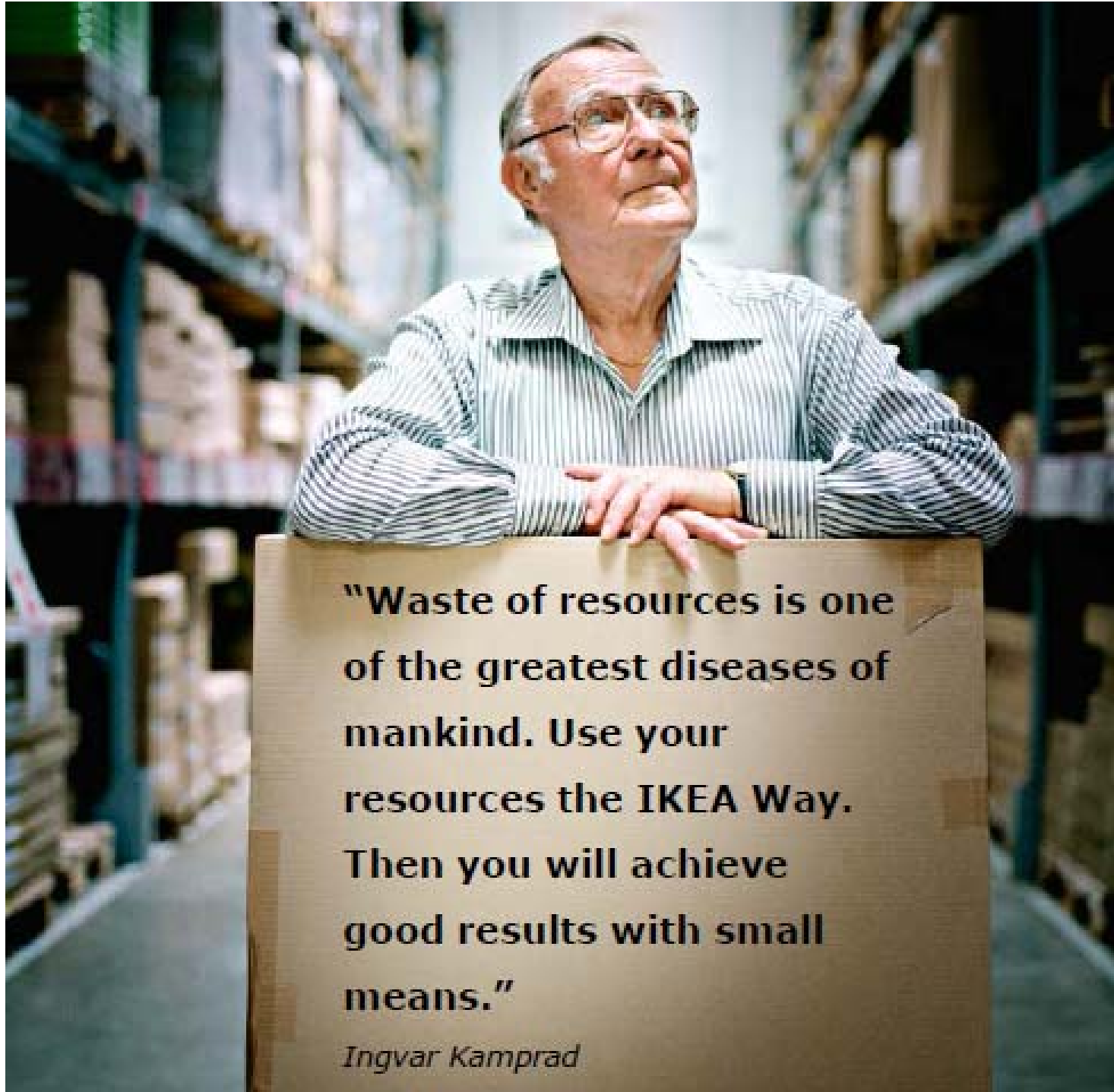
At IKEA we are inspired by a *viission*



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



...by taking care of the ***planet resources***



"Waste of resources is one of the greatest diseases of mankind. Use your resources the IKEA Way. Then you will achieve good results with small means."

Ingvar Kamprad

IKEA and the Planet



150,000 ton cotton



33 million ton of CO₂ eq.



13.56 million m³ wood
39 million m³ water



40,000 ton palm oil

IKEA and People



Co-workers
at sub-suppliers



2 million people in
extended value chain



650 million
visitors



600,000 co-workers
at suppliers



135,000
co-workers

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

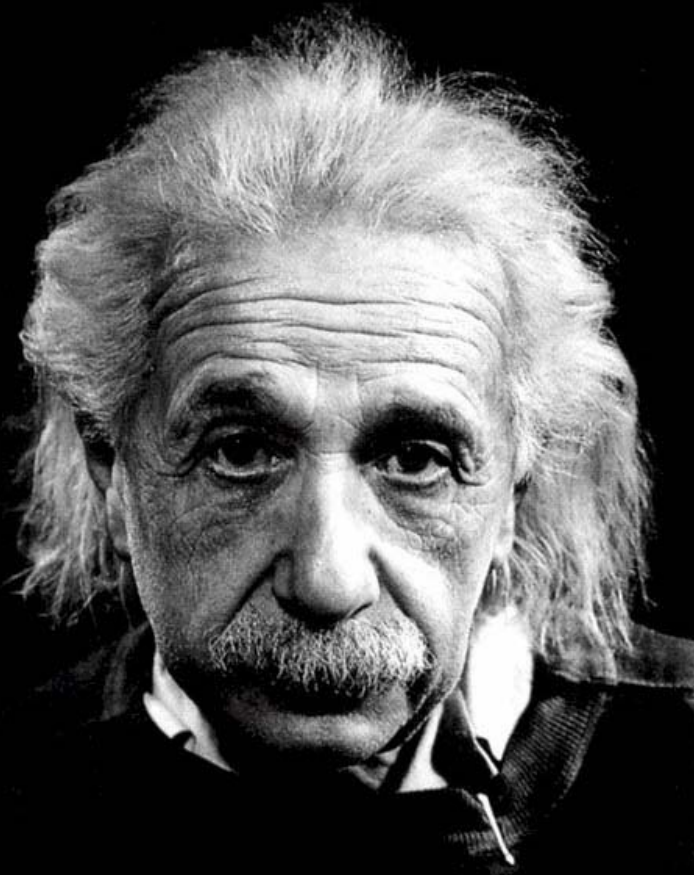
Sustainability

must be a part of ***everything*** we do



Slide 12

- L1** Layout/design of this slide differs from the rest. Needs to be more graphical.
LLHH, 1/12/2011



*'it takes a new way of thinking to solve the problems ...
that we created by the old way of thinking'*

Transformational shift



From: minimising negative impact from value chain



To: creating positive impact on PEOPLE AND PLANET

Key change drivers



Inspire and enable people to live a more sustainable life at home



Strive for energy and resources independence

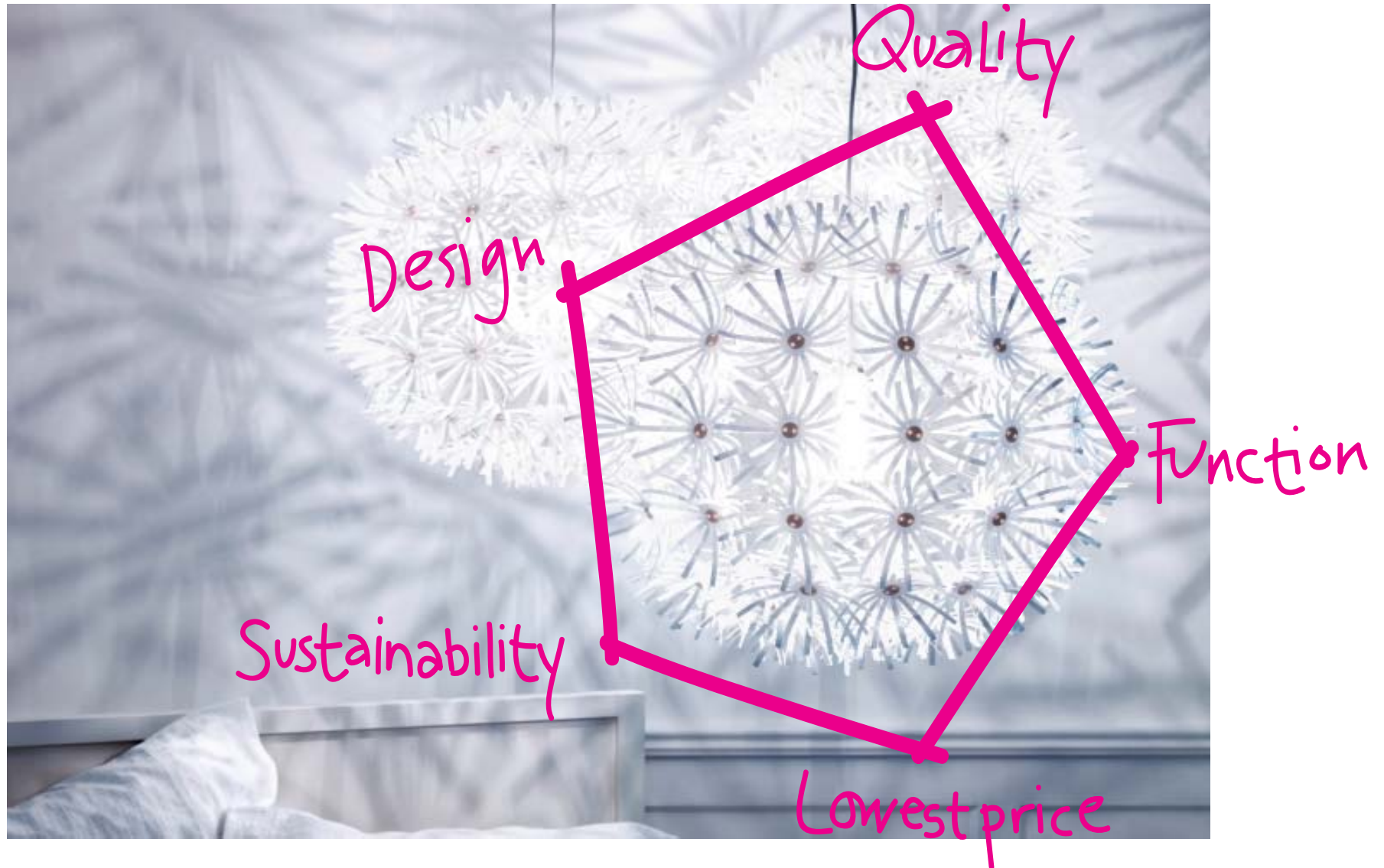
Take the lead in creating a better life for people and communities



Sustainability cannot be a luxury good,
must be affordable ***for the many people.***



Democratic Design - sustainability integrated



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



100% LED at affordable prices

202 LED LIGHTING

LED LIGHTING 203

Today, we're all-in with LED lighting

So your lamps and light bulbs use very little energy, light your home beautifully – and last for decades.

Jenna, Lighting Specialist

"LED lighting just looks better."

LED light can shine for 25,000 hours, whereas old incandescent bulbs last about a thousand. So it's no wonder that we went all-in with LED lighting. Meaning every light bulb and built-in lamp that IKEA sells.

The light quality is just as good if not better than incandescent bulbs, using up to 85% less energy. So you save on your electricity bill and there's less pressure on the world's resources.

What's really cool is that new, slim lamp designs are only possible with LED lighting. Don't worry, LED light bulbs fit the favourite lamps you already have. And from now on, you won't be up a ladder to change them so often!

See more at IKEA.com/LED



SMALL
changes

X

BIG
volume

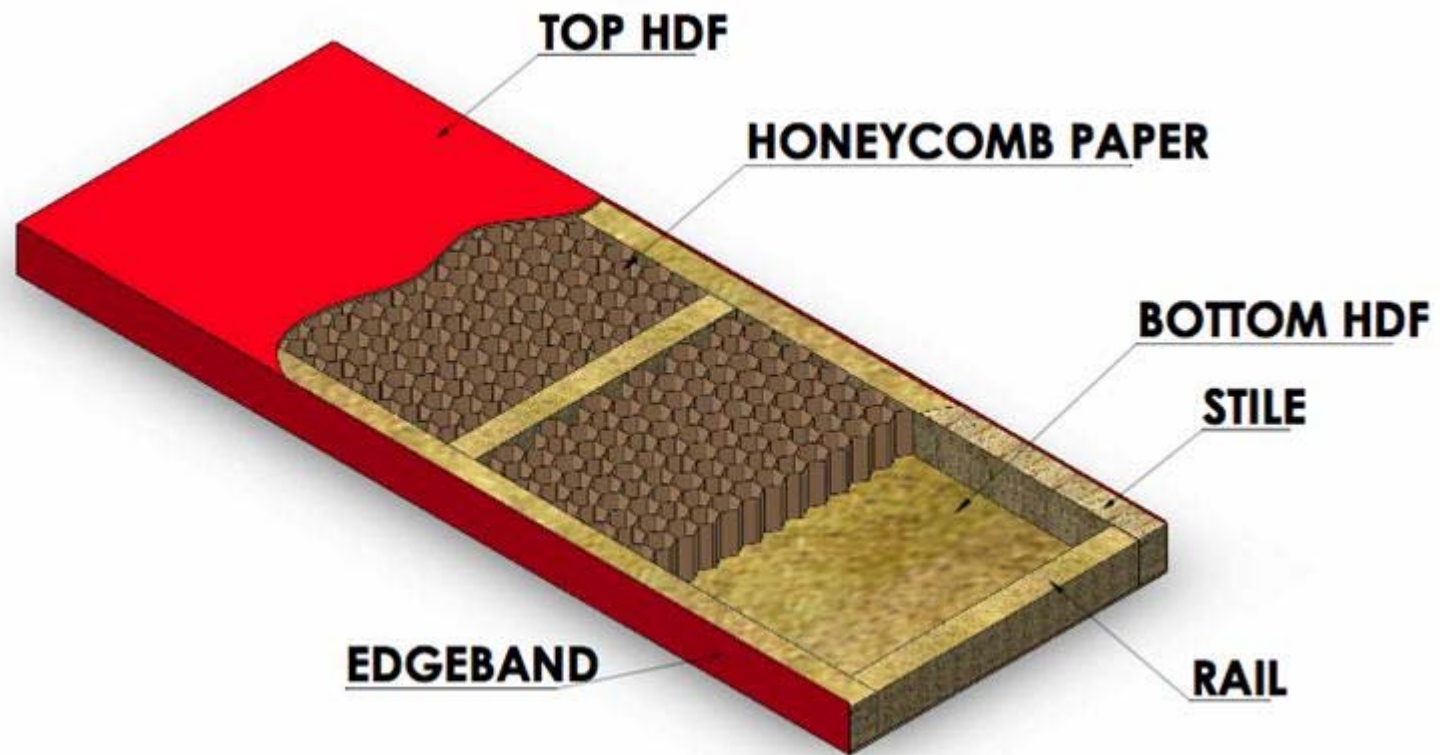


a **HUGE**
difference

Our *sustainable products*



Make *more from less*



Responsible forestry - secure raw materials for the future



100 % Better Cotton – coming from more sustainable sources, impacting today 120 000 farmers

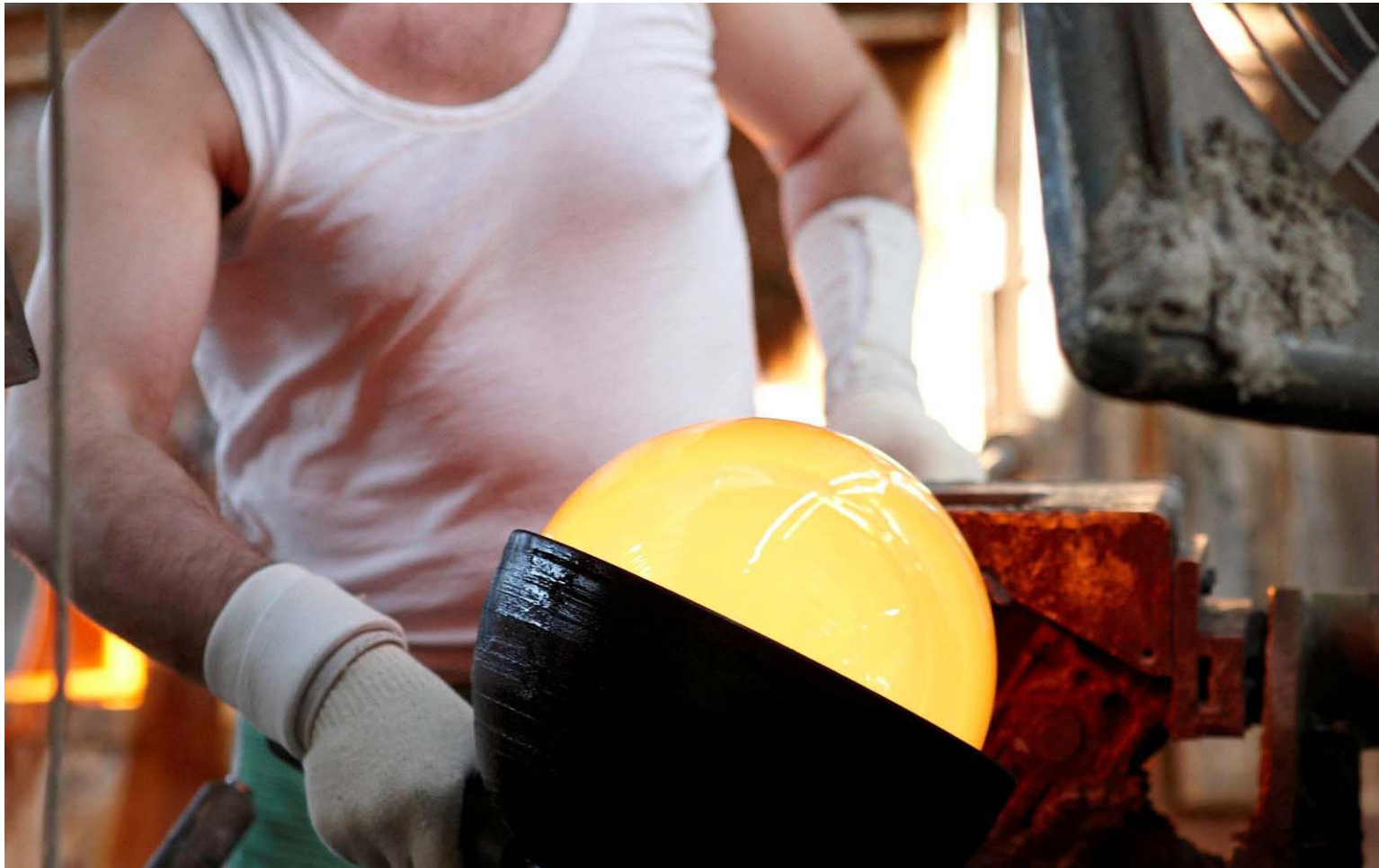


Flat-packs and 'knock down' solution

decrease the need for transportation



Energy efficiency improvements at our suppliers save money and CO2 emissions



100% IWAY compliance

IKEA Code of Conduct at our suppliers



Our *sustainable stores*



Integrating *sustainability in store design*



Renewable energy at IKEA stores and offsite



Rain water harvesting IKEA stores and warehouses



Zero waste to landfill and turn waste into resources



Take back service at the end of life of products for re-use or recycling



Reciclare

**Adu-ne mobila
ta veche și noi
o reciclăm**

Între **19 Decembrie 2014** și **25 Ianuarie 2015**, fiecare din următoarele plese complete de mobilier pe care le aduci la magazin îți aduce un card cadou în valoare de **20 de lei**: scaune, mese, canapele, cadre de pat, dulapuri, șifoniere, mobilier de birou, saltele, biblioteci, cabinete de bucătărie și baie, noptiere, fotolii.

Poți beneficia de maximum 5 carduri cadou în perioada campaniei. Pentru mai multe detalii contactează personalul sau intră pe www.IKEA.ro

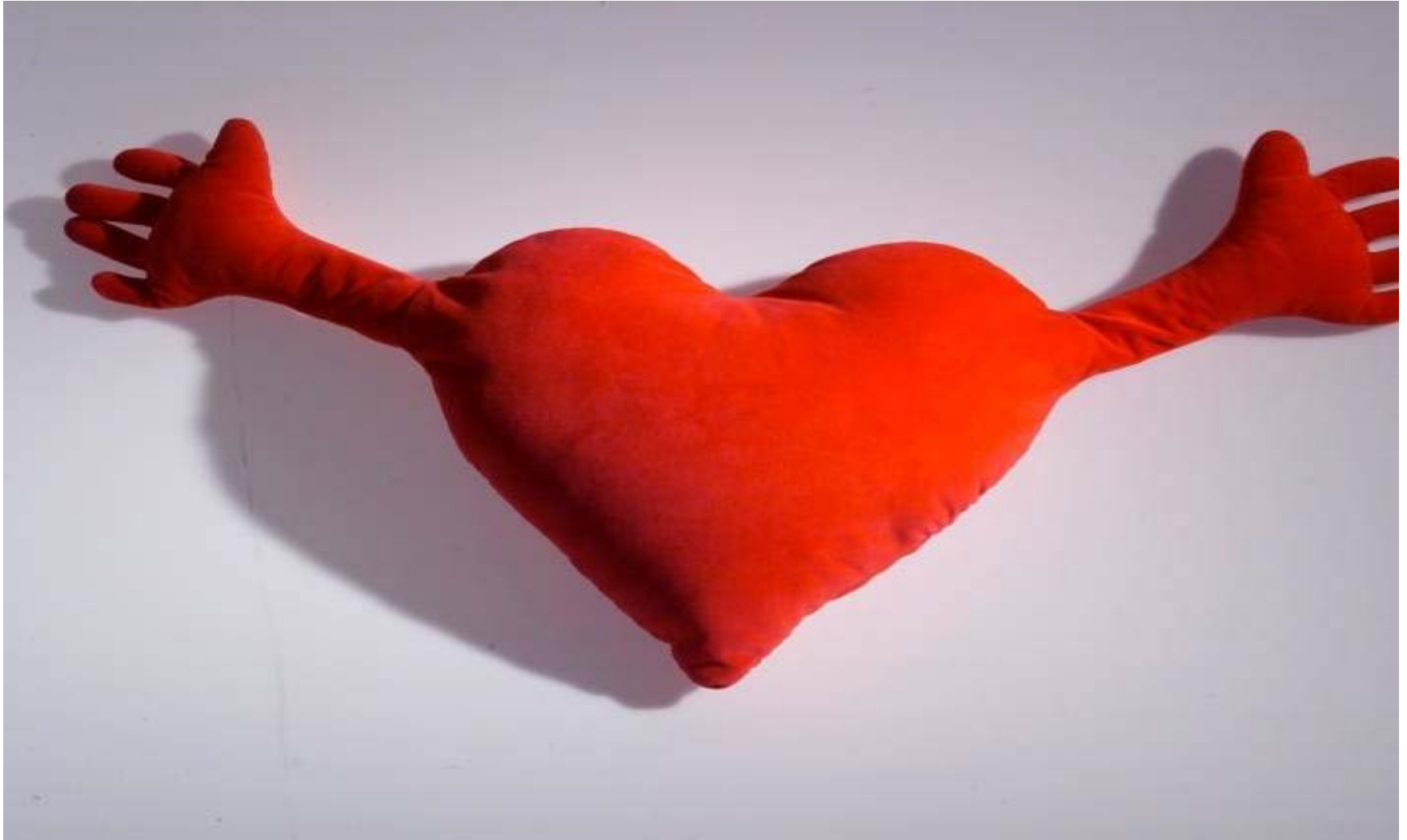


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**WE WANT
YOUR
OLD
FURNITURE**

act as a *good neighbour and citizen*



Better schools for the *most important people in the world*



Brighten Lives for those who lost their homes



**REFUGEE CHILDREN
NEED A PLACE TO
CALL HOME, TOO**

Since 2010, IKEA Foundation has been working with the UN Refugee Agency, UNHCR, to make sure refugee children and their families have a safe place to call home.

Many of the shelters used in camps today have a lifespan of only six months, even though refugee families can remain in camps for up to 12 years – and in some cases, a lifetime. The equation doesn't add up. But thanks to the hard work of UNHCR, and the knowledge and expertise of IKEA, good things are happening.

IKEA Foundation has funded the development and construction of new, improved shelters that lasts years instead of months. And IKEA co-workers have been sharing knowledge with UNHCR on how to construct, pack and ship refugee tents more efficiently and effectively. And we will continue to work together so that every refugee child has a safe place to call home.

GET TO KNOW MORE
ABOUT OUR WORK AT
IKEAFOUNDATION.ORG

 **UNHCR**
The UN Refugee Agency

Social entrepreneurs integrated in our business model



*Contributing to sustainable development of **local communities***



and ready to act in *emergency*



all thanks to engaged co-workers who act as *sustainability ambassadors*



IKEA®

Be(e) a busy recycler

Today there are 7 billion people living on the planet Earth, consuming resources equivalent to 1.5 planets! Our planet can't sustain this. Just imagine - recycling one ton of paper saves 17 trees and also saves energy used in production.

"We can recycle much more to save our planet's precious resources, so, let's keep on sorting waste for recycling hereand why not continue to do so at home?"

CHANGE TO POSITIVE
People & Planet

Srbislav Jeličić
Translation Coordinator RS

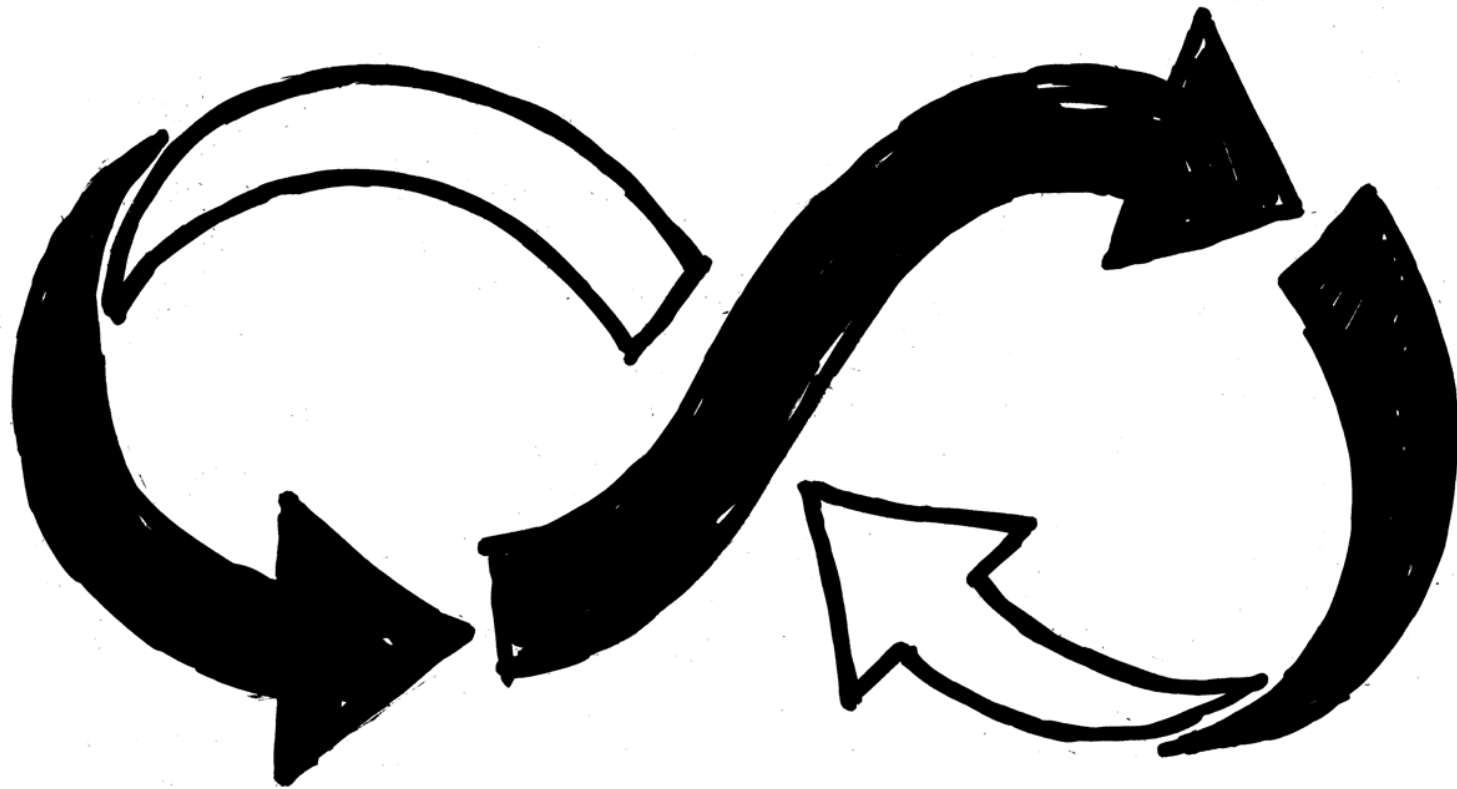
photo made by Ivana Durić
- Country Graphic Communication Leader SEE

to summarize... **People and Planet Positive**

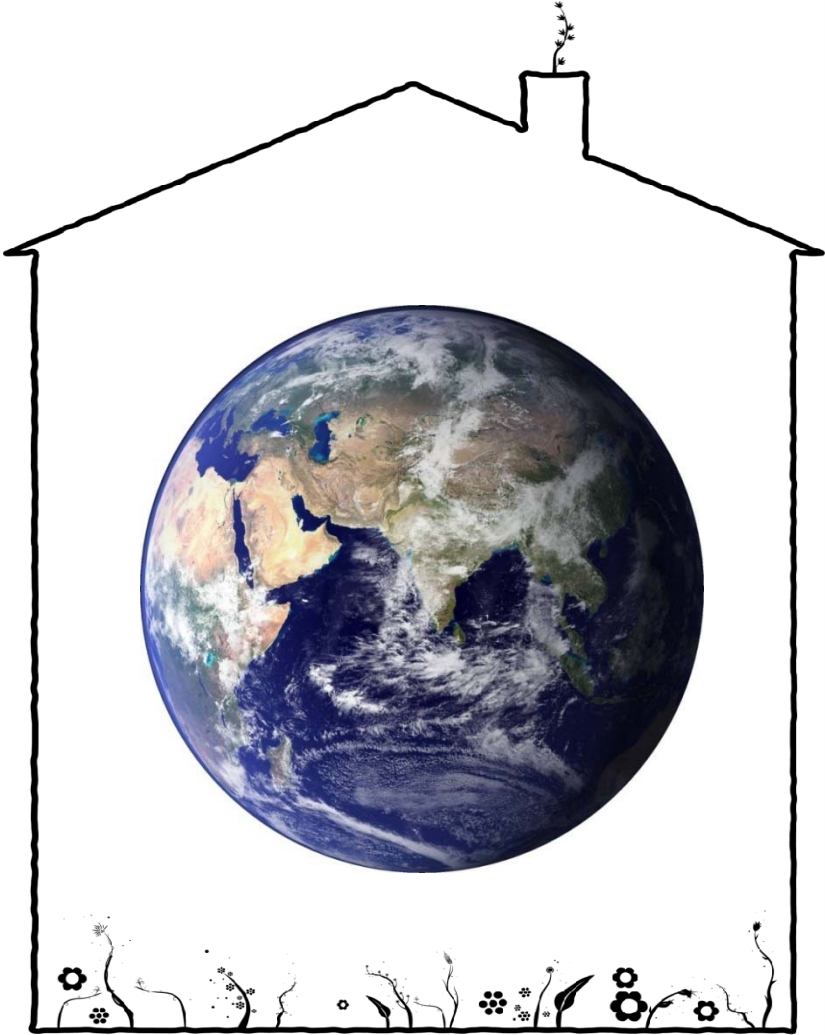


We transform our business to have positive impact on People and the Planet by promoting more sustainable and healthier life at home, investing in renewable energy and resources circularity, responsible stewardship of forests and farmlands, and actively contribute to a more fair society.

This job *never ends...*



Thank you



... for your attention and care