



Sustainability for the many people

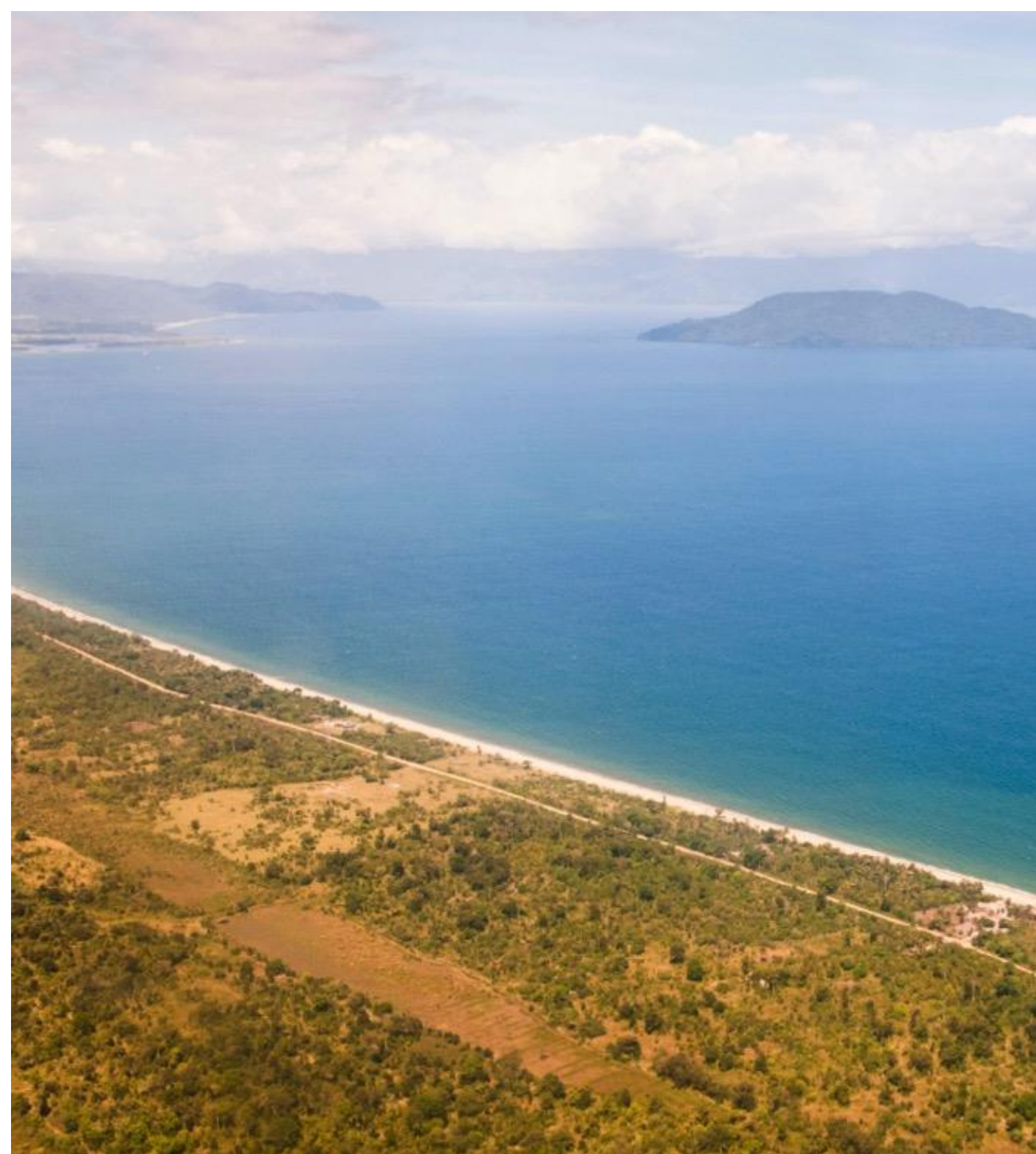
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People & Planet Positive

A person is riding a bicycle on a sandy beach, looking out over a large body of water. The water is choppy with whitecaps. In the background, there are dark, silhouetted hills or mountains under a sky filled with large, white, fluffy clouds. The overall mood is contemplative and serene.

Our world is rapidly changing



Climate change

Climate change caused by human activity is no longer a distant threat. It's here and now.




Unsustainable consumption

Our biggest challenge: Reaching more of the many with products and solutions for a better everyday life within the limits of the planet.



Inequality

More people are escaping poverty every year, but inequality is increasing.



But we're optimistic about the future

We know from our history that challenges can be opportunities and limitations can lead to innovations.



People & Planet Positive

Purpose of the strategy

Inspire people

Guide decision-making and goal setting

Alignment across the IKEA franchise system

Keep a focus on the **long-term direction**

Empower people from different organisations to contribute and lead



Mobilising change in our work using **UN SDGs** as our compass & platform for collaboration



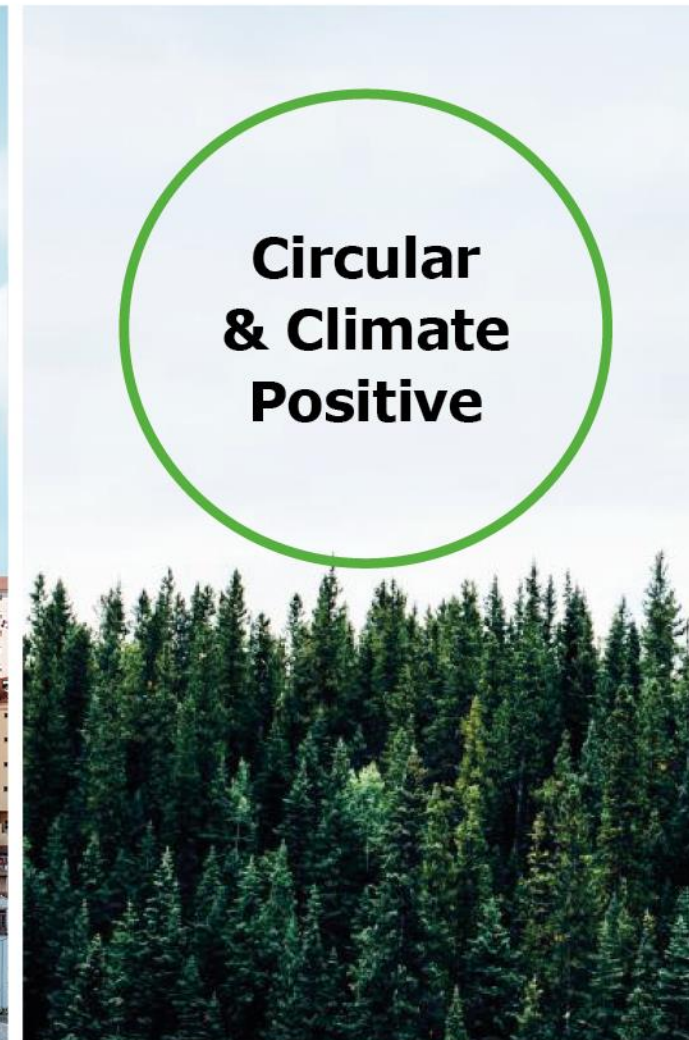
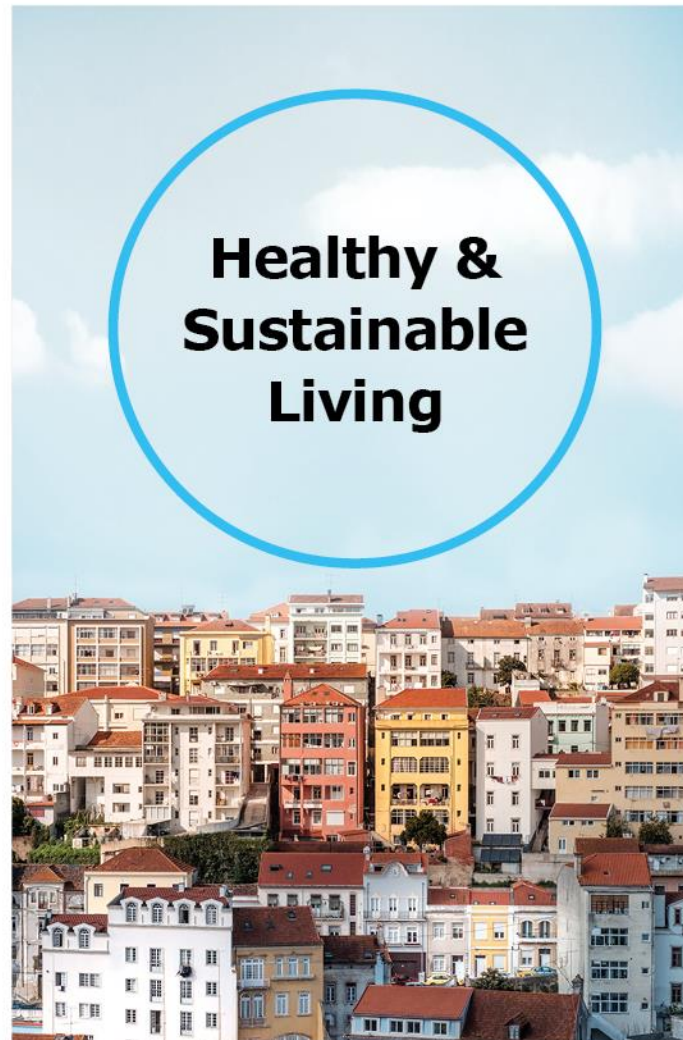
More of a focus on **collaboration** and **co-creation**. Sustainability can't be achieved in isolation, we must work together.





The IKEA vision is our inspiration

Three focus areas





HEALTHY &
SUSTAINABLE LIVING

By 2030
our ambition is
to inspire and enable
more than 1 billion
people to live a better
life within the limits
of the planet

HEALTHY & SUSTAINABLE LIVING

Examples of key commitments



100% circular design



Expand the home solar offer



Solutions for saving water
and for clean air



More plant-based
food options



CIRCULAR &
CLIMATE POSITIVE

**By 2030 our
ambition is to become
climate positive and
regenerate resources
while growing the
IKEA business**

CIRCULAR & CLIMATE POSITIVE

Examples of key commitments



Cut climate footprint by an average 70% per IKEA product




Use only renewable & recycled materials



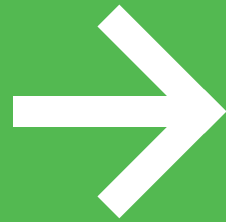
Aim for 100% renewable energy



Go for zero waste



**It's more than
efficiency &
reducing waste**

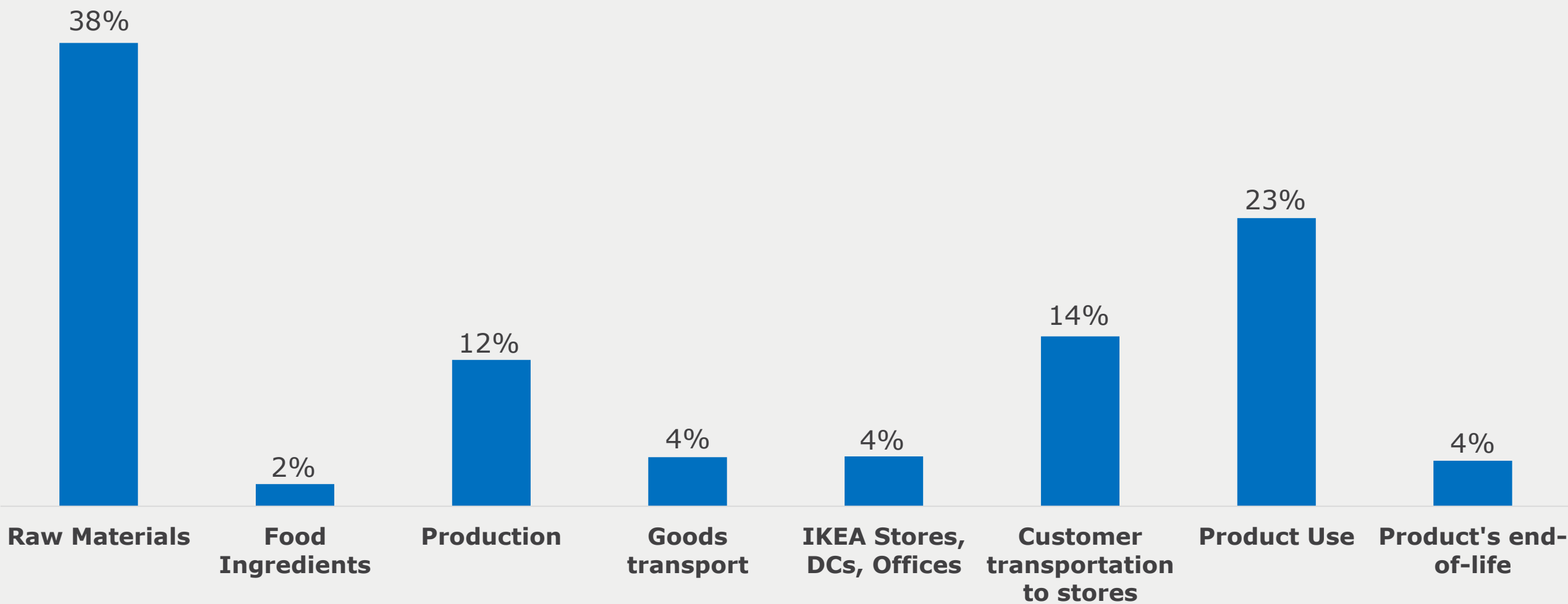


**It's also regeneration
and decoupling
resources from growth**

- Prolong use of products & materials
- Reduction of GHG in absolute numbers
- Renew resources on degraded areas

IKEA GHG emissions - FY16

Totally 25 Mtons CO₂ eq



**Advancing Responsible Forestry
Management together with our partners**



A photograph of a dense forest with tall, slender trees and vibrant green foliage. Sunlight filters through the canopy, creating a bright, glowing effect in the center of the image. The forest floor is covered in green undergrowth.

Forest positive 2020

A group of school children, including a young girl and several older students, are walking away from the camera on a dirt road in a rural, hilly area. They are all wearing backpacks. A large red circle is overlaid on the right side of the image, containing white text. The background shows a sunset or sunrise sky with some trees and a fence on the left.

FAIR & EQUAL

**By 2030 our
ambition is to create
a positive social
impact for everyone
across the IKEA
value chain**

FAIR & EQUAL

Examples of key commitments



Expand IWAY further back in the supply chain



Work with others to stop recruitment fees charged to migrant workers




Livelihoods for 20.000 people through social entrepreneurs



Define fair wages for entire value chain

A woman with long dark hair, wearing a black long-sleeved shirt and a bright orange safety vest with reflective silver stripes, stands in a warehouse. She is smiling slightly and looking towards the camera. In the background, a large white semi-truck is parked, and several white shipping containers are visible. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The text "Each one of us can be a leader for change" is overlaid in a white box with bold black lettering.

**Each one of us can be
a leader for change**



**“Change yourself and
only then will the world
around you change.”**

Sumita Ghose

Glorious future

Most things remain to be done



Thank You!

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