



WORKING
WITH IKEA
ON CLIMATE
COTTON AND
FOREST



WWF and IKEA co-operation

Increased availability of credible certified and responsible managed forests, more forest areas identified with high conservation values, less chemicals spread in cotton production, reduced water usage, increased earnings among cotton farmers and many identified opportunities to decrease the climate impact. These are some of the results of the ten year long cooperation between WWF, the global conservation organization, and IKEA, the home furnishings company.

Shared values

WWF and IKEA are both committed to promote responsible and sustainable use of natural resources for present and future needs. The co-operation is founded on each organization's unique competencies which they bring to their joint projects. These projects are important steps of IKEA becoming a more sustainable company in achieving in implementing IKEAs Social and Environmental Strategy and in achieving WWFs global conservation targets. Working together, more can be achieved.

The organizations have decided to promote responsible forestry, better cotton production and to address climate change.



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Cotton projects



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The cotton projects have identified more sustainable farming practices and are promoting these to farmers, textile industries and relevant government agencies. The projects are building the capacity of farmers to be able to produce more sustainable cotton which is cotton that meets the criteria established under the Better Cotton Initiative (BCI) where both WWF and IKEA are members. Through this work, the co-operation contributes to long-term efforts to improve the livelihoods and health of farmers and their families in developing countries, while reducing the negative environmental impact of cotton growing. Read more: www.bettercotton.org.

Summary of results in 2009 and 2010:

In India and Pakistan 2010, almost 46,000 farmers have engaged in the project and are implementing Better Management Practices (BMPs) for more sustainable cotton production.

In Aurangabad in India 2009, farmers that were engaged in the project, and by using BMPs, they reduced their fertiliser use by 50%, pesticide use by 48% and water use by 53% on average, compared with conventional cotton farmers. The increase of gross margins for the farmers increased by average 35%.

In Punjab in Pakistan, the BMP cotton farmers made crop management decisions which resulted in 39% reduction in synthetic fertilizers, 38% in irrigation water and 47% in pesticides. The increase of gross margins for the farmers increased by average 11%.



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CONTACT. For more information on the WWF and IKEA co-operation, visit www.panda.org/ikea, www.ikea.com or contact WWF at wwf-ikea-projects@wwf.se

Forest projects

The forest projects aim to combat illegal logging, support responsible forest management, FSC certification, High Conservation Value Forests and promote responsible timber trade. In this way, the co-operation contributes to an increased use of responsible forest products and natural wood fibre worldwide.

Main areas within the projects:

- Supporting the High Conservation Value Resource Network HCV RN) and promoting HCV Forests concept among governments, companies and forest owners.
- Combating illegal logging and related forest crime in Russia, China, Bulgaria and Romania by working with authorities and business and developing practical tools.
- Promoting responsible small scale forest management through six established demonstration forests in Lithuania and Latvia.
- Strengthening the sustainable rattan harvesting and production in Laos, Cambodia and Vietnam, which will participate to socio-economic development. Promoting responsible forest management and restoration in the central Annamites, Vietnam.

Summary of results:

The area of FSC certified forests has increased from 3 million hectares to over 30 million hectares in Russia, making it one of the worlds best forest certified countries.

In China the FSC area has reached over two million hectares and a majority of the certified areas have received technical support from WWF China.

Six demonstration forests have been established in Lithuania and Latvia to show forest owners the benefits of responsible forestry management.

In Russia a new university course and text book on sustainable forest management has been developed.

A community based sustainable rattan management and production model was developed and three rattan nurseries were constructed, two in Laos and the first one ever in Cambodia.

In Romania a national timber tracking system, SUMAL, has been developed at the initiative of the project.

Three global tool kits have been produced and tested in various countries to help identify and manage High Conservation Value Forests and to encourage certification and responsible forest management.

IKEA is a participant in the WWF Global Forest & Trade Network (GFTN). The GFTN is WWF's initiative to eliminate illegal logging and drive improvements in forest management. Participants are committed to promoting responsible forestry and credible certification. For more information on the GFTN see www.gftn.panda.org

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Climate change projects

Both organisations acknowledge the huge challenge to combat climate change, and are working on a number of methods to help decrease climate impact. Six climate projects are included in the partnership. The projects aim to explore innovative ways in which joint efforts can contribute to reducing emissions of CO₂ in the society. The projects deal with many areas of IKEAs operations, such as transportation of customers, suppliers' energy consumption, customer behaviour, food offers and material flows (including recycling).

Description of projects:

The Climate Positive project has mapped possibilities for an overall positive climate impact in society, and not only to reduce IKEAs own emissions.

The Supplier project has found opportunities for IKEA suppliers to reduce their energy consumption with up to 40%. It identifies opportunities for the suppliers to increase the use of renewable energy sources, and shows that some of them can even become net producers of energy.

Sustainable Transportation of People (SToP) aims to decrease CO₂ emissions from customer transportation, e.g. planning store locations and the emissions due to different transportation scenarios as well as tools for stores to support their customers in choosing a more green way of transportation.

The Food project has mapped the CO₂ and water footprint on a number of IKEA food products in IKEAs stores and restaurants. The aim is to offer food products with less CO₂ emissions and at the same time healthy and appetizing meals.

The Closing the Loops project is looking into how IKEAs products can be designed and recycled with a closed loops perspective to save on scarce resources and minimize CO₂-emissions.

The Sustainable Life at Home project will test different methods of inspiring customers to reduce their CO₂ emissions. The project will help customers change their behaviour through smart products and know-how.

