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WWF and IKEA co-operation Climate projects

WWF, the global conservation organization, and IKEA, the home furnishings company, is working together in a partnership to address climate change.



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Shared values

In the 21st century, the business winners will be those companies who look upon climate change as well as the need for reduced use of natural resources as a driver for innovation and a key to business development – including structuring business operations, setting targets and actively pursuing strategic partnerships. Both WWF and IKEA are convinced that through co-operation we will accomplish more.

The projects

WWF and IKEA are currently working together on six climate projects:

- **The Climate Positive project** is an umbrella for all the climate projects that IKEA and WWF are working on. It is mapping various opportunities for IKEA to create a general positive climate impact in society, not only by reducing its own emissions, but also by thinking and acting on how IKEA's impact effects others.
- **Promoting a Sustainable Life at Home** This project will try different methods of helping customers reduce their CO₂-emissions. The project started in spring 2010 and through smart products and targeted communication it will help customers change their behaviour through more sustainable living at home.
- **Improving the IKEA Food range from a climate perspective** The aim of this project is finding solutions to reduce CO₂-emissions from the food products that IKEA offers in its restaurants and food markets and at the same time offer healthy and appetizing meals.
- **Closing the loops** This project will investigate the impact of full recyclability and how cyclic systems can save scarce resources, minimize CO₂-emissions and optimally have a positive impact on the environment. It will explore how to close material loops; with specific focus on recyclable products and, use of recycled materials in new products. It will also investigate how to secure that products can be reused, recycled or – from an environmental acceptable way – be returned to nature.
- **Sustainable transportation of People (SToP)** The project aims to develop models and tools to help decrease CO₂-emissions from IKEA-customer transportation. The tools will offer guidance to local IKEA stores on strategies to achieve a more sustainable transportation of people.
- **Developing Climate Positive Opportunities for Suppliers** The project aims at achieving significant reductions in energy efficiency at IKEA's suppliers. The goal is to remove barriers and to promote a low carbon IKEA supply chain.



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

Results – Sustainable Transport of People

The studies made in the project show that:

- By using mass transit together with efficient home delivery, it is possible to achieve high emissions reductions.
- Technology and efficiency are gaining ground in large trucking and can have a significant impact on transport emissions.
- Enabling customers to make “smart shopping” decisions can lead to substantial emissions savings, for example through online design guides, up-front home delivery information, route and transport guidance.
- Lower carbon transportation solutions were identified for the four pilot stores in the US, which are currently being implemented.

The tools and models developed will be available both centrally and locally within IKEA, and they can be used to model individual scenarios for each store, in order to facilitate more sustainable transports.



Results – Climate Positive Opportunities for Suppliers

- The project has found opportunities for IKEA’s suppliers to significantly reduce their energy consumption. It has also identified possibilities for the suppliers to increase their use of renewable energy sources, thus showing that some of them even can become net producers of energy.
- Internal as well as external barriers have been identified in order to find the best strategy to achieve these gains on a global level. Consultants have made reports for Poland and China to find common scalable solutions.
- An innovation platform has been set up to find new solutions to identify low carbon technologies that can make the suppliers more successful in their business.
- Suppliers have gathered in Warsaw and Prague on special events to learn about and to discuss low carbon solutions.

More information on the projects can also be found on www.panda.org/ikea.