

A CIRCULAR IKEA

A BETTER LIFE WITHIN
THE BOUNDARIES
OF THE PLANET

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**TO CREATE
A BETTER
EVERYDAY LIFE
FOR THE MANY PEOPLE**



Affordability was the way to reach the majority,
the many people.

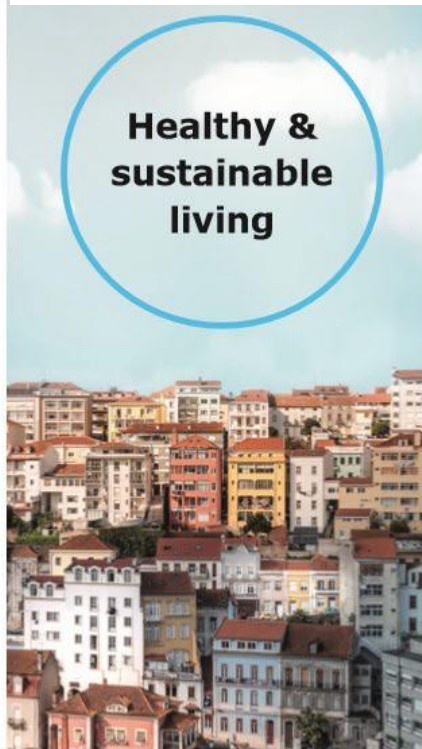
Low price, but **not** at any cost!

It is who we are and how we do business

PROFIT, PEOPLE & PLANET POSITIVE

As a response to the three major challenges impacting the IKEA business, we have identified three corresponding change drivers that will help us to fulfil our vision to create a better everyday life for the many people and become people and planet positive with profitable growth

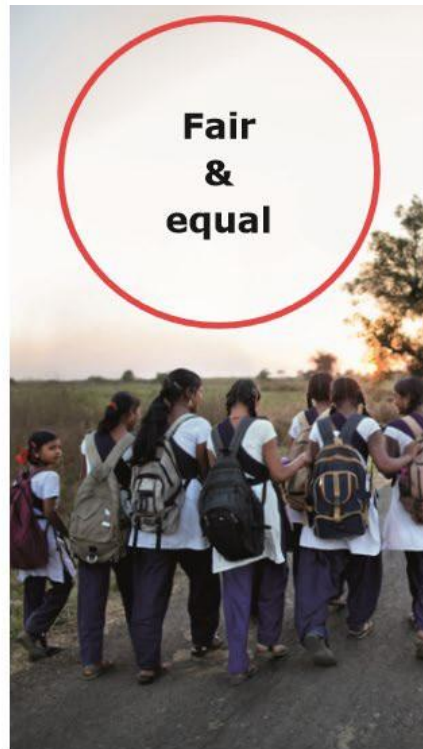
Unsustainable Consumption

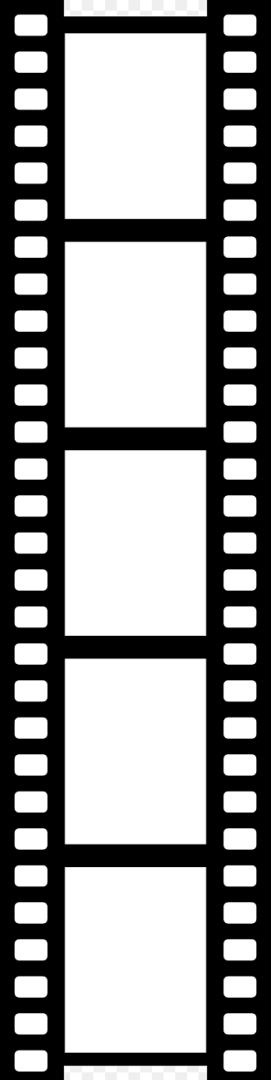


Climate Change



Inequalities





**Welcome
home to me**

CIRCULAR &
CLIMATE POSITIVE

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

WHY CIRCULAR





CHANGING CUSTOMER BEHAVIOURS



Value

Affordability

Wastefulness

Convenience


Citizenship



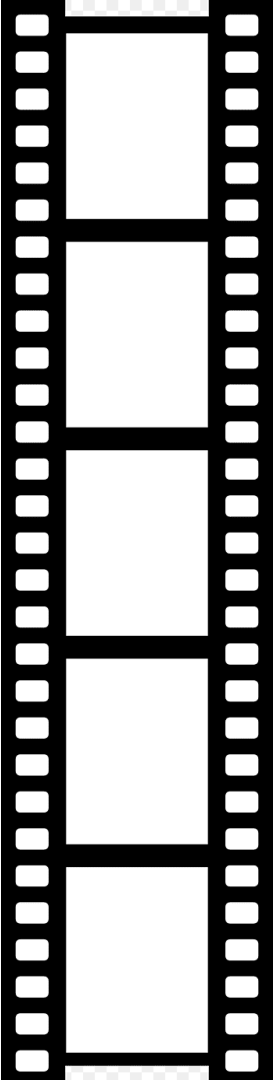
RESOURCE SCARCITY



CLIMATE



WHAT IS CIRCULAR FOR IKEA



CIRCULAR FOR IKEA

A man with dark hair and a beard, wearing a green long-sleeved shirt, is focused on working on a wooden desk. He is using a black marker to draw on the underside of the desk. His left hand is visible, showing several tattoos, including a large sunburst design on the back of his hand and various symbols on his fingers. The desk is made of light-colored wood and has a metal hinge visible on the left side. The background is slightly blurred, showing a workshop or office environment.

**Prolonging
the life of products and
materials**



**Products
our material banks for
the future**



Eliminating waste

FROM A **LINEAR** BUSINESS



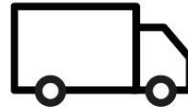
EXTRACTING
RAW MATERIALS



PARTS SUPPLY



MANUFACTURING



DISTRIBUTION



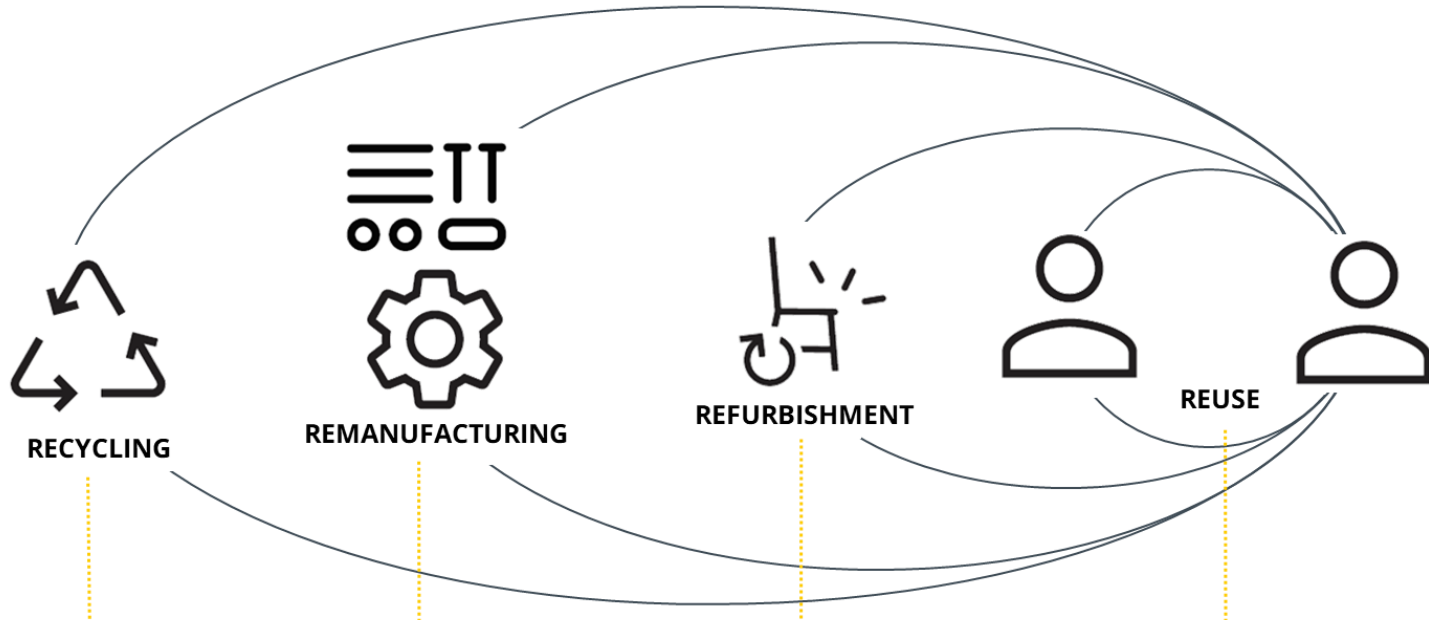
CUSTOMER



LANDFILL /
INCINERATION



TO A CIRCULAR IKEA



RECYCLING

REMANUFACTURING

REFURBISHMENT

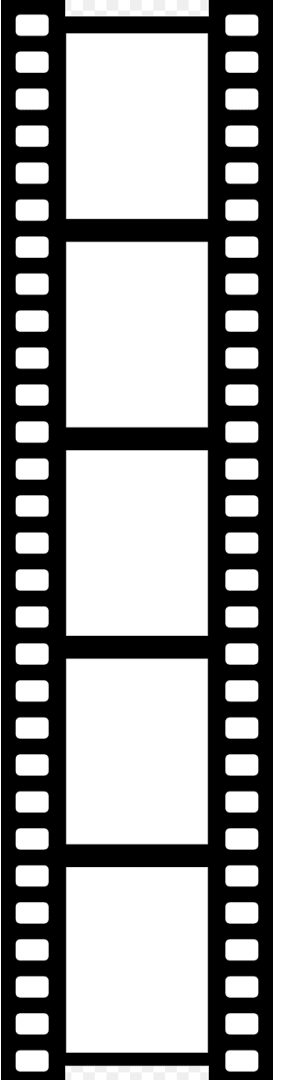
REUSE



Engaging with customers in new circular ways



**Designing to reuse,
repurpose,
repair,
and recycle**



WHAT IF?



#CircularIKEA