



JULY
2015



Case Study

IKEA

49%
OF WOOD WAS
FSC OR RECYCLED
BY APRIL 2015

Timber is an essential raw material for the retailer IKEA – well known worldwide for its affordable furniture. With over 300 shops globally, in the financial year 2014 they used 15.5 million m³ of roundwood which is the equivalent of 440,000 timber trucks (24 metres long) and had total sales of €28.7b.

In 2012, IKEA produced their *People and Planet Positive Strategy to 2020*. This provides a framework to ensure that as the company grows, it does so in a way that takes account of the planet's natural resource limits. In doing this, it helps to create a better everyday life for people and a healthier planet. A key driver for the company is to strive for resource and energy independence. IKEA has put in place a number of policies and targets, to ensure that it can secure sustainable access to resources essential for its business and use resources more efficiently. Indeed, in the long term, any growth could be compromised if IKEA cannot find a sustainable supply of the raw materials which allow this expansion.

Targets for timber products 2020

- Aim to purchase 100% of wood, paper and cardboard from more sustainable sources, which is currently defined as Forest Stewardship Council (FSC) or recycled.

- Contribute to FSC certification of 15 million hectares of forest in priority areas (those countries identified as high risk of sustainability challenges.) This is equivalent to more than double the total area needed to supply IKEA.

To be able to meet ambitious targets for timber, IKEA has put in place a supplier code of conduct, IWAY. Suppliers must comply with the IWAY Forestry Standard so that they can ensure that the bamboo, board material and solid wood in our products has not been grown or harvested in a way that harms the environment and conforms to all legal requirements. There are also milestones along the way, by 2017, there is a target that at least 50% of wood will come from more sustainable sources, as defined above.

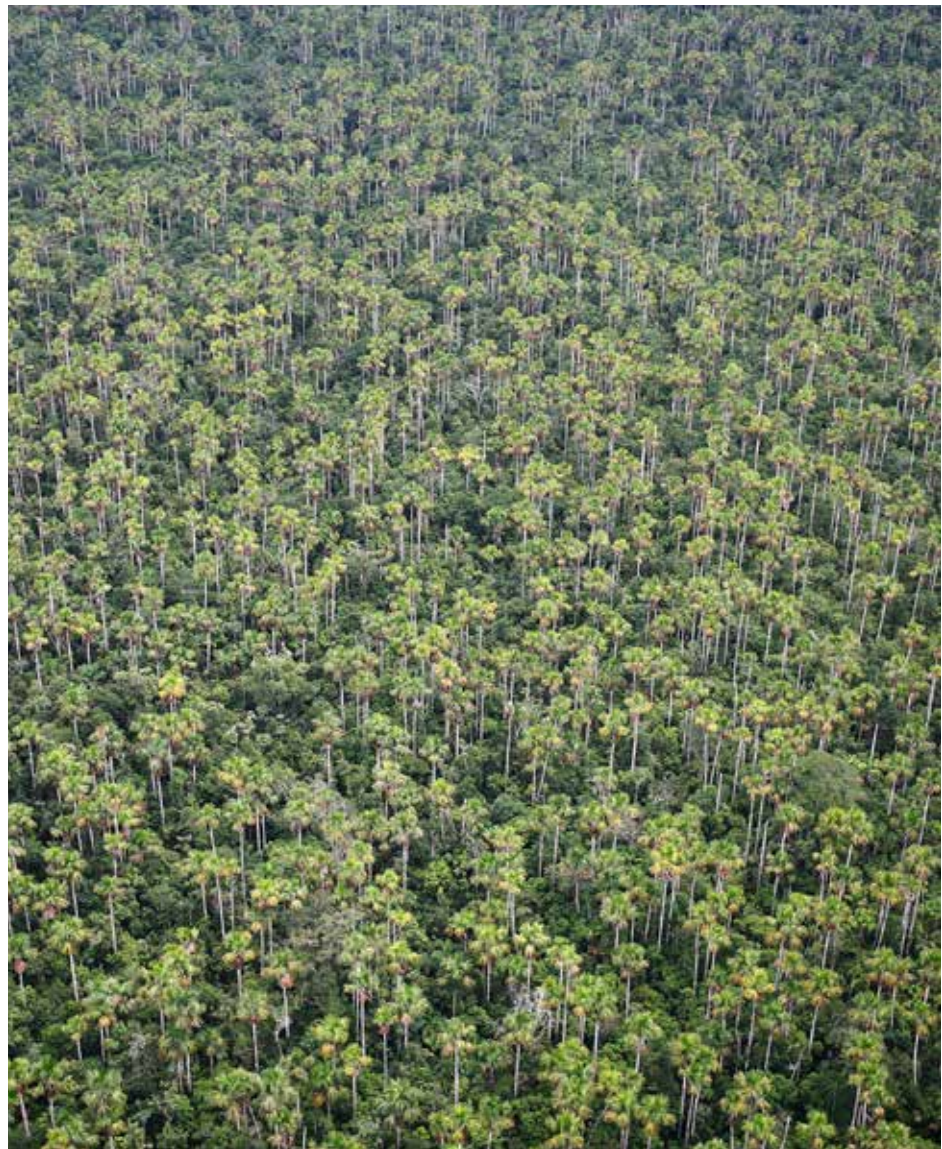
IKEA are making steady progress since the People and Planet Positive Strategy was launched. In April 2015, 49% of wood was FSC or recycled, well ahead of schedule. The IKEA catalogue is





IKEA is one of the largest users of wood in the retail sector

100%
BY 2020 IKEA AIM TO SOURCE 100% WOOD, PAPER AND CARDBOARD FROM FSC OR RECYCLED MATERIALS



© BRENT STIRTON / WWF-UK

the largest print production on 100% FSC certified paper and a number of important items of the paper product range are now produced with FSC certified or recycled based paper. This progress has been reflected in scoring a respectable “two trees” in WWF’s Timber Scorecard.

But IKEA want to go beyond their own supply chains and make responsible forest management the norm. They intend to do this by promoting the adoption of sustainable forestry methods across industry and contribute to ending deforestation. IKEA have partnered with WWF for more than a decade to improve

the standards of forest management, combat illegal logging and strengthen regulatory frameworks. They also have collaborated with governments to improve forest management practices and lobbied to bring in tighter regulation, such as the EU Timber Regulation.

It is a responsibility for all to help prevent the loss of biodiversity and, impact on the landscape and peoples’ ways of living which deforestation has brought over the years. IKEA believes that alongside other companies they have a role to play and will contribute to providing solutions to these environmental threats.