



IKEA at COP24

a strong opportunity to lead by example and advocate for climate action, calling to action to a wide and impactful audience

*From **3 – 14 December 2018** in Katowice, Poland, COP24 will bring together leaders from around the world to work out and adopt a package of decisions ensuring the full implementation of the Paris Agreement and will include the so-called Facilitative Dialogue intended to support the implementation of national commitments*



Purpose for IKEA engagement at COP24

Overarching message

At IKEA, our vision is to create a better everyday life for the many people. We believe a better home creates a better life and that climate actions starts at home. Therefore, we would like to provide a positive, desirable vision for climate friendly living and enable many people to achieve it.

Overarching commitment

IKEA is committed to become climate positive by 2030, by reducing more greenhouse gas emissions than the IKEA value chain emits, while growing the IKEA business.

Key to achieve this is to:

- **Fulfilling the commitment to Paris Agreement** and reduce the *gross* greenhouse gas emissions from the IKEA value chain in *absolute* terms line to limit global temperature increase to well below 2°C, aiming towards 1.5°C, by the end of the century. Science Based Targets.
- **Storing and capturing carbon** within the IKEA value chain, with focus on even better forest management.
- **Going beyond IKEA** and addressing a footprint larger than the IKEA value chain.
 - By supporting and collaborating with our direct suppliers to reduce their total footprint.
 - We will also inspire and enable customers to save energy and generate renewable energy at home.
- **Take the lead** and engage with others to inspire action towards a low-carbon society.



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COP24 presents a strong opportunity to lead and advocate for climate action, calling to action and positioning IKEA to a wide and impactful audience.

At **COP24** we want to re-affirm IKEAs commitment to the Paris agreement - the baseline for the IKEA overarching climate commitment - and our climate positive agenda.

Poland is a key market for IKEA with strong historical ties to the brand and development of IKEA, as well as being the largest sourcing country. There are almost 15 000 IKEA co-workers in Poland - 11 000 at IKEA Industry and 4 500 at IKEA Retail. A great opportunity to connect to our climate positive ambitions and showcase our efforts and action in Poland!



Our narrative for IKEA engagement at COP24

1. It is a Critical time for Climate Action – we are calling for action and asking customers, suppliers, governments and other companies and partners to join us in tackling climate change.

- Governments – policy asks
- Businesses – encourage SBT* setting
- Customers – tackling climate change starts at home
- Suppliers and other partners – we can only reach our ambitious commitments and meet the targets of the Paris Agreement if we work together in partnership across our entire supply chain.

2. IKEA inspire and enable the many people to take climate action at home and live in more climate friendly way:

- Examples from our range (including Home solar**, veggie dog*** and energy efficiency products)
- Sustainable consumption (Circular IKEA) and co-worker and customers engagement (Climate Action consumer study****)

3. We lead by example through the actions we are taking as a business across the IKEA value chain to co-create a climate positive future:

- Strive towards 100% renewable energy throughout the entire the IKEA value chain
- Same requirements for our suppliers as for our own operations
- Zero-emissions customer travel and deliveries
- Circular IKEA



* Science Based Targets

IKEAs targets include

- reducing GHG emissions from IKEA Group stores and other operations by 80 % in absolute terms by 2030, compared 2016.
- Reduce GHG emissions from customer and co-worker travel and customer deliveries by 50% in relative terms by 2030, compared with 2016.
- Inter IKEA Group, which is responsible for developing the IKEA range and supply chain, commits to reduce emissions relating to home furnishing products and food by at least 15% in absolute terms, for the same time period. This translates to a reduced climate footprint by on average 70% per product.

Commitments on production and energy expected shortly but still to be confirmed



**** Home Solar globally and in Poland**

We will enable the many people to reap the benefits of clean energy revolution by offering home solar and complementary clean energy solutions wherever IKEA Group is present. To do that we need simple and inclusive conditions enabling the many people to participate in the movement.

By 2025, IKEA Group will be providing affordable home solar and complementary clean energy solutions in all our retail markets.

**** Veggie dog providing more alternatives**

COP24 is a good opportunity to look at the connection between food and climate more in detail. Food waste is also a topic connected to how food and global food systems impact our climate.

What we eat is at the heart of our everyday life and it's also an emotional topic that everyone can relate to. A small thing, like the choice of a hot dog in the IKEA Bistro, can actually make a big difference on a global scale.

The target audience: **corporate media, media & influencers in the topic of climate change/food/agriculture/sustainability.**

The **objective** would be to present **a proof point to IKEA's people & planet positive strategy**



**** Climate Action consumer research

Together with Globescan we conducted a consumer study into what people currently think and feel about climate change, what they already do about it in their everyday lives, and how we can help them to think, care and do more about it. We think this is a unique and significant study that will contribute to the broader body of knowledge around consumer behaviour and climate friendly living.

The research consists of a qualitative study with 6 markets (China, Germany, India, Russia, UK, USA) and a quantitative study with 14,000 consumers across 14 markets (Australia, Belgium, Canada, China, France, Germany, India, Japan, Poland, Russia, Spain, Sweden, UK, USA).

The research analysis has enabled us to create:

- **Climate Action Behaviour Index**
- **Four consumer segments**
- **Activation Framework**

The research aims to identify the motivators, drivers and barriers for climate action in people's everyday lives to help inform IKEA strategies and communications approaches. These insights will **inform what IKEA does to inspire and enable our co-workers and millions of customers** to take positive action for the climate.

We also hope that the research can also **help other businesses, governments, policymakers, campaigners and media to join us in the effort to mobilise greater climate action** among the many people. We want to share the research as widely as possible to enable others to use the learning, and would also be very keen to hear others' experiences of effective engagement approaches.



COP24 high-level overview of IKEA engagement

Type of engagement	Audience	Activity	Output/Why?
Political Engagement	Governments, policymakers (including EU), NGOs, global partners and media	Partnerships with UNFCCC & Ministry of Environment Poland and other partners <ul style="list-style-type: none"> - Product donation for COP24 relaxation zones and Global Climate Action Pavilion including communication opportunities - Announce School Contest finalists on 13 Dec - Communication and speaking opportunities 	Bring the voice of the many people to COP24 Calling for action from other companies and governments <i>Specific announcement tbc</i>
Community Engagement	Community stakeholders (schools), customers, co-workers, media	Climate Film Festival, School Contest and other smaller activities	Bring COP24 to the people of Katowice – leave something behind for the community afterwards
National engagement	Customers, co-workers, national partners, media	Internal (co-worker engagement) and external communication plan Communication and speaking opportunities at side events, with partners and in media	Bring COP24 and Climate Action IKEA to the many people of Poland
Global engagement	Customers, co-workers, governments, policymakers, NGOs, global partners and media	Global element (stakeholder meeting) at Climate Film Festival on 8 Dec Communication and speaking opportunities at side events, with partners and in media Internal (co-worker engagement) and external communication plan	Bring COP24 and Climate Action IKEA to the many people