

IKEA AND WWF – TOGETHER WE MAKE A DIFFERENCE!

Working in partnership on forests, cotton and water, WWF and IKEA are promoting responsible forest management, sustainable cotton production and good water stewardship.

“IKEA and WWF share objectives on the sustainable use of natural resources. With deep expertise in forests, cotton and water – all important raw materials for IKEA – WWF is a natural partner on our journey towards being People and Planet Positive and delivering on our ambitious sustainability goals.”

*Lena Pripp-Kovac, Sustainability Manager,
IKEA Range & Supply*

Our vision

We want to safeguard and manage some of the world's most precious natural resources. By combining our expertise and commitment to change, we can help transform markets and make a positive contribution to people and planet. WWF and IKEA – together we make a difference.

“WWF's mission is building a future in which people live in harmony with nature, but it's one that we can't achieve alone. A deep commitment to sustainability and resource stewardship, combined with global influence, makes IKEA one of our most important partners.”

*Marcus Albers, Manager Corporate Partnerships,
WWF Sweden*



Responsible Forest Management

Healthy, well-managed forests are essential for a living planet and responsible forest management is at the heart of the WWF and IKEA partnership. Through joint field projects and advocacy, we are calling on a number of governments around the world to implement stronger legislation to combat illegal logging and illegal timber trade, and support responsible forest management.

Together, we aim to increase the amount of FSC-certified timber available on the market, and to protect forests while enhancing their value.

From just five forest projects in seven countries in 2002, we now collaborate in 14 countries on a range of projects that benefit both people and the environment.

FSC-certified wood

IKEA has minimum requirements for all wood used in its products and works with WWF and the Forest Stewardship Council (FSC) to support responsible forest management. By 2020, IKEA goal is that all wood used in its products is recycled or comes from forests that are responsibly managed (FSC-certified). In IKEA fiscal year 2017, the overall proportion of FSC-certified or reclaimed wood in the IKEA range reached 77 per cent. Since 2017, all wood sourced by IKEA from areas with a high risk of illegal logging, has been FSC-certified.

“An FSC-certified forest means that forest managers follow rules for environmentally, socially and economically responsible forestry. This includes identifying and excluding particularly valuable forests from logging. It also means taking into account the needs of local communities and the conservation of species that depend on the forest.”

*Louise Carlsson, Forest Programme Manager,
WWF Sweden*



Sustainable Cotton Initiative

IKEA and WWF are two of the co-founders of the Better Cotton Initiative (BCI) and pioneers in making cotton production more sustainable.

Working with BCI, our goal is to improve cotton production through better practices, such as using less water and fewer chemicals, as well as the livelihoods and working conditions of farmers.

Through our partnership, more than 44,000 Better Cotton farmers in India and Pakistan have significantly reduced their use of chemical pesticides, fertilisers and water, and increased their income compared to conventional cotton farmers. Co-operation with local authorities is also helping to reduce child labour and keep children in school.

“Our partnership has motivated many cotton farmers to adopt better practices. Now we’re taking a holistic approach to sustainable production through supporting farm mechanisation, tackling climate change and soil erosion, implementing wetland conservation and agroforestry, and improving cotton quality from farm to gin.”

*Hajra Atiq, Cotton Co-ordinator,
WWF Pakistan*

Since 2015, all cotton used in IKEA product range has come from more sustainable sources.

“We are very proud to have reached our milestone of using 100 per cent cotton from more sustainable sources – but it’s only part of a much longer journey with an even bigger goal. We want to help change the entire global cotton market.”

*Pramod Singh, Global Cotton Leader,
IKEA Range & Supply*

Water stewardship

Water is a vital resource but many parts of the world face risks around availability, quality and ineffective water regulation or planning.

The partnership is working to increase water awareness within IKEA and its suppliers, and to eliminate water pollution and use water as efficiently as possible across the whole of IKEA supply chain.

We are also collaborating with other water users and governments in high risk river basins to find shared solutions. Projects include water management with cotton growers in India and Pakistan, and water stewardship in Southern India and Turkey.

“IKEA recognises that water risks are increasing in many parts of the world, and that companies have a key role in promoting water stewardship. This means addressing the company’s own impacts and risks, as well as working with others beyond the ‘factory fence’ to deliver shared solutions and strong water governance.”

*Laila Petrie, Textiles and Cotton Lead,
WWF International*



FACTS: IKEA and WWF working together

WWF and IKEA have worked together since 2002. Today the partnership runs projects in 17 countries supporting responsible forest management, more sustainable cotton production, and good water stewardship.

RESPONSIBLE FOREST MANAGEMENT OBJECTIVES

- Enable policy and enforcement through improving legislation and governance structures so that they are effective in mitigating forest loss and forest degradation.
- Strengthen standards and verification mechanisms for responsible forest management through strengthening institutional capacity, improving the quality of standards and certification systems, and establishing systems where they do not exist.
- Value and conserve forest ecosystem services through a landscape approach which also improves lives and livelihoods.
- Increase accountability and transparency in supply chains through leadership and engagement by companies, communities, and consumers which support sustainability and responsible trade and consumption.
- Help farmers produce Better Cotton through farmer field schools that educate and train farmers in Better Management Practices.
- Improve working conditions and profit margins for farmers and their families.
- Reduce the use of pesticides and chemical fertilisers and deliver benefits for people, biodiversity, and the environment.
- Improve water management and efficiency and reduce risks to wetland biodiversity.
- Strengthen resilience to adverse weather and climate change through innovation, farm mechanisation, and adaptation.
- Improve soil quality, reduce erosion and improve productivity in cotton fields through agroforestry and certification.
- Catalyse a shift to Better Cotton across the whole cotton value chain through improving the quality of cotton from farm to gin.

WATER STEWARDSHIP OBJECTIVES

- Support IKEA to become 'water positive' by being a good water steward.
- Maintain water security and support water stewardship and collective action in priority water basins.
- Promote widespread adoption of water stewardship and best practices.

SUSTAINABLE COTTON OBJECTIVES

Countries where WWF and IKEA are working with forests: Bosnia-Herzegovina, Bulgaria, Cambodia, China, India, Indonesia, Laos, Myanmar, Portugal, Romania, Russia, Slovakia, Thailand, Ukraine and Vietnam.

Countries where WWF and IKEA are working with water: India and Pakistan (water impact reduction) Turkey and India (multi-stakeholder collective action)

Countries where WWF and IKEA are working with cotton: India and Pakistan.

