



Designing for circularity:

Creating safe and circular packaging



FROM A **LINEAR** BUSINESS



EXTRACTING
RAW MATERIALS



PARTS SUPPLY



MANUFACTURING



DISTRIBUTION



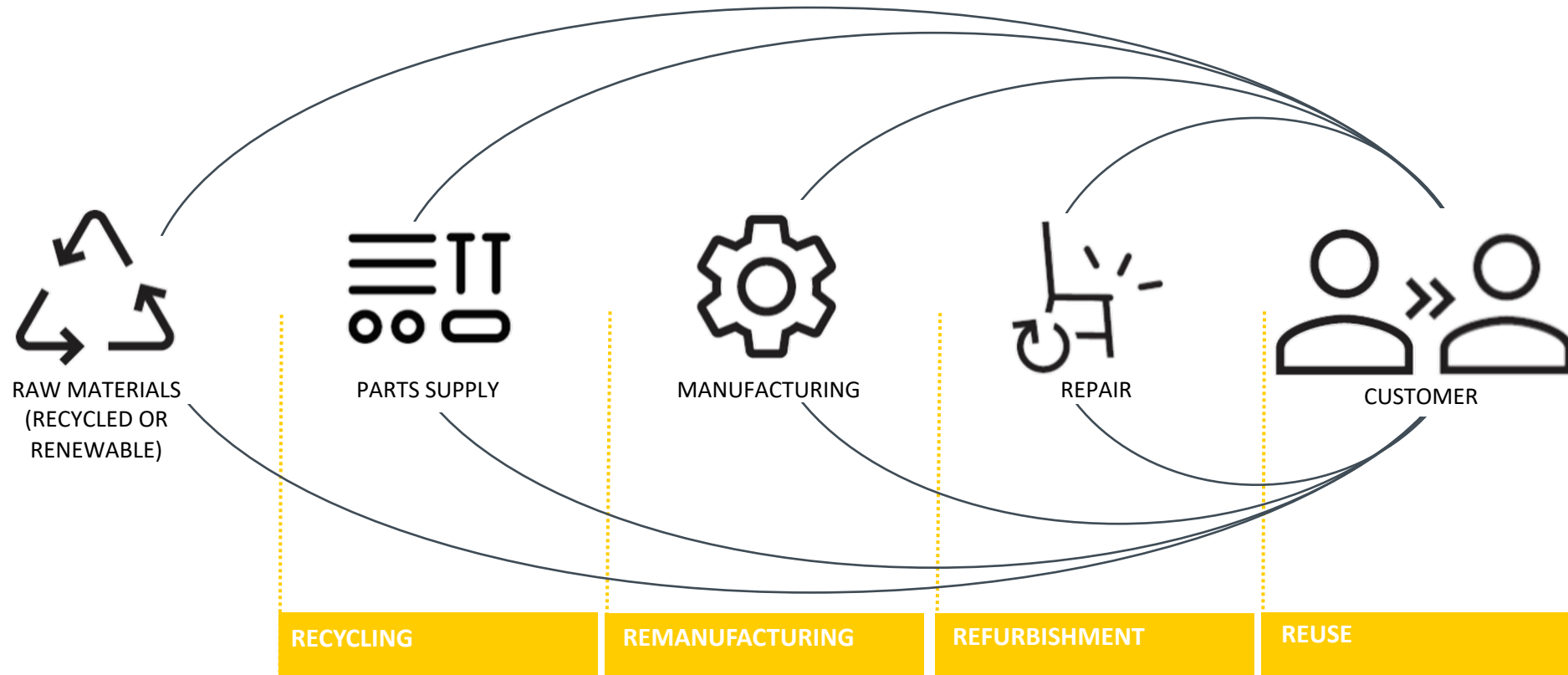
CUSTOMER



LANDFILL /
INCINERATION



TO A CIRCULAR BUSINESS





IKEA Packaging Strategy 2025

Affordability

Accessibility

Sustainability

- Protect the goods!
- Chose - Right material
- Reduce - Less material
- Reuse – IKEA and our customers
- Recycle – IKEA with partners

Support a circular business!



We need help from the legislators!

- Harmonise the requirements for Extended Producer Responsibility Schemes.
 - Definitions of items
 - Sorting rules
 - Reporting obligations



Tack!



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