



IKEA Sustainability Strategy

Updated: August 2024



The purpose of this strategy is to inspire, activate and lead us in our planning, decision-making and goal setting so that we together can achieve the big positive changes we want to see for the IKEA business, and in the world.

The IKEA Sustainability Strategy is issued by Inter IKEA Group and covers the entire IKEA value chain and franchise system.¹

The IKEA business is defined as the business activities performed by all companies and retailers operating within the IKEA franchise system. “We” in this strategy refers to the IKEA business. The IKEA value chain comprises more than the IKEA business and includes the sourcing and extraction of raw materials, manufacturing and transporting of products, customer travel to stores, product use in customers’ homes and product end-of-life.

To ensure the long-term growth and development of the IKEA business, we use a franchise system. This provides financial stability while also enabling franchisees to test and explore new markets and ideas. Together, we continue to develop the IKEA business.

The strategy is reviewed annually to secure alignment with the total IKEA strategic framework. You can read about our latest progress measured against this strategy in the annual [IKEA Sustainability Report](#) and [IKEA Climate report](#).

Our sustainability ambitions and commitments are set for 2030 in line with the UN Sustainable Development Goals (SDGs). However, our sustainability agenda goes beyond 2030.

We don’t have all the answers and cannot always achieve our goals alone. Therefore, we are committed to working together in a collaborative way and being transparent about what we learn. We build on our culture of entrepreneurship, always moving forward and not waiting for perfection, working together to achieve continuous improvements.

¹ In total, there are 12 IKEA franchisee groups in more than 62 markets. Inter IKEA Group consists of Inter IKEA Holding B.V. and all its subsidiaries. The IKEA sustainability agenda is set and governed by the Strategic Sustainability Council with the Inter IKEA Group CEO as chair.



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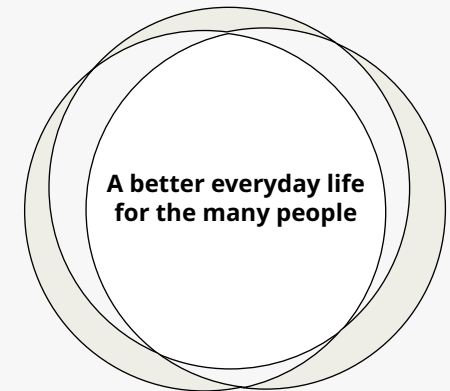
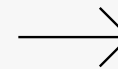
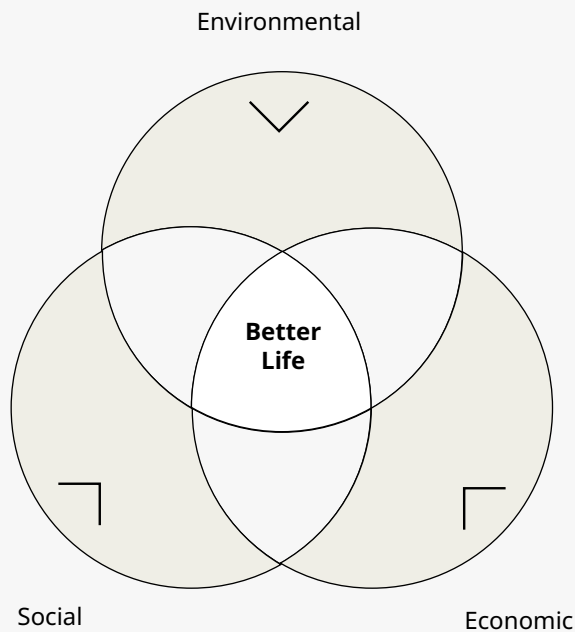
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What sustainability means to IKEA

We want to be a force for good for people, society and the planet. For us, it's about balancing economic growth and positive social impact with environmental protection and regeneration.

We always strive to think long-term to be able to meet the needs of people today without compromising the needs of future generations.

Doing this requires rethinking, adopting new ways of working and inspiring changes in lifestyles and consumer behaviour. We are committed to leading the way forward together with our co-workers, customers and partners, and to using our size to make a positive difference. This is both a responsibility and a business opportunity. The more people we reach, the greater impact we can have together, and the more people we can enable to live a better everyday life.



The IKEA vision, to create a better everyday life for the many people aligns closely with global environmental, economic and social concerns.

The IKEA vision is our inspiration



We want IKEA to be an example of how a business can operate responsibly, addressing the sustainability challenges of the world with a holistic approach. The IKEA vision, to create a better everyday life for the many people, is our inspiration.

We are changing our way of working from linear to circular; from not only using but to also regenerating resources. As we are reliant on natural resources and people, transitioning towards a circular business enables us to secure our future, which in turn supports the livelihoods of millions of people who contribute to the IKEA business and value chain.

We believe that the IKEA culture – how we work and what we value – is fundamental to achieving our vision. In other words, it's not only what we do, but how we do it, that matters.

Living our values

Caring for people and the planet is one of our core values, and it guides us in how we work. From the beginning, we have always viewed waste as a "sin". We were born in the rocky landscape of Småland in southern Sweden where people had to be creative with their limited resources.

Being bold in facing challenges

It's about setting ambitions that we know we cannot reach alone. Still, being bold is not only about setting high ambitions, but also about being open, honest and transparent about the challenges we face. It's also about making difficult decisions that inspire new and innovative solutions. To take the next big steps will mean sharing our successes and failures, admitting we don't have all of the answers and being part of a wider conversation to find new solutions.

Collaborating and co-creating

As a global brand, we have a responsibility to lead the change towards a sustainable future. At the same time, we are open and engage with others, listening, learning and sharing knowledge and ideas. This is how the IKEA business has worked and continues to work. We see the opportunity to use creativity, knowledge and our size to scale ideas, collaborate on challenges, and be a partner for change.

Working long term

We strive to always work long term, focusing on the root cause of issues and not only on treating the symptoms. The IKEA business setup allows us to make investments for the future in things like new technologies, innovative materials, and ways of generating clean energy as well as in social development in the IKEA value chain.



Being optimistic in a rapidly- changing world

To ensure the success of IKEA into the future, we must work together with speed and urgency to take on the challenges we face. We are optimistic yet realistic about the future, even in difficult times.

We have identified major challenges that are highly relevant for our business: climate change and nature loss, unsustainable consumption, and rising inequality. These are further intensified by geopolitical tensions, and polarisation. All these challenges are interconnected and their impacts vary in different parts of the world.

We recognise the ongoing and needed development of new legislation and regulations to address the pressing challenges of the world.

From our own history, we know that what at first seem like challenges can become opportunities and that limitations can lead to innovations.

Challenge

Climate change and nature loss

Climate change and nature loss are two of the biggest challenges facing humanity. Global average temperatures are rising more and more each year,^{1,2} – we are currently heading towards a global warming of 2.7°C³ – and we are losing nature at an alarming rate. The urgency to act now is clear.

To minimise the worst impacts of climate change, the global temperature increase must be limited to 1.5°C.⁴ To do that, science tells us that companies need to set targets and take action to halve emissions by 2030 and reach net zero by 2050.⁵ This will need to be achieved mainly through drastic reductions in greenhouse gas (GHG) emissions and by removing CO₂ from the atmosphere through better forest and agricultural management and storage in products from renewable materials.

As climate change is so interconnected with nature, and nature offers solutions for reversing it, it's imperative that governments, businesses and other organisations urgently work to also protect ecosystems and improve biodiversity.

¹ WMO "Climate change indicators reached record levels in 2023", 2024

² NASA "Global Climate Change: Vital Signs", 2023

³ Climate Action Tracker, 2024

⁴ IPCC "AR6 Synthesis Report: Climate Change", 2023

⁵ The Science Based Targets initiative (SBTi) "The Corporate Net-Zero Standard"

Challenge

Unsustainable consumption

By 2030, the global population is expected to reach nearly 8.6 billion.¹ This means that more and more people will look for a chance for a better life.

The world is already using resources requiring more than one planet, with material consumption expected to continue to increase.² In many parts of the world, consumption is growing at an unsustainable and unequal rate.² Resource scarcity is due, in part, to unsustainable production and consumption and unnecessary waste.

While many people are escaping poverty, many still lack access to healthy food, water, clean air and energy. The fulfilment of basic human needs is connected to consumption. The global population must move away from under- or over-consumption to a consumption where equity, the wellbeing of current and future generations and the planet are all considered.

¹ UN "World Population Prospects", 2022

² UNEP "Global Resources Outlook", 2024



Challenge

Rising inequality

The world economy has grown exponentially over the past hundred years, contributing to the largest reduction of poverty in the history of mankind. At the same time, there is an ever-increasing level of inequality¹ and social instability. Inequality has become a systemic risk threatening individuals, communities, companies and entire economies.

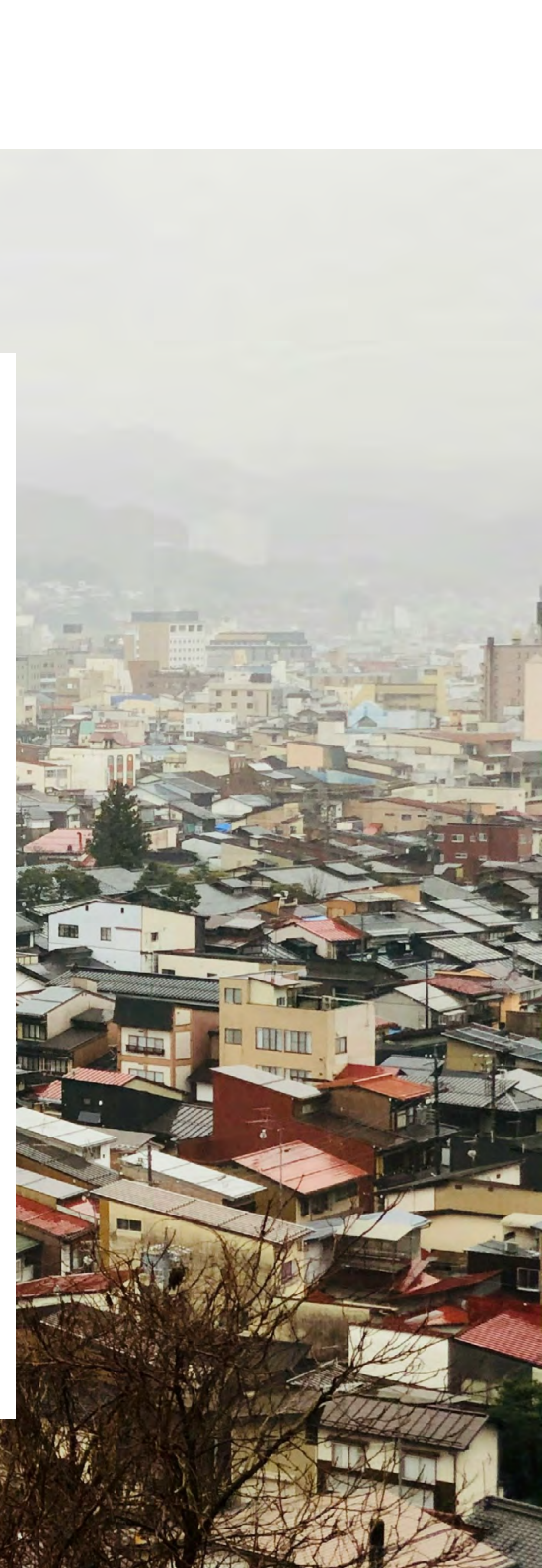
Many people have seen their jobs become unstable, with wages not sufficient to cover basic needs, and rapid technological shifts that are difficult to adapt to. Gender equality is still far from a reality and people continue to be discriminated against based on their ethnicity, ability, gender identity and sexual orientation.

Global challenges such as climate change and nature loss, and geopolitical conflicts continue to accelerate inequality, hitting the most vulnerable the hardest. Inflation and an increased cost of living are also amplifying inequality.

Climate change alone could push 130 million people into extreme poverty by 2030.² At the same time, the transition to a net-zero economy brings additional challenges for livelihoods and human rights, as industries make the needed changes.

¹ Inequality is the uneven distribution of income, wealth, and wellbeing. It matters because it undermines human dignity – breeding discontent, fuelling division, and leaving our societies incapable of tackling the collective challenges we face. WBCSD, 2022

² World Bank Group “Revised Estimates of the Impact of Climate Change on Extreme Poverty by 2030”, 2020



The UN Sustainable Development Goals (SDGs)

Many of the global sustainability challenges and calls for action are described in the UN Sustainable Development Goals (SDGs). Launched in 2015, the SDGs provide a framework for collective action to tackle global issues such as poverty, gender equality and climate change. The SDGs were used as one of the key inputs in the IKEA Sustainability Strategy and ambitions for 2030. In the yearly IKEA Sustainability Report, we summarise how the IKEA business contributes to the SDGs where we can have an impact.

As of 2023, the world is unfortunately not on track to meet these goals by 2030.¹ This reinforces the importance of businesses like the IKEA business to do our part by delivering our sustainability ambitions and commitments.



¹ UN "The Sustainable Development Goals Report", 2023



“No method is more effective than a good example.”

Ingvar Kamprad

How IKEA can make a difference

Through our business, we have a unique opportunity to show the way by being a good example for positive change in society.

Part of our role is to use our size, unique integrated value chain, creativity, innovation and knowledge in life at home to scale ideas and be a partner for positive change. Our aim is to be resource efficient and do more with less.

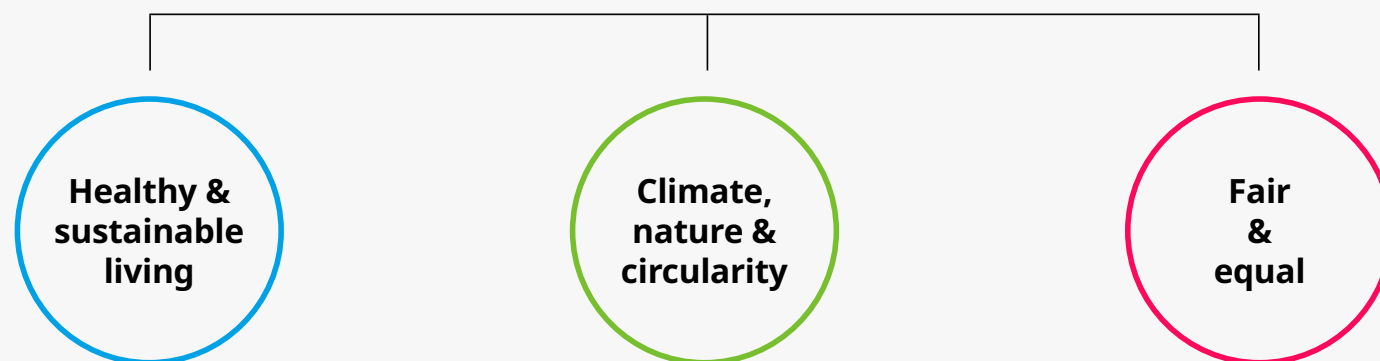
Being a good example means looking critically at all aspects of our business, but also engaging in the debate and enabling all stakeholders across the value chain and beyond to take action and contribute.

Each one of us can be a good example for change. To change the world, good ideas must be nurtured and magnified to reach as many people as possible.

Three focus areas

The sustainability work of the IKEA business is organised into three focus areas with ambitions and commitments. This structure is based on materiality – defining the sustainability issues on which the IKEA business has the most impact – and how the IKEA business operates. We recognise the interconnectedness of these focus areas and always strive to address these challenges in a holistic way across all focus areas.

Under each focus area, we outline our commitments to achieving our ambitions.





Healthy & sustainable living

Two-thirds of all greenhouse gas emissions related to consumption are connected to our individual lifestyles.¹

The environmental impacts mainly come from four areas: food, personal transport, housing, and consumer goods.² According to the IPCC, changes in lifestyle and behaviour can result in big reductions in greenhouse emissions by 2050.³

People all around the world want to live healthy and sustainable lives. But there is a gap between intention and behaviour. This gap exists for several reasons, including affordability, convenience, availability, product performance, conflicting priorities, scepticism, and habits.⁴

Creating sustainable lifestyles requires a change in social norms. It means rethinking our ways of living, including how we buy and

organise our everyday lives.⁵ To be able to live sustainable lifestyles based on informed purchasing decisions and changes in behaviour, consumers need the support from business, governments and civil society.

In addition to offering responsibly produced products, the IKEA business has a big role to play in innovating and promoting products, services and solutions that through their function support healthy and sustainable lifestyles, and that are attractive, affordable and accessible. We can inspire and enable people in changing habits and behaviours which, collectively, will contribute to solving the environmental and social challenges facing us all.⁶

¹ UNEP "Emissions Gap Report", 2020

² Hot or Cool Institute "1.5-Degree Lifestyles", 2021

³ IPCC "Sixth Assessment Report", 2022

⁴ WBCSD "Sustainable Consumption Facts and Trends", 2008

⁵ UNEP "A Framework for Shaping Sustainable Lifestyles", 2016

⁶ WEF "How Businesses Can Help Consumers Build Sustainable Habits", 2022



Our ambitions for 2030

We will inspire and enable people to move towards healthy and sustainable lifestyles, by making healthy and sustainable living a desirable choice that is affordable, attractive and accessible for as many people as possible.

We will offer products where environmental and social impact as well as circular capabilities have been considered. We will also offer products and services that can directly support a healthy and sustainable lifestyle in, for example, the areas of energy, water, air, waste and food. We will inspire behaviours that lead to a reduced environmental footprint as well as better health and wellbeing at home.

We are committed to

Offering home furnishing products, services and solutions that support a healthy and/or sustainable life at home

Develop and promote affordable home furnishing products, services and solutions with the primary function to:

- inspire and enable resource-efficient consumption in the areas of energy, water, waste and prolonging product life.
- enhance people's physical, social, and mental health in their everyday life at home, including the adaptation of homes to the impacts of climate change as well as air and water purification.

Offering a food range that supports healthy and sustainable eating

Develop and promote a food range that is plant-rich¹ and nutritious, full of variety, and creates an eating experience that is sustainable, healthy, delicious and affordable.

Contributing to creating a shift in society where healthy and sustainable lifestyles become the default

Provide knowledge and ideas through our marketing and communication to guide people to adopt behaviours to:

- reduce their environmental impact at home by eating more plant-rich food, being energy- and water-efficient, reducing waste and by participating in the circular economy.
- support healthy living at home with a focus on good quality sleep, well balanced and nutritious food, sufficient physical activity, mental wellbeing and an active social life.

Influence a shift in societal norms where healthy and sustainable lifestyles become the default.

¹ The IKEA business defines "plant-rich" as a meal/dish that is at least 75% plants, qualified as foods whose ingredients are derived only from plants and the remaining 25% can contain any animal-derived ingredient.



Climate, nature & circularity

We have only one planet, with limited resources. The escalating impact of climate change, pressure on the world's natural resources, loss of biodiversity, soil erosion, water scarcity, and increasing levels of air, freshwater and ocean pollution affect the lives and livelihoods of millions of people around the world.

Combating climate change, reversing nature loss and moving to more regenerative practices as part of a circular economy are all urgent global priorities.

The largest portion of the IKEA climate footprint comes from materials and IKEA products¹ used in customers' homes. We're committed to drastically reducing greenhouse gas emissions across the IKEA value chain.

The IKEA business is dependent on and impacts nature throughout the IKEA value

chain. Transitioning towards a circular business is essential to reduce the pressure on nature, by minimising the use of virgin, non-renewable resources, preventing pollution, and promoting regenerative practices. Circularity is also critical for addressing the root causes of climate change by transforming how we produce, use, and dispose of goods and by promoting sustainable patterns of consumption.

By continuously reviewing and securing a robust and responsible management in forestry and agriculture throughout the IKEA value chain, we will remove and store carbon as well as prevent soil depletion and reduce the use of fossil-based fertilisers. Preventing deforestation and actively engaging in reforestation and afforestation efforts are vital for preserving biodiversity and ecosystems. Furthermore, extending the lifespan of our products and materials and transitioning to a circular business will reduce greenhouse gas emissions and help mitigate the impacts of climate change.

¹ Includes products such as lighting, home electronics, appliances and the burning of candles.



Our ambitions for 2030

We are transitioning towards a circular business built on clean, renewable energy and regenerative resources, de-coupling virgin non-renewable material use from our growth. The aim is to end our dependency on virgin non-renewable materials and fossil fuels.

We will contribute to limiting the global temperature increase to 1.5°C, in line with the Paris Agreement, by drastically reducing emissions in line with science, removing and storing carbon through forestry, agriculture and products as well as contributing with additional reductions in society.

We will also do our part to contribute to clean air, water and improved biodiversity.

We are committed to

Transitioning towards a circular business

Designing all IKEA products with circular capabilities.

Aiming to only use recycled and renewable materials, with a specific focus on significantly increasing the share of recycled content in IKEA products.

Making it easy for people to acquire, care for and pass on products in circular ways.

Aiming to send zero waste from IKEA operations to landfill.

Taking climate action by halving emissions from the IKEA value chain, on our way towards net zero

By FY30, reduce the absolute greenhouse gas emissions from the IKEA value chain by half, compared to the baseline year FY16.¹

By FY50, reach net-zero greenhouse gas emissions from the IKEA value chain.

Removing and storing carbon through forestry, agriculture and products within the IKEA value chain.

Striving towards 100% renewable energy (electricity, heating, cooling and fuels) and electrification across the IKEA value chain.

Promoting on-site renewable energy generation and new installations.

Contributing towards additional emissions reductions in society.

Reducing air pollutants across the IKEA value chain.

Striving towards securing a just transition – maximising socio-economic opportunities and minimising and managing negative impacts on people and communities.

Regenerating resources, protecting ecosystems and improving biodiversity

Addressing our impacts and dependencies on nature in a science-based way and taking the local context into consideration, with the ambition to halt and reverse biodiversity loss and negative effects on water caused by the IKEA business. Leading regenerative projects on degraded land, deforested areas and agriculturally cultivated areas.

Continuing to secure, develop and implement responsible sourcing standards that include environmental, social and animal welfare criteria.

Continually improving efficiency (energy, material, logistics, waste, etc.) to reduce overall resource usage.

Promoting and implementing responsible forest management to eliminate degradation and deforestation, and expanding our efforts beyond the supply chain as part of our forest agenda. Encouraging innovative approaches to nature management, protection, restoration and regeneration. Contribute to forest adaptation and climate change mitigation.

Addressing land use in our business and value chains, striving to eliminate conversion of natural ecosystems.

Implementing sustainable water management in freshwater and marine environments, with a focus on water efficiency, reducing pollution and protecting ecosystems.

Advancing water stewardship by leading regenerative projects in priority basins aimed at increasing water availability, addressing pollution and enhancing climate resiliency.

¹ The Greenhouse Gas Protocol (scope 1, 2 and 3 emissions)



Fair & equal

The many challenges facing people in the world today including pandemics, geopolitical conflicts, technological shifts, climate change and nature loss are all accelerating inequality and impacting the lives of the many people, especially the most vulnerable.

Our business is built by people and touches the lives of millions across our value chain. We recognise our responsibility to ensure we always respect human rights and understand the impact our business has on both people and the communities where we operate. The IKEA business is values-based and strives to put caring for people at the heart of our decision-making.

Our responsibility includes everyone in the IKEA value chain: IKEA co-workers, workers at our business partners and people working in other parts of our value chain, our customers as well as the communities where we operate.

We're striving to take our full responsibility as a business to respect human rights and ethical business practices, to providing and supporting decent and meaningful work across the IKEA value chain, and to further developing into an equal, diverse and inclusive business.

While growing our business to reach more of the many people, we must ensure that people across our value chain can thrive. That's why we're taking action to strengthen the resilience of people in our value chain and in the communities where we operate, focusing on those who are most vulnerable.

In addition, we're advocating for a more fair and equal society, in line with our commitments and in collaboration with policymakers and external partners.



Our ambitions for 2030

By 2030, our ambition is to play our full part in contributing to a fair and equal society by respecting and promoting human rights across the value chain and contributing to resilient societies.

We recognise our responsibility to address the negative impacts of our business and will always seek to create a positive impact for people. We will provide and support decent and meaningful work, including providing and promoting a living wage and ensuring a just transition.

We will ensure that the IKEA business contributes to a more equal, diverse and inclusive society, through our business practices as well as our products, services and communication. We will also use our size and influence to advocate for a fair and equal society.

We are committed to

Being a responsible business and contributing to resilient societies

Respecting human rights and children's rights by operationalizing the UN Guiding Principles on Business and Human Rights and the Children's Rights and Business Principles, ensuring we address our most critical human rights risks and impacts across our value chain. We are also committed to promoting human rights and children's rights in society.

Ensuring ethical business practices, including combating corruption; securing ethical handling of data and digital technology, including artificial intelligence; complying with both the letter and the spirit of the law when it comes to corporate tax policies, and being transparent about taxes paid.

Securing a strong approach in relation to climate and nature, health, political and social justice crises to secure the safety, livelihoods and resilience of our co-workers and partners across our value chain.

Engage with communities along our value chain to create a positive social impact and prevent negative impacts from the IKEA business.

Providing and supporting decent and meaningful work across the IKEA value chain

Providing living wages¹ and income in IKEA operations and support the same among our business partners and in the wider sectors of which we are a part.

Providing and supporting safe and healthy work, labour rights and social protection, and striving towards securing stable and predictable work for everyone in the IKEA value chain.

Securing a just transition² to a net-zero and circular economy with a focus on enabling decent work through, for example, upskilling and reskilling to meet future demands.

Providing and supporting that everyone in the IKEA value chain is empowered to play an active role in their work. Everyone is free to join or form associations of their choice (or to refrain from doing so) and bargain collectively. Everyone is recruited responsibly and is free to enter and end employment.

Being an equal, diverse and inclusive business

Embracing all dimensions of human diversity and strive to reflect the demographics of the societies in which we operate. Actively working to prevent discrimination and ensuring equality of opportunity and treatment.

Promoting accessible and inclusive workplaces both in structure and culture, where people can be themselves and everyone's voice is heard.

Being a child-friendly business, securing child safeguarding, family-friendly practices³ and inclusion and empowerment of children and youth.

Being for the many people, we strive to be inclusive and include different needs and perspectives into our offer.

Securing a more inclusive and diverse IKEA value chain by integrating social businesses, minority-owned enterprises and small and medium-sized enterprises (SMEs).

Actively providing livelihoods and opportunities to marginalised groups of people in the IKEA value chain and beyond.

Promoting a human-centric approach to our digital touchpoints and data-driven processes, ensuring equality, diversity and inclusion.

Ensuring our marketing and communication are not discriminatory, but actively challenge stereotypes and promote diversity and inclusion.

¹ Responsible Wage Practices is an IKEA programme and related framework and methodology which takes a holistic approach to the subject of wages by placing equal focus on equality at work, pay principles, competence, dialogue and a living wage.

² ILO definition: "A Just Transition involves maximizing the social and economic opportunities of climate action while minimizing and carefully managing any challenges – including through effective social dialogue among all groups impacted, and respect for fundamental labour principles and rights".

³ Family-friendly practices are defined as paid parental leave, supporting breastfeeding, affordable, accessible and quality child care and providing child benefits. UNICEF "Family-Friendly Policies", 2019

Enablers: how we make it happen

Through our strength, size and business setup we can think and act long-term to make our commitments become reality. Central to this process are transparency and accountability. We are determined to be a positive force in society, and inspire and influence and work with others, through a set of strategic enablers:

Entrepreneurship and innovation

We rely on our entrepreneurial spirit for innovation and turning challenges into opportunities. We also look to others, such as social entrepreneurs, for ideas and inspiration to help tackle inequality and promote human rights.

Co-creation and partnership

We work together with co-workers, customers as well as innovative partners who have unique expertise, perspectives and insights to develop value for people, the planet and our business.

Business requirements

We secure that investment mechanisms, performance indicators, data, digital tools and technology, processes, the IKEA Concept, and other capabilities and incentives are in place throughout the business to support the transformational changes needed.

Competence and knowledge building

We cultivate a learning environment encouraging and supporting competence development and knowledge building among our co-workers and across our value chain.

Codes of conduct – IWAY and IConduct

We will continue setting clear standards and expectations for the IKEA business relationships and ourselves. The expectations we place on ourselves, and our business partners are found in our supplier code of conduct IWAY, the Inter IKEA Group Code of Conduct and in the franchisee code of conduct, IConduct.

Reporting and transparency

We are open and transparent and invite others to learn from our successes, failures, challenges and ways of working. The IKEA business is fully committed to transparently reporting on our progress in line with relevant standards, and welcome relevant new reporting requirements. To move from vision to action, each business needs to set clear goals and targets to prioritise and measure our progress.

Inclusiveness and community engagement

We seek always to be inclusive and actively engage in the communities where we operate, through IKEA stores, offices, warehouses, factories, and online platforms. We strive to engage with affected stakeholders to address both direct and indirect impacts of the IKEA business.

Communication and marketing

We use ethical marketing and communication to inspire a healthy and sustainable way of living, secure co-creation and continuous dialogue. Our ambition is to inspire and enable people to make a positive difference in their everyday lives, in their communities and in society at large.

Advocacy

Through advocacy, we work with governments, authorities, politicians, civil servants, trade associations, NGO's, unions, and others with an interest in, or impact on, the IKEA business. We engage in dialogue and share experience-based insights on key topics and in markets relevant for our business.

Overview of ambitions and commitments

	Healthy & sustainable living	Climate, nature & circularity	Fair & equal
Ambitions for 2030	We will inspire and enable people to move towards healthy and sustainable lifestyles, by making healthy and sustainable living a desirable choice that is affordable, attractive and accessible for as many people as possible. We will offer products where environmental and social impact as well as circular capabilities have been considered. We will also offer products and services that can directly support a healthy and sustainable lifestyle in, for example, the areas of energy, water, air, waste and food. We will inspire behaviours that lead to a reduced environmental footprint as well as better health and wellbeing at home.	We are transitioning towards a circular business built on clean, renewable energy and regenerative resources, de-coupling virgin non-renewable material use from our growth. The aim is to end our dependency on virgin non-renewable materials and fossil fuels. We will contribute to limiting the global temperature increase to 1.5C, in line with the Paris agreement, by drastically reducing emissions in line with science, removing and storing carbon through forestry, agriculture and products as well as contributing with additional reductions in society. We will also do our part to contribute to clean air, water and improved biodiversity.	By 2030, our ambition is to play our full part in contributing to a fair and equal society by respecting and promoting human rights across the value chain and contributing to resilient societies. We recognise our responsibility to address the negative impacts of our business and will always seek to create a positive impact for people. We will provide and support decent and meaningful work, including providing and promoting a living wage and ensuring a just transition. We will ensure that the IKEA business contributes to a more equal, diverse and inclusive society, through our business practices as well as our products, services and communication. We will also use our size and influence to advocate for a fair and equal society.
Commitments	- Offering home furnishing products, services and solutions that support a healthy and/or sustainable life at home - Offering a food range that supports healthy and sustainable eating - Contributing to creating a shift in society where healthy and sustainable lifestyles become the default	- Transitioning towards a circular business - Taking climate action by halving emissions from the IKEA value chain, on our way towards net zero - Regenerating resources, protecting ecosystems and improving biodiversity	- Being a responsible business and contributing to resilient societies - Providing and supporting decent and meaningful work across the IKEA value chain - Being an equal, diverse and inclusive business
Key enablers	Entrepreneurship and innovation - Co-creation and partnership - Business requirements - Competence and knowledge building - Codes of conduct - IWAY and IConduct - Reporting and transparency - Inclusiveness and community engagement - Communication and marketing - Advocacy		