

IKEA VIEW COTTON

Cotton is used in many IKEA products - from sofas and cushions to bed sheets and curtains. From September 1, 2015, all cotton in our products comes from more sustainable sources. Each year, IKEA uses around 0.7 per cent of all cotton grown around the world. While this may seem like a relatively small number, it is still enough to drive significant change in the industry.

An important industry

Most cotton is harvested by hand on small farms in countries like India and Pakistan. Conventional farming techniques use large quantities of chemical fertilisers and dangerous pesticides, and waste large amounts of water in areas where clean water is scarce. Many cotton farmers struggle to make a profit, and the situation often results in health risks to the farmer, soil erosion, and water scarcity.

Making cotton better for all

For almost a decade, IKEA has been working with WWF and other partners to transform cotton farming and set social and environmental standards for cotton production. IKEA is also a founding member of the Better Cotton Initiative (BCI), a multi-stakeholder organisation that sets social and environmental criteria for more sustainable cotton.

FACTS

More than 110,000 farmers are involved in IKEA cotton projects.

In 2015 farmers growing cotton from more sustainable sources in India improved their yields by 14 per cent and gross profit by 26% compared with farmers growing cotton with conventional methods.

IKEA has invested almost €4.5 million in cotton from more sustainable sources since 2005.

More sustainable cotton means that of the total cotton we use in IKEA products, 18% is recycled. The remaining 82% is grown according to the Better Cotton Initiative standard (69%), or farmers working towards Better Cotton or other more sustainable cotton, such as the e3 Cotton Program in the USA (13%).

This initiative has led to more efficient farming methods, as cotton growers are trained in sustainable farming techniques that use less water, chemical fertilisers, and pesticides, while simultaneously cutting costs and boosting the farmers' profits.

Through the implementation of the *Cotton from More Sustainable Sources* project, we have been able to greatly improve the efficiency of water use at the source. With special focus on the production in India and Pakistan, we are implementing the *Cotton and Water* project, enabling the reduction of water waste during the farming process and in transport.

Making a difference

Today, more than 110,000 farmers have adopted more sustainable farming practices within IKEA projects. From September 1, 2015, all cotton in our products comes from more sustainable sources. We are able to trace all cotton from the farm to the final steps of production.

Pramod Singh, Cotton Leader at IKEA, is one of the advocates of more sustainable cotton. He wants to make IKEA a leader in improving the social and environmental standards in cotton production:

"We have been working to improve standards in the cotton farming and supply chain for over ten years. Today, we are really seeing results, where cotton production gets better for the people, the environment and business at no extra cost to the customer."

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