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## **IKEA and World Surf League riding a wave of sustainability**



**With around 70% of its surface covered by oceans, Earth is rightly known as the blue planet. The ocean is also a major producer of the oxygen we breathe, making it a crucial part of our everyday life regardless of where we live. In a new collaboration with World Surf League (WSL), IKEA is diving into life around the water, connecting sustainability with an active life and mobile living.**

IKEA is teaming up with World Surf League to better understand the everyday life of people that have a mobile and active way of living in close rhythm with the ocean. There are 370 million people across the world interested in surfing and more than 40 million active surfers. No sport relies on the ocean as much as surfing, which is why sustainability and protecting the ocean are naturally important to surfers. Through this partnership, IKEA and WSL will team up for a project to raise awareness about the climate challenge and inspire action to reduce plastic pollution in the oceans. IKEA and

WSL will also collaborate on a jointly designed surf-centric range of products, using recovered ocean-bound plastic where possible.

“At IKEA we’re excited to start a collaboration with the World Surf League and engage with the surf community on life around water. We are curious to learn what it takes in areas such as organization, mobility and humidity when you are constantly on the go. And we both share the ambition and passion around sustainability, so we want to keep the well-being of our ocean at the heart of it all,” says James Futcher, Creative Leader at IKEA of Sweden.

“We are very excited to collaborate with IKEA and look forward to working together on a product collaboration around surfing that is using ocean-bound plastic,” said WSL CEO Sophie Goldschmidt. “IKEA’s sustainability initiatives really align with our own and we’re both dedicated to protecting the ocean.”

IKEA wants to have a positive impact on the ocean, engage in projects to clean plastic pollutants from the ocean and proactively prevent ocean plastic pollution. Therefore, this collaboration also has the ambition to connect to the other ongoing initiatives on ocean bound plastic and ocean plastic that IKEA is currently working with, to get a holistic approach towards life in and around the oceans. “A lot of people worry about plastic pollution and what it does to our oceans and at IKEA we want to contribute with solutions. In this collaboration, working together with surfers that are in the water every day and have a very direct experience of what plastic does to the ocean, we want to explore how we can contribute in a positive way,” says James Futcher.

IKEA is one brand and many companies. Around the globe, a huge number of companies operate under the IKEA trademarks. IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.

### **About the WSL**

The World Surf League (WSL) is dedicated to celebrating the world’s best surfing on the world’s best waves through a variety of best-in-class audience platforms. The organization, headquartered in Santa Monica, is a global sport with regional offices in Australasia, Africa, North America, South America, Hawaii, Japan and Europe. The WSL has been championing the world’s best surfing since 1976, annually running more than 180 global events across the Men’s and Women’s Championship Tours, the Big Wave Tour, the Longboard Tour, Qualifying Series, Junior Championships, as well as the WSL Big Wave Awards. The League possesses a deep appreciation for the sport’s rich heritage while promoting progression, innovation, and performance at the highest

levels, and in doing so crowns the undisputed Men's and Women's World Champions across all tours. For more information, please visit [WorldSurfLeague.com](http://WorldSurfLeague.com).