



Sustainability and
Innovation:

Unleashing Mindset
Transformation for New
Business Opportunities



IKEA sustainability journey

FORMALDEHYDE



CHILD LABOUR



IWAY Standard

Minimum Requirements for Environment and Social & Working Conditions when Purchasing Products, Materials and Services.

Approved By:
IWAY Council

IWAY Standard

Edition:
5.2



Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council

Approved By:
IWAY Council



IKEA sustainability challenges



Climate change

The biggest risk to any business



Unsustainable consumption



Inequality

Gender, racial, financial, sexual orientation, disability, age

How does a likely future look like?



2 overarching trends



Digital transformation

- AI
- Blockchain
- Data & Algorithms
- ChatGPT
- AR/VR

Technology driven

Sustainability transformation

- Climate change
- Biodiversity loss
- Inequality
- Water
- Food

Consumer/Citizen driven

The Global Risks Report 2024

19th Edition

INSIGHT REPORT



Global risks ranked by severity over the short and long term

"Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period."

Risk categories

- Economic
- Environmental
- Geopolitical
- Societal
- Technological

2 years



10 years



Source

World Economic Forum Global Risks Perception Survey 2023-2024.

The future we wanted to create!



**People
& Planet
Positive**



Healthy and sustainable living



Circular and climate positive



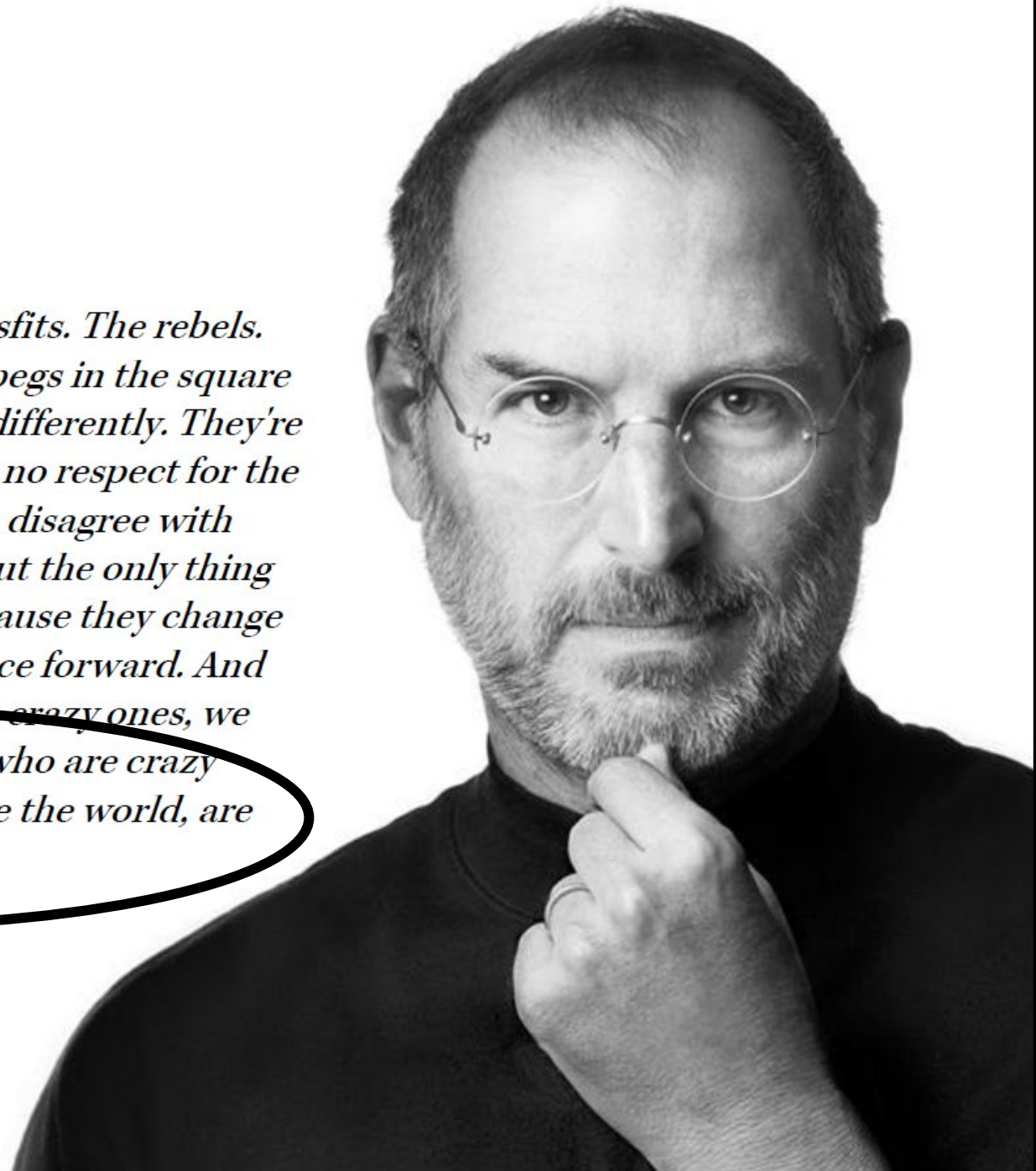
Fair and equal

Innovation



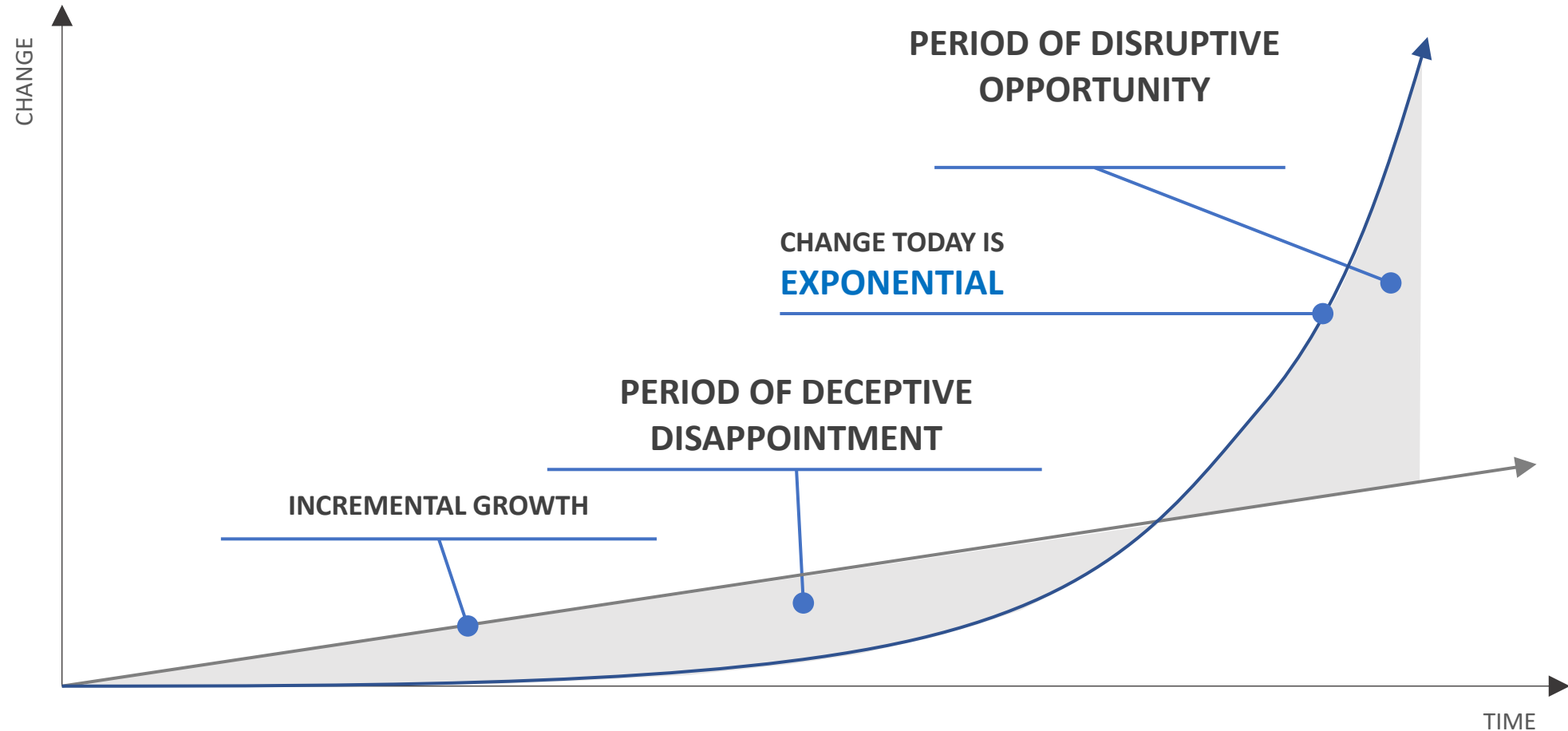
The Crazy ones

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.



INNOVATION MINDSET

YOU WILL BE DISRUPTED SO HOW CAN YOU “DISRUPT” YOURSELF FIRST?



Innovation culture



“If you can’t afford crazy, you can’t afford brilliant.” Astro Teller, a “culture engineer” and the captain of Alphabet's moonshot factory, expresses how a culture that rewards teams for failure can support world-changing innovation.

Hire the crazy
ones

Create
Psychological
safety

Promote
“failures” or
learning

Create a
“reverse”
governance

IKEA examples



Gunrid Curtian

Consists of a mineral based, photo catalyst coating that is applied to the textile. When activated by light – both indoor and outdoor light – GUNRID breaks down common indoor air pollutants.



Huvudroll

A plant ball made with pea protein, oats, potatoes, onion and apple, has the taste and juicy bite of the meatball. A tasty choice when you want to eat less meat – but love meatballs.



Solhetta

This energy-efficient and long-lasting LED light bulb has a lifetime of approximately 25,000 hours. It spreads a pleasant warm-white light that allows the room's natural colors to come into their own. **Price \$1.99 for 2.**

On-site vertical farming



**IKEA examples
from the food
area**

On-site vertical farming



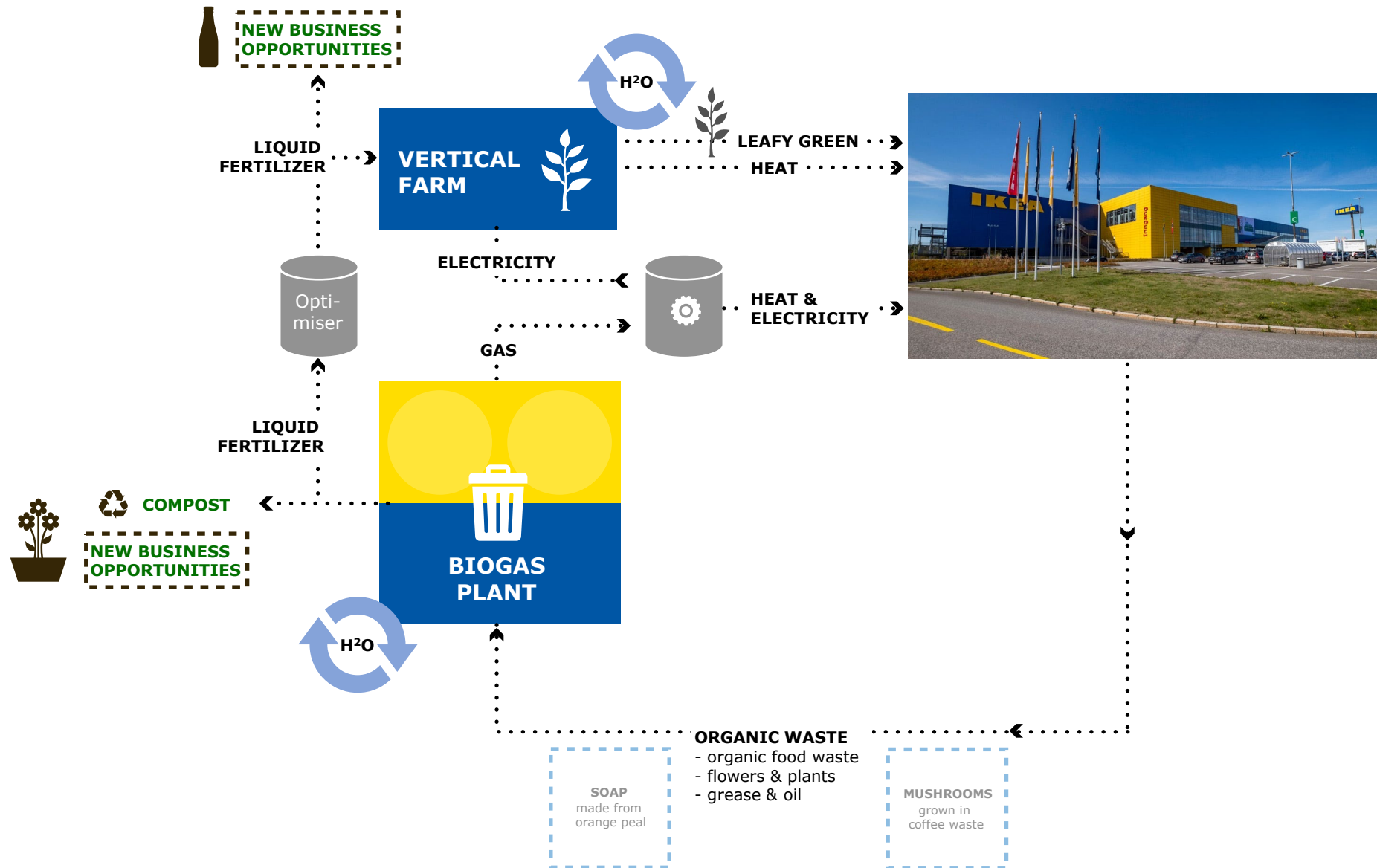
On-site Biogas



On-site Compost



Ecosystem



Lessons learned

1. Be clear on your ambitions and purpose
2. Bring in external perspectives
3. Utilize technology as a driver of transformational change.
4. Hire some crazy people
5. Create a culture where you can do mistakes, learn and move on



What future do you want
to create?





Thank you!

Contact

Håkan Nordkvist
Founder and owner
JEPHI AB
hakan@jephi.se

