



# **LIVE LAGOM: THE MAKING OF A MOVEMENT**



A photograph of three children jumping on a dark blue sofa in a modern living room. The child on the left is wearing a dark blue long-sleeved shirt and light grey pants. The child in the middle is wearing a light grey long-sleeved shirt and grey pants. The child on the right is wearing a white long-sleeved shirt and blue jeans. A patterned cushion is on the sofa, and a small red toy car is on the floor in the foreground. The text 'Our vision' is overlaid in large white letters.

# Our vision

To create a better everyday life  
for the many people



IKEA SUSTAINABILITY STRATEGY

PEOPLE



PLANET

*Positive*

🕒 **HEALTHY & SUSTAINABLE LIVING**

🕒 **CIRCULAR & CLIMATE POSITIVE**

🕒 **FAIR & INCLUSIVE**



# **A TRANSFORMATIONAL JOURNEY**

**100%  
CIRCULAR  
PRODUCTS**

**ALL  
MATERIALS  
USED ARE  
RENEWABLE  
OR RECYCLED**

**NEW WAYS FOR  
CUSTOMERS TO:  
ACQUIRE,  
CARE FOR,  
PASS ON  
PRODUCTS**

**TAKING THE  
LEAD AND  
JOINING  
FORCES WITH  
OTHERS**



**WE'VE  
ALREADY STARTED**



**Maintaining, repairing, recycling  
to a sustainable future**



# One thing you'll never find here is rubbish

Maybe there's a scratch. Or someone decided it wasn't right for them and brought it back. Now here's your chance. By shopping at As-Is, you'll find great bargains and give IKEA furnishings a second chance to lead happy, productive lives. Each year, As-Is shops save millions of kilos of materials from being wasted.

**People + Planet**  
[www.IKEA.xx](http://www.IKEA.xx)

**Bargain Corner, giving things a second chance**







**FURNITURE TAKE BACK  
& RE-USE SERVICE**



**MIND THE GAP**



A photograph of a wooden table with a glass of water, a bowl of fruit, and a cup of soup. The table is set with a glass of water, a bowl of fruit (including cherries and pineapple), and a cup of soup. The background is a bright, out-of-focus window with a plant.

**‘Lagom’: a simple Swedish philosophy on everyday life that means ‘just the right amount’**

**Its about living a rewarding but responsible life: not denying yourself or sacrificing what you love, while not taking from the planet more than you need.**

- Live LAGOM is a 3 year engagement project for customers and co-workers with products helping to save energy and water, reduce waste and promote a healthy lifestyle.
- We partnered with University of Surrey (centre for environment and sustainability) Responsible for monitoring and evaluating the success of the project & **Hubbub** a charity dedicated to communicating sustainability issues to a mainstream audience.
- Together we embarked on this project to see **if IKEA could enable Sustainable living to be easy affordable and desirable.**



# HOW LIVE LAGOM WORKS

RECRUIT

STORE  
WORKSHOPS

QUESTIONNAIRE

HOME  
VISITS

ONGOING  
SUPPORT

FEEDBACK

CONTINUAL  
ENGAGEMENT





# LAGOM WORKSHOPS

## GET GROWING

CUSTOMER ENGAGEMENT WORKSHOP 4: April

Cosy homes workshop



Intent to ferment

## CURRY IN A HURRY

CUSTOMER ENGAGEMENT WORKSHOP 2: January



### ACTIVITY BRIEF

Jan: Curry in a Hurry

In January empty pockets and tight jeans leave everyone yearning for affordable, healthy food that still manages to keep the cold at bay. You'll be showcasing the impressive pressure cooker and induction hob duo as a means to cook family friendly healthy dishes in a third of the time and using a third of the energy. Participants will learn some enjoy facts and have an introduction to the food.



Penelope's Pantry

September 9 at 9:57am

New on the blog: Slow cooker gingerbread spiced apple butter. despite the name is dairy free, soya free and egg free.

Perfect on toast, pancakes, waffle...

See More



Penelope's Pantry: Slow cooker gingerbread spiced butter

Making apple butter in a slow cooker sounds decidedly civilised. I think wh it - once - by hand, it took virtually the whole day to stir it. I don't think I add

WWW.PENELOPESPANTRYBLOG.COM | BY PENELOPE'S PANTRY

Like Comment

3

Juliette Smart Yummy sounds delicious

Like · Reply · 1 · September 9 at 10:27am

Penelope Reader replied · 1 Reply

Lyndsey Young Sounds good - there's loads of 'windfall' apples arou village that are going to waste - this would put them to good use 😊

Like · Reply · 2 · September 9 at 11:48am

Penelope Reader replied · 1 Reply

Ana López

September 3 at 9:19am

Here is the prove that everyone can grow at home, even without a garden...or that or, as my partner thinks, I'm crazy...



Like Comment

Melissa Ciardullo, Aileen McCreadie and 13 others

Aileen McCreadie Wow well done I need to get moving on this project c growing my own Ana 🍷

Like · Reply · September 3 at 4:09pm

Ana López replied · 1 Reply

Melissa Ciardullo Wow!

Like · Reply · 1 · September 3 at 8:30pm

Sharon

Home

Like · Reply · 1 · July 27 at 10:06am

Write a comment...

Charlotte Louise Hoy

July 26

Hey everyone, I would just like to say A MASSIVE thank you to Melissa Ciardullo and Paula Louise Cade. Without you guys I wouldn't of met such a lovely group of of interesting, individuals who share the same passion as me! 🍷🍷

Also, Sharleen Hills Katie Galbraith Lauren Conway Lauren McGuffie Louise Willoughby Caitlin Fallows Razvan Toma Ella Austin 🍷 Dan Killeen Sophie Humfrey and Dan Debbie Hollie and Lucy you guys have done a terrific job with your Live Lagon projects! You sh... See More



Like Comment

Melissa Ciardullo, Paula Louise Cade and 18 others

Seen by 22







## BENEFITS TO CUSTOMERS

**94%**

of our customers  
said they would  
do something  
different after  
the workshop

**84%** of participants  
save money on  
water, energy and  
food bills.

**93%**

'agree that the project IKEA helped them overcome  
barriers to living a more 'Lagom' lifestyle (Time, cost, knowledge,  
motivation)

"This year I have achieved so much and it's just the start. If I didn't do live LAGOM I know I wouldn't have fully grown as a business woman, mother or just Nureen. I have so many innovative ideas for next year. It gives me so much energy to just complete my goals. You have been so supportive of me and my vision. This journey has changed my life.

— Nureen

"This reinvigorated me into looking at my home differently. I am now on a mission to not only to improve things in my own home, but to influence my family and friends too."

— Participant, Croydon

***"Sustainability is for everyone because we all share the same planet. While big changes would be phenomenal, we believe that a lot of people doing a little will have a powerful impact. If we all changed our light bulbs, recycled proficiently and cut waste we could all start to Live LAGOM."***

**Noelle Shannon**

Customer and Live LAGOM participant,  
Dublin



*"I really enjoyed the Live LAGOM project. I loved the customer interaction, the relationships we built, but, I only just realised ....what a valuable experience being part of the project was for my own personal development"*

– Amie, Ikea



**90%**

of our LAGOM leaders said that the project had developed them both professionally and personally





# ***What's Next***

LAGOM challenge at  
home



Social Media



LAGOM Digital  
Hub



Workshops



Community Events







## Join our Live LAGOM community

Saving more, wasting less and living healthily can be easy and affordable. And that's what our Live LAGOM community is all about.



A large crowd of people is walking down a city street, viewed from behind. The street is lined with modern buildings and shops. At the far end of the street, a bright sun is shining, creating a strong lens flare and illuminating the scene. The crowd is diverse in age and clothing, and they are all moving in the same direction towards the light.

# TACK!

