





OHEALTHY & 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







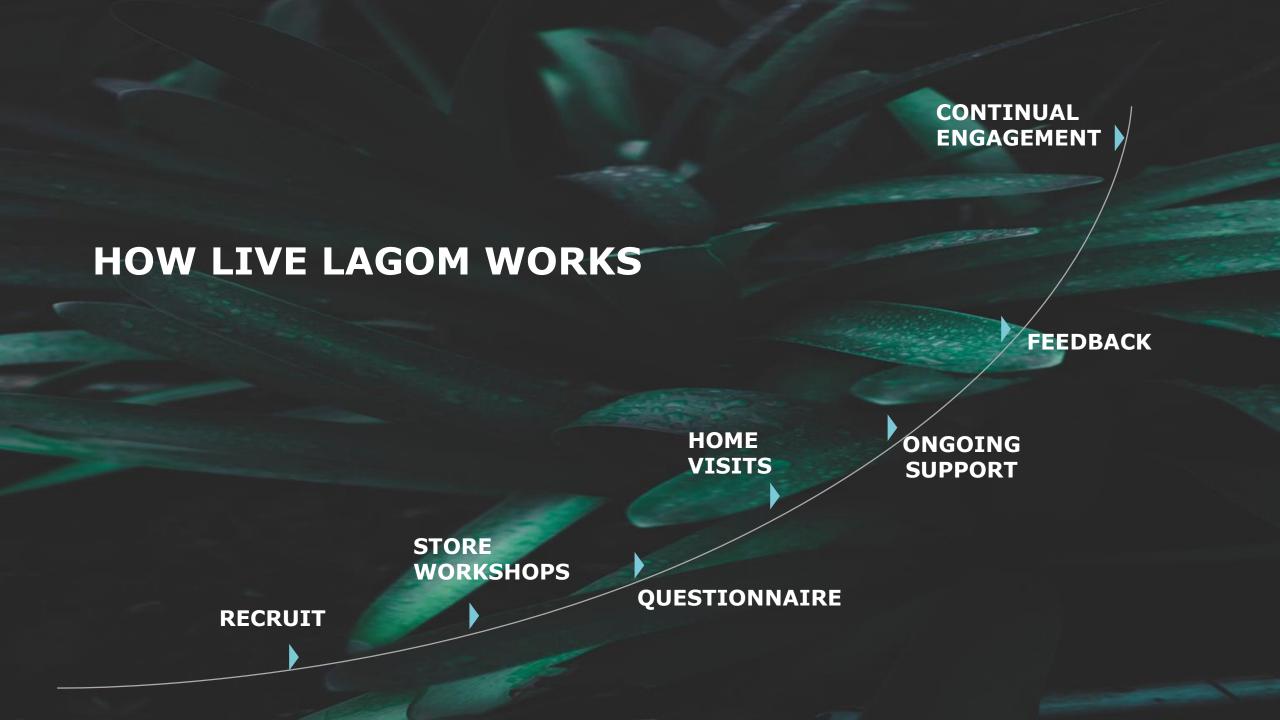


Lagom': a simple Swedish philosophy on everyday life that means 'just the right amount'

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 coworkers 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.



LAGOM WORKSHOPS

GET GROWING

CUSTOMER ENGAGEMENT WORKSHOP 4: April

Cosy homes workshop







CUSTOMER ENGAGEMENT WORKSHOP 2: January



Intent to ferment

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.





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 realisedwhat a valuable experience being part of the project was for my own personal development"

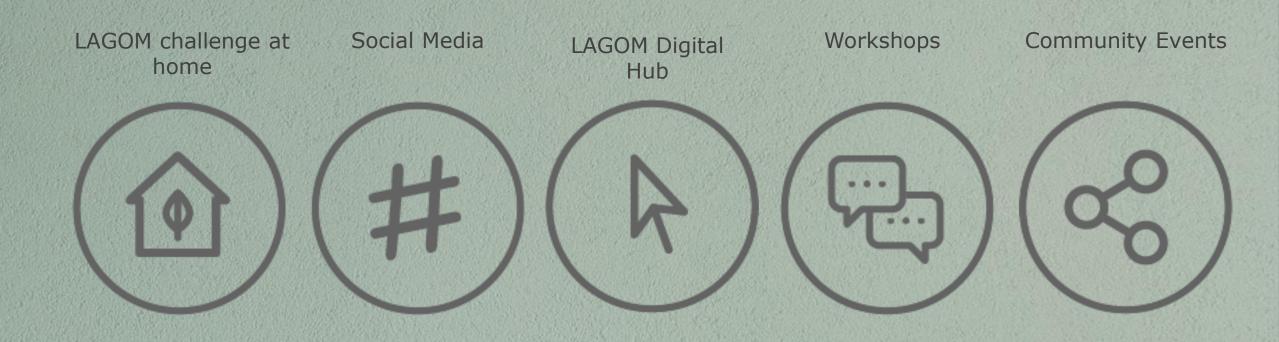
- Amie, Ikea







What's Next





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.

