

WORKING TOWARDS BECOMING WATER POSITIVE

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Who are you?

A NGO/Civil Society/Professional

B Private Sector

C Scientific/Research/Academic

D Intergovernmental Organisation

E Media

F Other

IKEA FIVE FACTS

STORES

COUNTRIES

STORE VISITORS

2025

SUPPLIERS



Do you have IKEA products at home?

A Some products

B I have so many I can not count

C None

A photograph of two young women outdoors. The woman on the left is in profile, smiling and eating a sandwich. She has long brown hair and is wearing a dark green jacket. The woman on the right is also in profile, looking towards the left. She has long brown hair and is wearing a blue denim jacket over a red sweater. A large, semi-transparent blue circle is overlaid on the center of the image, containing white text.

IKEA SUSTAINABILITY
STRATEGY

By 2030
our ambition is
to inspire and enable more
than 1 billion people to live a
better life within the limits of
the planet

WE FACE MANY CHALLENGES

CLIMATE CHANGE

UNSUSTAINABLE CONSUMPTION

INEQUALITY

COMMON THEMES

CLIMATE CHANGE

CLEAN AIR

FOOD AND WELLBEING

CLEAN WATER

DON'T WANT TO FEEL WASTEFUL

How worried are you about the fresh water availability in your region?

A I do not worry about it

B I am somewhat concerned

C I am very concerned



3 out of 5

are seriously worried

People consider fresh water shortage as one of the most serious global problems

**“I’m really worried that we will soon
lose all real clean water resources.”**

Woman, 35 years, Shanghai


A woman with long dark hair and bangs is smiling in a kitchen. She is wearing a dark top. The kitchen has a wooden countertop with various items like a blue teapot, a red folder, and some jars. There are potted plants on the left and shelves with kitchenware in the background. A large blue circle is overlaid on the image, containing white text.

More than
1 out 2

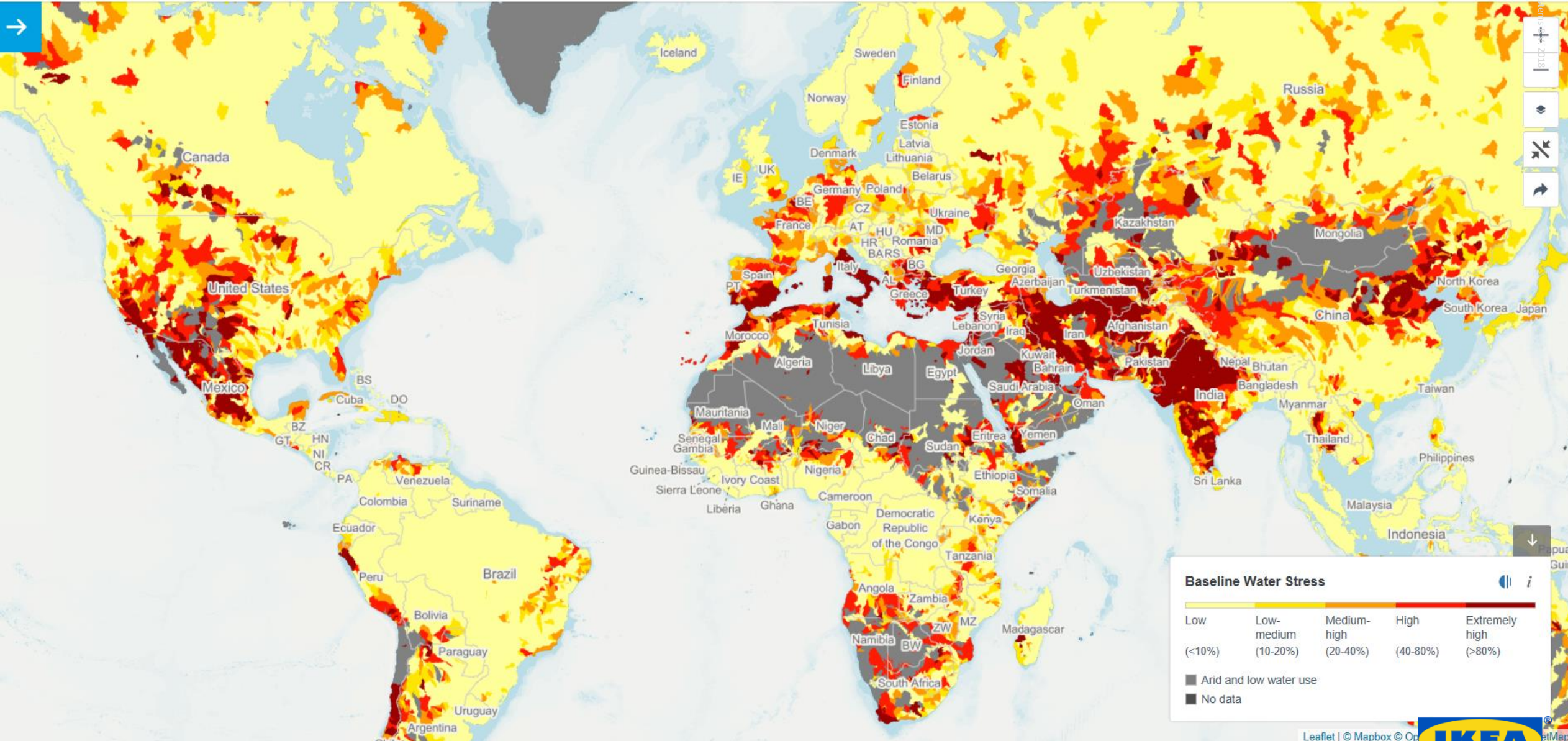
want to live healthy and
sustainably



**Making sustainable living a
desirable choice; affordable,
attractive and accessible for
the many people**



**Our ambition is
to become water positive
by reducing, reusing,
purifying and making
water available
throughout our value
chain.**



Do you live in a high water stressed region or country?

A Yes

B No



1 in 5 IKEA suppliers are based in high and extremely high water stress areas



All IKEA **cotton** comes from more sustainable sources.

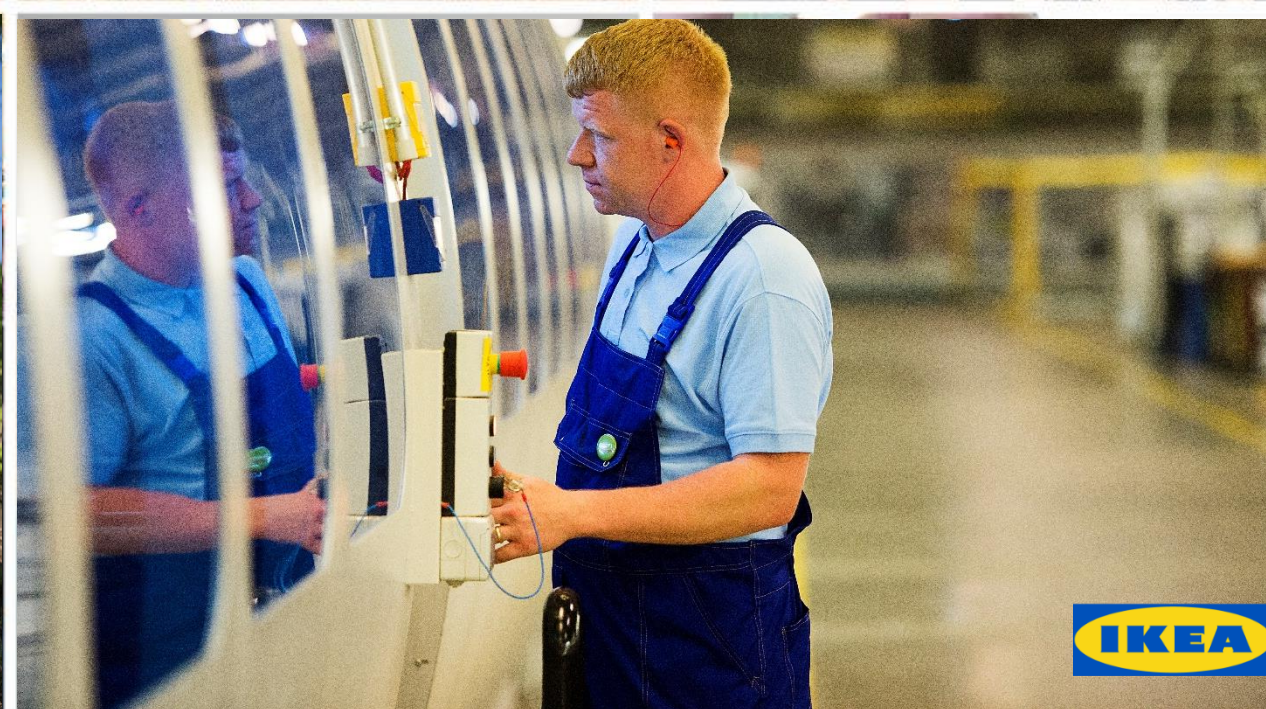


Change drivers



Motivational factors

Compliance

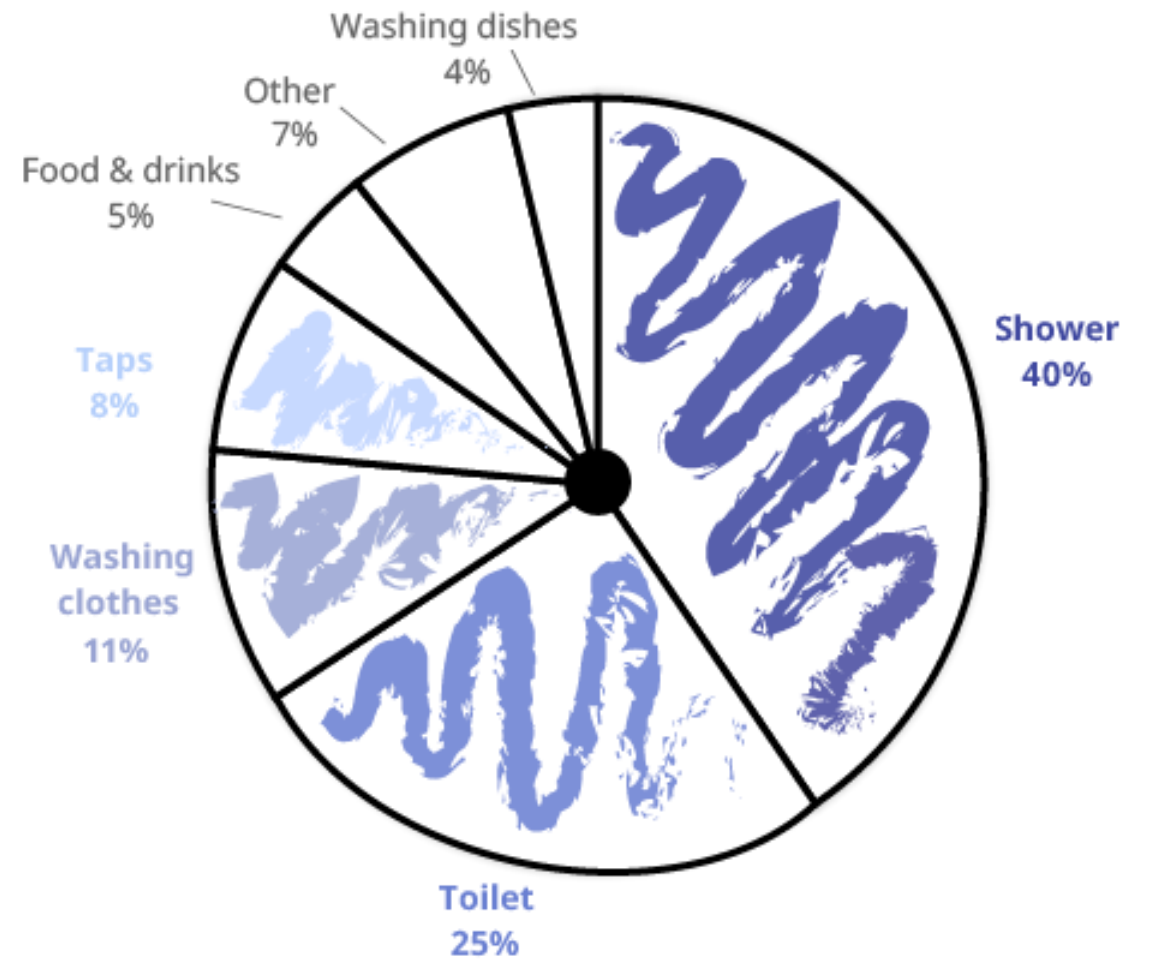




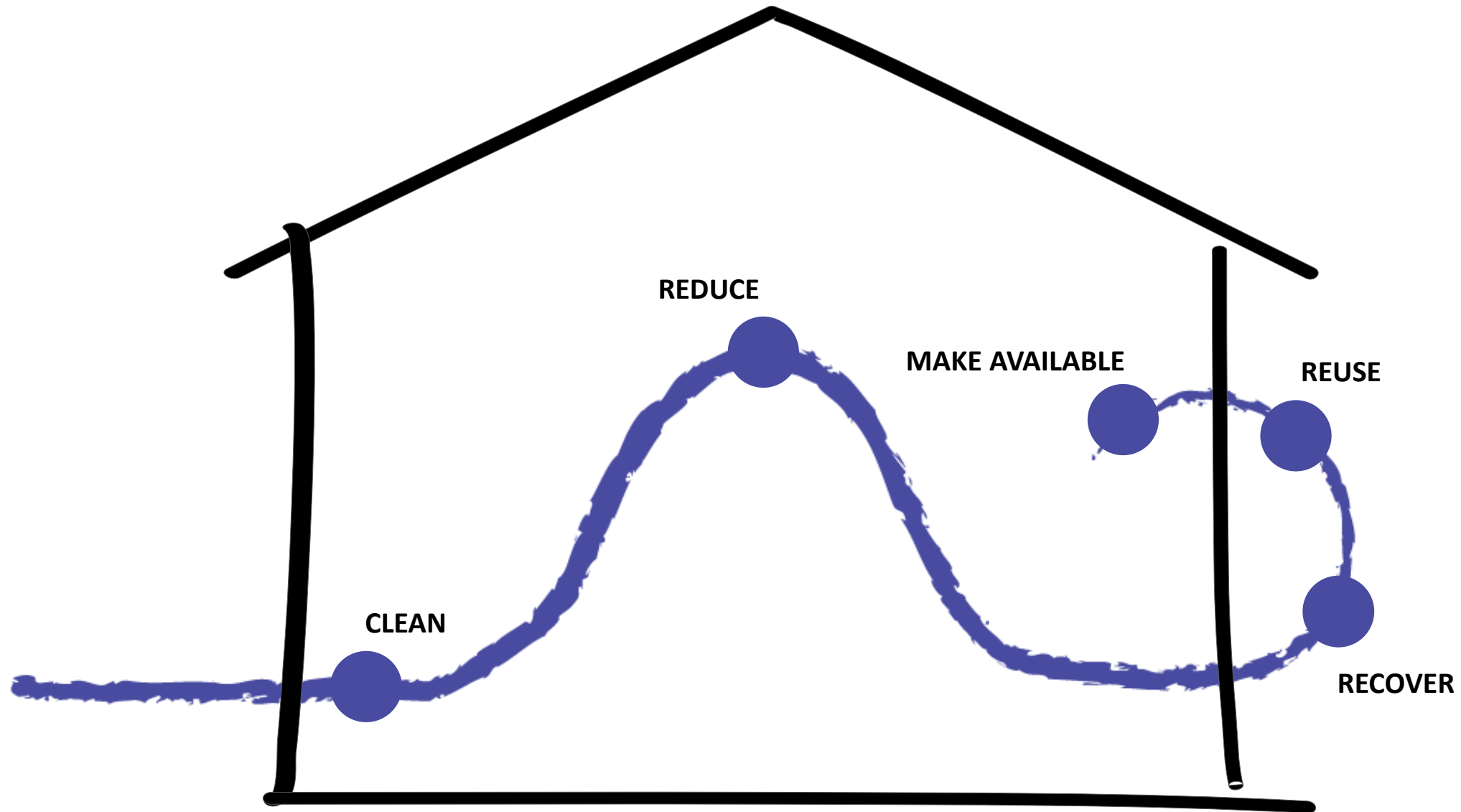
380 million IKEA store visitors live in high or extremely high water stress areas



HOUSEHOLD WATER USE



THE WATER POSITIVE HOME





Focus on **collaboration, co-creation and innovation.**



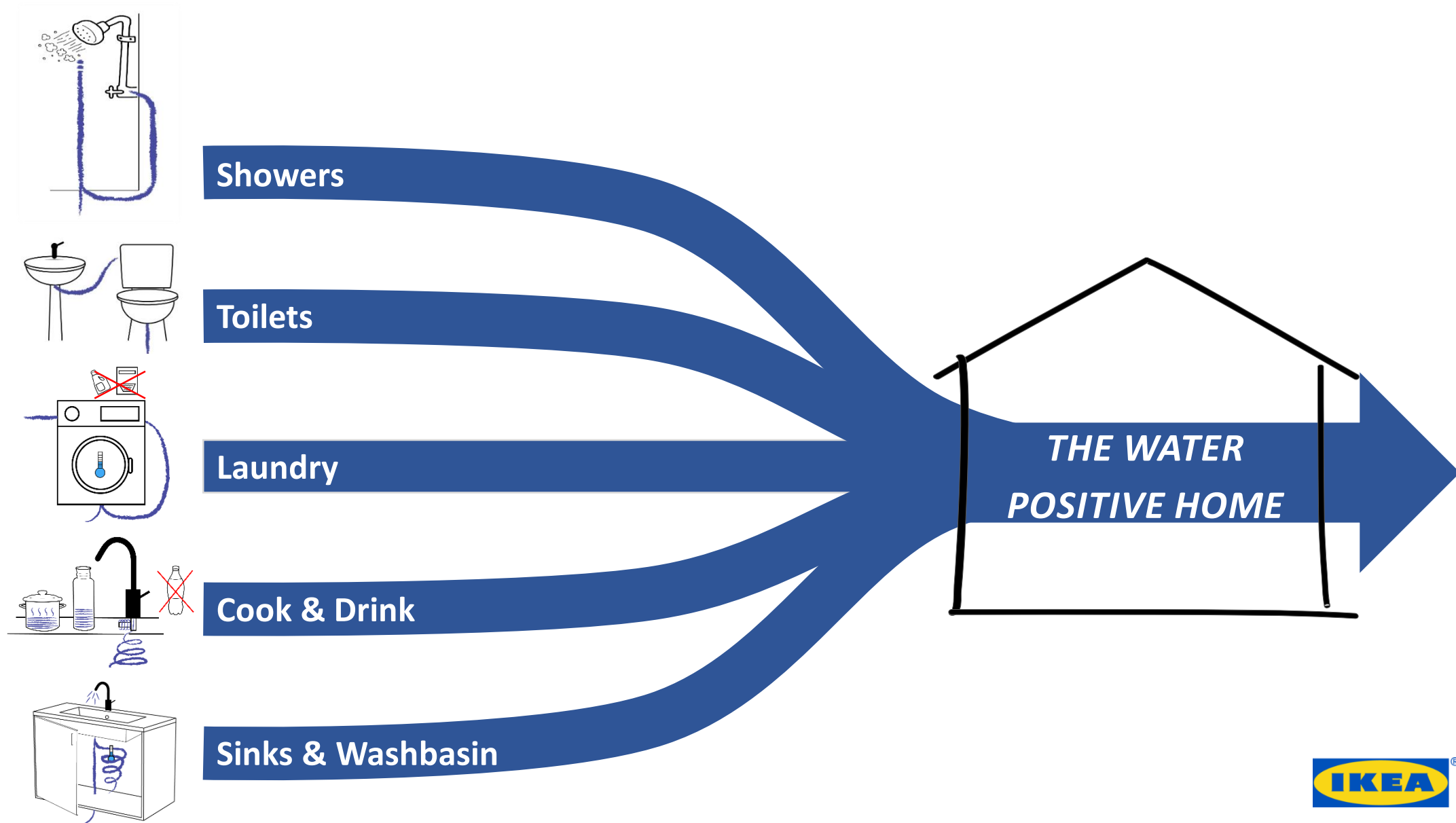
Do you drink your tap water at home?

A Yes

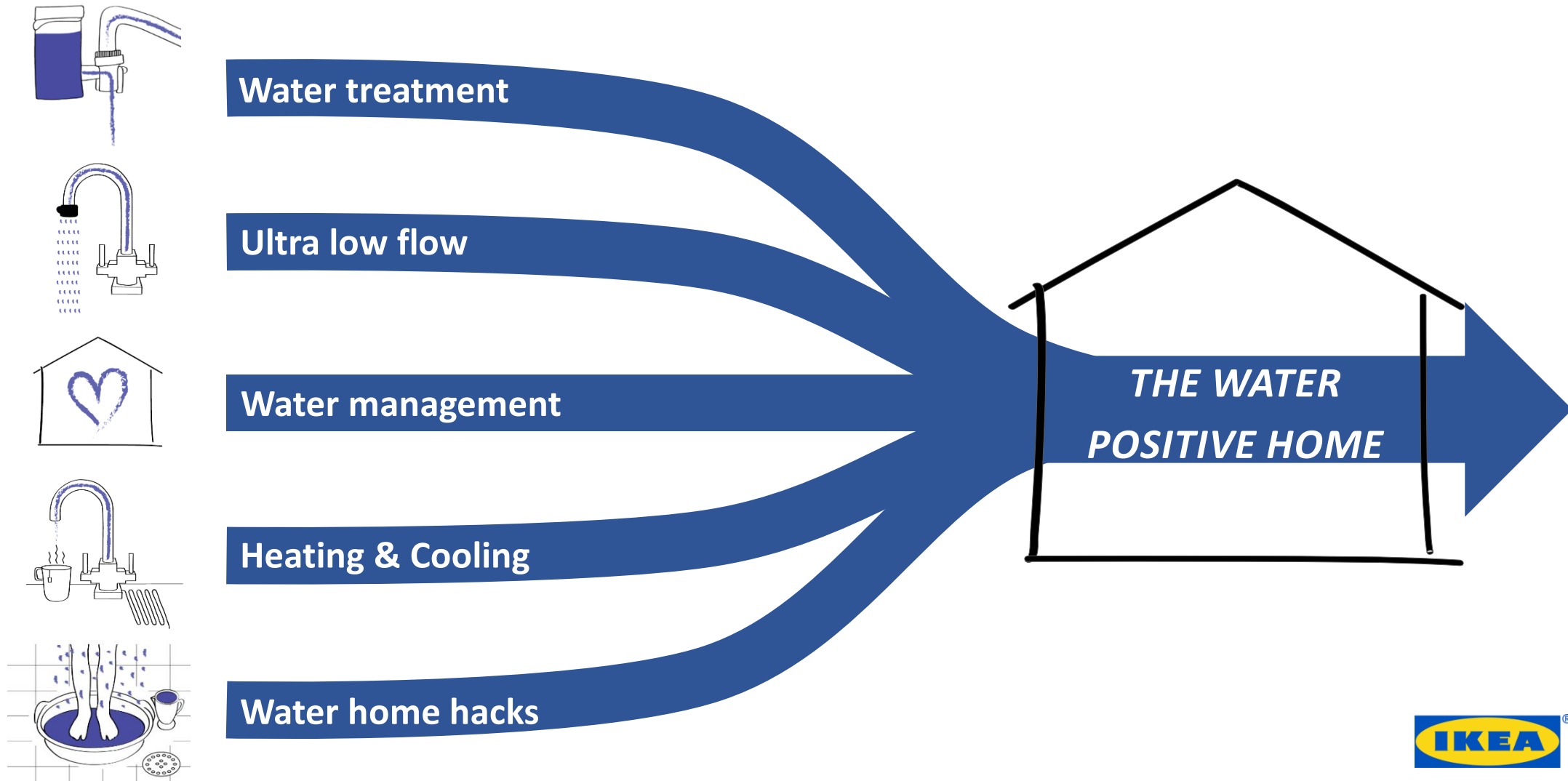
B I can, but it taste bad

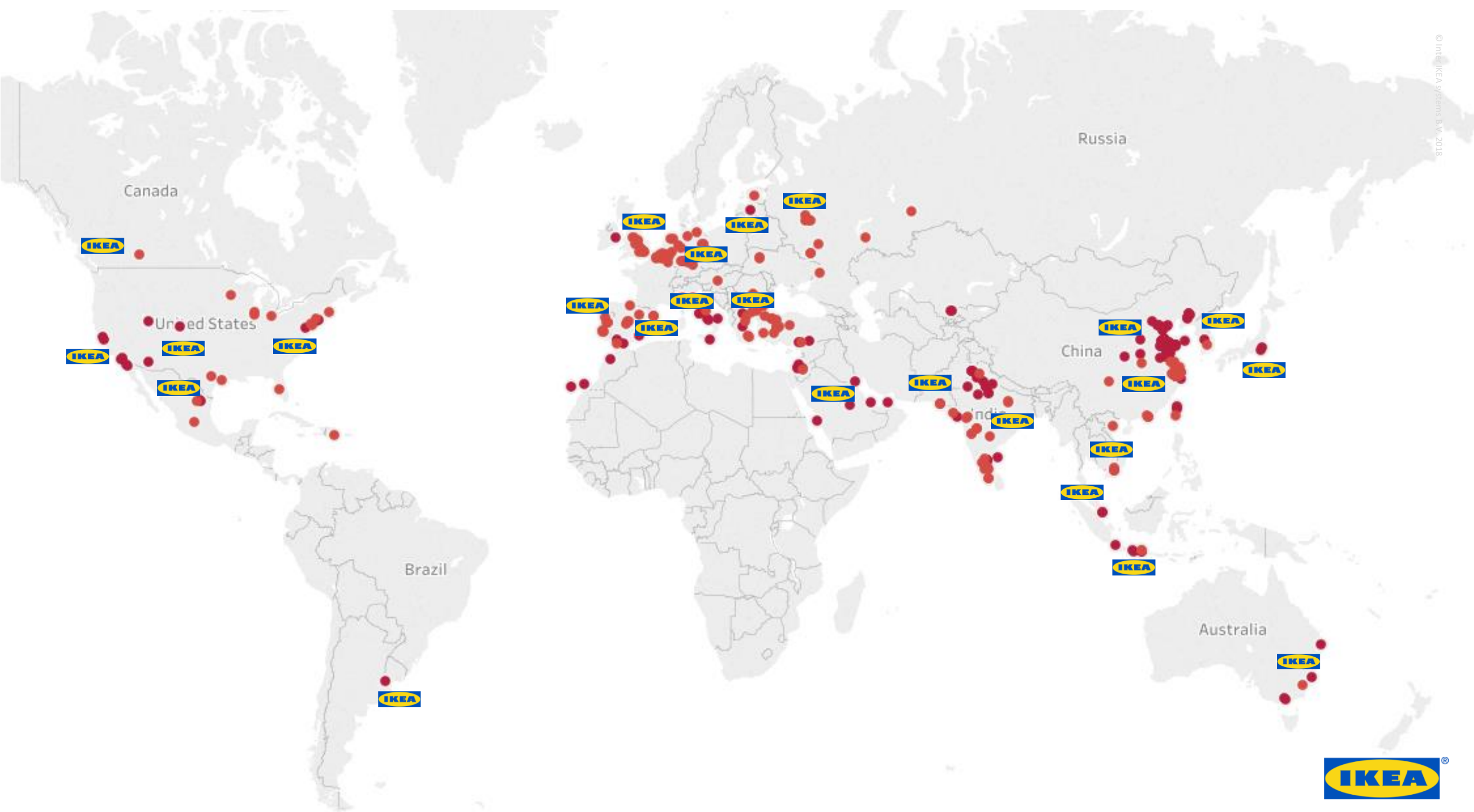
C No

THE HOME ACTIVITIES



THE INNOVATION TECHNOLOGIES





A man and a woman are standing on a staircase, facing each other and kissing. The man is wearing a dark plaid shirt and dark pants. The woman is wearing a mustard yellow blazer, blue jeans, and a blue cape. They are holding onto a wooden handrail with white balusters. The staircase is made of light-colored wood. The background is a plain white wall with a small round light fixture. The overall mood is romantic and optimistic.

**We're optimistic
about the future**

