

# KEY FINDINGS FROM OUR CLIMATE ACTION STUDY



IKEA Retail business

## People know more than ever about climate change



61% people globally know a lot or a fair amount

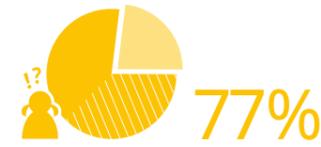


Knowledge has jumped 9 percentage points among 14 markets in two years<sup>2</sup>

## Anxiety and fear are rising



Three quarters (73%) worry a lot or a fair amount about climate change



Three quarters of parents (77%) say their kids are worried about climate change, half of whom (50%) say their children worry a lot or a fair amount



Levels of concern have jumped by 5 percentage points among 14 markets in two years

## It's widely accepted human activity is one of the causes



Almost nine in 10 (88%) say human activity is one of the causes

## People are continuing to make small everyday changes like shopping ethically, cutting down on food waste and recycling more



41% avoid buying products with a lot of packaging (up from 37% in 2017)



73% are using their own bags when shopping (up from 67% in 2017)



74% sort their waste (up from 71% in 2017)

## People are ready and willing to do their bit, but they still don't know what to do themselves



87% are willing to take action, they just need to know how

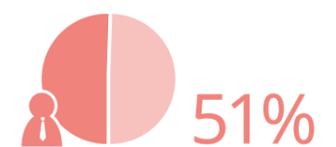


37% don't know how they can personally help

## Government and business need to step up - fast



59% don't think government is doing enough

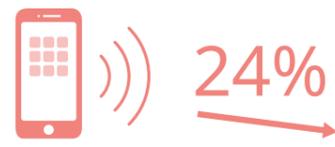


51% don't think business is doing enough

## However, some climate friendly actions have declined



63% try to save on heating and cooling their home (down from 66% in 2017)



24% use smart tech to save energy in the home (down from 26% in 2017)



28% regularly take flights for holiday (up from 26% in 2017)

## The research reveals three key motivators for taking action



**Positive vision** – connecting actions with helping future generations and the planet



**Personal benefits** – like saving money, benefitting their health or the health of their family, and making daily life easier and more comfortable



**Enablers** – advice, easy solutions, new technology and infrastructure and examples of what others are doing



Over half of people (55%) are most inspired to combat climate change to **help build a better life for future generations**, and the same number think it will save the planet long term

## WHAT WE ARE DOING

We are taking action today to contribute to IKEA's ambition to become a climate positive and circular business by 2030



Developing new circular services so every IKEA product can be reused, refurbished or recycled by 2030, with zero waste



Generating more renewable energy than we use across our operations



Rolling out zero emission home deliveries to 30 IKEA retail markets by 2025 and halving emissions from customer and co-worker travel by 2030



Offering more delicious plant-based options in our restaurants, including the veggie ball, the veggie hot dog and vegan ice cream



Designing each new IKEA store to be more sustainable than the last – improving energy efficiency and using as few resources as possible



Expanding the IKEA home solar offer to more countries and adding new services, so many more people can use or generate their own clean energy

## Protecting the home we share

The planet is the only home we have.

That is why the IKEA ambition is to become a climate positive and circular business by 2030, reducing more greenhouse gas emissions than the total IKEA value chain emits.

And it's why IKEA is on a mission to inspire and enable more than one billion people to live better lives within the limits of the planet by 2030.

It's a huge, ambitious challenge. And we can't do it alone.

Businesses big and small, NGOs, governments, activists, citizens – everyone has a role to play in the fight against climate change. No one can do everything, but everyone can do something, and even the smallest actions add up to make a huge difference.



## Making a better world, starting at home

To understand how to help people to take action, we turned to over 31,000 people in 30 countries to ask for their support.

The insights we've learned will inform what we do to inspire and enable millions of customers and thousands of IKEA co-workers to take positive action for the climate.

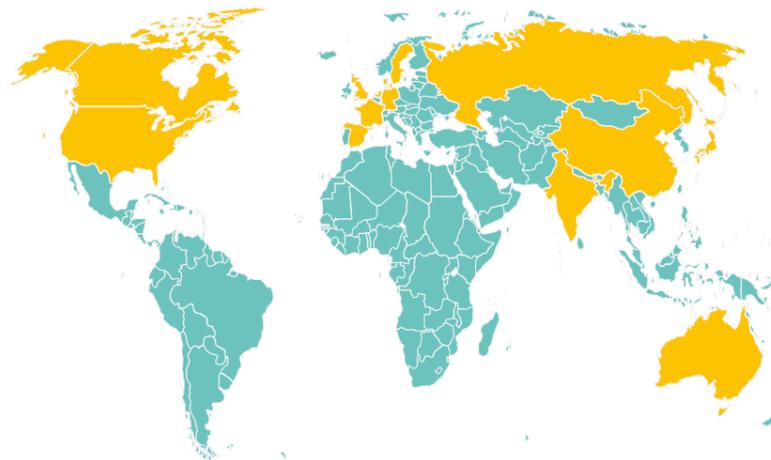
We hope that the research can also inspire other businesses, policymakers and campaigners to join us and mobilise greater climate action among the many people, starting at home.

## Study Overview: Anxiety is rising yet action stagnates

2019 was the year the world finally woke up to climate change. But in a time when we've never known more and been more willing to help, anxiety has skyrocketed, and action has stagnated.

People need more support and advice, and they are calling for Government and Business to step up. The gap between the seriousness of the problem and the lack of perceived action and urgency is leading to heightened worry and anxiety among every generation.

Governments, businesses, NGOs and activists need to work together to show the many that a sustainable future is achievable and encourage them to take more action on climate change in their daily lives.



Australia, Austria, Belgium, Canada, China, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, South Korea, Spain, Sweden, Switzerland, UK, USA



» **Together we have a decade to prevent irreversible damage from climate change to the home we all share, the planet. We can see in our research that people expect more from businesses and governments today and as awareness about climate change has increased the everyday action has stagnated. We will enable and inspire people with thin wallets to live a more sustainable life within the limits of the planet and believe that action speaks louder than words. To spark real change, we will hold a positive, proactive and collaborative approach and turn climate challenges into scalable solutions. No one can do everything, but everyone can do something. And together we will solve this.** «



**JESPER BRODIN, CEO INGKA GROUP<sup>1</sup>**

### Research summary

This survey was conducted in partnership with GlobeScan, a global insights and strategy consultancy. This research was conducted online using reputable national consumer research panels to recruit respondents in 30 countries. The total sample size across the 30 countries is 31,428 adults (aged 18+). The study was conducted across August and September 2019 in the countries shown in the map above.

We aimed to achieve a representative sample in each of these countries, with quotas in place for gender, age, region and education levels. However, in emerging economies, particularly China and India, where online access is not as widespread across all regions, the views of lower income, less educated and rural communities are underrepresented. Data from each of the 30 countries is weighted equally. The findings build on another study we conducted in 2017, with over 14,000 people across 14 countries. Here, we sometimes refer to these 14 markets to maintain consistency and monitor shifts from 2017. The 14 markets first surveyed in 2017 and surveyed again in 2019 are Sweden, Canada, USA, Belgium, France, Germany, UK, Poland, Russia, Spain, Australia, China, India, Japan.

<sup>1</sup> Ingka Group is a strategic partner in the IKEA franchise system, operating IKEA Retail in 30 countries.

<sup>2</sup> All comparisons between 2017 and 2019 figures are made across the 14 tracker markets: Sweden, Canada, USA, Belgium, France, Germany, UK, Poland, Russia, Spain, Australia, China, India, Japan.

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