



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Avfall Sverige – Swedish Waste Management
Country/Region: Sweden
Name of nominated project developer: IKEA
Name of nominated action: IKEA non food waste campaign
Place: IKEA Jönköping
Town: Jönköping
Region: County of Jönköping
Country: Sweden
Website: www.ikea.com
Nominee category: business
Dates of action: 17-23 November

2. Please select the theme(s) highlighted in the action:

- X Too Much Waste
- X Better Consumption
- X Better Production
- X A Life for Products
- X Less Waste thrown Away

3. Type of Action

- X Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action

IKEA: "We have replaced all disposable containers with salt, sugar and pepper shakers from the IKEA assortment. We have replaced all disposable containers with salad and smoothie to products from the IKEA assortment. We have removed the breakfast bag and replaced it with cheese and turkey served from tin. We have sold lunchbox to customers on the purchase of main course for 4 kr. Set up a communication campaign to share the action and its purpose. One week before the start of the campaign we weighed out garbage and compared the results with campaign week. We've talked about food waste on breakfast meetings with all employees in the house, we have created a commitment among employees. We have received great response from the media.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

Purpose:

- Has been primarily to raise the issue and get customers and staff more aware.
- To dare to do things differently and then evaluate the results
- To stick your neck out

Goal:

- Reduce the wet waste by 5 %
- Reduce the combustible waste by 25 %
- Customers and staff more aware

Results:

- Reducing food waste by 5 %
- Reduced the combustible waste by 35 %
- 676 pieces sold cans, much appreciated by the customers
- Reached out to about 19600 customers in the restaurant during the campaign week.

IKEA: "to sum it all, the campaign has been successful, the staff and customers has been overwhelmingly positive. We have received very good response from the media. What we know is that this could be the size of anything! Newt year we are running the campaign in all the units and that we coordinate communications using the website information, etc.

On our drive, the campaign has meant that we will move away from disposable packaging as far as we can, but with food security in the first place. We are confident that we will save both the environment and your wallet with this way of working. The results can of course vary from device to device depending on the position, but shared time on the whole, I believe that this is not otherwise than a success.'

6. Please explain why you think this action is suitable for a EWWR Award, following the main criteria listed here below:

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

Ikea is a very big actor with shops all over the world, if they participate this year as well we can reach more people than we ever could imagine! We are also very pleased about their involvement and engagement in the project. Ikea fulfil all the criterias listed by a wide margin!

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.

<http://www.nutidningen.nu/index.php/naringsliv/naeringsliv-joenkoeping/30821-ikea-ska-minska-matavfallet>



Ikea Jönköpings varuhuschef Alexander Hansson vill minska matavfallet och kör en testvecka utan matförpackningar och ger kunderna möjlighet att ta hem maten som blir över på tallriken. Foto: Claes Nordström.

Ikea ska minska matavfallet

JÖNKÖPING | Ikea:s varuhus på A6-området går sin egen väg och tar upp kampen med att minska matavfallet.

Ikea på A6-området i Jönköping sätter sin egen prägel och används numera ofta i olika pilotprojekt för att testa nya lösningar och förbättringar, berättar varuhuschefen Alexander Hansson. De senaste 15 månaderna har investeringar på 35 miljoner gjorts för att skapa en shop-in-shop mentalitet.

– Vi i Jönköping är pilote i världen när det gäller vårt nedre plan, säger Alexander Hansson och berättar att de förenklat urvalsprocessen för kunderna.

– I dag är tiden dybar för många och vi har förändrat hela vår inredning för att göra det tydligare att hitta.

Alexander berättar att de även gått ett steg längre i energ- och miljötänket på de viktiga butiksytorerna och investerat i enbart LED-belysning, där såväl tak- som displaybelysning numera är LED.

– Det är en stor satsning, en halv miljon kronor på LED-belysning. Vi räknar med att spara in på elräkningen med 86 procent. En stor besparing.

Och Ikea Jönköping tänker fortsätta arbeta med miljön. I samarbete med Avfall Sverige som är den svenska branschorganisationen inom avfallshantering och återvinning, deltar Ikea Jönköping i veckan i en studie genom att dokumentera hur mycket mat och förpackningar som personal och kunder elänger under en veckas tid. Alexander Hansson säger att de i deras välbesökta restaurang serverar 2 000 huvudrätter om dagen, lägg där till allt som serveras i bistro och kaféet. Det medför även att mycket mat går till spill. Den överblivna maten/blötsoporna som slängs uppgår till cirka 775 kilo per vecka. Under nästa vecka går varuhuset till praktisk handling för att minska avfallet.

<http://www.nutidningen.nu/index.php/nyheter/finnvenden/32304-Saa-mycket-minskade-avfallet>



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