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“Give a second life to
your furniture”

IKEA
France

In partnership with:

With financial support
from the EU



Introduction:

<p>IKEA France http://www.ikea.com/fr/fr/</p>	
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Type of innovation:

- X Energy
- X Productivity
- X Competitiveness

Affection by Sector of the innovative solution:

- X Energy
- X Productivity
- X Competitiveness

Company's description:	Distributor of furniture and home furnishing.
Company's previous status:	Distributor of furniture and home furnishing.
Innovative solutions:	IKEA has implemented in the spring of 2013 a new service of resumption of IKEA furniture against vouchers: "give a second life to your furniture." This service was set up to promote the re-use of furniture and thereby improve the life expectancy of the IKEA products. The furniture is then resold in 'good find space' IKEA stores.
Way of implementation:	The positive assessment of this approach strengthens teaches in the implementation of its new strategy of the group "People & Planet Positive" that anticipates for example, the obligations of the law of Grenelle 2, setting the goal of 45% recycled furniture.

	<p>This initiative of temporary first became perennial since January 1, 2014, in the whole of the brand stores. IKEA is also engaged in recycling its waste of activity through this same program «People & Planet Positive». In 2013, more than 85% of the waste generated by the activity of IKEA was recycled. And by August 2015, all materials used in the realization of furniture, including packaging products, will be made with renewable, recyclable or recycled materials.</p>
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Outcomes:

New services. Communication, attractiveness and cost reduction

Recommendations:

Rethink the end of life of products to retain customers. Think of the end of life as early as the design phase. Reuse life end products to create new products

Conclusions:

This measure "Give your furniture a second life" is an example of the sustainable development strategy do place by IKEA and which seems to produce its fruit as in 2014, IKEA increases more its activity...

http://www.ikea.com/ms/fr_FR/this-is-ikea/people-and-planet/energy-and-resources/index.html

Keywords:

- X Energy
- X Footprint/blueprint
- X Recycling
- X Cost benefits
- X Marketing