



PRESS RELEASE

20 December 2017  
Älmhult, Sweden

## **IKEA selected as finalist for “The Circulars” a circular economy award at World Economic Forum**

**IKEA has been selected as a Finalist in The Accenture Strategy Award for Circular Economy Multinational for the work with circularity in the everyday work. The Circulars, an initiative of the World Economic Forum and the Forum of Young Global Leaders, is the world’s premier circular economy award program.**

The IKEA history and company culture is to be cost conscious in everything we do. We dare to think differently and do not want to waste resources. Being circular is both a responsibility and a good business opportunity.

Today, the direction is to be a circular company in all aspects: from how we develop products, source materials, develop our supply chain, and set up logistics, to how and where we meet our customers.

“We truly believe that the journey toward a circular economy requires a daring and innovative mind-set, working together with many stakeholders. It is not only to take back things. This nomination shows that we are on our way towards a true transformation into a circular business.”, says Malin Nordin, Development Leader Circular IKEA at IKEA Range & Supply.

The winner of the award will be presented at The Circulars event will be held at the World Economic Forum Annual Meeting in Davos on 22<sup>nd</sup> January 2018.

### **ABOUT THE CIRCULARS**

The Circulars, an initiative of the World Economic Forum and the Forum of Young Global Leaders, is the world’s premier circular economy award program. The awards are open to individuals and organizations from commerce and civil society in seven distinct categories and are designed to recognize and celebrate, on a prestigious global stage, all facets of the circular economy movement.

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply, have the responsibility to develop, design, produce and supply IKEA stores around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products in the IKEA stores. The total range is almost 10,000 products.*