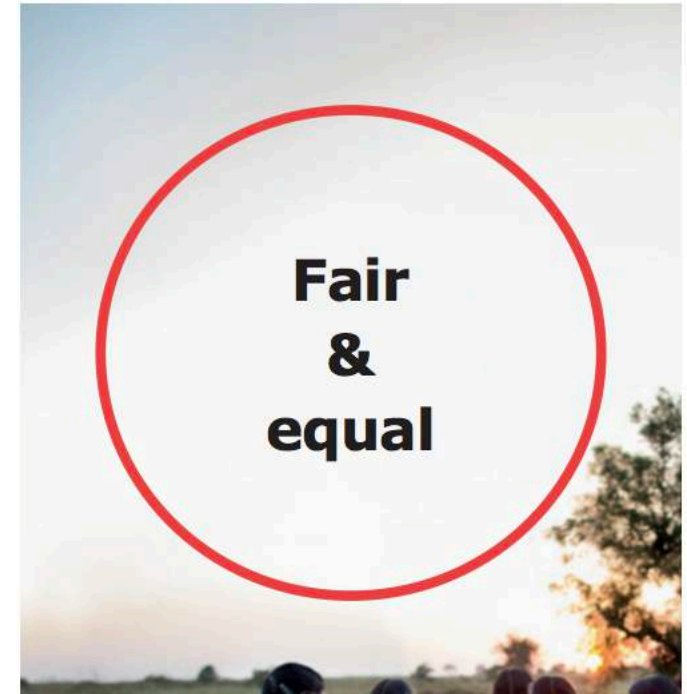
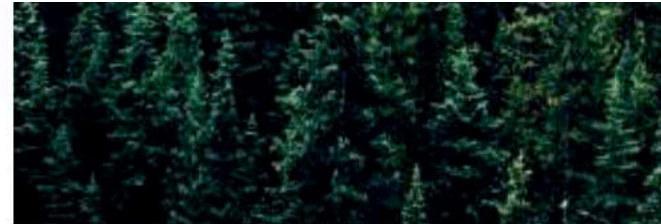


-
- 1. Reduce food waste**
 - 2. Address hunger**
 - 3. Crisis/ disaster relief & recovery**
 - 4. Education**



- Enable customers to have clear and simple options for the **reuse and recycling** of appropriate categories of IKEA products, e.g. mattresses, sofas, appliances and light bulbs.
- Strive for **zero waste to landfill** wherever possible, with a minimum of 90% of the waste from our stores and other IKEA operations sorted for recycling by the end of FY15.
 - Prevent and minimise **food waste** generated in store operations and from customers left-over food. By FY13, no food waste shall end up in landfill or incineration.



ACTING WITH RESPONSIBILITY



SUSTAINABLE LUXURY VISION 2020

- ◆ Using the 2006-08 average as baseline:
Achieve 10% absolute carbon emission reduction
Achieve 30% carbon intensity reduction
Achieve 25% energy intensity reduction
Achieve 25% water intensity reduction
- ◆ Provide self-bottled water for guestrooms and meetings to reduce plastic waste
- ◆ Operations located in water stressed regions to be "water neutral" by efficient use of water and replenishing sources near our locations.
- ◆ Achieve 25% reduction on waste intensity from 2012 baseline
- ◆ Achieve 60% waste diversion rate through recycle, reuse and donation
- ◆ Achieve excellent rating in IAQ assessment for all operations
- ◆ Achieve HACCP certification for all hotel operations

<https://www.hshgroup.com/en/Sustainable-luxury/2020-Vision/Operation>

Reduce

Minimising Resource Wastage

- Launch of Green Meetings
- e-Newspaper, paperless guest communications and corporate marketing materials
- Food donation to local charities
- Reduction of food waste using bio-digesters
- Single-use plastic elimination programme

Reuse

Giving a Second Life to Resources

- Donation of reusable items including mattresses, linens, towels and furniture to colleagues, communities and charity partners
- Donation of used soap and bottled amenities to Clean the World for sanitation and repackaging before distribution to underprivileged in developing countries

Recycle

Cradle-to-Cradle

- Coffee capsule recycling
- Bottle cork recycling
- Local partnership for proper recycling of electronic and other hazardous wastes
- Metals, paper, plastic and glass bottle recycling via local partners

Upcycle

Transforming Waste Into Material

- Repurpose used flowers as sustainable gifts for our guests
- Upcycle of used cooking oil into biofuel
- Donation of abalone shells to a sustainable jewellery brand that turns them into accessories
- Food and green waste composting and donation as farm feed or fertiliser

*Litmus test = compliance (i.e. waste charge) vs business as usual



	2017	2018*	2019	2019 vs 2018
Number of hotels reporting	95	102	100	-2%
Total	43.1	50.6	48.5	-4%
To Landfill	33.7	33.8	27.5	-19%
Diverted e.g. recycling	9.4	16.8	21.0	25%
Diversion Rate	22%	33%	43%	

* Please note 2018 waste data has been re-stated because we identified an error in the unit of measurement reported by one hotel, which has subsequently been corrected.

Food waste is our most significant sub-category of waste, accounting for nearly half (45%) of total non-hazardous waste by weight. Our hotels are taking primary steps to avoid food waste at source through appropriate planning, storage and handling, as well as secondary steps to recycle unavoidable food waste through food donations and composting. The efficacy of these measures is borne out in our data for waste sent to landfill and waste diverted in 2019 compared with our base year in 2017.

2019 vs. 2018

17% Reduction in Total Food Waste

46% Reduction in Food Waste sent to Landfills

Food Waste (Tonnes)

	2017	2018	2019	2019 vs 2018
Total	25.7	26.3	21.9	-17%
To Landfills	20.7	14.9	8.1	-46%
Diverted e.g. food donations and composting	5.0	11.4	13.9	+22%

**Culturally charged ,
socially contextualized,
highly reputational.*

Inside a corporate's mind

1. Business strategy = Sustainability strategy

- **Complete** e.g. compliance, reduce landfill-bound waste, repurpose by-products
- **Complement** e.g. Covid response, virtual volunteering
- **Augment** e.g. influence policy, operational changes

2. Measure , measure, measure

- Input > Output > **Impact**
- *'Project reports are 'Sustainability reporting – ready''*

3. Value to business is value to you

- What would the business do without you?
- Make it easy (ier) for them to do this
- This is where resources lie (funding & others)



Thank you

These slides were presented for vFBLI.

Please do not hesitate to contact us if anything is not clear or should you require further information.

thepurposebusiness.com

the
purpose
business