

Meeting report – Ingka Group and Commissioner Virginijus Sinkevičius - 18 June 2021 - online

Participants: from Ingka: Jesper Brodin (JB), CEO; [REDACTED] From Commission: Virginijus Sinkevičius, EU Commissioner; Rozalina Petrova, Cabinet member; [REDACTED] policy officer DG ENV

Ingka group covers 60 % of retail in EU. They are keen to support the fight against climate change. They have a philanthropic agenda for people and planet and are committed to become climate positive by 2030. They are following the Swedish Resources Institute recommendations.

They have been supporting the European Green Deal from start and are interested in going deeper into what kind of actions and collaboration to launch. They are keen to address the consumption perspective: need to change our behaviours,

Example from their shops in NL: bring back every mattress, not only ikeas, but all in NL (project to scale up). They are reducing the carbon and env damage created by incinerating them. They rather break them down and send back for production. EPR schemes would be an incentive

Commissioner Sinkevičius confirms that these actions are in line with our coming work and inform on what is scheduled for 2021:

Green claims initiative to compensate the lack of information and empower consumers uses PEF methodology as one that is verifiable.

Waste Shipment Regulation to address the export of waste.

Framework product policy – as announced in the EGD, the Sustainable product initiative will play an important role in setting sustainability requirements and a digital product passport, among others

Strengthening recycling infrastructure is key in most MS not only NL. Other tools in waste policy should act together and be impactful (EPR, separate collection and targets).

JB acknowledges interest in working on design principles to facilitate recyclability and asks how IKEA can further support such change, besides having replied to the public consultation. They can share their best practice of the mattresses. He believes that challenge is in the recycling.

They are also exploring different mobility solutions, home deliveries by 2025 to change consumption habits fully by 2030. They highlights the importance of taxation as economic instrument to change habits for all, not only for those who can afford it.

Next step

Ingka group to share best practices of their business with services and keep informed of innovative solutions