

How IKEA is going to save Leeds



A story about sustainability



LEEDS
BECKETT
UNIVERSITY

United Kingdom

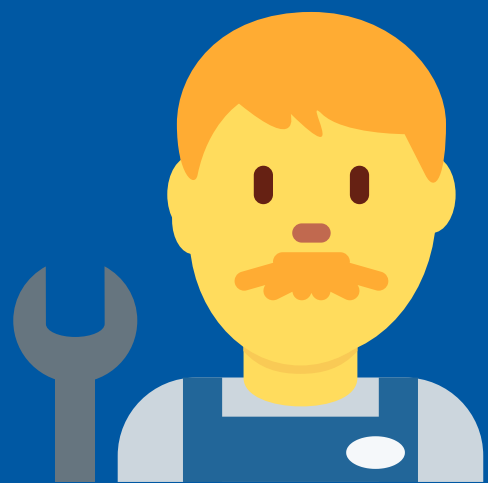
Meet our characters



Steven
Student



Helen
IKEA



What are Helen's (IKEA's) goals? I

Business

- Reduce student waste
- Promote IKEA as a responsible citizen
- Take responsibility of product life cycle
- Increase the amount of customers visiting IKEA stores

What are Helen's (IKEA's) goals? II

Communication

- Increase student awareness of IKEA's sustainable practices by 10%
- Increase student online engagement with IKEA by 10%
- Reach at least 60 students with our campaign
- Reduce the waste left by students by 10%

Research



Survey

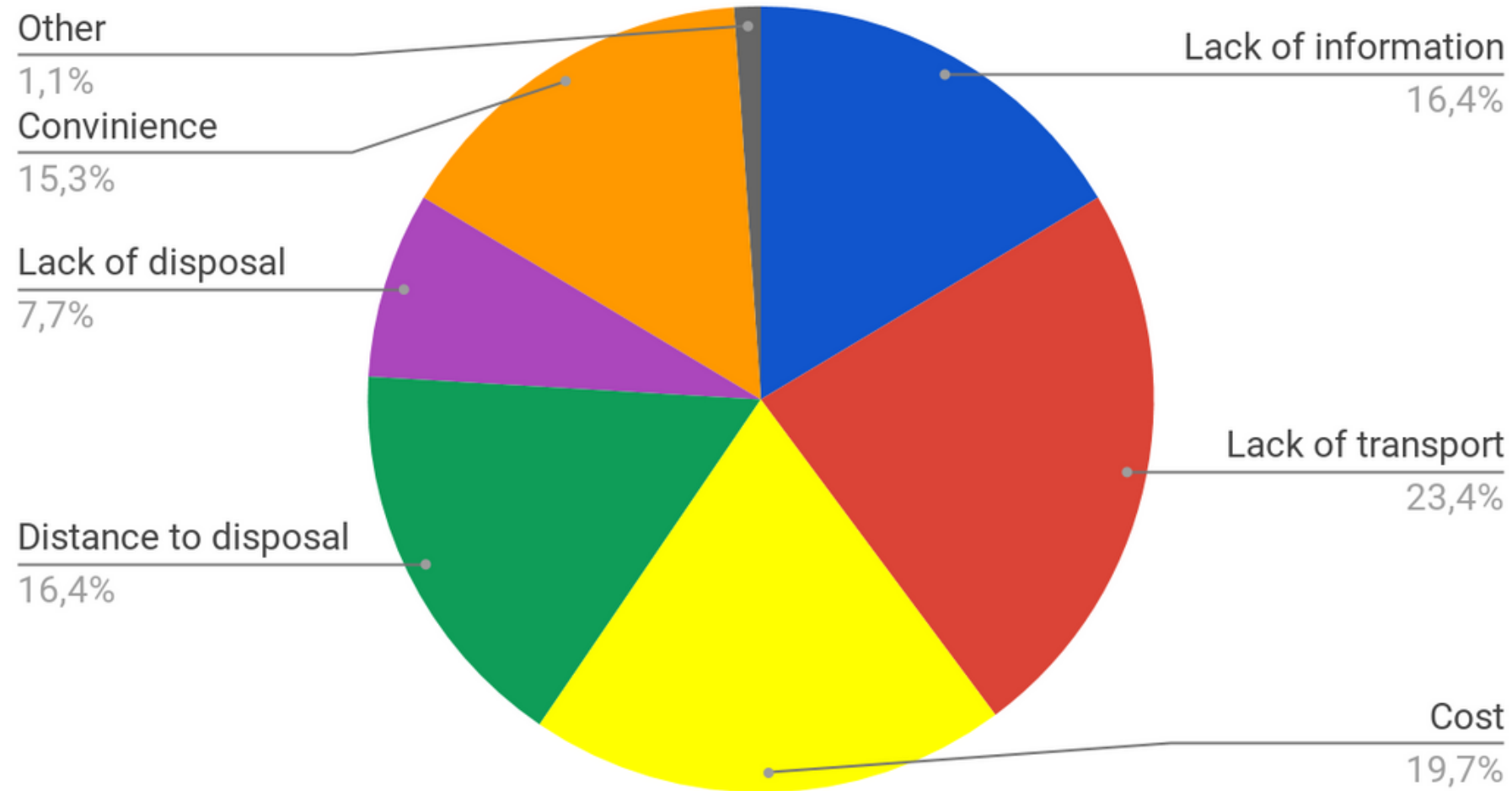
Interview

SWOT

PESTLE

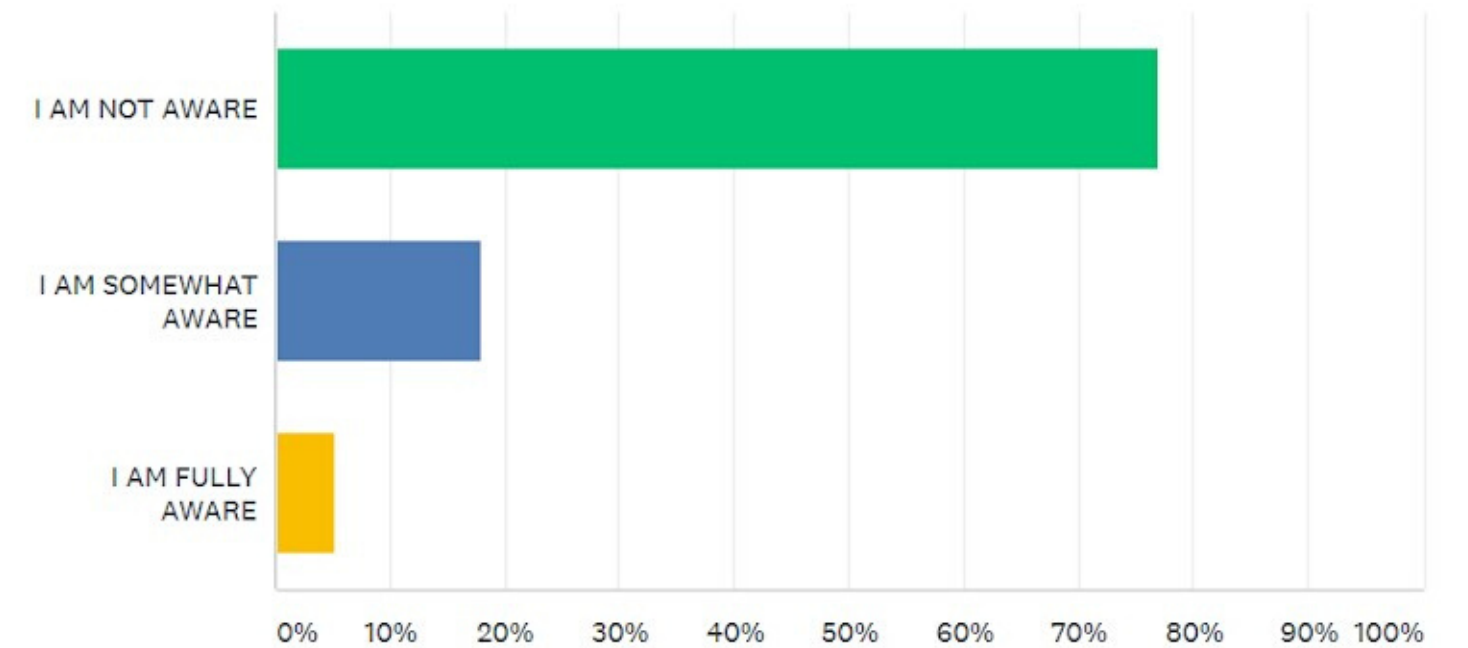
Research - survey

Obstacles for proper disposal



ARE YOU AWARE OF IKEA'S SUSTAINABILITY PRACTICES?

Answered: 39 Skipped: 0



Steven's problem



"80% of the students who did the survey were not aware of IKEA's sustainable practices"

"I know there is something about this in Hyde park but I don't know what it is called "

"No, because I usually buy bigger furniture from IKEA and ask my family to come with me"

"IKEA is too far"

"I didn't know there was an IKEA in Leeds. "

"I am not aware about any campaigns especially for students "



Research - interviews

" Students don't bother going out of their way to do things. "

" Mattresses are being dumped out by landlords and blamed on students. "

" Students leave things too late, if they started earlier more could be recycled. "

" Increase awareness of where students can dispose of things, and make it easy to do so. "

Research - SWOT

Strengths

- Sustainable
- Affordable
- Lots of resources

Weaknesses

- Weak communication with students
- Location
- Lacking in social media presence

Opportunities

- Social media
- University events
- Environmentalism on the rise

Threats

- Competitors such as Wilko
- Fast paced digitalization
- Disinterested/apathetic students

Research - PESTLE

Political

- Lack of government involvement
- Bad reputation

Economical

- Businesses need to become environmentally friendly
- People want to save money
- Target audience doesn't have much disposable income

Social

- Communication with moving students
- Lack of knowledge

Technological

- Social Media importance

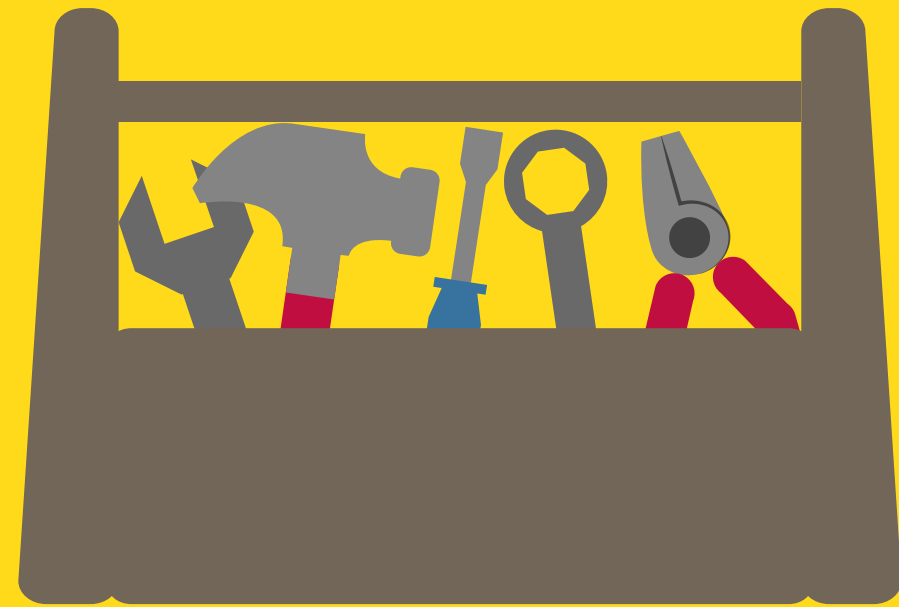
Legal

- Planning permission for the drop-off point
- Repercussions for leaving items in the street

Environmental

- Desire for sustainability
- Current corporate trend is towards being more socially responsible

Our idea



Immediate implementation

Green Cause event!

What



**HELP US
CLEAN UP LEEDS**

HELP US DECEMBER
20TH AT HYDE PARK

TOGETHER WE WILL
CLEAN UP

AND MAKE A BETTER
LEEDS

IKEA

Find us on
Facebook

The poster is a collage of circular and rectangular elements. It features a calendar icon with a checkmark, a can, a water bottle, and a candy wrapper. At the bottom, there are two yellow hearts labeled 'GREEN' and 'CAUSE' with a blue ribbon connecting them. The IKEA logo and a Facebook link are at the bottom.

Who

- IKEA
- Leave Leeds Tidy
- British Heart Foundation
- June Project
- Leeds Beckett University

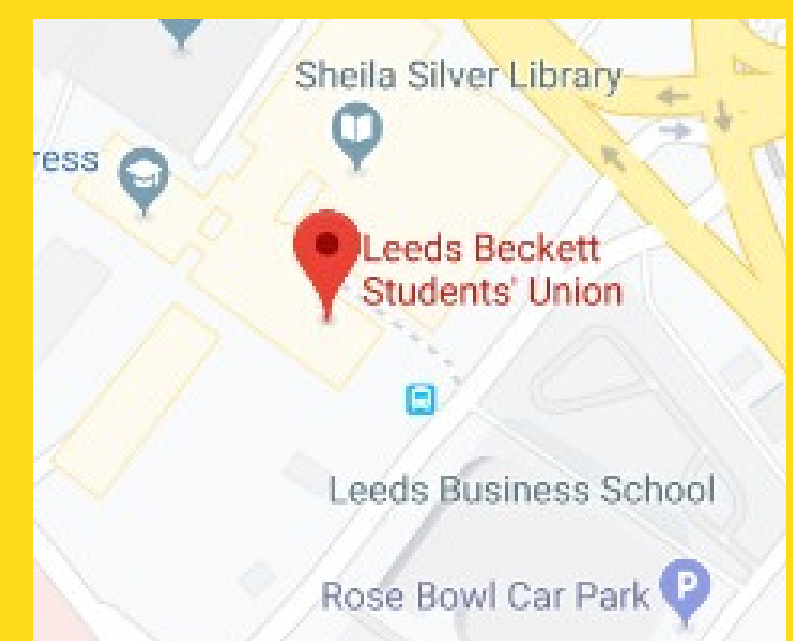
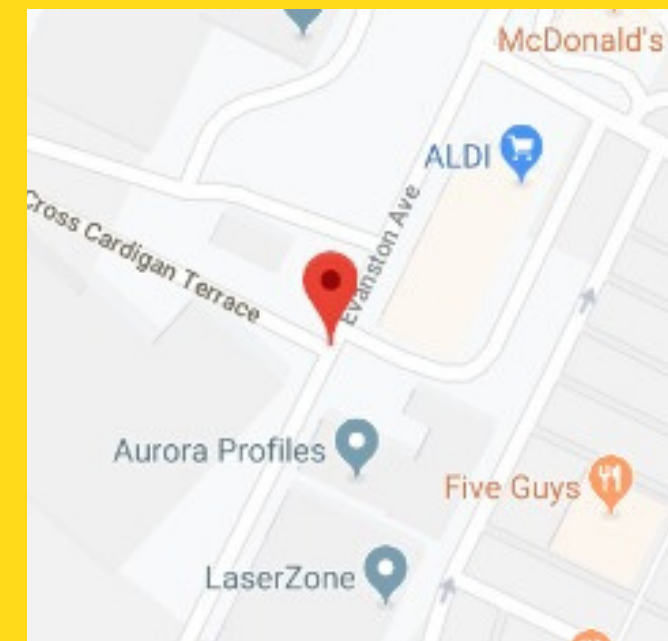
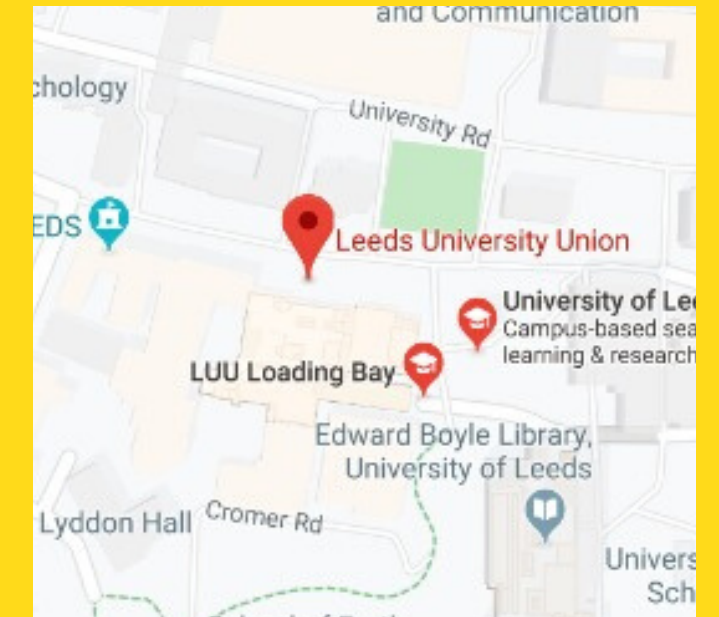
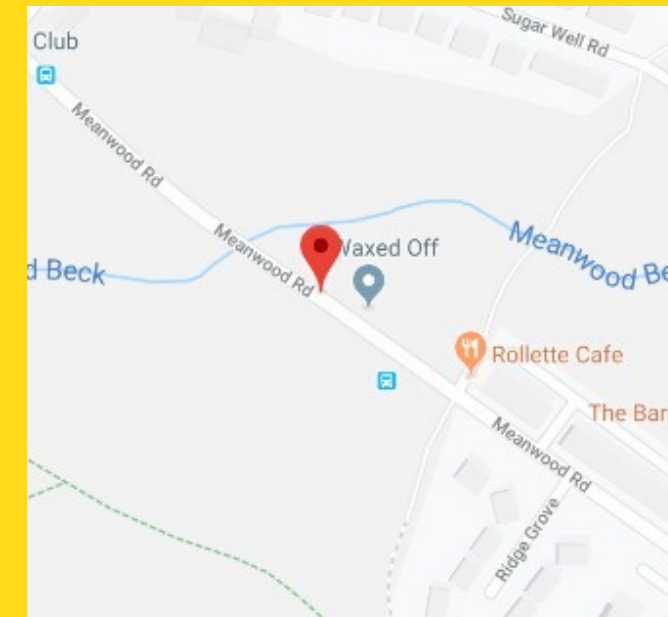
Green Cause event!

When

- 20th December
- 16-17th June



Where



Communicating to students



Poster

**HELP US
CLEAN UP LEEDS**

**HELP US DECEMBER
20TH AT HYDE PARK**

**TOGETHER WE WILL
CLEAN UP**

**AND MAKE A BETTER
LEEDS**

GREEN

CAUSE

**Find us on
Facebook**

IKEA

Social media

**Furniture dropoff!
December 20**

**See you at Hyde
Park**

**More information?
Check our
Facebookpage!**

**Get rid of
your old
furniture!**

GREEN

CAUSE

IKEA

Flyer

**Planning on
moving out
next semester?**

**We want to help
you get rid of
your stuff!**

GREEN

CAUSE

**Get rid of
your old
furniture!**

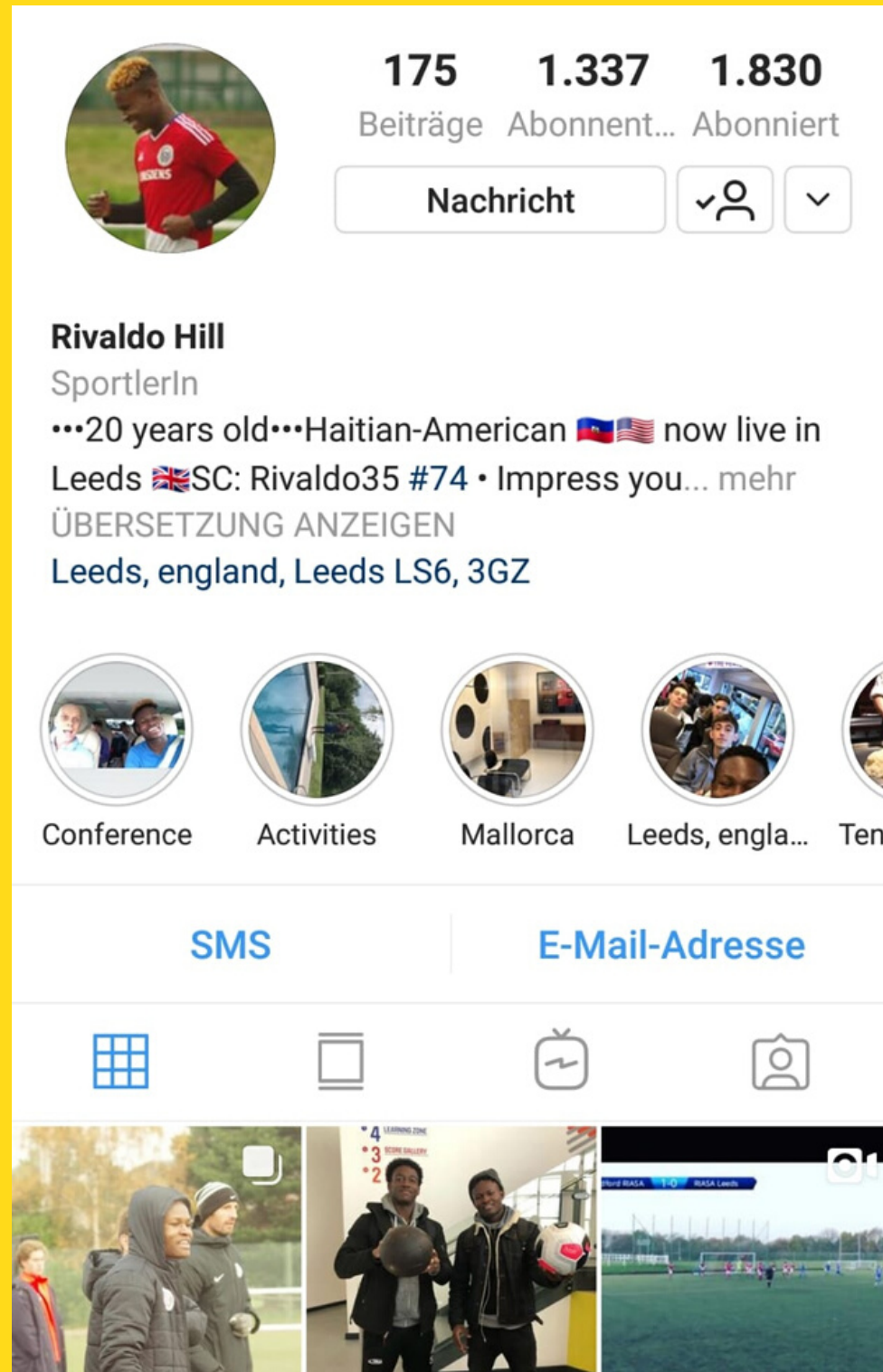
**Furniture dropoff!
December 20**

**See you at Hyde
Park**

**More information?
Check our
Facebookpage!**

IKEA

Communicating with influencers



175 Beiträge **1.337** Abonnent... **1.830** Abonniert

Nachricht

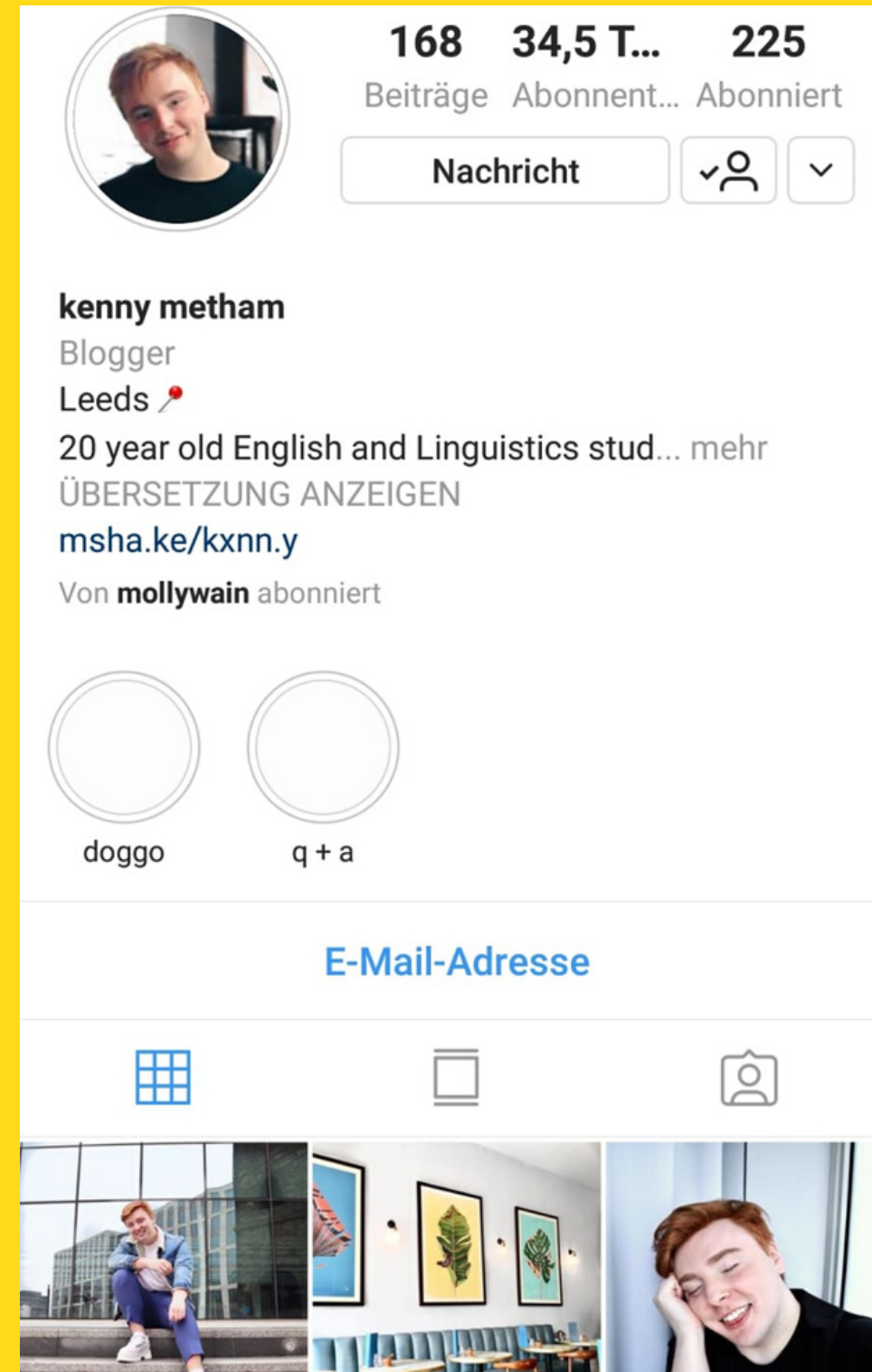
Rivaldo Hill
SportlerIn
•••20 years old•••Haitian-American 🇧🇪🇺🇸 now live in Leeds 🇬🇧 SC: Rivaldo35 #74 • Impress you... mehr
ÜBERSETZUNG ANZEIGEN
Leeds, england, Leeds LS6, 3GZ

Conference Activities Mallorca Leeds, engla... Ten...

SMS E-Mail-Adresse

Grid, Profile, Camera icons

Grid of photos: people on a field, people with a ball, a soccer field.



168 Beiträge **34,5 T...** Abonnent... **225** Abonniert

Nachricht

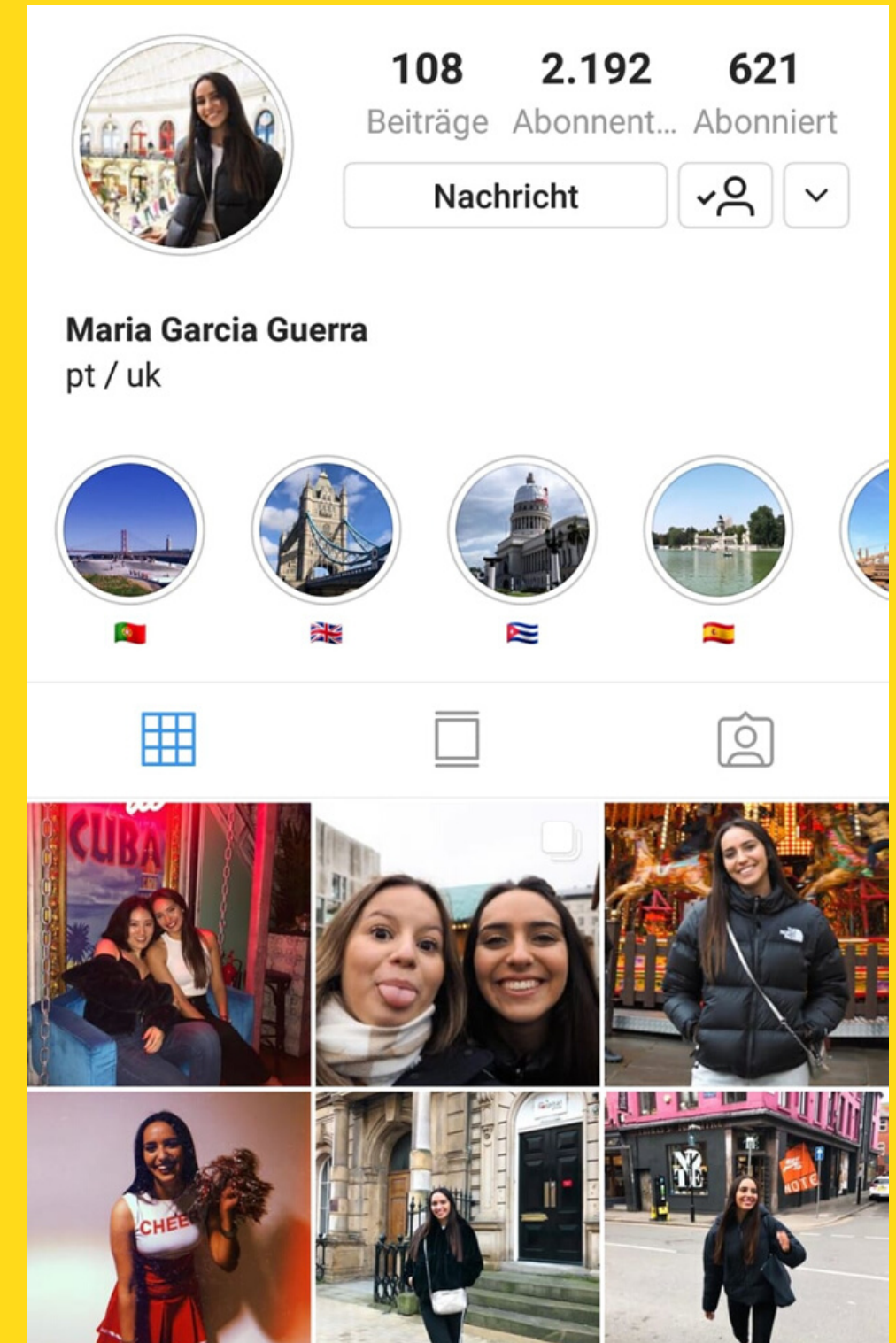
kenny metham
Blogger
Leeds 📍
20 year old English and Linguistics stud... mehr
ÜBERSETZUNG ANZEIGEN
msha.ke/kxnn.y
Von **mollywain** abonniert

doggo q + a

E-Mail-Adresse

Grid, Profile, Camera icons

Grid of photos: kenny sitting on steps, a room with plants, kenny smiling.



108 Beiträge **2.192** Abonnent... **621** Abonniert

Nachricht

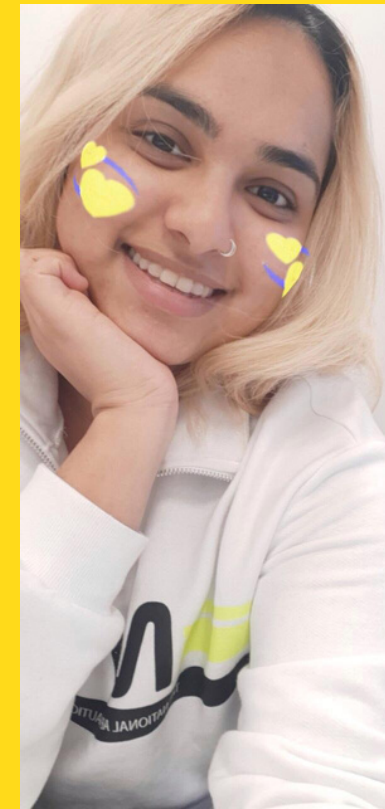
Maria Garcia Guerra
pt / uk

Grid of location tags: Portugal, UK, Haiti, Spain

Grid, Profile, Camera icons

Grid of photos: Maria with friends, Maria selfie, Maria in a puffer jacket, Maria in a cheerleader outfit, Maria walking on a street.

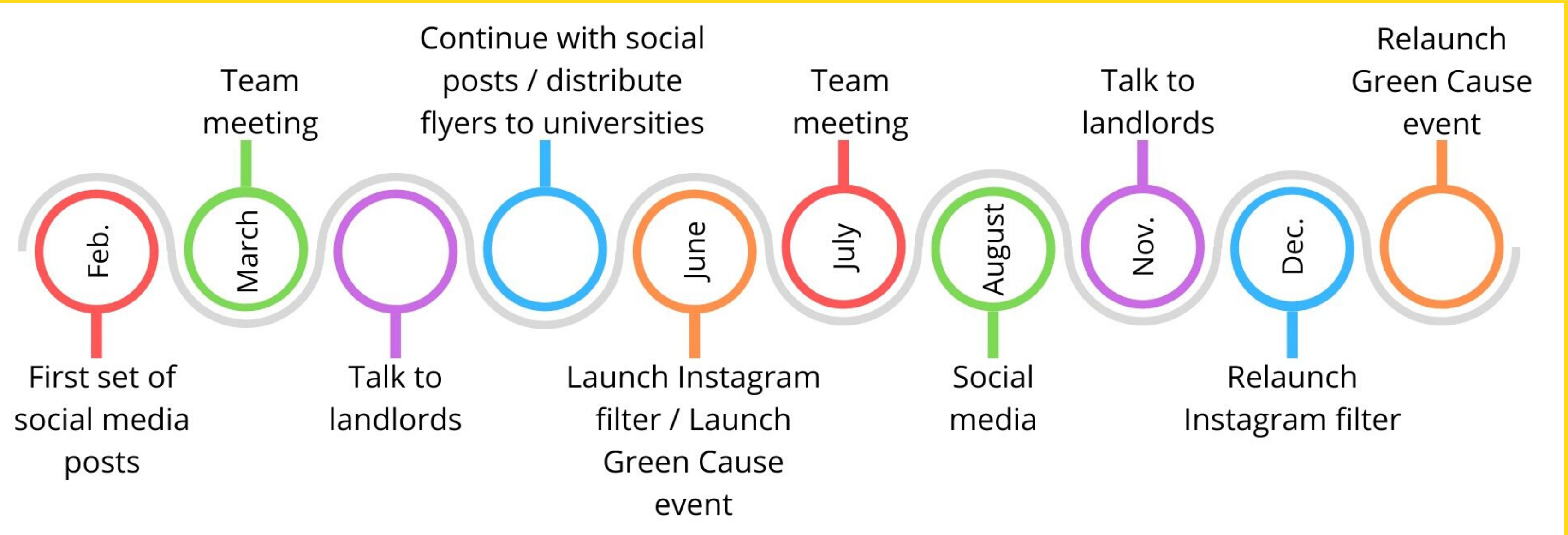
Event engagement



TRY THE FILTER!



How are we going to do this?



Steven has found a solution



X



Evaluation



How we are going to evaluate the success?

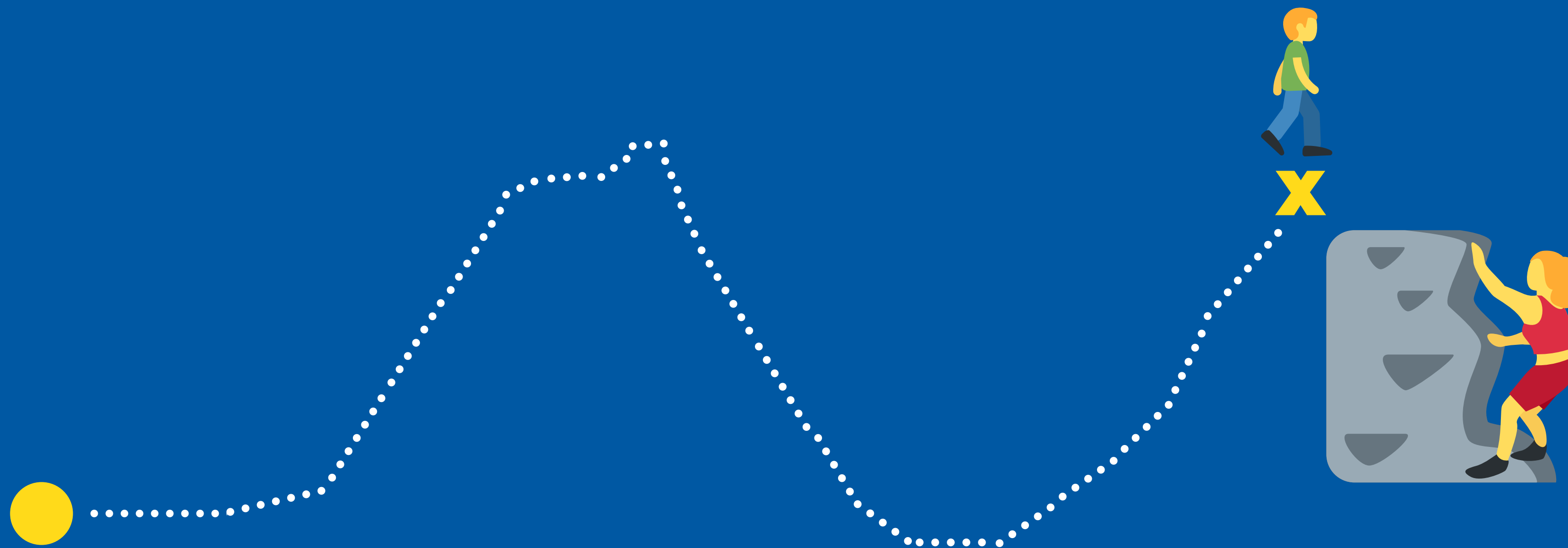


Budget



Budget influencers max.:	£500,-
Promotion material:	£150,-
Photobooth:	£900,-
Petrol for truck per trip:	£5,-
Rent for the site:	t.b.d.
Disposing garbage per location:	£90,-
Total:	£1645

Thank you for coming on our journey!



Please ask us some questions!



The team



**Megan
Hopgood**



**Maryam
Umar-Baba**



**Abigail
Simmons**



**Emma
Diederik**



**Sophie
Borrosch**



**My Hoa
Hoang**

