

Application Information

IKEA Food Innovation Program

1. Overview of the IKEA Food Innovation Program

IKEA is taking a new step towards making healthy and sustainable food more affordable and desirable to the many people. To realize the ambition, IKEA of Sweden, with the assignment to determine and develop the IKEA product range, is running a program around food innovation, aiming to find ventures who work in the food area to potentially collaborate with. Through this program, IKEA wants to co-create with start-ups around the world to find sustainable and innovative solutions to accelerate the food revolution.

On behalf of IKEA of Sweden, Impact Hub is searching for new ideas and innovative solutions to co-create pilots within the following areas:

- Plant-based alternative protein sources as ingredients or meat alternatives
- Solutions for re-use of food by-products and waste

2. High level objectives of the program

The IKEA Food Innovation Program aims to:

- Identify 3-6 relevant and scalable start-up solutions in plant-based meat replacements or algae-based proteins and circular usages of by-products from protein value chain;
- Prepare startups for pilots with IKEA, support pilots execution and evaluate pilots;
- Provide training and participating support to IKEA employees throughout the process.

3. Eligibility criteria and selection

Participation in this program is open to all impact-driven ventures who are trying to tackle the two Ikea business challenges,

- **Plant-based alternative protein sources as ingredients or meat alternatives.** We want to meet the needs of the many people giving them alternatives to choose from when they interact with IKEA. In this work we are looking for partners who can co-create and innovate alternative protein source that fulfils the IKEA democratic design principles and has a positive impact on people and planet and which is accessible to the many people.
- **Solutions for re-use of food by-products and waste.** A circular thinking is a smart way to save both the planet from waste and also money out of the wallets for our customers. IKEA wants to investigate how this could be done in a holistic way looking into our own and our suppliers' waste streams to find potential resources for new and innovative materials, products and solutions.

and who fulfill the following criteria;

Should be able to fit scale and processes in IKEA

- Should be implementable at scale
- Should have thought about the supply chain aspect of circularity in terms of full valorization of side streams in particular
- Should be accessible (Delicious, healthy and sustainable food at prices the many people can afford. Reaching more of the many people through new customer meeting points with new food solutions.)
- Should have a good insight into CAPEX optimization to have good low-cost optimization at scale

Should incorporate all aspects of democratic design:

- Should be delicious, following an appropriate form (texture, palatability, etc)
- Should have a good nutrition profile – both from macro and micro-nutrients perspective
- Should be more sustainable from carbon footprint perspective
- Should be affordable at scale with right pre-conditions for low cost offer to IKEA customers
- Should be high on quality

Should match IKEA culture and values

- Simplicity
- Daring to be different
- Cost consciousness
- Lead by example
- Renew and improve
- Give and take responsibility
- Caring for people and the planet
- Togetherness

Selection will be carried out on a rolling basis, by having regular selection panels formed by the core team members of the Ikea Program.

4. Legal Notice and General Rules of Behaviour

- The Organizer reserves the right to reject applications that do not meet the participation criteria;
- Participants that may not use the Competition for the expression of political or religious ideas.
- Entries may not conflict with applicable law or regulations, the rights of third parties, nor may they incite, advocate or express pornography, obscenity, vulgarity, hatred, bigotry, racism or gratuitous violence or is in any other way inappropriate.
- Are submitted by organisations whose products violate or exhibit the above criteria from competition at any time.
- Entries may not in any way harm the Organizer or their partners.
- Participants may not upload, post, email or otherwise make available any material that contains software viruses or any other computer codes, files or programs designed to interrupt, destroy or limit the use of any software or devices on the website.
- Participants cannot derive any rights from their participation and have no right to any payment or other compensation for their entry or their participation.

- The Organizer has the right to refuse any entry which contains material which is offensive, insulting, injurious, obscene, offending, vindictive, indecent, perverted, immoral, aggressive, sexually-oriented, racist, derisive, slanderous, discriminatory, or in any other way not in line with good taste and decency, or which Organizer deems in its sole discretion to be otherwise unacceptable.
- The Organizer retains the right to exclude participants from participating in the Competition and to delete entries from the website, if these are not in line with these rules of behaviour or are otherwise in conflict with the Terms.
- It is prohibited to reproduce or publish anything relating to the Program without the prior explicit written consent of the Organizer.

5. Limitation of liability

The Organizer is not responsible or liable for costs or expenses of participants in connection with or relating to participating in the program. The costs of the use of the internet are for the account of the participants.

The Organizer is not responsible and excludes any liability for (i) network- (cable, internet or other relevant networks), computer hardware or software disruptions of whatever nature which might lead to a limited, delayed or lost entry, (ii) other problems or calamities, of whatever nature, that are connected with the functioning of the network (cable, internet or other networks), the website, computer hardware or software, and (iii) mistakes in the entering or processing of personal data, except in case of gross negligence or wilful misconduct of the Organizer.

The Organizer is not responsible or liable for any incompatibility between technologies used, in the broadest sense, during the program and the hardware and software configuration used by the participants. To the fullest extent allowed by applicable law, the Organizer and any agencies involved in the program are not responsible or liable for any loss, damages or injury caused by participation in the program. If the program, for whatever reason, progresses differently than foreseen or the program appears to be in conflict with applicable law, the Organizer reserves the right to annul, terminate, amend or postpone the program without any liability of the Organizer and without a right of compensation for the participants.

6. Data protection

The Organizer will protect the personal data of the participants and will take any measures required for the customer's safety. The data will be collected and utilized by the organizer in compliance with the provisions of GDPR as well as any further relevant data protection regulations.

The organizer will collect personal data from customers at the point of registration and at other points via the program website, tech systems, email and telephone calls. This information will be used solely for internal program functioning, marketing purposes and for the analysis of program data. Some personally identifiable information can be shared with third parties for the aims of selection panels or partnership opportunities.

7. Declaration of Agreement

The applicant declares that they have all rights to the submitted documents and agrees to the publication of the documents and their contents (pictures, photos and graphic material, logos etc.) attached to the application to the Ikea Innovation Ventures program. All rights to the submitted documents and contents remain with the applicant.

8. Contact information of the organizer

The Ikea Food Innovation Program is organized and implemented by IKEA of Sweden AB and Impact Hub GmbH.

Email contact for the application process: ilse.kwaaitaal@impacthub.net

9. Applicable law and disputes

The Terms are governed by and construed in all respects in accordance with the laws of the Republic of Austria. Any and all disputes arising out of or in connection with the Terms shall in the first instance be submitted to and settled by the competent courts of Vienna, Austria. The organizer reserves the right at all times to amend the Terms and Conditions without any liability to the participants or any third party. A revised version of the Terms and Conditions will be published on the website.