

# Application Information

## IKEA Packaging Program

### 1. Overview of the IKEA packaging Innovation Program

Packaging plays a major role in the entire IKEA supply chain, from product development to production, distribution and storage. The basic functions of packages are to protect the product from damages, ensure efficient and convenient handling and inspire and inform in the buying process. Each year, more than four billion customer packages are passed through the IKEA systems.

On behalf of IKEA of Sweden, Impact Hub is looking for ventures/packaging entrepreneurs bringing creative solutions to one of the following areas:

- **Packaging materials of the future.** Particularly materials that will protect IKEA products and make sure they reach customers safely? Exploring all material, including waste materials from other industries, but not compostable and biodegradable solutions.
- **Product packaging meeting delivery demands.** Specifically new materials that enable safe transport through various channels to our customers. IKEA is curious about new innovative handling material, the function of packaging and re-use/multi-use solutions.

### 2. High level objectives of the program

- IKEA is committed to continuously develop its packaging solutions to become more affordable and accessible to even more consumers, whilst having a positive impact on people and planet. To make this happen, IKEA of Sweden is running a packaging innovation program.

- IKEA has a positive impact on people and the planet through their focus on developing packaging solutions for customers to re-use, return flow of materials and waste, removing plastic-based packaging materials from our supply chain and driving material innovation.
- Through this program and its participants, IKEA aims to share, learn and explore more of the future of packaging.
- The principle aims of the programme is to identify packaging innovations and initiate collaboration between startups and the IKEA Packaging team.
- Selected startups will have a chance to pitch their solutions to IKEA at their Roadshow event in November. A further shortlist of ventures will have a chance to explore collaborating/partnering with IKEA to deliver innovative packaging solutions at scale.

### **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 as described above:

- **Packaging materials of the future.**
- **Product packaging meeting delivery demands.**

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
- Should be accessible
- 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 more sustainable from carbon footprint perspective
- Should be affordable at scale with right pre-conditions for low cost offer to IKEA customers
- Should be implementable at scale
- Should have practical functional properties and a form that is appealing to IKEAs packaging agenda

**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 Packaging 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](mailto: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.

