

A person is riding a bicycle on a city street. A large, circular, teal-colored sign is attached to the back of the bicycle. The sign has white text that reads "OP WEG NAAR EEN CIRCULAIR IKEA". The person is wearing a dark top and a grey messenger bag. The background is a blurred city street with buildings and other vehicles.

**OP WEG
NAAR EEN
CIRCULAIR
IKEA**



41.604
containers



579
miljoen kg.
afval



**1 miljoen kg.
plastics**





**100%
DUURZAME
ENERGIE**

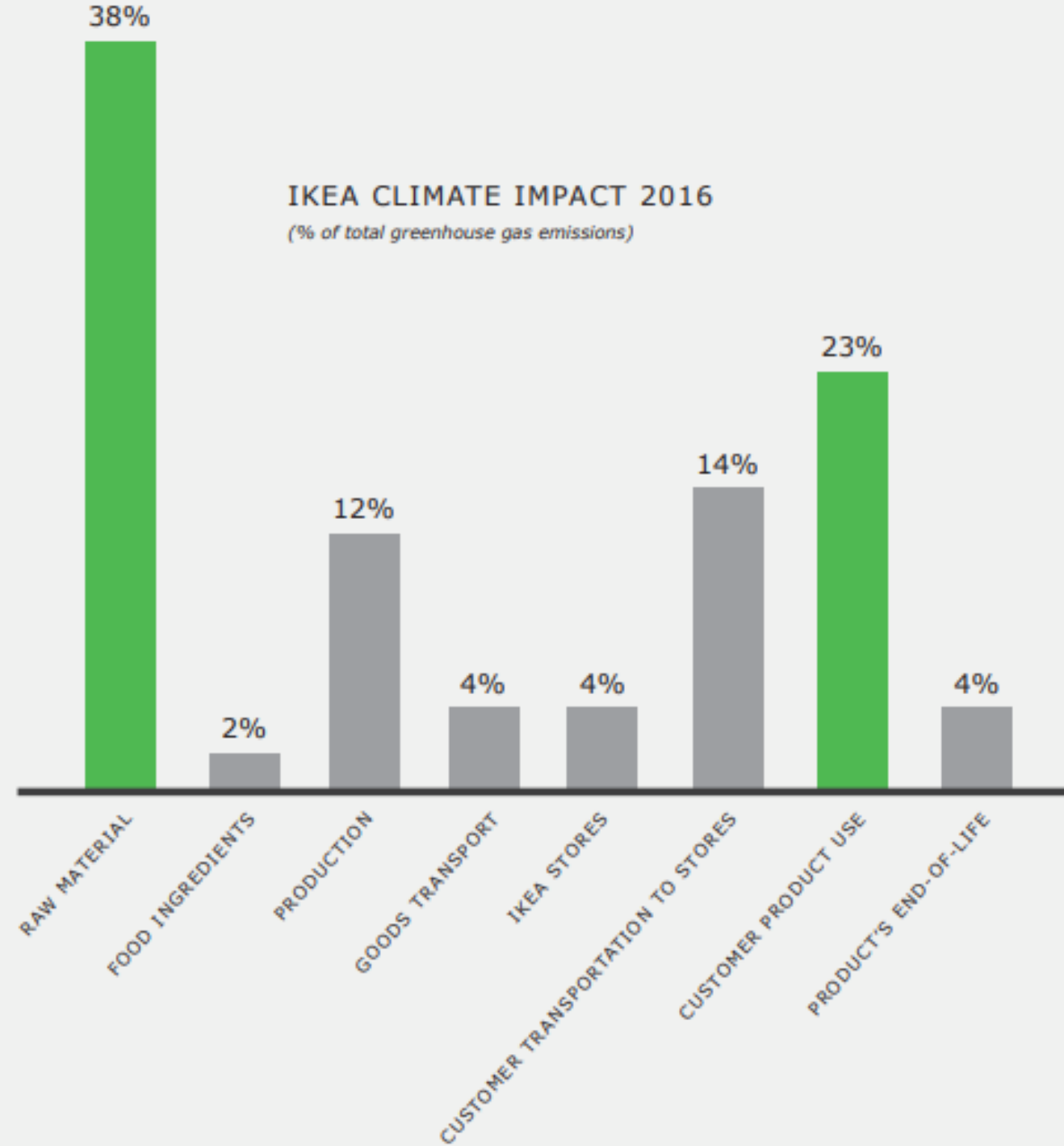




POSITIEVE IMPACT



**100% DUURZAME
KATOEN
SINDS 2015**



**ONTWERP CIRCULAIRE
PRODUCTEN**

**100% HERNIEUWBARE OF
GERECYCLED MATERIAAL**

CIRCULAIRE BUSINESS MODELLEN

**VOOROP LOPEN EN SAMENWERKEN
MET ANDEREN**



CIRCULAR PRODUCT DESIGN GUIDE



Guide to Navigating Through the
Process of Designing
Circular Products

Circular product design principles

DEMOCRATIC DESIGN

QUALITY

DESIGN FOR AN EXPECTED LIFESPAN
DESIGN FOR CARE AND REPAIR
DESIGN FOR DISASSEMBLY AND REASSEMBLY

FORM

DESIGN FOR AN EMOTIONAL CONNECTION

FUNCTION

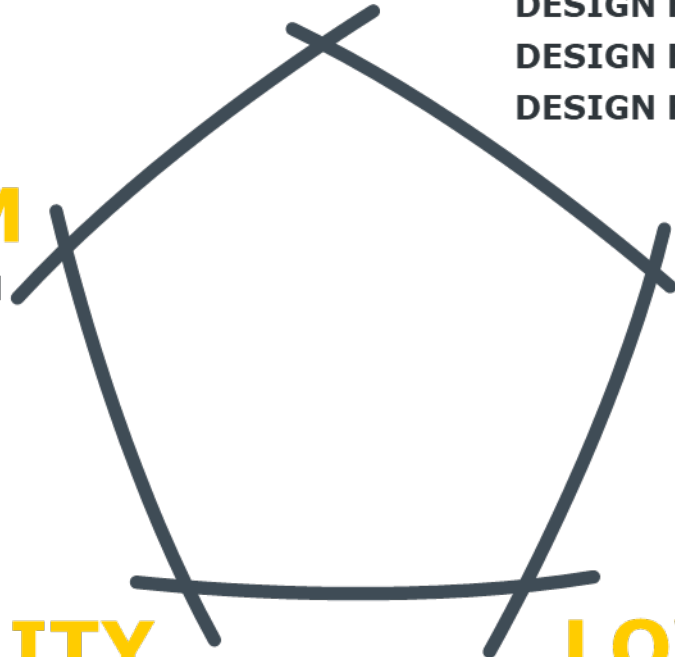
DESIGN FOR ADAPTABILITY AND UPGRADABILITY
DESIGN FOR STANDARDIZATION AND COMPATIBILITY

SUSTAINABILITY

DESIGN FOR RECYCLING

LOW PRICE

DESIGN FOR USING RENEWABLE OR RECYCLED MATERIALS
DESIGN FOR PRODUCTION









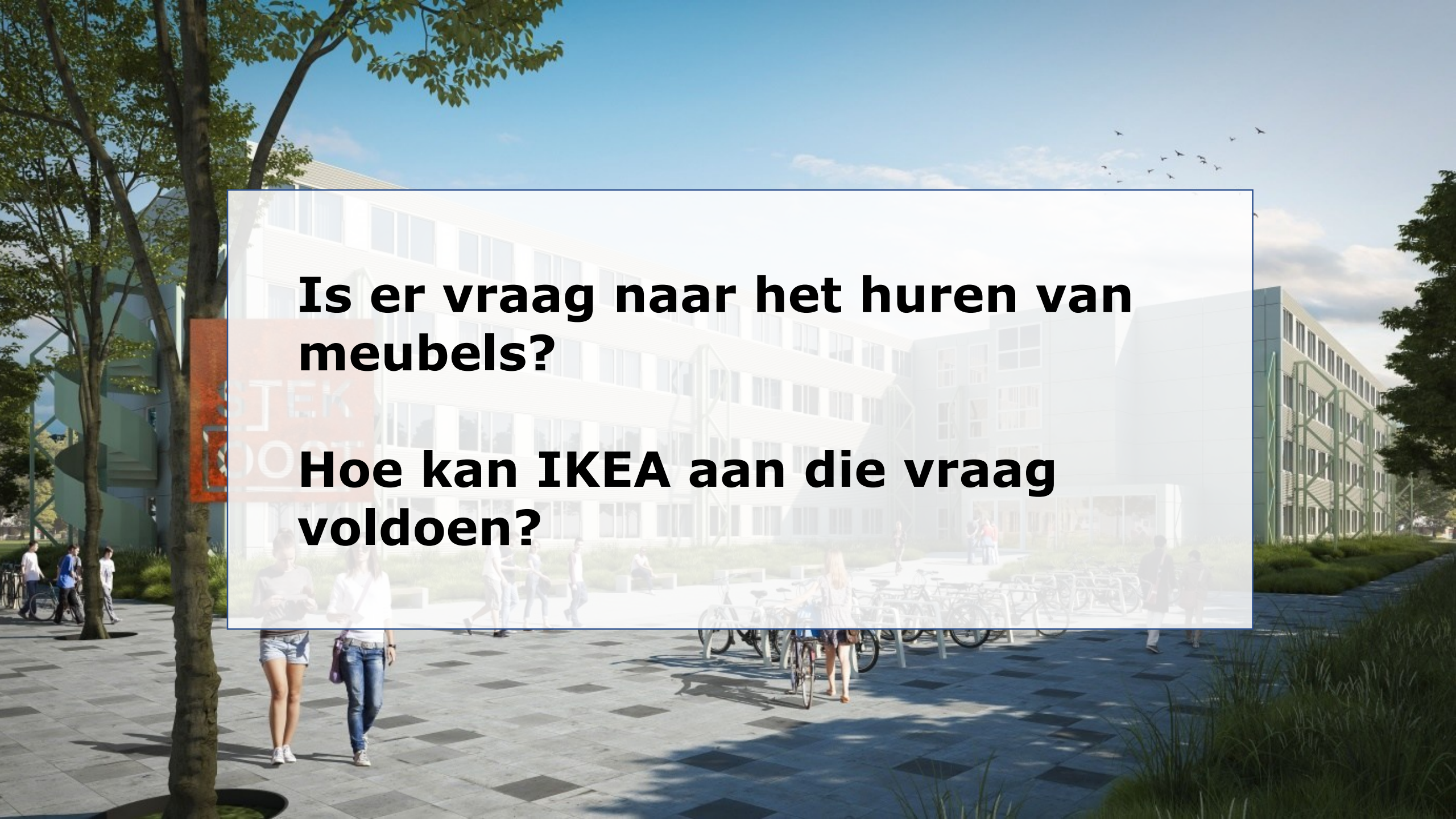
CIRCULAIRE BUSINESS MODELLEN



De consument verandert



Gebruik belangrijker dan bezit

An architectural rendering of a modern university campus. In the foreground, a paved plaza with a checkered pattern shows several people walking. To the left, a large tree stands next to a building with a green and orange geometric facade. In the background, a large, multi-story white building with many windows is visible under a blue sky with birds. A semi-transparent white box with a blue border is centered over the image, containing two lines of bold black text.

Is er vraag naar het huren van meubels?

Hoe kan IKEA aan die vraag voldoen?

MEUBELABONNEMENT



Huur je meubels voor 24 maanden



Persoonlijk stijladvies



Reparatie service



Na 24 maanden: terugnemen, overnemen of doorhuren





€ 24,95
p.m.

STUDIO PACKAGE MEDEL

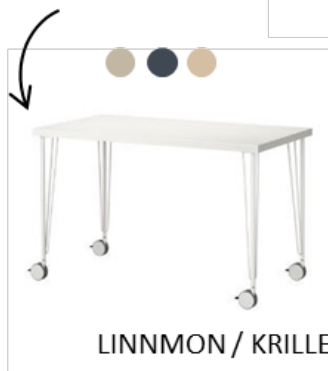
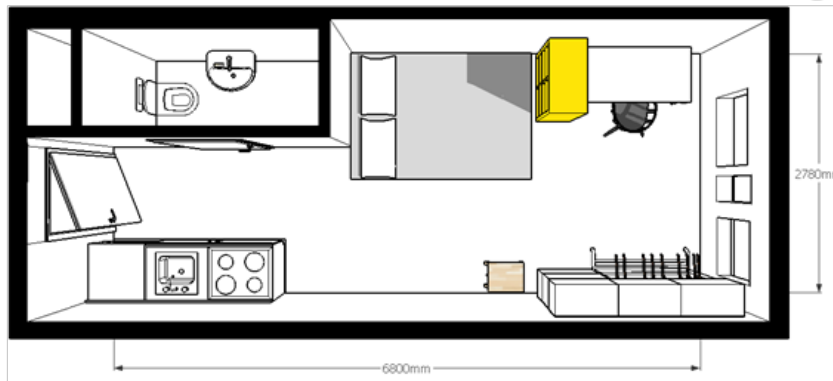


ESPEVÄR



KALLAX
503.233.85

STUDIO 0.28 16 m²



LINNMON / KRILLE



IKEA PS 2012



NORRÅKER



RIGA



KNOXHULT
(5x)

Maak het af met...



PLUMSA € 9,95



IKEA PS 2017 € 29,95



MOPPE € 17,95



AVSIKTIG € 39,95



€ 29,95
p.m.

STUDIO PACKAGE HÅLLBAR



TARVA
703.363.82 (excl.
matrassen)

STUDIO0.28 16 m²



6800



IKEA PS

ODGER
(2x)



FROSTA



IVAR combi



IVAR

Maak het af met....



SINNERLIG € 49,95



JOHANNE
€ 9,99



ALSEDA
€ 29,95



PUDERVIVA
€ 69,95



WAT HEBBEN WE GELEERD

- 66% geïnteresseerd in meubelabonnement
- Gemak, betaalbaarheid & duurzaam
- Behoefte aan personalisatie
- Higer bonbedrag dan verwacht



HOE SCHALEN WE OP?

- Inspiratie en stijladvies online
- Retourlogistiek en verhuur 2e cyclus
- Administratie & financiering



**VOOROP LOPEN EN SAMENWERKEN
MET ANDEREN**

A CONSUMER TEST





**1.5 MILJOEN
MATRASSSEN**



95%
RECYCLING



HERGEBRUIK VAN PCR REPOLYOL



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BIRK







**TE KOOP VANAF
MAART 2020**

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