

CREATIVE ASSIGNMENT

Create a concept for one of the two following cases:

Case 1: Create a concept where Ukrainian refugees and the local communities – the citizens of Aarhus – socialize and form ties with one another.

Case 2: Create a concept that makes more IKEA customers want to use our buyback and resell service (Gensalg) so we waste less by prolonging the lifecycle of each furniture piece.

Deliverable: It is up to you how you want to make and communicate your concept. It could either be a short film, a written concept description, or something third. All we ask for is that we can access your solution online, and that the link to your solution is available until ultimo May 2023.

Upload the link in your [final application](#)

Case 1: The path to a meaningful life as a Ukrainian refugee in Aarhus

Since the war broke out in Ukraine in early 2022, 1596 Ukrainian refugees have settled in Aarhus (per November 1st 2022), making the city their new home.

As the political leader of the department of Employment and Social Services in Aarhus, I have been partly in charge of setting up the systems and infrastructure for the arrival of Ukrainian refugees. Today, the municipality has set up a task force that makes sure that no Ukrainian refugee in Aarhus lacks any basic needs.

In addition to the help provided by the municipality, a variety of help is provided within the civil society. An example is the non-profit organization Lastivka, which helps the Ukrainian refugees communicate with authorities. The people behind the organization have recently fled Ukraine themselves, and they wish to help other Ukrainian refugees understand the Danish system, such as opening bank accounts, translate messages from the municipality and much more.

This, and other contributions, are much needed and make an important difference in the lives of the hundreds of Ukrainian refugees in our city.



CITY OF AARHUS

Still some way to go

Despite many efforts, there is still a need for more projects that can help the Ukrainian refugees become part of meaningful communities. Especially communities where Ukrainian refugees can meet with locals and improve their language skills, as language is often considered one of the main barriers when it comes to forming friendships with locals in Denmark.

A meaningful life?

Making sure the Ukrainian refugees can have a meaningful life in Aarhus is not a task I can solve in the political arena alone. The whole city – our companies, schools, cultural institutions, civil society organizations etc. must all help to create a successful integration. We need a continuous joint effort to make sure the Ukrainian refugees become an integrated part of the local communities in Aarhus.

Therefore, we need help to:

Create a concept where Ukrainian refugees and the local communities – the citizens of Aarhus – socialize and form ties with one another.

Sincerely,

Anders Winnerskjold

Political leader, Employment and Social Services
Municipality of Aarhus

The demography of Ukrainian refugees in Aarhus

As most men are obliged or urged to join the armed forces, 69% of the Ukrainian refugees are women, and only 31% are men.

Age group	Number of people	Share of total number of people
0-2	54	3%
3-5	82	5%
6-15	360	23%
16-19	99	6%
20-24	95	6%
25-64	795	50%
56+	94	6%



CITY OF AARHUS

Case 2: A circular IKEA – making the things we love last longer

Does throwing things away come with a guilty conscience? Maybe there is a wish to repair, reuse or recycle, but not enough time, knowledge or energy to do so? IKEA wants to be part of the solution by inspiring the many to live a more sustainable life at home.

Every day, we explore new ways of making circularity – *the elimination of waste and continual use of resources* – more convenient and relevant for you. We are constantly working towards helping customers waste less by prolonging the life of the IKEA products they buy and already own. There is room for improvement as Denmark tops the EU ranking for household waste per person.

We are testing the potential for more circular solutions such as furniture leasing, buy-back and resell services, and helping customers repair, reuse and recycle old furniture or give it a second life through upcycling.

As a concrete campaign approach to this, we launched our Green Friday circularity campaign in 2021 ([Save more than money this Black Friday with IKEA - YouTube](#)) as a more responsible alternative to Black Friday. Instead of discount offers, we encouraged people to save more than money by asking them to bring back their preloved IKEA products in return for a voucher to spend in the store. In 2021, the campaign resulted in 3,322 used items brought back by 1,442 customers. Repeating the message the following year ([IKEA Green Friday 2022 - Køb brugt IKEA i IKEA - YouTube](#)) resulted in 3,978 returned items from 1,587 customers. A slight increase from the year before.



IKEA®



But our circular approach is not limited to Green Friday. All year round, we encourage customers to bring us the IKEA furniture they no longer use, so we can give it a second chance. The preloved furniture, we acquire through our buy-back service, is sold in Cirkulär, which is our dedicated furniture shop in the store for used furniture. In total, IKEA Denmark sold 456,000 items in Cirkulär

in the fiscal year 2022 (September 1, 2021 - August 31, 2022).

We are not there yet

At IKEA, we have set ourselves a goal of becoming a 100% circular business by 2030. To reach that goal, we need to restructure our business model from only selling new furniture to also buying back, selling and repairing used furniture as well as producing new furniture from sustainable material. We have come a long way, but there's still a need for more initiatives to realize our ambition. Becoming a 100% circular business means no waste, and we need customers to adopt the same mindset; don't throw out furniture you no longer need, but either refurbish it, pass it on or sell it back to IKEA.

Is a circular business model the future of home furnishing retail?

We believe it is. And we believe it is our job to help make it obvious for our customers to take part. With the Green Friday campaign generating almost 4,000 used items from our customers and 456,000 products sold through Cirkulär last year, we are well on our way. But there's still a long way to go.

IKEA®

For that reason, we need help to:

Create a concept that makes more IKEA customers want to use our buyback and resell service (Gensalg) so we waste less by prolonging the lifecycle of each furniture piece.

Helpful links:

IKEA Buy-Back & Resell: [IKEA Buy Back & Resell – Sustainable furniture - IKEA](#)

Cirkulär: [IKEA Buy Back & Resell – Sustainable furniture - IKEA](#)

Sincerely,

Christian Mouroux

Communication & Sustainability Director

IKEA Denmark

IKEA®