

## 01: ACQUISITION

**QR code** on product label in store links to page that exhibits:

- IKEA's sustainable actions during the production process, along with the product's sustainable impact
- A community hub that displays photos of how other people are using the product through the #IKEASustainable challenge



A comprehensive product portfolio can help a user track their actions and manage sustainable actions. Push notifications are convenient, accessible, and effective ways to consistently promote sustainability

## 03: END-OF-LIFE

**QR code** previously linked the product to user's portfolio. At the end of the product's lifecycle, the user can click the disposal option in the app to:

- Receive options on how to dispose of product sustainably (upcycle/donate/recycle)
- Obtain contact info on donation centers, upcycling workshops, etc.



Users will be educated by IKEA's track record and will be inspired by how others' are using the product. The #IKEASustainable challenge will spur a movement of sustainably aware and literate consumers!

## 02: HOME USE

**QR code** on product packaging:

- Adds product to user's product portfolio in app
- Delivers sustainable tips on how to use the product through push notifications
- Directs user to participate in #IKEASustainable challenge



Providing resources at the end of a product life cycle enforces the concept of **circularity**! This is a great way to educate consumers and extend their perspectives on consumption.

*Sample label:* **SCAN for a live demo**



**LENNART**

Drawer unit, white

**\$14.99**