



WWF and IKEA are working together on forests, cotton, water and climate to protect landscapes and enhance biodiversity.



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FACT SHEET: CLIMATE

Climate action to transition to 1.5°C

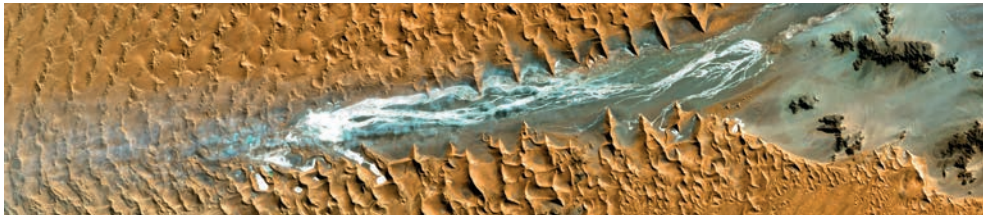
The time for action on climate change is now. To avoid catastrophic impacts, we need to limit the rise in average global temperature rise to 1.5°C. This will require far reaching and unprecedented changes within society.

The challenge is immense. Companies must rethink the way they do business and decouple business growth from emissions growth. Scientists believe we need to reach net-zero emissions by 2050, which means reducing greenhouse gas emissions as far as possible (around 90%) and balancing any remaining emissions with actions to remove carbon dioxide from the atmosphere. Collaboration is key in tackling the climate crisis: no individual organization can do this alone. This is the basis for our partnership.

WWF and IKEA first started to work together on climate projects between 2008 and 2011. Since 2020 we've joined forces again. As climate is ingrained in all topics covered by the partnership, a strategic aim is to see how we can increase the climate benefits from our projects within forests, cotton and fresh water. The partnership is also directly investing in two projects: WWF's Beyond Net-Zero guidance, and the Forest, Land and Agriculture (FLAG) project run by the Science-Based Targets initiative.

WHAT WE PLAN TO ACHIEVE BY 2025

- Scale up climate action: support IKEA to implement solutions that help achieve its net-zero emission targets and contribute to limiting global average temperature increase to 1.5°C
- Develop a framework on what true climate leadership means, going beyond corporate emissions reductions to include aspects like financing additional action, engaging in climate policy and collaborating with others
- Increase the quality of science-based climate targets linked to forests, land and agricultural systems, while accelerating implementation of existing commitments
- Strategically engage with policymakers in various regions to support positive incentives and advocate against harmful proposals



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WHAT WE'RE DOING

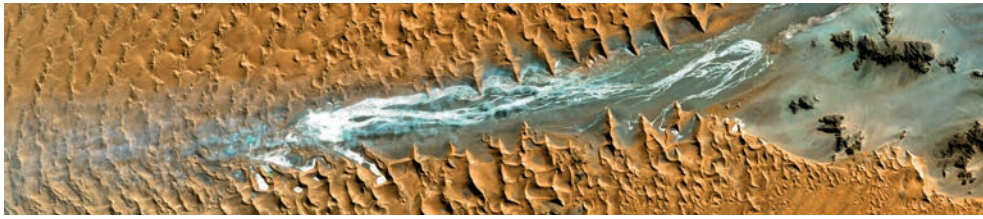
Developing a climate leadership framework

To scale up climate action and support companies with their net-zero plans, WWF, with the support of IKEA and H&M, developed guidance on what ambitious, credible corporate climate leadership looks like. The guidance, [Beyond Net-Zero](#), highlights what actions companies can take against the climate crisis. As well as an easy-to-understand action list, it includes metrics, practical advice and best practices. Our aim is to create a business movement of companies that are truly committed to accelerating climate action and sharing best practice.



Forest, land and agriculture (flag) project

WWF leads the Science-Based Targets initiative's [Forest, Land and Agriculture \(FLAG\)](#) project, where the focus is on developing methods and guidance to enable the food, agriculture and forest sectors to set targets for reducing their greenhouse gas emissions in line with science. This includes deforestation and other land-related impacts. IKEA is supporting the project both financially and by sharing its expertise through participating in stakeholder groups. [The FLAG guidance was released in October 2022.](#)



FACT SHEET: CLIMATE

Strengthening policy

Collaboration is needed between corporates and with governments to deliver on the Paris Agreement commitments and to drastically reduce greenhouse gas emissions. Companies must send clear signals to governments that they are willing and able to act. To support this, WWF and IKEA are increasing efforts on climate advocacy to raise ambition at national and regional levels. Together, we're putting pressure on decision-makers to set ambitious policies that favour climate-resilient, low-carbon development, energy efficiency, and clean renewable energy for all.

Cotton, forests and water

Climate change affects everything, including the other key areas of the WWF and IKEA partnership –forests, fresh water and cotton. Within these areas of work, there are also opportunities to realize significant climate benefits, for example through sustainable landscape management. We're supporting the numerous forest, cotton and freshwater projects that are part of the partnership to take action to mitigate climate change and to strengthen resilience against its impacts.



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For more information

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