



## TESTIMONIAL - IKEA

1.600 transferred items - Jo Vermaerke

"In 2018 we collaborated with Hu-Bu in the context of a major renovation project in Zaventem: the building where the head office and the call center were housed was completely renovated for the Customer Care Center of IKEA Belgium. Over the course of a year, the four floors have been tackled step by step. The contents of the old head office, the old call center and the meeting rooms have been proposed in three phases via the Hu-Bu platform. As project manager of this project I was responsible for the collaboration with Hu-Bu.

### **Why did IKEA choose Hu-Bu?**

Sustainability is one of the spearheads of IKEA's policy and with Hu-Bu we were able to achieve two objectives at the same time.

1) This collaboration gave our old furniture a Second Life through reuse. This was the first advantage. In addition, non-profit organizations short on budget were given the opportunity to purchase furniture and accessories for their operation at very reasonable cost. Part of the proceeds covered the Hu-Bu operational structure and another part was dedicated to a non-profit partner selected by IKEA (vzw Honk).

2) The second advantage was that this project contributed to the Social Responsibility pillar of what IKEA understands by Sustainability. Simply put, IKEA's used goods were given a second life, the beneficiaries were able to obtain items that would otherwise be inaccessible and IKEA's charity was financially supported.

### **How did the collaboration go?**

"VERY SMOOTH" sums up everything. From Hu-Bu you receive clear advice and instructions on how everything works practically.

### **What does Hu-Bu do and what should you do as an organization?**

Together we planned the different steps of the proposals, plotted them in time and made the necessary agreements. At IKEA there were three proposal periods, each of which consisted of two more phases: the employees first got the chance to acquire and then it was up to the non-profit organizations and schools as members of the Hu-Bu network and platform.

The whole requires solid preparation, and Hu-Bu's experience helps to steer this in the right direction.

Hu-Bu has always adhered to the planned schedule and, moreover, have been flexible where necessary.

They were also available on the weekends following the launch of a wave of proposals. The fact that we only had to use them once proves that they are well prepared. Once the proposal wave had started, we received a daily overview of who had booked what, so that we could plan and prepare the pick-up of the items by the beneficiaries.

### **The result.**

In the three waves, we were able to free up respective floors for the renovation work within two weeks. (To give you an idea, a floor is about 3,500 sq. ft. of office or meeting space, or 1600+ items that have been transferred)."



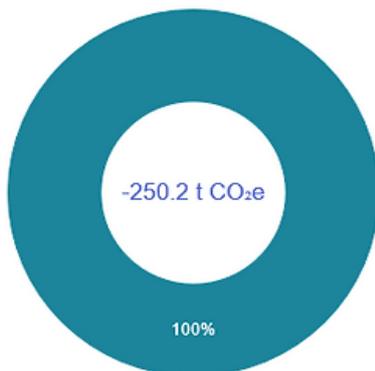
## 1) Transfer results

Volume of items	Non-Profit	IKEA STAFF	Total
07 - 08 2018	202	239	441
07 - 08 2018 v2	17	56	73
10 - 11 2018	324	51	375
01 - 02 2019	397	330	727
	<b>940</b>	<b>676</b>	<b>1.616</b>
	58%	42%	

## 2) Carbon impact

### Total Emissions

Total carbon emissions of **250.2 t CO<sub>2</sub>e** avoided by offering a "Second Life", no landfill and allowing beneficiaries to buy used furniture rather than new.



### Tangible comparison

It is often a question of Tons of CO<sub>2</sub>. Here's what the volume of **1.600 office items** represents in this case in a little more tangible way.

Kilos of fast-food burgers  
**-15937**



Trips around the world by car  
**-25**



Times the amount of CO<sub>2</sub> a whale absorbs in one year  
**-8**



## 3) Beneficiaries - Non-Profit and Schools

- Angioedema Belgium
- Ari
- Asbl Generations
- Association Des Parents D'enfants Déficients Auditifs Francophones (Apedaf)
- Belgisch Kinderkanker Steunfonds Bkks
- Bo Ter Bank
- Centre Avec
- Centre D'etude Et De Formation Pour L'éducation Spécialisée Et Inclusive-Cefes-Ulb
- Centre Espoir Et Joie
- Coala
- Coup De Pouce A L'avenir Asbl
- Espoir Et Vie
- Extra & Ordinary People Asbl
- Fondation Susa
- Foyer De L'amitié
- Iseniyonze, Dada
- Kapons Asbl
- Le Castillon
- Les Colibris
- Plateforme Pour Le Service Citoyen
- Poseco Asbl
- Repair Cafe Villers La Ville
- Sas De Mons
- 'T Is Feest! Vzw
- Vermeulen, Saartje
- Vzw Ruyskensveld