

Blue Bag Project

In line with our global sustainability approach, IKEA Indonesia offered the environmentally friendly Blue Bag to customers in place of plastic bags. Each purchase of a Blue Bag, in addition to a donation from IKEA, went towards Mercy Corps Indonesia's local water and sanitation sewage project in Kecamatan Penjaringan, North Jakarta.

The IKEA Blue Bag Project, executed in partnership with Mercy Corps Indonesia, has been completed by building all 100 septic tanks in end of December 2015, or 6 months earlier than scheduled. The remaining six months, until June 2016, was used to supervise and continue to educate the beneficiaries on the maintenance of their septic tanks.

The IKEA Blue Bag Project was a program run by IKEA Indonesia and part of the IKEA Global initiative to emphasize sustainability for the society and the environment. The successful implementation of the IKEA Blue Bag Project has made it to receive awards from Jardine Matheson Pride in Performance Award 2016 for Customer Engagement Category; and Pioneers Award Dairy Farm for Consumer Category.



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