

SPROUT



STUDENTS PLANTING SEEDS OF TOMORROW.

INFORMATION DROP #2 **LOGISTICS**

FEBRUARY 18-21 2025

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LAND ACKNOWLEDGEMENTS

Toronto is in the 'Dish With One Spoon Territory'. The Dish With One Spoon is a treaty between the Anishinaabe, Mississaugas and Haudenosaunee that bound them to share the territory and protect the land. Subsequent Indigenous Nations and peoples, Europeans and all newcomers have been invited into this treaty in the spirit of peace, friendship and respect.

The "Dish", or sometimes it is called the "Bowl", represents what is now southern Ontario, from the Great Lakes to Quebec and from Lake Simcoe into the United States.

We all eat out of the Dish, all of us that share this territory, with only one spoon. That means we have to share the responsibility of ensuring the dish is never empty, which includes taking care of the land and the creatures we share it with. Importantly, there are no knives at the table, representing that we must keep the peace.

This was a treaty made between the Anishinaabe and Haudenosaunee after the French and Indian War. Newcomers were then incorporated into it over the years, notably in 1764 with The Royal Proclamation/The Treaty of Niagara.

The land acknowledgement started in British Columbia, where there are no treaties at all. Its popularity has spread as an acknowledgment of Indigenous presence and assertion of sovereignty. It is used in a variety of ways, such as at opening events and meetings.





ABOUT INFO DROP #2



WHAT IS INFO DROP #2?

Info Drop #2 includes information regarding this year's competition partner, and topics related to the Case Question. However, the list of topics are not exhaustive, they are meant to be used as a guide and provide a few areas to consider when creating solutions. They are meant to act as a starting point for your research, and help give some ideas to explore when engaging with the Case Question. More importantly, this Info Drop will include the Case Competition Question you and your team will solve.

We advise that you read over the case question and begin to consider different ways to approach the problem, as well as how you may be able to solve it. Leave room for your ideas to grow and change, as you continue to gather more information to help inform your solution. Ensure that you also consult with your team members for their ideas: remember this is a collaborative effort!


TIPS FOR INFO DROP #2

Topics listed within this Info Drop have been selected because they relate closely to the knowledge of the various experts joining us during the competition, and the Case Competition Question. So, feel free to use these topics as you deem fit.

- Do research! We advise reading the small descriptions, however conducting in-depth research into these topics is required to gain a better understanding as to how they relate to your proposed solution.
- Think outside of the box! Although we have given you a list of topics, you are not limited to them, nor are you required to use them. Use as much or as little as needed to aid your research and solution creation.
- These topics are to be used as the starting point for further research! Don't confine yourself to the topics listed in this Info Drop, and instead use them as a guide for setting out the general scope and direction solution to the Case Competition Question.
- Leave room to grow! You shouldn't decide on your case solution after reading Info Drop #2. You still have workshops and experts to talk to, that will give you more insight into the question posed to you. Getting stuck on one idea can limit you, so instead, let this be a tool to open your mind to different areas of interest and possibility.
- Identify and highlight keywords! This can help you conduct research, or navigate your way through the competition.

CASE COMPETITION

QUESTION



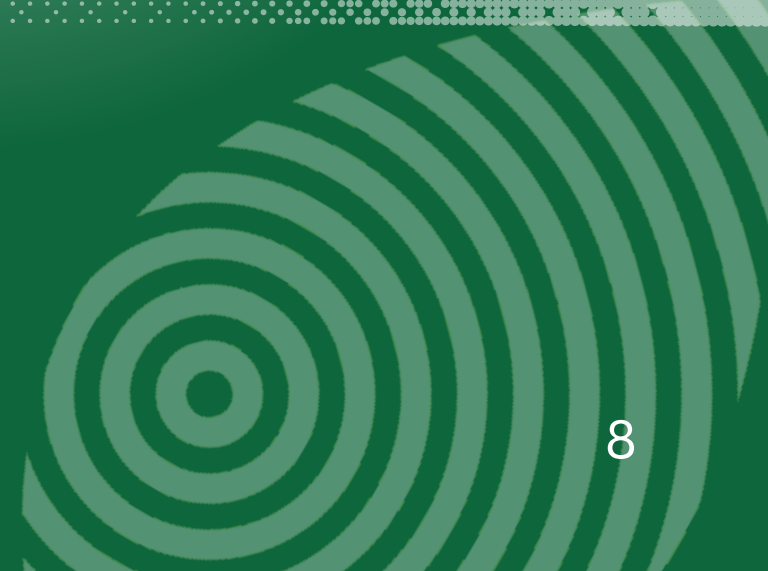
How can IKEA Toronto Downtown better utilize its small-format, urban space (with all its limitations) as a community destination for learning, social collaboration, environmental action and innovation? Consider solutions which align with at least one of IKEA's sustainability focus area.

IKEA's sustainability focus areas are:

- ***Healthy and sustainable living:*** Inspiring and enabling more than 1 billion people to live a better everyday life within the boundaries of the planet.
- ***Circular & Climate Positive:*** Becoming circular and climate positive, and regenerating resources while growing the IKEA business.
- ***Fair and equal:*** Creating a positive social impact for everyone across the IKEA value chain.



ABOUT IKEA TORONTO DOWNTOWN



IKEA Toronto Downtown

Located at 382 Yonge Street, IKEA Toronto Downtown opened in May 2022 as a retail tenant in the Aura building, a mixed-used skyscraper. It is the first small-format IKEA store in Canada and one of the first globally. Here are some of its key features and differences from traditional format IKEA stores:

Aspect	IKEA Toronto Downtown	Traditional Format IKEA Stores
Store Size	6,148 m ² (66,200 sq ft), compact layout spread over 2 floors,	Typically, around 27,870 m ² (300,000 sq ft) or larger, with sprawling layouts usually spread over 2 or more floors
Product Selection	Around 3,500 products available for immediate takeaway, and around 8,000 available for order	8,000 or more products available for immediate takeaway, including an expansive self-serve customer warehouse
Geography	Dense urban environment in downtown Toronto, located steps from College Park station	Typically built in less dense, more suburban locations
Transportation	No dedicated parking facility of its own, paid underground parking available at 777 Bay Street	Primarily car-centric with ample parking space in a dedicated parking lot, typically free of charge

Aspect	IKEA Toronto Downtown	Traditional Format IKEA Stores
Retail Space	Occupies its retail space as a tenant. The space was formerly occupied by other retail tenants with the interior renovated to its current form for the store's May 2022 launch	Typically stand-alone, purpose-built units
Shopping Experience	Catering towards shorter, more frequent, and spontaneous visits due to smaller space and urban setting, with mixed-use entry and exits on both floors and multiple shopping pathways	Caters towards longer, more planned visits with dedicated entry and exits and one-way traffic flow
Food and Seating Availability	One streamlined food counter: the Swedish Deli, combining aspects of both the Swedish Restaurant and Swedish Bistro, primarily for takeaway with limited seating options available. Less than 100 seats, split between the main downstairs area, a small barstool section, and a secondary mezzanine seating area.	Swedish Restaurant with ample sit-down seating area available with 150 or more seats typically in a single, sprawling area. Swedish Bistro with quicker, takeout-focused options located towards the exit of the store with limited seating options available

8 Key IKEA Values

At IKEA, we want to be a force for good for people, society, and the planet. As a customer meeting point, IKEA Toronto Downtown has an opportunity to be a frontline destination to engage and collaborate with the community on the IKEA sustainability focus areas.

When formulating your answer, consider some of these ways that the IKEA sustainability focus areas relate to IKEA Toronto Downtown at a store level:

HEALTHY AND SUSTAINABLE LIVING:

Product Offerings: Highlighting products that promote sustainable living such as energy-efficient appliances, LED lighting, and home furnishings made from renewable or recycled materials.

Food Options: Promoting healthy and sustainable food options including plant-based meals and sustainably sourced ingredients.

CIRCULAR & CLIMATE POSITIVE:

Circular practices: Giving home furnishings a second life through our As-is department and buyback program. Encouraging product life extension through spare parts availability and product upkeep practices. Promoting recycling for environmentally hazardous items such as light bulbs and batteries.

Waste reduction: Reducing packaging waste by using recyclable or biodegradable materials. Promoting reusable bags and avoiding single-used plastics.

Energy and water efficiency: Maintaining and improving our facility energy and water conservation practices.

FAIR AND EQUAL:

Community Engagement: Informing and engaging members of our community on local issues by identifying problem areas and key partner organizations. Providing opportunities for our community to participate in social initiatives.

Social Impact: Informed by our evolving IKEA social impact framework, we are moving away from short-term charity and donations towards creating long-lasting positive changes in our neighborhood and community.

IWAY: The IKEA way for responsibly procuring products, services, and materials. This informs our decisions for the local suppliers and service providers we work with.

CLOSING NOTES:

Be bold and creative! Let the 8 key IKEA values help guide you (see first link). Research further using the following links and feel free to click around for more information. Lastly, always keep in mind the core IKEA vision: “To create a better everyday life for the many people.”



IKEA Toronto Downtown

Further reading:

The IKEA vision and values:

<https://www.ikea.com/ca/en/this-is-ikea/about-us/the-ikea-vision-and-values-pub9aa779d0/>

Social impact

<https://www.ikea.com/ca/en/this-is-ikea/community-engagement/>

Our sustainability focus areas:

<https://www.ikea.com/global/en/our-business/sustainability/>

The IKEA Sustainability Strategy:

<https://www.ikea.com/ca/en/this-is-ikea/climate-environment/the-ikea-sustainability-strategy-pubfea4c210/#:~:text=IKEA%20Sustainability%20Strategy-,The%20IKEA%20Sustainability%20Strategy,positive%2C%20and%20Fair%20%26%20equal.>

IKEA Sustainability Report 2024 Document:

https://www.ikea.com/global/en/images/IKEA_Sustainability_Report_FY_24_2025_01_27_2c35989733.pdf

IKEA Climate Report 2024 Document:

https://www.ikea.com/global/en/images/IKEA_Climate_Report_FY_24_2025_01_27_9136cd2347.pdf

IKEA Sustainability Strategy 2024 Document:

https://www.ikea.com/global/en/images/IKEA_Sustainability_Strategy_20241030_c2780facaa.pdf

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