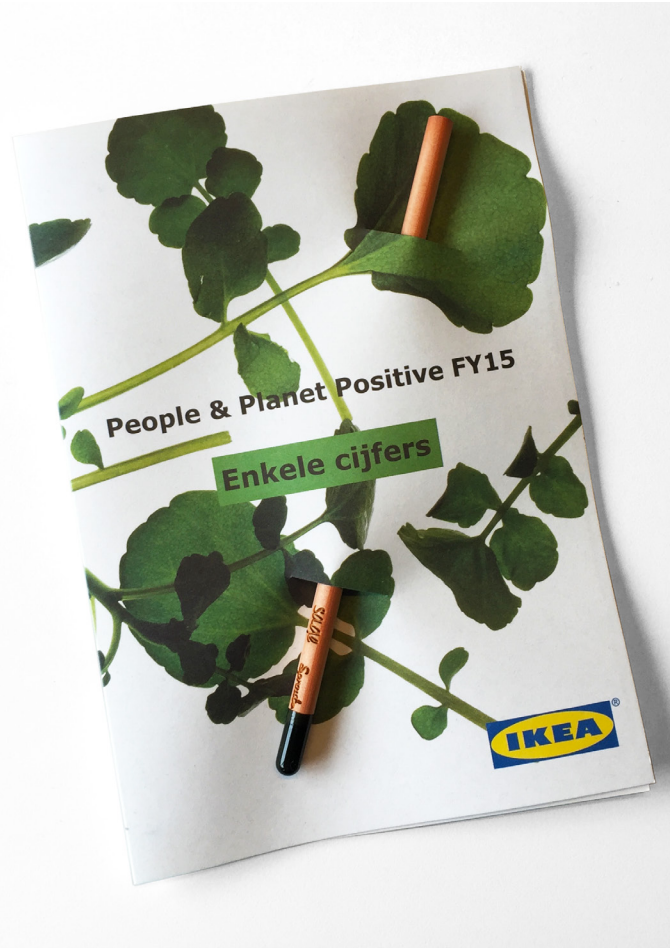




*“It was a fun gadget and the reactions were very positive”*



WHO IKEA, Belgium  
WHAT Engraved Sprout pencils on single cards with highlights  
HOW A giveaway handed to all employees as part of the launch of a sustainability report  
WHY The Sprout pencil is good at communicating sustainability



*“We have purchased pencils with herbs for supporting the launch of our sustainability report.*

*It was a fun gadget that came together with a card with our sustainability highlights of last year.*

*It was distributed to all our co-workers in IKEA Belgium.*

*The reactions were very positive. And we know that the pencils work, because we have planted some of them in our office.”*

**Iris de Herdt**

*Sustainability Department  
IKEA, Belgium*

