



Kaunas University of Technology
Faculty of Social Sciences, Arts and Humanities

Localisation of Sustainability Idea on IKEA Website

Master's Final Degree Project

Inga Stadalninkaitė

Project author

Prof. Dr. Vilmantė Liubiniė

Supervisor

Kaunas, 2019



Kaunas University of Technology
Faculty of Social Sciences, Arts and Humanities

Localisation of Sustainability Idea on IKEA Website

Master's Final Degree Project

Translation and Localization of Technical Texts (6211NX031)

Inga Stadalninkaitė

Project author

Prof. Dr. Vilmantė Liubinienė

Supervisor

Prof. Dr. Ramunė Kasperavičienė

Reviewer

Kaunas, 2019



Kauno technologijos universitetas

Socialinių, humanitarinių mokslų ir menų fakultetas

Inga Stadalninkaitė

Tvarumo idėjos lokalizacija IKEA interneto svetainėje

Akademinio sąžiningumo deklaracija

Patvirtinu, kad mano, Ingos Stadalninkaitės, baigiamasis projektas tema „Tvarumo idėjos lokalizacija IKEA interneto svetainėje“ yra parašytas visiškai savarankiškai ir visi pateikti duomenys ar tyrimų rezultatai yra teisingi ir gauti sąžiningai. Šiame darbe nei viena dalis nėra plagijuota nuo jokių spausdintinių ar internetinių šaltinių, visos kitų šaltinių tiesioginės ir netiesioginės citatos nurodytos literatūros nuorodose. Įstatymų nenumatytų piniginių sumų už šį darbą niekam nesu mokėjęs.

Aš suprantu, kad išaiškėjus nesąžiningumo faktui, man bus taikomos nuobaudos, remiantis Kauno technologijos universitete galiojančia tvarka.

(vardą ir pavardę įrašyti ranka)

(parašas)

Stadalninkaitė, Inga. Localisation of Sustainability Idea on IKEA Website. Master's Final Degree Project / supervisor Prof. Dr. Vilmantė Liubiniene; Faculty of Social Sciences, Arts and Humanities, Kaunas University of Technology.

Study field and area (study field group): N05 (Humanities, Translation), 04H (Philology).

Keywords: localisation, transcreation, cultural translation, website localisation, sustainability.

Kaunas, 2019. 61 p.

Summary

The title of the Master thesis is “Localisation of Sustainability Idea on IKEA Website”.

The relevance of the analysis is based on a variety of research carried out by many scholars in the professional field of localisation (in association with the GILT) and website localisation (Pym (2006, 2011, 2014), Esselink (2000, 2003), Sandrini (2008), Munday (2010), Jiménez-Crespo (2013)).

The novelty of the thesis is expressed via the analysis of a new translation paradigm in the presence of the GILT (Globalisation, Internationalisation, Localisation, Translation) (Munday, 2010) and with additional focus on website localisation aspects. In addition to that, the comparative analysis of sustainability ideas, as the main object of the research, demonstrates that the thesis is related with global issues of the current world.

The object of the thesis is IKEA website page “People & Planet” (EN) in 28 different IKEA departments and the translated equivalent of the Lithuanian web page “Žmonės ir planeta”.

The aim of the thesis is to analyse the web page “People & Planet” according to website localisation aspects, compare how the same information about IKEA sustainability development (in EN) is presented in different countries/regions and separately discuss the level of localisation on the equivalent Lithuanian web page “Žmonės ir planeta”.

The objectives of the thesis:

1. to explore and discuss a shift in translation paradigm in connection with the GILT as well as changes in translator’s work environment;
2. to perform an overview of website localisation in terms of a constantly changing advertising platform and discuss the importance of sustainability idea localisation;
3. to analyse IKEA web page “People & Planet” (in EN) and compare how the same information about sustainability idea is adapted in different countries/regions;
4. to discuss a degree of localisation on the translated Lithuanian web page “Žmonės ir planeta”.

After carrying out the research, the following **conclusions can be drawn**:

1. The relevant literature review demonstrates that in the presence of the GILT (Globalisation, Internationalisation, Localisation, Translation) and due to the introduction of technological-based innovations that people have witnessed in the last few decades, translation paradigm is going through major changes. The latter shifts are both positive and negative including a changing translation work environment, establishing new localisation-related work positions as well as a rising number of non-professional translators and the excessive usage of MT

(machine translation) tools which eventually reduces the importance of translation work image.

2. The emergence of the WWW and rising popularity of websites has eventually encouraged the introduction of website localisation professional field. This new discipline helps to ensure a successful website preparation for other markets and includes many aspects of website analysis such as constantly changing textual information, page layout, visual elements, writing and reading directions, analysis of cultural norms, symbolic meanings and other. Also, it is important to note that sharing sustainability-related ideas in the presence of the current global crisis is a very important initiative that can influence humankind to move towards a more sustainable future.
3. The comparative website localisation analysis of the page “People & Planet” in 28 IKEA departments demonstrates that only 6 countries out of 28 have their web page fully localised, including a new page layout, transcreated textual information and different non-textual elements. 12 departments represent cases of partial localisation with the introduction of additional menu items regarding local initiatives, different presentation of textual information, in comparison with the original text, and concentrating on current sustainability goals for 2030. Lastly, 10 departments out of 28 can be assigned to the category of no localisation with using primary information from Inter IKEA, concentrating on sustainability goals for 2020, using original page layout, images and textual information (no or little linguistic localisation). It is assumed that such localisation-based distribution of IKEA departments is mainly determined by the general focus on sustainability-related issues and the budget.
4. The analysis of Lithuanian web pages “People & Planet” (EN) and “Žmonės ir planeta” (LT), demonstrates that IKEA Lithuania department does not use any specific localisation techniques (textual information is translated with a help of literal translation strategies and visual information is maintained as originally provided by Inter IKEA). Therefore, IKEA Lithuania department is assigned to the last category of no website localisation.

The thesis is structured as follows: introduction, theoretical review, methodology and empirical parts, conclusions, list of references and information sources and appendices.

Stadalninkaitė, Inga. Tvarumo idėjos lokalizacija IKEA interneto svetainėje. Magistro baigiamasis projektas / vadovė Prof. Dr. Vilmantė Liubinienė; Kauno technologijos universitetas, Socialinių, humanitarinių mokslų ir menų fakultetas.

Studijų kryptis ir sritis (studijų krypčių grupė): N05 (Humanitariniai mokslai, Vertimas), 04H (Filologija).

Reikšminiai žodžiai: vertimas, lokalizacija, kultūrinių realiųjų vertimas, interneto svetainės lokalizavimas, tvarumas.

Kaunas, 2019. 61 p.

Santrauka

Magistro darbo **pavadinimas** „Tvarumo idėjos lokalizacija IKEA interneto svetainėje”.

Magistro darbo **aktualumas** yra pagrindžiamas atliktų tyrimų gausa dėl lokalizacijos (sąsaja su globalizacija, internacionalizacija, lokalizacija ir vertimu) bei interneto svetainių lokalizacijos (Pym (2006, 2011, 2014), Esselink (2000, 2003), Sandrini (2008), Munday (2010), Jiménez-Crespo (2013)).

Magistro darbo **naujumas** atsiskleidžia pasirinktoje temoje ir tyrimo kryptyje, kur pagrindinis dėmesys yra skiriamas interneto svetainių lokalizacijai bei šiuolaikinei ir besikeičiančiai vertimo paradigmai, kurią nuolat veikia įvairūs globalizacijos, internacionalizacijos bei lokalizacijos procesai. Darbo naujumą bei aktualumą pabrėžia ir analizės dalyje nagrinėjamos tvarumo idėjos, kurios yra ypač svarbios atsižvelgiant į dabartinę globalinę krizę, apimančią visas pasaulio šalis.

Magistro darbo **objektas** yra IKEA interneto svetainės puslapis „People & Planet“ (anglų kalba) 28-ioose IKEA padaliniuose ir išverstas puslapis „Žmonės ir planeta“ (lietuvių kalba) pateikiamas Lietuvos rinkai.

Magistro darbo **tikslas** yra išanalizuoti ir palyginti, kaip, remiantis interneto svetainės lokalizacijos aspektais, ta pati informacija apie tvarumo idėjas, kurią anglų kalba paruošia Inter IKEA centrinis skyrius, yra pritaikoma skirtingose šalyse/regionuose ir kaip tas pats puslapis yra pateikiamas lietuvių kalba Lietuvos rinkoje.

Uždaviniai:

1. išanalizuoti ir aptarti šiuolaikinę vertimo paradigmą bei pokyčius ir iššūkius, su kuriais vertėjai susiduria savo darbo aplinkoje;
2. apžvelgti interneto svetainių lokalizacijos aspektus, atsižvelgiant į tai, kad interneto svetainės yra reguliariai atnaujinamos ir keičiamos bei aptarti tvarumo idėjos lokalizacijos svarbą;
3. remiantis interneto svetainių lokalizacijos aspektais, išanalizuoti IKEA svetainės puslapį “People & Planet” (anglų kalba), palyginti kaip ta pati informacija apie tvarumą, kurią paruošia Inter IKEA, yra lokalizuojama ir pritaikoma skirtinguose regionuose/šalyse;
4. peržvelgti ir aptarti, ar puslapis “Žmonės ir planeta” (lietuvių kalba) yra specialiai pritaikomas vietinei rinkai, ar ne.

Atlikus apžvalgą ir analizę, galima pateikti šias **išvadas**:

1. Atlikta literatūros apžvalga atskleidžia, kad dėl įvairių su globalizacija, internacionalizacija ir lokalizacija susijusių procesų bei dėl technologinių pokyčių, kurių liudininkais visuomenė buvo pastaruosius kelis dešimtmečius, vertimo paradigma turėjo priimti nemažai iššūkių ir pokyčių. Šiuos teigimus ir neigiamus pokyčius tiesiogiai pajuto vertimo rinkoje dirbantys specialistai (besikeičiantis vertėjo darbo įvaizdis, naujų, su lokalizacijos sritimi susijusių darbo vietų kūrimas taip pat kaip ir augantis neprofesionalių vertėjų skaičius bei mažėjanti vertimo paslaugų paklausa dėl vis labiau populiarėjančių mašininio vertimo sistemų).
2. Saityno (angl. *World Wide Web*) atsiradimas ir vis labiau didėjantis interneto svetainių populiarumas galiausiai paskatino ir nulėmė interneto svetainių lokalizacijos, kaip atskiros profesinės srities, atsiradimą. Pastebima, kad interneto svetainių lokalizacija, užtikrinanti sėkmę tikslinėje rinkoje, apima įvairius aspektus, tokius kaip nuolat besikeičianti tekstinė informacija, puslapio išdėstymas, spalvos, nuotraukos, skaitymo ir rašymo kryptys, kultūrinių normų analizė, simbolinės reikšmės ir kt. Svarbu paminėti ir tai, kad su tvarumu susijusių idėjų skleidimas ir lokalizacija, atsižvelgiant į dabartinę globalinę krizę, yra reikšmingas žingsnis, skatinantis žmoniją keistis ir siekti tvaresnės ateities.
3. Palyginamoji IKEA puslapio “People & Planet” analizė, remiantis interneto svetainės lokalizacijos aspektais, atskleidė, kad tik 6 IKEA padaliniai iš 28 visiškai lokalizuoja savo puslapį, įskaitant naują puslapio išdėstymą, perkurtos tekstinės informacijos pateikimą bei naujus vaizdinius elementus. 12 padalinių pasitelkia dalinės lokalizacijos idėją, papildomai pateikia su vietine veikla susijusius naujus meniu punktus, perkurtą tekstinę informaciją bei skiria dėmesį 2030-ųjų metų tvarumo tikslams. Galiausiai, 10 padalinių iš 28 arba palieka tą pačią tekstinę ir vaizdinę informaciją gautą iš Inter IKEA, arba pakeičia tik jos dalį bei susitelkia į tvarumo tikslus 2020 metams (beveik nėra lingvistinės lokalizacijos pavyzdžių). Manoma, kad toks IKEA padalinių pasiskirstymas priklauso nuo to, kiek dėmesio ir lėšų yra skiriama tvarumo idėjų sklaidai ir interneto svetainių lokalizacijos svarbai.
4. Atlikus palyginamąją lietuviškų puslapių “People & Planet” ir “Žmonės ir planeta” analizę, paaiškėjo, kad IKEA Lietuva padalinys puslapiui “Žmonės ir planeta” netaiko jokių specifinių lokalizacijos strategijų, nes vaizdinė informacija yra paliekama tokia pati, kaip gauta iš Inter IKEA, o tekstinė informacija išverčiama naudojant pažodinio vertimo strategijas.

Magistro darbo **struktūra**: įvadas, teorinė literatūros apžvalga, metodologinė ir empirinė dalys, išvados, literatūros ir informacinių šaltinių sąrašai, priedai.

Table of contents

List of figures	9
List of tables	10
List of terms	11
Introduction	12
1. A change in translation paradigm	14
1.1. Conception of translation in the presence of GILT	14
1.1.1. Translators' role in a changing translation market	18
1.1.2. From literal to cultural translation	20
1.2. New translation paradigm.....	21
1.2.1. Translation versus transcreation	23
1.3. Website localisation process.....	26
1.3.1. Website as a platform for localising sustainability ideas	29
2. Localisation of sustainability idea on IKEA website	31
2.1. Research methodology	31
2.2. Analysis of IKEA web page "People & planet" according to website localisation strategies .	33
2.2.1. Linguistic aspects and content information	34
2.2.2. Non-linguistic website localisation elements	45
2.3. Analysis of IKEA web page "People & planet" in the Lithuanian market	55
Conclusions	59
List of references	61
List of information sources	64
Appendices	65
Appendix 1. Letters from IKEA Lithuania department.....	65
Appendix 2. IKEA sustainability reports	67
Appendix 3. List of countries with links to the web page "People & planet"	68
Appendix 4. Web page "People & planet" (Arab countries).....	69
Appendix 5. Web page "People & planet" (Southern Europe)	75
Appendix 6. Web page "People & planet" (The Baltic countries).....	82
Appendix 7 Web page "People & planet" (North America)	84
Appendix 8. Web page "People & planet" (Asia).....	87
Appendix 9. Web page "People & planet" (Oceania)	94
Appendix 10. Web page "People & planet" (The United Kingdom of Great Britain and Ireland)...	97

List of figures

Fig. 1. Layers of localisation (Chroust, 2007).....	16
Fig. 2. Biau Gil’s Model of GILT (Biau Gil, 2005).....	17
Fig. 3. Internationalization as an intermediate stage (Pym, 2014)	18
Fig. 4. Web page “People & Planet” in English by Inter IKEA.....	32
Fig. 5. Pictures for web page “People & Planet” by Inter IKEA	32
Fig. 6. Web page “People & Planet” (bottom part of the page)	52
Fig. 7. Web page “People & Planet” (top part of the page)	52
Fig. 8. Web page “People & Planet” (separate menu item)	52
Fig. 9. Menu items at the top part of the web page	53
Fig. 10. Menu items above the advertising banner.....	53
Fig. 11. Menu items display in a column (left side of the web page)	53
Fig. 12. Menu items display (Greece and Cyprus).....	54
Fig. 13. Sustainability ideas presented via separate initiatives.....	54
Fig. 14. Web page “People & Planet” in English for the Lithuania market.....	55
Fig. 15. Web page “Žmonės ir planeta” in Lithuanian for the Lithuania market.....	56

List of tables

Table 1. The main strategies of transcreation.....	24
Table 2. Nida’s translation strategies (Molina, Hurtado Albir, 2002).....	25
Table 3. Vinay and Darbelnet’s direct and oblique translation techniques	25
Table 4. Vinay and Darbelnet’s generalized translation strategies (Molina, Hurtado Albir, 2002)..	26
Table 5. IKEA menu items and titles in different regions.....	34
Table 6. IKEA web page main title and slogan in different regions	37
Table 7. IKEA’s position and role regarding sustainability in different regions	39
Table 8. IKEA’s plans and actions towards a sustainable future in different regions.....	41
Table 9. Pictures for the web page “People & Planet” by Inter IKEA and other departments	45
Table 10. IKEA slogan for the Lithuanian market	56
Table 11. IKEA web page title and menu items for the Lithuanian market.....	56
Table 12. IKEA web page introductory information for the Lithuanian market.....	57

List of terms

Sustainability – the term described and seen in the presence of three dimensions: social, economic and environmental with a suggested approach towards the well-being of future generations and reduction for an excessive usage of non-renewable natural resources (Kuhlman, Farrington, 2010).

Localisation – involves taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold (Munday, 2010).

Transcreation – a cross between straight translation and copywriting, using specialist translators to come up with appropriate and relevant counterparts to word plays or other creative concepts while maintaining the sense of the original text (Ray, 2008)

Website localisation – is the process of modifying an existing website to make it accessible, usable and culturally suitable to a target audience. Website localization is a multi-layered process needing both programming expertise and linguistic/cultural knowledge (Payne, 2006).

Introduction

The concept of translation in general has remarkably changed throughout decades. At the beginning, the focus in translation was put on a text, as transferring the text from original to target language was the most important task to make a good translation. Further research in the scientific field performed by well-known theoreticians such as Nida, Catford and Newmark has introduced another perception where translation was described as a process of transferring the message rather than actual text. Nowadays, regarding all globalization and internationalization processes that people are constantly surrounded by, the term translation is very often replaced with another term localisation (Jiménez-Crespo 2013, Munday 2010, Sandrini 2008, Esselink 2000 and 2003, Pym 2006, 2011, 2014). Without a doubt, this continuous process of translation development encompasses more and more additional features (together with the text) that are equally important for the result which is presented to target audiences.

A constant change of translation perception has eventually led the way towards a more detailed analysis of main translation processes. Considering the current impact of globalization, localisation and internationalization, translation increasingly has more coherence with transcreation as ever before. The term transcreation can be explained as taking a message in any language and recreating it in another language by using special techniques (Katan, Spinzi, 2014). In general, finding translators' position in a constantly evolving contemporary world can often be compared with solving the Gordian's Knot. Currently translators work with different platforms including websites, they are more prone to actual transcreation and adaptation of the text involving various marketing techniques rather than literal translation. Therefore, it is important to overview and discuss a changing translation paradigm as a constituent part of the localisation process.

The relevance of the thesis based on a variety of research carried out in the scientific area and the fact that the topic is related with two main aspects which will be irreplaceable in the future world: localisation and sustainability. As the practice shows, localisation will inevitably become a dominant tendency in many areas starting from website localisation of various business companies and ending with localising information about global issues. Therefore, translators, who will inevitably become an important part of localisation process, will have to see themselves as mediators of information which, in most part, is not clear and familiar. Because of this reason, it is very important to analyse how people in different countries and regions within localisation and transcreation processes receive the same message of sustainability and what aspects trigger possible similarities or differences.

The hypothesis of the thesis is that the same information about the development of IKEA sustainability idea is transcreated and presented differently in separate countries/regions where IKEA operates.

The object of the thesis is IKEA website page "People & Planet" (EN) in 28 different IKEA departments and the translated equivalent of the Lithuanian web page "Žmonės ir planeta".

The aim of the thesis is to analyse the web page "People & Planet" according to website localisation aspects, compare how the same information about IKEA sustainability development (in EN) is presented in different countries/regions and separately discuss the level of localisation on the equivalent Lithuanian web page "Žmonės ir planeta".

The objectives of the thesis:

1. to explore and discuss a shift in translation paradigm in connection with the GILT as well as changes in translator's work environment;
2. to perform an overview of website localisation in terms of a constantly changing advertising platform and discuss the importance of sustainability idea localisation;
3. to analyse IKEA web page "People & Planet" (in EN) and compare how the same information about sustainability idea is adapted in different countries/regions;
4. to discuss a degree of localisation on the translated Lithuanian web page "Žmonės ir planeta".

The Master's thesis has two main sections. The theoretical part of the thesis is based on the overview of translation and localisation theory, focusing on changes in translation paradigm in the presence of the GILT. In the theoretical review it is also important to analyse a transition between translation and transcreation as to see what similarities or differences these two terms share and how transcreation can affect translation process. In addition to that, it is essential to focus on website localisation aspects and the importance of sustainability idea localisation. The empirical part of the thesis is focused on the analysis of IKEA website page "People & Planet" (in English) in different regions as to see how the same sustainability ideas are presented by different IKEA departments and discuss a degree of localisation on the Lithuanian web page "Žmonės ir planeta".

Theoretical review is based on the **systematic literature analysis**. In order to make the research, the methods of **descriptive analysis** and **comparative content analysis** are used.

The list of references and appendixes are added to present all the cases that were gathered during the process of data collection.

1. A change in translation paradigm

The first section of the Master thesis focuses on the literature review of translation and localisation. In this part it is important to track all the changes that translation process is facing in the presence of globalization, internationalization and localisation as well as to review a changing translation paradigm and translators' position in the contemporary translation market. Additionally, it is important to discuss a coherence between translation and localisation, paying more attention to the role of localisation in general. Moreover, it is essential to describe how transcreation is different from translation and how these two notions are similar. Finally, theoretical part encompasses sustainability review and website localisation aspects as to see how new ideas are localised for target audiences.

1.1. Conception of translation in the presence of GILT

Throughout decades the notion of translation has gone through major changes and challenges. Even though human beings from different linguistic background communicate between each other for as long as remembered, but the real access to the translation field as an academic subject has only appeared in the second half of the twentieth century (Munday, 2010). In general, translation process represents a communication act but until the emergence of translation theory, translation was only analysed as an activity performed mainly on texts (Robinson, 2003). Therefore, the introduction of translation theory was described as a breakthrough and during that time many theoreticians have made valuable contributions to this academic field. One of the first and most important contributors to the contemporary translation theory was Nida who claimed that since there is no correspondence between languages, fully equivalent translations cannot exist (Weissbort, Eysteinnsson, 2006). Responding to the notion of equivalence, Nida distinguished formal and dynamic equivalence, where formal stands for the message both in form and content, while dynamic represents how this message builds a relationship between the receiver and the message (Bassnett, 2002). Similar ideas regarding translation perception were developed by another well-known linguist Catford who suggested that translation is about substitution of meanings from target to source language (Bassnett, 2002). Another theoretician who made a measurable impact on translation theory was Newmark with his ideas where the main distinction in translation is made between literal (semantic) and free (communicative) translation (Armstrong, 2005). Even though all these theories were essential for the beginning of translation theory academic field but they were mainly intended to understand how the process of translation can be performed. However, with reference to Newmark, in translation there is no magic or "sixth sense", since a translator simply needs to have a feeling of his/her own language, intuition and good knowledge (Newmark, 1988). According to the author, people need to be individual and have an ability to express ideas in their own way and the same qualities are applied for translators as well (Newmark, 1988).

Together with a development of new ideas and technologies, translation theory had to embrace major changes as well. There is no stronger force that would make the world joint and common than technology development (Aliber, Click, 1993). In this way, regarding all computerization processes that people have witnessed in the last few decades, translation was eventually referred to a well-known acronym of GILT – Globalization, Internationalization, Localisation and Translation (Munday, 2010). Sometimes the concepts are abbreviated in the following order "the number of characters between the first and last letter as a number between those two letters" (Globalization - g11n, Internationalization - i18n, Localisation - l10n, Translation - t9n) (Declercq, 2011). In addition

to that, it is noticeable that since the term translation is often subsumed under the discipline of localisation, the acronym can be shortened into GIL (Hatim, Munday, 2004).

For a better analysis of the GILT, it is important to separately discuss all components which are hidden under this abbreviation. One of the most complex elements of the abbreviation is localisation. According to the Localisation Standards Industry Association (LISA)¹ the term is defined as following:

Localisation involves taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold (Munday, 2010).

The definition comprises several key aspects: a product, linguistic and cultural adaptation and target audience (locale) in which the product will be used. Localisation process is very well described as “orienting locally” (Parrish, 2003). According to Dunne (2006), localisation as a separate profession has only appeared two decades ago and had both distinction and relation with the translation market. Despite its popularity and positive results, a precise description of localisation is only known and understood by a relatively small number of people who either work in the market or need localisation services (Dunne, 2006). With reference to Declercq (2011), it is quite difficult to come up with a united definition of localisation because it covers a lot of different areas including cross-cultural communication, computing skills and even business-related topics. Despite the fact that differences between localisation and translation are not strictly defined, localisation is mainly seen as the term which encompasses translation (Munday, 2010). The main shift which creates differences between these two terms is that localisation is more coherent with digital media, computer-related products and requires good technical preparation (Sandrini, 2008). The author also states that the main idea of localisation is to help people from specific locale to use a product in their native language without any obstacles (Sandrini, 2008). It is noticeable that a strong bond between localisation and translation is supported by those who work in localisation market “on the front lines”, which means that they mainly deal with translatable text units (Dunne, 2006). With reference to Esselink (2003), localisation is all about a combination of language and technology to create a product that can go over cultural and linguistic barriers. In the presence of globalization, localisation can be described as making a product local (Hines, 2000). It is agreed that international success and acceptance of any company can only be reached via successful localisation processes (Liubiniene, Beniušytė-Milašienė, 2014). Though localisation has linguistic content translation tasks, it is also related with software issues, such as adaptation of dialog boxes, colours, character sets, fonts, etc. (Hatim, Munday, 2004). According to Jiménez-Crespo (2013), the emergence of localisation was especially noticeable during the last two decades and it was mainly determined by a growing number of the Internet users and new digital communication forms. Based on the approach of well-known scholars, it seems that the “old-fashioned” notion of translation is gradually evolving into the new concept of localisation.

Together with understanding the meaning of the term, it is also important to discuss how and in which layers localisation can be applied. There are several methods regarding this subject, but one of the most detailed classification is provided by Chroust (2007). According to the author, (Chroust, 2007), there are seven layers of localisation distinguished where each higher layer in localisation depends on the lower layer (see Fig.1).

¹ The Localisation Standards Industry Association as the non-profit organisation to support the business areas of globalisation, localisation, internationalisation and translation was active from 1990 to 2011.

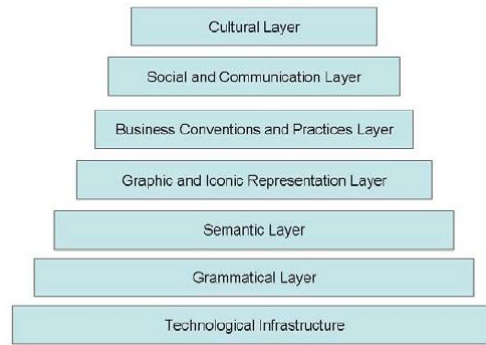


Fig. 1. Layers of localisation (Chroust, 2007)

- Technological Infrastructure Layer is described as the basic technical preparation for localisation projects, including such details as separation of text and code, selecting necessary coding of characters, checking if writing and reading directions are correct, clarifying date, currency, time and other specific items;
- Grammatical Layer is employed to check the textual information generated by computers. Texts are checked for grammatical correctness, style, etc. (in localisation it is preferable to use standard expressions that help to avoid ambiguity);
- Semantic Layer helps to identify expressions of technical and common language (this task can be performed by human translators);
- Graphic and Iconic Representation Layer deals with various symbolic meanings, colours, body language, taboos, etc.;
- Business Conventions and Practices Layer (socio-cultural layer) represents radical cultural differences which cause misunderstandings (various animations, textual information containing cultural blunders);
- Social and Communication Layer (socio-cultural layer) describes various communication styles that are present in interactive websites (separation from high-context and low-context cultures);
- Cultural Layer (socio-cultural layer) is one of the most important aspects that has to be taken into consideration, since avoiding cultural ambiguities can ensure a successful localisation project (Chroust, 2007).

Even though localisation has opened new ways regarding technology development and product adaptation to target locales, there is also a negative perspective towards this subject. Despite the fact that localisation helps to make a product more “local” for target audience, it hides a secret intention which is often related with the economic profit (the more product seems to be local the more people will purchase it) (Dunne, 2006). According to Maumevičienė (2012), the negative aspect carried in the process of localisation is that it is related with selfishness, since the main goal of localisation is based on personal benefit for target locale. Pym (2001) similarly claims that despite all the positive and technology-related aspects that localisation process encompasses, it also has a negative aspect which is expressed via “the loss of linearity in text production and reception” as well as a changing role of language for communication.

In order to have a better understanding of the role which translation and localisation share in the presence of the GILT, it is important to discuss the impact of globalization and internationalization as well.

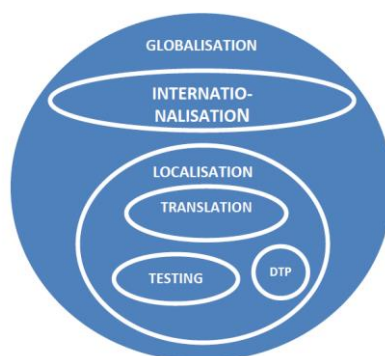


Fig. 2. Biau Gil's Model of GILT (Biau Gil, 2005)

With reference to Biau Gil (see Fig. 2), globalization is seen as the area which unites and covers both internationalization and localisation. The section of localisation encompasses most of the tasks including translation, testing and DTP (desktop publishing) (Biau Gil, 2005). According to Hatim and Munday (2004), globalization is described as a process referred to a constantly evolving and changing global world economy. Guidère (2001) similarly claims that even though globalization is primarily related with economy, this process has an effect on translation and localisation markets as well. Globalization is seen as a tool that erases any boundaries between different cultures and helps to develop standard products that could be used in different countries without measurable modifications (Aliber, Click, 1993). In translation market, the term globalization is often used when international companies, with a help of various marketing and other techniques, prepare their websites for the global market (Esselink, 2003). According to Sandrini (2008), globalization can be described in two modes: either within a global scope perspective of the economy and business-related activities or referred to the context of localisation and related with marketing of any product in different target locales. In general, the notion of globalization must be discussed on a world-wide level (Coupland, 2010). When companies are planning to develop their business, in other words “to go global”, it means that the product (or the website) must be prepared in other languages and for other cultures as well (Pym, 2011). Even though terms globalization and localisation are generally used separately but regarding all the changing perspectives a new term of *glocalisation* was introduced. The origin of this term derives from two separate words *global* and *local* which add up to a neologism of *glocal* (Roudometof, 2016). The author indicates that glocalisation also encompasses translation because it helps to adapt ideas to any other culturally different locale (Roudometof, 2016).

Another component of the GILT abbreviation is related with internationalization. With reference to Pym (2004), internationalization in its wide complexity can be described as a discourse of localisation. Internationalization is also defined as a process when a product is prepared in such way that there is no need to make additional changes for it to be used in multiple languages and cultural situations (Pym, 2011). Sandrini (2008) similarly states that internationalization is all about tailoring a product in such way that it could be easily adapted to any market without major technical modifications. Therefore, it looks like internationalization and globalization prepares the way and localisation opens the doors for products in such markets where otherwise they would not normally

appear (Genabith, 2009). It is noticeable that applying internationalization techniques to a product often makes it culturally neutral (Gambier, Munday, 2014). Internationalization is a key aspect for other stages in which products are localised for target audiences. Main aspects necessary for localisation are sets of international language characters and additional features that would ensure functionality in other markets as well (Parrish, 2003). With reference to Declercq (2011), internationalization can have a positive effect only when all culture specific elements are removed before the product is released. An appropriate internationalization position in the process of preparing a product for target locale is displayed in Fig. 3. (Pym, 2014). In this example, internationalization is appointed as an intermediate stage between original products and target locales.

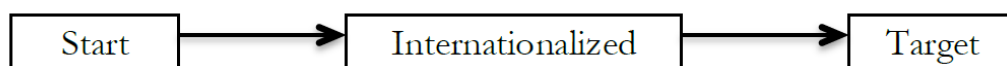


Fig. 3. Internationalization as an intermediate stage (Pym, 2014)

Final constituent of the GILT abbreviation is translation. Even though this term is used to describe the actual process of language replacement between source and target, but this component of the abbreviation is definitely not equally used as other three constituents (Maumevičienė, 2012). The author also states that translation process in the presence of localisation might seem to be underrated because during initial stages of localisation, translators often get very limited information which is usually presented only as language strings from software (Maumevičienė, 2012). Attempts to provide a clear and unite definition of translation process depend on different attitudes and perspectives (Anderman, Rogers, 2003). One of the most accurate description of the term is provided by Esselink where translation is described as a process rather than a result:

A process of converting written text or spoken words to another language. It requires that the full meaning of the source material be accurately rendered into the target language, with special attention paid to cultural nuance and style (Esselink, 2000).

In general, an overview of the main terms which are hidden under the abbreviation of GILT (globalization, internationalization, localisation and translation) reveals that in the presence of a particular register all these notions are used almost interchangeably. However, this approach does not represent a real situation, since “internationalisation is the step before localisation, globalisation covers both internationalisation and localisation is generally considered more as a strategy than a task” (Anastasiou, Schäler, 2010). Coherence between all the concepts can be explained in various ways. For example, Biau Gil (2005) expresses a relation between globalization, internationalization and localisation as a mathematical formula “globalization = internationalization + localisation”. According to Pym (2001), despite blurred boundaries between all these terms, it is important to note that for making the product global, first, it is essential to make it general (i. e. internationalize). After that, adaptation of the product to the target locale is obtained via translation and localisation procedures.

1.1.1. Translators’ role in a changing translation market

Regarding all the changes that are happening in the translation market, translators face new challenges as well. With reference to Newmark (1988), translators unconsciously work on four different levels: translation as a separate science, where it is important to have a knowledge in languages and

information that must be translated; basic translation skills to transfer information from one language to another; art for which you need to have creativity and intuition; and, finally, personal approach which makes every translated text different despite the same source information. Even though the essence of translation purpose will never change, translators must find their own position and work principles by considering other examples in the market (Anderman, Rogers, 2003). Since the world increasingly becomes more and more dominated by information technology, some translators feel the risk of losing their current work positions if they will not be able to quickly adapt (Munday, 2010). With reference to Guidère (2001), now translators understand that text is not the centre of translation process anymore and that he/she has to take into consideration all the aspects of intercultural communication as well. According to the author, in the presence of current changes, translation experts should not be treated as translators anymore but rather mediators or decoders of information (Guidère, 2001). Pym (2011) similarly claims that translators are mediators of information by nature. In this way, all translations and texts can be mediated. Currently, good translators are valued not by the fact of how well they manage to paraphrase the original text but how they can re-create the message from the original text, so that target audience would feel like it was written originally and not translated (Liubinienė, Beniušytė-Milašienė, 2014). However, sometimes it is noticeable that the image of a translator can remain the same while perception of translation work and all the new occurring tasks may change and develop (Anderman, Rogers, 2003).

It was noticed that together with the emergence and development of localisation, the market was trying to change the perspective of translation discipline and turn translators into semi-engineers with an obligation to have a knowledge in different file formats and other technical aspects (Esselink, 2003). Nevertheless, in big localisation projects translators are only a part of a team which is comprised of other professionals such as proof-readers, software engineers, designers, technical writers, etc. (Genabith, 2009). An important factor that has shattered the translators' image was an emergence and quick development of CAT (computer-assisted translation) and MT (machine translation) tools. For some genres and texts, machine translation works very well, so people have naturally started to question themselves why they need to pay for translation services if they can get similar results for free (Gambier, Munday, 2014). In some cases, it is considered that translation gradually has more coherence with editing and copywriting (Rike, 2013). In this way, if translators want to be treated as professionals, they need to have more than basic cultural awareness and knowledge in terminology management or translation memories (Sandrini, 2008). According to the author, current translation study programs must include new technology-based competences such as experience with programming language, knowledge in software localisation, HTML and XML mark-up languages for website creation, basic knowledge in project management, machine translation and even marketing discipline based on internationalisation aspects (Sandrini, 2008).

In a constantly changing world, where translation market is crowded with various technologies, a boundary between professional and amateur translators becomes unclear (Katan, Spinzi, 2014). As a result of that, more people (without having any preparation) are getting involved in various translation and localisation related activities which eventually may cause doubts regarding the overall quality. With reference to Pym (2006), clients tend to undervalue translation and localisation both in terms of work quality and reward. Therefore, a lot of translation tasks are carried out for a very cheap price (or even free of charge) and without paying attention to linguistic rules which eventually result into the poor quality of textual information (Pym, 2006).

One of the current trends which is popular in translation and localisation market is a process called crowd-sourcing. According to Genabith (2009), crowd-sourcing involves groups of people for translation or localisation tasks who work for volunteering purposes (mostly, they are really motivated to reach the common goal). It is noticeable that in crowd-sourcing activities people prefer translating various web pages and tend to avoid complicated documents regarding law or technical information (Genabith, 2009). Despite the fact that crowd-sourcing becomes popular in the market because it reduces localisation expenses and total project duration, this particular topic is often discussed as a potential danger for the future translation studies and translators' position in the market (O'Hagan, Mangiron, 2013).

Despite the fact that the image of a translator has been changing since the day when this profession was officially accepted, currently, major shifts and challenges are noticeable as ever before. One of the greatest aspects that influences these shifts is the rising popularity and use of various digital and machine translation tools. Changes in translation market are also noticeable due to the growing number of non-professional translators who enjoy being involved in various crowd-sourcing or similar activities. In such situation people work free of charge and, therefore, create a negative image that translation or even localisation processes have no big value and can be performed by anyone. Because of these reasons, the image of a translator as a professional expert, encounters many challenges.

1.1.2. From literal to cultural translation

It is noted that together with computer literacy and the use of new technologies, translators and localisers who currently work in the market, need to be aware of cultural aspects (non-verbal information) as well. In general, the term *culture* together with *language* creates another term *locale* which is used to represent a target object (Anastasiou, Schäler, 2010). According to Newmark (1988), translation procedure, with a help of various technologies, can be compared with the instrument that helps transferring necessary information between source and target languages in spite of cultural differences. Rike (2013) similarly assumes that translators, after getting the task to transfer the text from one language to another, should not expect to work only with linguistic elements. In general, it seems that in translation and localisation processes, cultural impact has the same value as linguistic expressions. Therefore, translators cannot just simply copy the information from one language to another without checking the facts, since a good translation requires high-quality intercultural communication as well (Munday, 2010). According to Maumevičienė (2012), both localisation and translation are now discussed considering of what cultural impact a localised product has in target locale as well as how this product can change in the presence of target culture and language. Cultural aspects in translation are described as one of the greatest challenges (Anderman, Rogers, 2003). In cultural adaptation it is important to see how culture-based ideas are paraphrased in target language to meet the needs of target locale (Liubinienė, Beniušytė-Milašienė, 2014). With reference to Rike (2013), the only way to make a good transfer of the message from source to target culture is by using non-verbal elements and with having a perspective that the text is multimodal. In this way, it is important to understand that all the visual information can have a different meaning and interpretation in different cultures (de Mooij, 2004). The author also stresses the importance of cooperation between copywriters and content creators so that all culture-specific aspects would be covered (de Mooij, 2004). Despite the fact that all people feel a natural influence by their own culture-related experience, finding different expressions between source and target languages is an essential part to create the right impression for a target audience (Rike, 2013).

The importance of transferring culture-related messages from source to target language and receiving expected results eventually leads to the notion of advertising translation. According to Guidère (2001), the way how to define the notion of advertising translation depends on how people understand the word “advertising”. Currently, when people are constantly surrounded by various types of information (in websites, television, printed leaflets, etc.), it seems that advertising-based ideas are present everywhere (Guidère, 2001). In this way, advertising translation sometimes may not even look like an actual translation process, since it is more related with a communicative function rather than linguistic aspects (Anderman, Rogers, 2003). Regarding the fact that most of the textual information is based on persuasiveness, there is a contradiction between informative and expressive function of the language and the function of translation in general (Newmark, 1988). With reference to Katan (1999), coherence between translation and culture is very noticeable, since it leads to the important discussion of how much responsibility the process of translation has in transferring cultural realia from one language to another. Even though a culture has an important role in translation process, intuitively changing a text format or particular words is still a subject to debate and translators are seen more as “walking dictionaries” rather than culture mediators (Katan, 1999). More recent approach towards the relation between culture and translation is discussed by Bassnett (2012), where the author introduces another term “cultural translation” that is used for situations when making linguistic transactions between source and target languages is not enough. An increase of cultural translation (especially related with culture-specific items) was noticed in the 21st century when people from around the world have had to face major global challenges, disasters or accidents such as global warming related with sustainability issues or various war conflicts. As a result of that, the image of both translation and translators has changed and translation process was recognized as an instrument not only between different languages but between different cultures as well (Bassnett, 2012).

There are no doubts that making a good translation requires not only the experience with computer-assisted and machine translation tools but also a good knowledge in culture-specific items. Therefore, every professional translator has to be aware that literal translation and paraphrasing words from original to target text is not enough, since different countries understand non-verbal information in a different way. Because of this reason, considering principles of cultural translation is an essential part for preparing any text to specific target locale.

1.2. New translation paradigm

Currently, when translation market is filled with various different terms (localisation, recreation, adaptation, marketization, copywriting, transliteration, etc.), uncertainty regarding the future of translation profession is as high as ever before (Katan, Spinzi, 2014). Even though there are many definitions which can be applied to describe the process of transferring the text from original to target language on all the levels but one of the most accurate and preferable notion is transcreation (Rike, 2013). The origins of transcreation are said to be found in the Indian culture and related with “re-writing” old, sacred texts in Sanskrit language (Di Giovanni, 2008). It is noticeable that transcreation practices were revived in the first part of the 20th century in association with translation studies where transcreation was described as a “new writing” (Di Giovanni, 2008). Currently, scholars define transcreation in many different ways but all the explanations are related with marketing strategies. According to Ray (2008), the term transcreation is composed of two words *trans* and *creation* and has a meaning of creative transformation from one language to another. Raw (2014) similarly provides a definition of transcreation, where source and target texts are different linguistically, but

they tend to be “crystalized within the same system”. Transcreation can be described as an intermediate variant between the actual translation and creative copywriting, when the main goal is to maintain the same topic and discourse but provide the text in such way that readers would think it was written in original language (Ray, 2008). It would not be wise to think that simple translation from one language to another will help to transfer the message that was encoded in the original text (McDonald, 2011). Transcreation procedures are used in the following cases:

- When the phrase in one language has no corresponding meaning in another language.
- When the phrase in one language is not familiar or typical in another language.
- When the phrase in one language has no cultural meaning in another language (McDonald, 2011).

Similar notions regarding transcreation are shared by Maroto and Bortoli (2001), where the term is described as the process in which marketing-related messages are culturally and linguistically adapted according to the requirements which are set in another market. The authors also note that transcreation cannot be applied for technical information. In other words, it seems that transcreation highlights a new approach towards translation, since it stresses different aspects that have to be taken into consideration (Rike, 2013). The importance of transcreation is emphasized by well-known scholars Gambier and Munday as well. In regard to links with translation theory, transcreation can be compared with the old-fashioned conception of Skopos theory but with more creative approach towards the text (Gambier, Munday, 2014). The authors also make an important notification that since transcreation is seen as a new, more creative and marketing-oriented approach towards the text, it is valued more than actual translation practices (Gambier, Munday, 2014).

From the beginning, transcreation was mainly used for the industry of computer and video games. However, currently, it is applied in various advertising or information spread platforms as well, where it is essential to discuss personal or sensitive topics (Katan, Spinzi, 2014). Currently, it is noted that transcreation is particularly used in various websites and for different texts which are related with marketing or advertisements (Rike, 2013). In transcreation process it is common to employ simple linguistic expressions and style that would be clear and understandable among different readers (Ray, 2008). Translators, who currently work in the translation market, notice that positive and qualitative results can only be achieved when proper cultural and linguistic transcreation is applied (Declercq, 2011). The notion of transcreation has coherence with localisation, since both methods help to adapt a text to a particular locale, though localisation is more related with software, manuals or technical texts, while transcreation is used in situations when it is necessary to introduce some creativity (Cronin, 2003). Rike (2013) also states that transcreation is mainly used for various advertisements, marketing-related texts or websites.

Similarities shared between translation and transcreation encompass knowledge in cultural realities, tradition, politics, religion, medicine, economics, law and other similar topics. In other words, it means that to perform both high-quality translation and transcreation it is essential to have enough experience in different areas (Ray, 2008). Creativity cherished by a bilingual person is an essential part in both translation and transcreation (Cook, Seidlhofer, 1995). Very often the process of transferring marketing-oriented messages from source to target locale can be described in the presence of three different methods: translation, transcreation and copy-writing (Katan, Spinzi, 2014), where transcreation is presented as the optimal variant which helps to achieve the best results. There is a great disagreement noticed that transcreation often causes misunderstandings between those who

work in the translation market. It is noticeable that most translators still differentiate themselves according to the old manner, they are used to their well-known and safe work environment with strictly defined term bases and machine translation tools. In this way, a new “intruder” which is related with a real trans-creation of original text, based on advertising or marketing purposes, causes a lot of confusion (Gambier, Munday, 2014).

It is agreed that there are three aspects which negatively contributes to the image of translation profession:

1. Automatic translation programs (such as Google Translate service which creates an image that everything can be translated with a help of machine translation tool and there is no need to hire translators).
2. Crowd-sourcing (increasingly popular service when non-professional translators work for free).
3. Non-professional translators (the situation when professional translators are bounded by the main text and principles of professionalism, while people who do not directly work in the translation market can be more creative and make final results more appealing for target audiences) (Katan, Spinzi, 2014).

Regarding a discussion with Yves Gambier, one of the main reasons why the notion translation now goes to the second plan is that for majority of people it still has relations with an old-fashioned notion of word-for-word (literal) translation as well as the fact that translators are often described as being obedient workers (Gambier, Munday, 2014). In this way, creative transcreation seems to be like a breakthrough in the academic and professional field. In addition to that, it is important to evaluate that both author and translator will never have the same approach and because of this reason transcreation is inevitable (Singh, 2010).

There is no surprise that currently almost all professional areas and companies are affected by different internationalisation and globalisation processes. Consequently, translation market is no exception at all. Because of this reason, it is possible to state that translation paradigm is going through major changes and challenges. Regarding the shift beyond linguistic approach and with increasing intercultural communication as well as marketing-related information, translation can now be described as an interdisciplinary subject (Di Giovanni, 2008).

1.2.1. Translation versus transcreation

With a clear approach towards a changing translation paradigm and the importance of transcreation, it is essential to have a more detailed analysis of transcreation techniques. It is known that success in the international business world is based on the economic profit and there is no better way to attract attention of target audience than knowing how to correctly use transcreation strategies regarding specific cultural aspects. In other words, it means that the message about a particular product or service on international level has to resonate with the culture of target audience (MTM LinguaSoft Inc., 2015). Language service providers state that transcreation is on demand by many companies that want to get the most out of their advertising campaigns in different countries or regions (Pedersen, 2015).

Therefore, with knowing benefits of transcreation, it is important to look through the most common strategies that are applied in every transcreation project. It is essential to note that since the topic of transcreation is relatively new in the market, there are not many techniques defined. Transcreation

does not have specific strategies as they are presented and analysed in the translation discipline, because, depending on its level, transcreation can involve almost all the possible techniques that are found in linguistics: adapting, word for word (literal) translation, rewriting, omission, additional explanation, etc. (Ray, Kelly, 2010 in Pedersen, 2015). Sometimes, even a simple back-translation strategy can help to check if transcreated text in target locale does not have any pitfalls (Pedersen, 2015).

Despite the fact that defining transcreation strategies is not a common practice, there are eight main techniques that have to be taken into consideration (Law, 2017):

Table 1. The main strategies of transcreation

Cultural adaptation	Tailoring the text for certain cultural locale means knowing not only the target language but also different traditions, religion, character, purchasing habits, social norms and other specific aspects.
Knowing the brand and setting your goals	Transcreation can only be successful when marketing objectives, brand, strategies and main values are clear.
Content selection	Having a good analysis of whole content makes transcreation task easier, since a particular content, for example, technical or legal information has to be translated as accurate as the source text.
Platform selection	It is important to know and evaluate how the information will be assessible (via mobile phones, tablets, computers, printed information etc.).
Multilingual SEO	In transcreation it is important to evaluate different search habits and search engines.
Images and graphics	Choosing correct images, graphics and colours that will not have any negative connotations in target locale can be described as one of the crucial elements.
Humour	Humour is described as one of the main aspects which is different among all the cultures. Therefore, good transcreation results also depend on understanding humour in target locale.
Linguistic copywriting	For transcreation there is no need to provide 100% equivalent in target language. The main idea is to creatively adapt the text by using various marketing related techniques.

As seen in the Table 1, transcreation is based on a lot of different aspects that cover both preparation for a project and ending (project release) stages. In this way, it is obvious that transcreation, in comparison with translation, is a more complex procedure in which dealing only with a text is not sufficient to reach a desired impression for target audiences.

However, there is no surprise that translation and localisation markets (as well as all the other areas) are driven by the economic profit. Therefore, only having a wish to make a successful localisation project and involving transcreation ideas is not enough. There is no doubt that localisation in general can be compared with a business branch, consequently various projects are sponsored and approved only if they are recognized as profitable in a particular country or region (Liubinienė, Jorge, 2019). Because of this reason, majority of websites (especially in smaller regions) are often not localised, i.e. the information is not transcreated but rather translated by using literal translation techniques.

Since translation theory and strategies were analysed by many scholars, it is difficult to distinguish which techniques are the most common for translators who currently work in the market. Nevertheless, one of the most well-known theoreticians, who divided main strategies regarding text adjustment, was Nida (1964) (Molina, Hurtado Albir, 2002). In general, there are three types distinguished: *additions*, *subtractions* and *alterations* (Table 2). The main purpose of these strategies is to adjust the message from target language, producing semantically equivalent structures, generating necessary stylistic equivalences and creating a communicative effect (Molina, Hurtado Albir, 2002).

Table 2. Nida's translation strategies (Molina, Hurtado Albir, 2002)

Additions	to clarify expressions, help avoiding ambiguities in target language, changing grammatical category, etc;
Subtractions	to avoid unnecessary repetition, references, conjunctions and adverbs;
Alterations	used in presence of differences between two languages; There are three main types:
1.Adjustments made regarding transliteration after a new word is used from the source language.	
2.Adjustments made regarding structural differences between two languages (changes in word order, grammatical category, etc.).	
3.Adjustments made regarding inappropriate semantic variants, especially related with idioms. In this case, it is useful to employ descriptive equivalents.	

Similar approach towards translation strategies is presented by other scholars Vinay and Darbelnet in their book *Stylistique comparée du français et de l'anglais* (1958) which is recognized as the first description of translation strategies with a definite methodological direction (Molina, Hurtado Albir, 2002). Regarding this differentiation, there are two main approaches: direct (literal) translation and oblique translation (Table 3). According to this classification, direct translation is only achievable between similar languages and oblique translation strategies are employed when there are no possibilities to use direct translation techniques (Molina, Hurtado Albir, 2002).

Table 3. Vinay and Darbelnet's direct and oblique translation techniques

<u>Direct (literal) translation</u>	
Borrowing	A word is directly taken from another language
Calque	A word or a phrase translated and incorporated in another language
Direct translation	Word for word translation
<u>Oblique translation</u>	
Transposition	A shift of word class (e. g. noun for verb)
Modulation	A shift in point of view (changes in cognitive categories)
Equivalence	Using completely different but equivalent phrases
Adaptation	A shift in cultural situation (cultural environment)

In comparison between translation strategies provided by separate scholars, it is possible to generalize that there are both similarities and differences noticed. In case when source and target languages are similar, translators tend to use direct (literal) translation techniques, while strategies like alteration, adaptation or equivalence are used in cases when it is not possible to employ word for word translation strategy.

As a generalized information regarding translation techniques, there is a table (Table 4) provided with main translation procedures summarised by scholars Molina and Hurtado Albir (2002) in the presence of Vinay and Darbelnet's ideas. This classification of translation strategies can be applied for the analysis of various texts.

Table 4. Vinay and Darbelnet's generalized translation strategies (Molina, Hurtado Albir, 2002)

Borrowing	Using the same word or expression form the source language
Calque	Creating or using a neologism which is based on the original structure in the source language
Literal translation	Word for word translation
Transposition	Using different grammatical category without altering the meaning of the text
Crossed transposition	The same idea as in transposition but the shift in this case is made between two signifiers
Modulation	Changing a text form by introducing semantic shifts
Equivalence	Using completely different expressions but maintaining the same ideas as in the original text
Adaptation	Adapting text according to cultural preferences
Compensation	Helps to compensate a missing effect in source language
Dissolution	Employed for expressing a signified form in source text by using more signifiers
Concentration	Employed for expressing a signified form in source text by using less signifiers
Amplification	Used when in target language there are more signifiers to cover existing gaps (lexical, syntactic)
Economy	Opposite variant for amplification
Reinforcement	Adding stronger points to support the strength of linguistic elements
Condensation	Opposite variant to reinforcement
Explicitation	Used for introducing information from source language that is implicit from the context
Implication	Used in situations when it is necessary to indicate information that is explicit
Generalization	Changing original expressions into more generalized variants
Particularization	Providing a more detailed description (opposite to generalization)
Grammaticalization	Adding a clear grammatical approach in target language
Lexicalization	Adding a clear lexical approach in target language
Inversion	Moving words or phrases to another part of a sentence or a paragraph in target language

On the basis of the points made in this section, transcreation can be discussed in terms of translation when it is presented from a broad perspective of adaptation strategy (Pedersen, 2015). However, as seen from the list of transcreation strategies, this discipline is way more complex than just simple translation because it involves various multi modal aspects as well. With reference to Pedersen (2015), transcreation cannot be directly linked neither with adaptation nor with localisation, but rather “as a mode of translation in its widest scope”.

1.3. Website localisation process

In previous sections of the Master's thesis there was a discussion that fast technological development, which the society has witnessed during the last few decades, has encouraged an emergency of new communication and information spread modes. Currently, one of the most popular communication and advertising platform is a website. An initial growth of digital content as well as a spread of the World Wide Web was especially noticeable at the beginning of the 20th century (Genabith, 2009).

Even though majority of people currently accept the presence of the World Wide Web as a natural thing, it is worth to remind that our well-known and daily-used combination of the “WWW” has only appeared in the 1990s (Sandrini, 2008). The ongoing popularity of the Web has eventually introduced an important area of website localisation that helps to ensure a good combination of technical website aspects together with translation in order to create a good functioning web platform (Sandrini, 2008). According to Payne (2006), website localisation can be described as a process in which existing websites are modified to make them culturally suitable and usable for target audiences. With reference to Jiménez-Crespo (2013), web localisation procedures involve cooperation between various professionals such as localisation engineers, terminologists, translators, QA operators, etc. Because of this reason is important to note that introduction of web localisation has created a lot of new career perspectives for different professionals.

There is a tendency noted that with a great development of information technologies, big international companies want to take advantage of all benefits that are provided by websites as the main advertising platform (Rike, 2013). According to the author, this growing tendency of entering international markets increases a demand of web translation as ever before (Rike, 2013). It can be said that after the introduction of the World Wide Web, the only obstacle withholding companies to be successful on the international market is a lack of knowledge in different cultures and languages (Maroto, Bortoli, 2001). Currently, it is obvious that if any company wants to spread its business on the international level, it is essential to have a good knowledge in web communication and tools because different cultures understand the same information in a different way (Marcus, Gould, 2000).

Websites, as a separate advertising and information spread platform, distinguishes by special features like multimodal content, simultaneous availability by different users and in different regions, digital text format, etc. (Rike, 2013). In general, web development process encompasses the following steps: planning, research, analysis, design, evaluation, documentation and training which have to be taken into consideration during localisation process as well (Marcus, Gould, 2000). With reference to Rike (2013), website translation, in the perspective of localisation, requires more effort, since the main object is not only a text but also various images, colours, layout or even sound or video effects as well. In this way, a natural question arises “How much responsibility does a translator carry on when he/she is presented not only with a text but with other multi modal formats as well?” According to Maumevičienė (2012), a decision of how much information will be localised has to be taken by a translator himself/herself.

Regarding the fact that websites contain more and more software features and applications, a traditional approach when localisation can only be referred to software and content is no longer applicable. Currently, localisation can be applied everywhere starting from an on-line support system and ending with simple structured websites (Esselink, 2003). In this way, a new connection between websites and localisation is inevitable. Majority of websites are currently filled with scripting and software applications that need a continuous technical support and updates (Esselink, 2003). Therefore, translation and localisation processes have to be integrated and performed throughout all the lifecycle of such product (Esselink, 2003). With reference to Jiménez-Crespo (2013), website localisation requires less specific and digital content related skills in comparison with software localisation. Consequently, website localisation, as a separate professional market, can be accessible for professional translators as well (Jiménez-Crespo, 2013). In software localisation the most important goal is to provide a static and practical product, while localisation of websites requires

more attention, since all the information is being constantly updated and changed (Williams, 2013). In order to have a better understanding between software and website localisation, it is important to analyse what differences and similarities these two notions share. According to Sandrini (2008) there are three main differentiating aspects:

- **Frequency in update:** websites are changing constantly and because of this reason, localisation processes are continuous and program-based, while software represents a separate localisation project;
- **Importance of translation:** multifunctional websites represent different text types (marketing, product description, manuals, legal information, etc.) that require using various translation strategies. In contrast, software usually contains the same text type.
- **Communication:** in software localisation projects there is no relationship and connection built with a localisation expert, since software usually has no continuity. Websites, on the other hand, with a constant need to update the content, require a good relationship between creators and localisation experts (Sandrini, 2008).

With reference to Jiménez-Crespo (2013), there is a prediction that in the future regarding a complexity of website localisation, this professional field can be merged with software localisation.

Localisation project requires a good preparatory plan (Moroto, Bortoli, 2001). According to the authors, before starting the actual localisation project, it is important to have a good analysis of current website (if there is one) regarding content layout, amount of graphics, technical competence, navigation aspects, etc. (Moroto, Bortoli, 2001). In addition to that, it is advisable to have a discussion between localisation experts and publishers and talk about several questions that may have a certain impact on further actions (Sandrini, 2008). At the initial stage, it is necessary to review the language choice (i. e. the company needs to evaluate if entering a particular market with a certain language will be profitable) as well as return on investment (if there are no restrictions for entering the market and if certain products or services will be affordable for target clients) (Sandrini, 2008). Jiménez-Crespo (2013) similarly states that website localisation majorly depends on social and economic environment of target locale and must be profitable. Despite a necessity to provide high-quality textual information for all potential readers and clients, localisation techniques will only be used in economically prosperous regions and countries (Liubinienė, Jorge, 2019).

High-quality website localisation requires experience and knowledge both in programming and languages/cultures (Payne, 2006). Once a clear analysis and preparation works are set, there is a need to look through of which website content information has to be localised. It is necessary to have in mind that not all the information in websites have to be translated (i. e. localised), since some pages contain “local” information related only with a target culture (Moroto, Bortoli, 2001). With reference to Payne (2006), there are several key strategies that ensure a good website localisation project:

- **Linguistic aspects** which are not only related with a good grammar but also with a proper transfer of various metaphorical expressions, style, humour, the vocabulary, etc.
- **Pictures** which represent visual information and carry subtle cultural messages. For a good localisation project, it is important to select such images that would attract attention and be familiar in target culture.

- **Symbols** may have a similar impact for target audience as pictures. Therefore, in localisation project it is necessary to check if various symbols that are used in the original website have the same cultural meaning in target locale and will not cause any negative impression.
- **Colours** also play a big role in website localisation project. In this way, it is advisable to check what meaning a particular colour has in the target culture.
- **Navigation** can also be a valuable aspect for a successful website localisation project. A professional localiser has to evaluate the fact that some languages contain more space and that writing and reading directions in particular regions can be different.
- **Content information** almost summarises all linguistic and multi modal aspects that have to be taken into consideration during a localisation project. In this way, it is necessary to discuss what information is the most important and what facts have to be stressed. (Payne, 2006).

In general, the emergence of the World Wide Web and websites has opened a lot of new possibilities for companies to reach and enter new markets. As a result of this, a new service of website localisation was introduced. It is noticeable that website localisation requires not only a good preparation for the project but also knowledge of what content needs to be localised (linguistic aspects, images, symbols, colours, navigation type, etc.). For most part, website localisation (as the localisation in general) is based on the economic profit. Therefore, website localisation projects can only be approved if the market, in which the product is planned to be introduced, is said to be profitable. Otherwise, websites are not localised but simply translated by using direct (literal) translation techniques.

1.3.1. Website as a platform for localising sustainability ideas

As mentioned in the previous section, website, as a new information spread and advertising platform, has become very popular among international companies that want to reach specific markets. Even though website localisation is mainly determined and based on the economic profit and benefits, it also carries an important mission, especially in cases when the website content is related with global messages, associated with a well-being of the planet Earth. Currently, regarding all the global disasters (such as global warming, excessive use of natural sources, oil crisis, etc.) that people have witnessed in the last decades, more and more attention is given to sustainability ideas that can help to change the perspective towards the way people live, consume, recycle waste, etc. Because of this reason, the spread of sustainability-related ideas is very important. Therefore, this section of Master's thesis is related with a brief overview of sustainability ideas in the presence of a website as a constantly changing information spread platform that needs to be localised for each market specifically.

According to Huckle and Sterling (1996), "like liberty, justice and democracy, sustainability has no single or agreed meaning", since the concept can be used under different circumstances, political situations, based on different values and knowledge. In dictionaries, the term of sustainability is described as "the quality of causing little or no damage to the environment and therefore able to continue for a long time" (Cambridge online dictionary). With reference to Kuhlman and Farrington (2010), the origin of sustainability concept, as a separate policy, was accepted in 1987 in the Brundtland Report. The document was eventually based on contradictions between desires of humankind to have a better life and restrictions that were nature-based. During the time, the concept of sustainability was assigned to three dimensions (pillars): social, economic and environmental

(Kuhlman, Farrington, 2010). Currently, the tendency that needs to be followed is related with a simpler explanation of the term where sustainability is all about raising awareness of the wellbeing of future generations regarding sustainable use of natural resources. As a result of that, many companies want to change their perspective and become more environmentally friendly, though their desires for most part are still based on the economic benefit rather than spreading important educational messages (Nidumolu, Prahalad and Rangaswami, 2009). With reference to the previous section of the Master's thesis and due to the fact that the whole world is driven by the economic profit, it is important to make a reminder that localisation projects are also approved and accepted only if they are said to be profitable (Liubinienė, Jorge, 2019). Therefore, it is worth to mention that sustainability goals, presented by governmental institutions and business companies, may vary due to different long-term objectives and perspectives towards the profit in general (Kuhlman, Farrington, 2010). Despite that fact, companies which start promoting sustainability ideas are very welcome in the market.

The greatest paradox of the modern life is that one of the main reasons why people had to accept the fact of excessive consumption and start embracing sustainability on whole levels are massive advertising campaigns (especially on websites) that eventually have turned into the major consumerism (Kahle, Gurel-Atay, 2014). According to the authors, this enormous process has provoked environmental changes due to the excessive usage of natural resources that finally convinced many researchers about a seriousness of the situation and necessity to find the best way to inform community regarding these problems (Kahle, Gurel-Atay, 2014). Even though many people became more aware of sustainability-related issues, still there are a lot of customers who tend to ignore such information (Kahle, Gurel-Atay, 2014). Therefore, it is crucially important to find the best approach towards target audiences via their native language expressions, familiar images, sounds, colours (i. e. localisation) that would influence people to change their way of thinking. It is noticeable that in the presence of sustainability-related global crisis, the role of localisation becomes more important than ever before (Spinozzi, Mazzanti, 2018). According to the authors, localisation can help solving problems that are caused by globalisation and modernity (Spinozzi, Mazzanti, 2018) and, in this way, encourage people to think globally but act locally. At this point, it is relevant to stress the coherence with previously discussed topics regarding the fact that translators or localisation experts are often assigned to the role of mediators. As noted by Gambier and Munday (2014), this approach when translation profession is supplemented by new positions of cultural mediators, digital content writers, technical writers, etc. not only creates new job opportunities but also provides new perspectives towards the professional field of translation, especially in the presence of important and sensitive topics such as sustainability.

Generally, the topic of sustainability, especially in smaller regions, still seems to be suppressed in comparison with big markets. One of the reasons for such situation can be explained by the fact that sustainability, as most of things in the current world, is based on the economic profit. Therefore, business companies only take into account sustainability ideas if they are said to be profitable. Despite that fact, more and more companies become environmentally friendly and, in this way, start to spread sustainability ideas on their websites to potential customers as well. Because of this reason, it is very important to ensure that localisation experts and professional translators who work in the market would know how to provide sustainability-related messages (or messages about other similar and important topics) for target audience as precisely as possible (i. e. via high-quality localised websites).

2. Localisation of sustainability idea on IKEA website

The second part of the Master's thesis is related with localisation of sustainability idea on IKEA website page "People & Planet". As mentioned in the introduction, for the analysis it is important to look through two main aspects: if this website page (in Lithuanian "Žmonės ir planeta") is simply translated or localised for the Lithuanian market and research how the same page (in English "People & Planet") is presented in other IKEA regions that have their website in English (either the tendency is to leave primarily and original information as received from Inter IKEA or update it according to the needs of target audience). The comparative analysis of the page "People & Planet" (in English) between the selected IKEA departments, is carried out employing website localisation techniques (Payne 2006) and involving transcreation ideas that will be necessary for the linguistic analysis. The research of the Lithuanian website page is carried out employing direct and oblique translation strategies (Molina, Hurtado Albir 2002).

2.1. Research methodology

The object of the research is IKEA website page "People & Planet" in which the company represents its sustainability ideas. Regarding **the scope** of the research, in total, there are 28 website pages analysed ("People & Planet" in English) from 28 different countries which are subdivided into 7 regions. Additional note, is that Balearic and Canary Islands (Spain) are analysed as one unit, since the information in these websites is identical. Equivalent Lithuanian web page "Žmonės ir planeta" is analysed separately. Regarding the fact that a website is a constantly changing advertising platform where information can be altered at any time, it is important to note that the analysis of the web page "People & Planet" as well as collection of samples was carried out during the following period (24th March 2019 – 26th April 2019). The strategy of IKEA sustainability goals was launched in 2012 and so far, it is one of the best initiatives that helps not only to transform IKEA values and business model but also to change life habits of people around the world. It is important to mention that IKEA sustainability goals are closely related with the 2030 Agenda for Sustainable Development which was adopted in 2015 by all the United Nation member states.

According to the received information from IKEA Lithuania Graphic designer Karolina Ananeva (see Appendix 1), Inter IKEA department in Sweden, which is responsible for a continuous improvement, development and expansion of the IKEA concept, prepares the same information about sustainability ideas (for the website page "People & Planet") in English and distributes it to all regions where IKEA operates. The information is presented in the form of a report (the list of reports is provided in Appendix 2). After that, each region or separate country decides how much information will be uploaded, what changes will be made, if the website page "People & Planet" will be localised (including text, images, colours, layout, etc.) or not. Additional note received from IKEA Lithuania Graphic designer is that using IKEA logo in the thesis is not allowed according to the company's general marketing rules (see Appendix 1).

Regarding the answers received from IKEA Lithuania department, it turned out that information about sustainability idea (in English) presented in Lithuanian web page "People & Planet" is the same primary and original information which is distributed by Inter IKEA department in Sweden. Therefore, this initial and original information for the web page "People & Planet" distributed in English will be used as a starting point for the comparative analysis between separate departments.

The main web page layout, menu items and pictures which are selected to illustrate the information, are provided in Fig. 4.

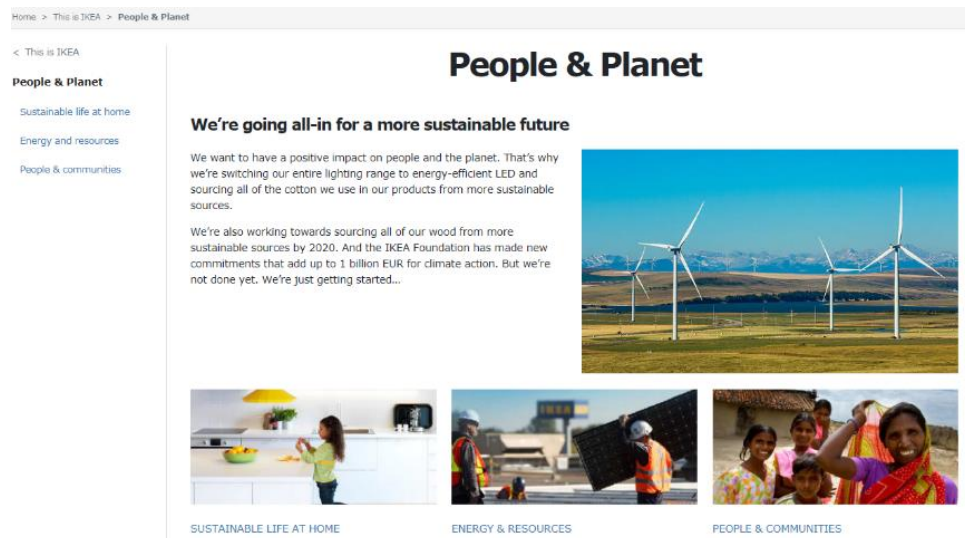


Fig. 4. Web page “People & Planet” in English by Inter IKEA

In the web page, there is a main menu item “People & Planet”, the introduction and three secondary menu items: Sustainable life at home, Energy and resources, People & communities. Pictures, originally presented by Inter IKEA and illustrating separate topics, are provided in Fig. 5. The main introduction has an illustration of wind power plants, little girl in the kitchen is chosen as an illustrating image for a menu item “Sustainable life at home”, the section “Energy & resources” has an image of a man holding a solar panel and, finally, the image representing menu item “People & communities” is a picture of people from India.



Fig. 5. Pictures for web page “People & Planet” by Inter IKEA

The object for the linguistic analysis regarding localisation between separate regions and countries is the introductory text provided in the main web page “People & Planet”:

People & Planet

We’re going all-in for a more sustainable future

We want to have a positive impact on people and the planet. That’s why we’re switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources. We’re also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we’re not done yet. We’re just getting started...

For the analysis, only the countries that have a website in English are chosen: Australia, Bahrain, Qatar, Saudi Arabia, Jordan, Kuwait, the United Arab Emirates, Canada, the United States, China, Singapore, Hong Kong, South Korea, Thailand, Cyprus, Greece, India, Lithuania, Latvia, Malaysia, New Zealand, Portugal, Switzerland, Spain, Balearic and Canary Islands (Spain), the United Kingdom, Ireland and Puerto Rico. In order to make the analysis more precise, all countries are subdivided into separate regions which helps to track historic and cultural background that may be one of the main reasons for possible differences:

Arab countries (Bahrain, Qatar, Saudi Arabia, Jordan, Kuwait and the United Arab Emirates)

Southern Europe (Cyprus, Greece, Portugal, Switzerland, Spain, Balearic and Canary Islands (Spain) and Puerto Rico)

The Baltic countries (Lithuania, Latvia)

North America (the United States and Canada)

Asia (India, China, Singapore, Hong Kong, South Korea, Thailand and Malaysia)

Oceania (New Zealand, Australia)

The United Kingdom of Great Britain and Ireland (Ireland, the United Kingdom)

The analysis of sustainability idea localisation on the Lithuanian website is based on two pages: <https://www.ikea.lt/en/about/people-and-planet> (EN as an original version of the information) and <https://www.ikea.lt/lt/about/people-and-planet> (LT as a translated website page for the Lithuanian market).

The research methods used in the empirical part of the Master's thesis are **the descriptive analysis** and **the comparative content analysis**. The descriptive analysis is employed to depict the collected data and make the research to present main information aspects. The comparative content analysis is used for comparison selected comparable units (textual information, pictures, navigation aspects, layout, etc.)

The following part of the thesis is related with the analysis of localising sustainability ideas provided in IKEA website page "People & Planet". In the first part of the analysis, the attention is given for the comparative content analysis between all selected IKEA departments as to see where sustainability ideas are maintained as originally provided by Inter IKEA and where this information is updated and localised. The second part of the analysis is related with a more detailed review of IKEA website page in the Lithuanian market as to see if this page is simply translated or localised for the target audience.

2.2. Analysis of IKEA web page "People & planet" according to website localisation strategies

The first part of the analysis is related with an overview of the website page "People & Planet" (in English) in different regions as to see how the same information about sustainability ideas prepared by Inter IKEA is presented in different IKEA departments. The main focus in the analysis is to see what differences and similarities between regions are noticeable, which regions or particular countries tend to localise the information according to local cultural norms and where sustainability idea is maintained as provided by Inter IKEA.

Classification of strategies for a good website localisation project provided by Payne (2006) is used as the basis for the analysis. The choice of the latter classification is made regarding the fact that localisation project in general encompasses a lot of different features starting from a technical preparation for the project and ending with testing stages. However, since the Master thesis is based on the perspective of professional translation activity leading to the localisation area, corresponding analysis of the website page can only be carried out with an evaluation of the following aspects: **linguistic aspects, pictures, symbols, colours, navigation and content information**. The analysis of linguistic aspects naturally involves more features that have to be looked through. As mentioned before, the Master thesis is based on the perspective of professional translation leading to the localisation area. However, since Inter IKEA provides and distributes the same information about sustainability ideas in English, all IKEA departments do not have to translate anything but either use transcreation strategies and provide additional information or leave it as it is. Therefore, the comparative analysis of linguistic aspects is based on transcreation ideas that are helpful when there is a need not only to translate the text but re-write it and adapt to the needs and preferences of target locale.

All the countries that have a website page “People & Planet” in English are previously subdivided into separate regions. The list of countries with indicated links to the web page “People & Planet” is provided in Appendix 3. Additional reminder is that Balearic and Canary Islands (Spain) are analysed as one region (one unit), since the information in these websites is identical.

2.2.1. Linguistic aspects and content information

As mentioned before, the analysis of **content information** and **linguistic aspects** is one of the most important not only because the Master’s thesis is related with linguistics and translation but also because the research in shifts of textual information is an essential part in any localisation project. All passages of the text in the web page “People & Planet” as well as related links from different countries (subdivided into separate regions) are provided in Appendixes 4–10.

Looking from the general perspective, first, it is important to have an overview regarding menu items and titles as to see if there are major differences between separate IKEA departments (Table 5).

Table 5. IKEA menu items and titles in different regions

Original information from Inter IKEA	Equivalents in web pages of other countries
<i>People & Planet</i> <i>Sustainable life at home</i> <i>Energy and resources</i> <i>People & communities</i> (Qatar, Saudi Arabia, the United Arab Emirates, Portugal, Latvia, Lithuania)	<i>People + Planet</i> <i>Healthy & Sustainable Living</i> <i>Circular & Climate Positive</i> <i>Fair & Equal</i> (Canada, the United Kingdom, Ireland, New Zealand, Australia, China, Hong Kong, South Korea)
	<i>People & Planet</i> <i>Healthy & Sustainable Living</i> <i>Energy and resources</i> <i>People & communities</i> <i>National efforts</i> <i>Life Improvement Challenge</i> (The United States)
	<i>People and planet</i>

	<p><i>Sustainable life at home</i> <i>Energy and resources</i> <i>People & communities</i> <i>Local efforts</i> (Thailand, Malaysia)</p> <p>“...” <i>Local Initiatives</i> (Jordan, Kuwait)</p> <p><i>People & Planet</i> <i>Healthy & Sustainable Living</i> <i>Energy and Resources</i> <i>People and Communities</i> (India)</p> <p><i>Social work: PEOPLE + PLANET</i> <i>Sustainable life at home</i> <i>Resources & energy</i> <i>People & communities</i> (Balearic and Canary Islands, Puerto Rico)</p> <p><i>Actions for the People, the Society and the Environment</i> <u>Menu items according to separate subjects:</u> <i>People</i> <i>Society</i> <i>Environment</i> (Greece, Cyprus)</p> <p><i>People & Planet</i> <u>Menu items according to separate subjects:</u> <i>ISTAD – A pioneering goody bag;</i> <i>Choosing materials – being a large business comes with large responsibilities;</i> <i>PÁTÅR special edition: Introducing a single-origin high-quality 100% Arabica coffee from Uganda;</i> <i>Towards zero waste, towards a better tomorrow;</i> <i>IKEA Social Entrepreneurs – Co-creating change</i> <i>SOARÉ – a place mat that makes a difference;</i> <i>KUNGSBACKA – Kitchen fronts made from plastic bottles;</i> <i>Good food in every possible way.</i> (Bahrain)</p> <p><i>A sustainable everyday</i> <u>Menu items according to separate subjects:</u> “...” <i>Veggie hot dog – plant-based goodness;</i> <i>EGENTID – good for you, the farmers and the planet;</i> <i>Home Solar;</i> <i>Tapping into more ways to use less water;</i> <i>100 % committed to sustainable cotton;</i> <i>SMAKRIK – organic drops from Sweden.</i> (Switzerland, Singapore)</p> <p><i>Sustainability</i> <u>Menu items according to separate subjects:</u> “...” <i>We’re all in this together</i> <i>Delicious food you can trust;</i> <i>Weaving a better future;</i> <i>We’re big fans of wood.</i> (Spain)</p>
--	--

The comparative analysis between menu items and titles among all selected IKEA departments, that provide their information in English, reveals the following results. Equivalent menu items and layout is maintained only in 6 departments out of 28. It is noticeable that countries which do not make any changes from the original information, represents three subdivisions: Arab countries, Southern Europe and the Baltic countries. Therefore, making an implication that this tendency is specific only in particular region would not be very accurate.

It is noticeable that in IKEA website pages of Thailand and Malaysia there are no big changes from the original information, except for the absence of the ampersand symbol (*People and Planet* instead of *People & Planet*), as well as an introduction of a new menu item *Local efforts*. This new item verifies that these IKEA departments localise the web page for target culture and introduce information which is familiar particularly for the target audience. The same situation is present in the web pages of Jordan and Kuwait, except for the fact that menu item for local actions is named not as *Local efforts* but as *Local Initiatives*. IKEA department of India could also be assigned to this category, except for a noted substitution in the menu item *Sustainable life at home* (equivalent is *Healthy & Sustainable Living*). Changes only in the main title are noticeable in the region of Balearic and Canary Islands as well as Puerto Rico (instead of *People & Planet*, there is a title *Social work: PEOPLE + PLANET*).

Another group of countries (Canada, the United Kingdom, Ireland, New Zealand, Australia, China, Hong Kong, South Korea) not only uses transcreation strategy for the main title (*People + Planet* instead of *People & Planet*) but also introduces three menu items which are the equivalents of original information received from Inter IKEA: *Healthy & Sustainable Living*, *Circular & Climate Positive*, *Fair & Equal*. It is noted that transcreated menu titles help to convey shared ideas in websites more precisely.

A good example of adapting the web page according to the needs of local community is presented by IKEA department in the United States. In the web page, target audience can find not only the common information (*People & Planet*, *Healthy & Sustainable Living*, *Energy and resources and People & communities*) but also two additional menu items *National efforts* and *Life Improvement Challenge* which are adapted specifically to this region.

In the further analysis there will be more details but from the first impression it is possible to state that web pages regarding sustainability ideas in Cyprus and Greece are totally different from IKEA web pages in other countries. First, there is no separate information about *People & Planet* as well as all the originally provided and sustainability-related ideas. Instead of that, the title of initial page is *Actions for the People, the Society and the Environment* with three separate menu items: *People*, *Society* and *Environment*.

The rest IKEA websites from Bahrain, Switzerland, Singapore and Spain also share one unique feature. All these web pages, where IKEA departments provide sustainability-related ideas, do not have a standard layout with separate menu items. Instead of that, all the actions and movements which are executed in the particular region, are subdivided into separate topics. Therefore, target readers can select the activity they are interested in and read more about it. Even though most of the topics are repeated between all these countries but some of them are assigned only to the specific region. For

example, in the Spanish web page there are topics like *We're all in this together*, *Delicious food you can trust*, *Weaving a better future* or *We're big fans of wood*.

In general, it seems that all IKEA departments do not share a common tendency of how the main menu items should be provided in their specific region. Some of the countries (6 out of 28), despite representing different regions, tend to maintain the same information as originally provided by Inter IKEA, while others use transcreation strategies and try to adapt this section to the needs and preferences of target locale. The most common changes are noticed for the main title (People & Planet) as well as modifications in secondary menu items when particular IKEA departments introduce new sections with information which is specifically adapted to the particular region. This tendency of website localisation according to the needs of local people is noticed in the web pages of the United States, Thailand, Malaysia, Jordan, Kuwait, Greece and Cyprus.

Regarding the analysis of the textual introductory information, first to be discussed is the title and the slogan of the web page: *People & Planet. We're going all-in for a more sustainable future* (Table 6).

Table 6. IKEA web page main title and slogan in different regions

Original information from Inter IKEA	Equivalents in web pages of other countries
<i>People & Planet. We're going all-in for a more sustainable future</i> (Qatar, Saudi Arabia, the United Arab Emirates, Portugal, Lithuania, Latvia, the United States, India, China, Hong Kong, South Korea, Australia, New Zealand)	<p><i>People & Planet</i> (Bahrain)</p> <p><i>People & Planet. Towards a sustainable future</i> (Jordan, Kuwait, Thailand, Malaysia)</p> <p><i>People & Planet. We've decided to bet for a more sustainable future</i> (Balearic and Canary Islands, Puerto Rico)</p> <p><i>People & Planet. Our Sustainable future</i> (Canada)</p> <p><i>People & Planet. Becoming people & planet positive</i> (the United Kingdom, Ireland)</p> <p><i>FOURLIS Group – Corporate Social Responsibility</i> (Greece, Cyprus)</p> <p><i>A sustainable everyday</i> (Switzerland, Singapore)</p> <p><i>Sustainability. Sustainable everyday</i> (Spain)</p>

As seen from the provided examples, almost half of all the countries (13 out of 28) maintain linguistically and semantically same slogan of the main web page “People & Planet” as provided by Inter IKEA. Interesting is that this tendency is noticeable between countries from different regions which confirms that the preference of transcreation and localisation depend not on belonging to the specific region but on separate decisions of particular IKEA departments. In the subdivision of Arab countries, no title localisation is chosen by Qatar, Saudi Arabia and the United Arab Emirates (three countries out of six). From the subdivision of Southern Europe countries, only Portugal maintains the same slogan (one country out of six), while both Baltic countries use the same information as provided by Inter IKEA. From North America only the United States maintain the same information (one country out of two). The region of Asia is a leader in this context with four countries out of seven

(India, China, Hong Kong and South Korea). The same tendency of no slogan transcreation is noticeable in both Oceania countries (Australia and New Zealand).

Bahrain IKEA department from subdivision of Arab countries chooses no slogan in general as an omission of information. This decision may indicate a preference to concentrate more on the main text rather than the introductory sentence.

Jordan, Kuwait, Thailand and Malaysia (two countries from Arab subdivision and two countries from Asia subdivision) introduce a slight modification and use an expression *Towards a sustainable future*. Even though, both expressions (original and transcreated) convey direction of movement but this shorter variant does not indicate any target object and sounds more like an impersonal sentence. In the presence of such context, target readers may feel slightly isolated from the shared ideas, since the department does not focus on direct contact with its target audience.

Culturally similar background shared by Balearic and Canary Islands as well as Puerto Rico may indicate the reason for using the same transcreation idea of the main slogan (*We've decided to bet for a more sustainable future*). It is noticeable that this slogan does not indicate a movement as in the original version provided by Inter IKEA but rather a gamble game where target audience is promoted to bet together with the IKEA department for a better future regarding sustainability. Originally, the verb *to bet* is related with risky games where only success determines the loss or victory. Therefore, this slogan may carry on a slight note of uncertainty.

The opposite can be said about transcreation of the slogan for IKEA Canada department. Indirect referral to the target audience with the expression *Our sustainable future* indicates that the future is something that all people share together, thus quality of it depends on everyone. Regarding the fact that the sense of belonging is something that everyone wants to feel, such slogan can be very successful for making target audience to be involved in sustainability-related ideas and actions.

IKEA departments in the United Kingdom and Ireland introduce a new transcreated version of the introductory sentence (*Becoming people & planet positive*). However, similarly as in the case analysed for Jordan, Kuwait, Thailand and Malaysia, this sentence does not indicate any direct appeal to target audience. In this case, the verb *to become* is used in the gerund form which indicates a continuous process. Therefore, target audience does not feel the pressure to make sudden actions or changes. Also, this sentence does not include the sustainability term and because of this reason target audience can feel intrigued to keep reading as to know what it means to be positive towards people and planet.

The rest of the analysed countries (Greece, Cyprus, Spain, Switzerland and Singapore) despite being from different subdivisions, share one common feature which is expressed by the absence of the original web page "People & Planet". In Greece and Cyprus, the initial page, representing sustainability ideas, is named as *Actions for the People, the Society and the Environment*. The title page of this section is dedicated for presentation of the *FOURLIS Group's Corporate Social Responsibility Division* which is created to ensure the well-being of people, society and environment. Although the present information, in comparison with sustainability ideas originally provided by Inter IKEA, is similar but these two websites (in Greece and Cyprus) are an evident example of localisation

when two countries, sharing culturally similar background, localise received information according to the needs of local audience.

It is noticeable that IKEA departments in Switzerland and Singapore also do not engage the original idea provided by Inter IKEA and instead of that introduce a different website *A sustainable everyday*. In the website, there is no slogan or introductory information about the general sustainability idea and all the topics are subdivided into separate sections. However, the interesting part is that despite the same localisation idea those two countries do not share any historical or cultural similarities and geographically they are far apart.

The last country to be discussed under this category is Spain. In the latter case, Spanish IKEA department also has no equivalent website of People & Planet but introduces a new menu item *Sustainability* with an introductory phrase *Sustainable everyday* (similarly as in web pages of Switzerland and Singapore). In comparison with the same web page from other IKEA departments, it seems that attention here is directed towards the whole area of sustainability without making a specific note about people and planet.

In general, it seems that there is no common tendency between all IKEA departments of how the slogan and title web page should be transcreated and localised. Majority of countries (13 out of 28) make no changes to the original information provided by Inter IKEA (all those countries are from different subdivisions). Nevertheless, the tendency of keeping the same information as provided by the central department or engaging transcreation and localisation strategies becomes evident between particular countries. However, final conclusions will only be made after a review of all website localisation strategies.

After the comparative analysis of the title and the slogan provided in the main web page, it is important to have an overview of the further information where IKEA company represents its position and role regarding sustainability and the future of the world (Table 7).

Table 7. IKEA’s position and role regarding sustainability in different regions

Original information from Inter IKEA	Equivalents in web pages of other countries
<p><i>We want to have a positive impact on people and the planet.</i> (Lithuania, Latvia)</p>	<p><i>At IKEA, we want to have a positive impact on people and the planet</i> (Bahrain, Qatar, Saudi Arabia, United Arab Emirates, Portugal, the United States, Thailand, Malaysia, India)</p> <p><i>At IKEA, we want to positively influence the people and the planet</i> (Balearic and Canary Islands, Puerto Rico)</p> <p><i>The world is changing rapidly. To meet the challenges, we are all facing requires bold ambitions and urgent action. That’s why we’re taking the next big steps in our journey towards becoming people & planet positive</i> (Switzerland, the United Kingdom, Ireland)</p> <p><i>Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone.</i></p>

	<p>(Australia, New Zealand, China, Hong Kong, South Korea)</p> <p><i>Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality, we require bold ambition and commitment to urgent action. It also means working together to tackle the big challenges we cannot overcome alone.</i></p> <p>(Canada)</p> <p><i>How sustainable is IKEA? Well with home solar, veggie hot dogs and kitchen fronts made of recycled plastic bottles, we want to inspire change. Because, as Ingvar Kamprad said: "No method is more effective than the good example."</i></p> <p>(Spain)</p> <p><i>No equivalent information</i></p> <p>(Jordan, Kuwait, Cyprus, Greece, Singapore)</p>
--	---

The latter analysis displays similar results as the research of the title page and slogan, since 13 countries out of 28 make no or just little grammatical changes from the original expressions provided by Inter IKEA. Grammatical changes are noted as using additional words such as *at IKEA* and engaging an expression *to positively influence* instead of *to have a positive impact*. The tendency that countries which use the same ideas are from different regions also remains the same as it was noted in the previous part of the analysis. In this context, IKEA is represented as the company which makes a positive influence on both people and planet.

Transcreation of ideas in terms of a constantly changing world and necessity to adapt to this pace is expressed by three IKEA departments: Switzerland, the United Kingdom and Ireland. In comparison with the original information provided by Inter IKEA, this description is more detailed and informative. The latter transcreation example indicates that attention is given not only to the positive approach towards sustainability but also to the fast pace of life which is inevitable. Therefore, target audience can feel assured that in spite of everything, IKEA is making big steps towards a more sustainable future.

Similar approach towards a fast pace of life is also presented by IKEA departments in Australia, New Zealand, China, Hong Kong and South Korea (both countries of out Oceania countries' subdivision and three countries out of Asia countries' subdivision). The description contains corresponding expressions in comparison with previously discussed case: *world is changing rapidly, bold ambitions and commitments to urgent actions*. This transcreation example involves additional information and direct appeal to the target audience with a message that sustainable future can only be reached if all people try together. Such marketing-related expressions are very useful to attract attention and stress the importance of working together for a better future. In addition to the overview of this transcreation example, it is worth to mention that IKEA's department in Canada uses almost the same description, only with one grammatical change (instead of *challenges we cannot solve alone* uses *challenges we cannot overcome alone*).

The passage about IKEA position from department in Spain also illustrates a very good example of transcreation. In this context, IKEA's position towards sustainability is expressed via the question. Questions naturally attract attention and indirectly encourage target audience to continue reading. The answer to this rhetorical question is provided in the further sentence where IKEA department in Spain

lists all the aspects which justify that IKEA significantly is moving towards a more sustainable future. Using a quote by IKEA founder Ingvar Kamprad is also a good marketing-related strategy to assure target readers that IKEA department in Spain follows initial IKEA ideas for demonstrating a good example.

Last category to be discussed is IKEA departments that do not have equivalents in comparison with the original information provided by Inter IKEA. As mentioned before, web pages in Cyprus and Greece are different not only by the title of main web page but also by the content. Therefore, the main focus is given for the FOURLIS Group which acts together with IKEA. Jordan IKEA department correspondingly provides only the slogan *Towards a sustainable future* which was discussed before. The same situation is found in Kuwait IKEA department (the slogan *Towards a sustainable future* and links to secondary menu items). In the web page of Singapore, besides the title *A sustainable every day*, there is no additional information maintained as provided by Inter IKEA.

Regardless if IKEA departments engage the same sustainability-related ideas as provided by Inter IKEA or use transcreation strategies to re-write texts according to the needs of target audience, readers can easily understand what business values dominate in the company and what actions are made towards a more sustainable future. One of the dominating values shared by all IKEA departments is to show a good example and inspire people to have a more sustainable life.

After discussing actions that are taken by IKEA company to reach a better future, it is important to look over what similarities and differences are noticeable between separate IKEA departments regarding the actual plans and target areas (Table 8).

Table 8. IKEA’s plans and actions towards a sustainable future in different regions

Original information from Inter IKEA	Equivalents in web pages of other countries
<p><i><u>That’s why we’re switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</u></i></p> <p><i><u>We’re also working towards sourcing all of our wood from more sustainable sources by 2020. And the <u>IKEA Foundation</u> has made new commitments that add up to <u>1 billion EUR for climate action.</u></u></i></p>	<p><i><u>We’re switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources. We’re also working towards sourcing all of our wood from more sustainable sources by 2020. And the <u>IKEA Foundation</u> has made new commitments that add up to <u>1 billion EUR for climate action.</u></u></i> (Lithuania, Latvia)</p> <p><i><u>That’s why we’re going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources. [...] 100 % renewable energy [...] wood from more sustainable sources by 2020. Since 2009, the <u>IKEA Group</u> has committed to invest <u>EUR 2.1 billion in purchasing our own wind and solar power generation equipment.</u></u></i> (Qatar, the United Arab Emirates) (Qatar and the United Arab Emirates – Download 2016 <i>IKEA Group Sustainability Report and Sustainability Strategy People & Planet</i>)</p> <p><i><u>“...” Since 2009, the <u>IKEA Group</u> has invested and signed agreements to invest <u>EUR 1.7 billion in wind and solar.</u></u></i> (Saudi Arabia, Portugal). (Saudi Arabia and Portugal – Download <i>IKEA Group 2017 Sustainability Summary Report, the Inter IKEA 2017 Sustainability Summary Report, Sustainability Strategy, People & Planet Positive</i>)</p> <p><i><u>the <u>IKEA Group</u> has committed to invest <u>EUR 2.1 billion in purchasing our own wind and solar power generation equipment.</u></u></i></p>

(Qatar, the United Arab Emirates) ([Qatar and the United Arab Emirates – Download 2016 IKEA Group Sustainability Report and Sustainability Strategy People & Planet](#))

“...” *And the IKEA Group and IKEA Foundation have made new commitments that add up to \$1 billion for climate action.* (the United States, India)

([the United States](#) – [Download our Annual & Sustainability Summary Report FY18 and Sustainability Strategy, People & Planet positive](#)).

To us, this means creating fair working conditions together with our suppliers, to use our planet’s resources wisely, and to inspire our customers to live a more sustainable life at home. (Bahrain)

Well with home solar, veggie hot dogs and kitchen fronts made of recycled plastic bottles, we want to inspire change (Spain)

We're going to pay more attention to the things that really matter, like using LED in all of our lighting product range or obtaining all the cotton we use in our products from sustainable farms. (Balearic and Canary Islands, Puerto Rico)

We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world. (New Zealand, Australia, Canada, China, Hong Kong, South Korea)

([China](#) – [Download the updated IKEA Sustainability Strategy People & Planet Positive 2030](#))

([Hong Kong](#) – [Download the updated IKEA Sustainability Strategy People & Planet Positive 2030, the Inter IKEA 2017 Sustainability Summary Report, the 2017 INGKA Holding B.V. Sustainability Summary Report](#))

([Canada](#) – [Download the updated IKEA Sustainability Strategy People & Planet Positive 2030 and the 2018 INGKA Holding B.V. Sustainability Summary Report](#))

([South Korea](#) – [Download the updated IKEA Sustainability Strategy People & Planet Positive 2030, the Inter IKEA 2017 Sustainability Summary Report, the 2017 INGKA Holding B.V. Sustainability Summary Report](#))

([Australia](#) – [the 2017 INGKA Holding B.V. Sustainability Summary Report, the Inter IKEA 2017 Sustainability Summary Report, the updated IKEA Sustainability Strategy People & Planet Positive 2030, the IKEA Australia People & Planet Positive 2018 Sustainability Report](#)).

We're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources. (Thailand, Malaysia)

No equivalent information (Jordan, Kuwait, Cyprus, Greece, Switzerland, Singapore, the United Kingdom, Ireland)

([Switzerland](#) – [Download the 2017 INGKA Holding B.V. Sustainability Summary Report and Take a look at what we are committed to accomplishing today our goals for 2030](#))

([the United Kingdom and Ireland](#) – [Take a look at what we are committed to accomplishing today and our goals 2030, the Inter IKEA 2017 Sustainability Summary Report, the 2017 INGKA Holding B.V. Sustainability Summary Report](#)).

Representation of company's goals, plans and actions regarding a more sustainable future is a very important factor which may indicate the overall attitude towards the problem. In the original information obtained from Inter IKEA, attention is given to LED's, more sustainable cotton, wood from more sustainable sources by 2020 and additional information about the investment of 1 billion EUR for climate action from IKEA Foundation. The same goals and plans are presented by IKEA departments in Lithuania and Latvia. This case detected in both Baltic countries may indicate the tendency that smaller regions or countries do not receive enough funding for the website localisation project and instead of that use ideas as originally provided by Inter IKEA.

IKEA departments in Qatar, the United Arab Emirates, Saudi Arabia, Portugal, the United States and India between each other share the same transcreation ideas and similarly to original sustainability goals from Inter IKEA, focus on switching the whole lightning range to energy-efficient LEDs, more sustainable cotton and wood. A different approach and goal towards a more sustainable future in these departments is expressed by the aim to move towards a totally renewable energy. In the context of current world crisis regarding the excessive usage of non-renewable energy sources, introduction of similar goals is very welcome. It is noted that all the mentioned IKEA departments provide additional information about investments for IKEA wind and solar power generation equipment. However, as the examples show, there are some discrepancies between the indicated sum. In the web page of Qatar and the United Arab Emirates there is an information that IKEA Group has committed to invest EUR 2.1 billion, while Saudi Arabia and Portugal inform target readers that the investment sum is EUR 1.7 billion. This example of information discrepancy can be explained by the fact that countries which focus on IKEA sustainability reports of 2016 (where this lower investment sum is indicated), do not update their websites.

Regarding different currencies used in separate countries, IKEA departments in the United States and India localise the latter information and indicate that IKEA Group and IKEA Foundation have made commitments for \$1 billion (instead of leaving the sum in EUR). However, this currency localisation is not maintained throughout all IKEA departments.

Similar ideas regarding sustainability goals are provided in websites of Balearic and Canary Islands as well as Puerto Rico, since the attention here is also given to LED's and cotton from more sustainable farms. However, the main description with a different verb form (*we're going to*) presents an example of grammatical transcreation. As noticed in the previous part of the analysis, other IKEA departments indicate what is already achieved, while in this context there is a link to the future. In this way, it seems that these regions (Balearic and Canary Islands and Puerto Rico) are still trying to engage sustainability-related ideas.

Malaysia and Thailand, as two culturally similar representatives out of Asia countries' subdivision, do not make a different approach from the original information, since the main focus here is also put on the necessity to use LED's instead of simple lightning bulbs and moving towards a more sustainable sources of cotton.

Transcreation strategies for providing more generalized information about sustainability goals is used by IKEA department in Bahrain. In the latter example, the most important factors which can ensure a more sustainable future are based on creating fair work conditions with suppliers, smart usage of natural resources as well as inspiring IKEA's customers to lead a more sustainable life at home.

The same tendency about generalized information is noticeable between another group of countries (New Zealand, Australia, Canada, China, Hong Kong and South Korea). Despite the fact that all these countries are from different subdivisions, they share the image of a big community and maybe this can be the reason why the most important goal towards a sustainable future is seen in the presence of a circular economy model and demonstrating a positive example to target audiences. It is assumed that in big communities, common goals are reached when everyone is involved into the process.

Different approach towards presenting sustainability goals is noticeable in Spanish IKEA department. In this case, target audience is intrigued by separate topics such as hot dogs from vegetables or kitchen fronts made of recycled plastic bottles. In this way, IKEA department in Spain avoids direct and big promises regarding a sustainable future but rather focuses on smaller things which are still important and already involved in the company's sustainability plan. After all, the main idea is to inspire people to have more sustainable life and starting from small steps always seems to be more accomplishable than talking about big projects.

The last category to be discussed in terms of representing sustainability goals is the group of countries that do not have the equivalent information in comparison with the original variant provided by Inter IKEA. As already mentioned before, websites of Greece and Cyprus have different pages (*FOURLIS Group*), in Jordan and Kuwait there is no separate web page for the section "People & Planet", Switzerland and Singapore also do not have a separate section for the initial page but provide information about a sustainable everyday (via separate topics).

Regarding the fact that sustainability-related goals in different IKEA departments are presented not only in the websites but in the form of various reports as well, it is important to look through which regions or separate countries provide this additional information to their target readers.

No additional links regarding sustainability report are noted in the following web pages: Bahrain, Jordan, Kuwait, Cyprus, Greece, Spain, Balearic and Canary Islands, Puerto Rico, Lithuania, Latvia, India, Singapore, Thailand and Malaysia. IKEA report regarding sustainability goals for 2020 are provided in: Qatar, the United Arab Emirates, Saudi Arabia and Portugal. The latest reports of 2018 and the report for Sustainability goals 2030 are presented by: Switzerland, Canada, the United States, China, Hong Kong, South Korea, Australia, New Zealand, the United Kingdom and Ireland. It can be assumed that only those countries which do not avoid focusing on the latest information about the IKEA sustainability development are ready to move towards the other stages of website localisation project.

After the overall analysis of linguistic aspects, it seems that there is no common tendency which can be applied to particular countries or subdivisions. Each IKEA department uses separate strategies that are noticeable in their web pages. Nevertheless, it is observed that still there are enough countries which either make no changes from the original textual information provided by Inter IKEA or include just a few modifications (Lithuania, Latvia, Qatar, Saudi Arabia, Portugal, Balearic and Canary Islands, Puerto Rico). It is possible to state that these departments are quite small in comparison with departments from big countries such as the United States, Canada, China, etc. Therefore, the assumption can be made that localisation of a website in general depends on how much funding a particular department has in its budget and how much attention is given toward this subject.



Nevertheless, a website, as a constantly changing advertising platform, requires more attention in localisation project than other platforms. Therefore, if the company (or separate IKEA department, as in this case) wants to adapt the web page to the needs and preferences of target audience, it is important to always track all the changes in the market especially regarding the topic of sustainability, include target-specific information, use transcreation strategies (if needed) to make sure that information which target audience receives will be familiar and have no ambiguities. In addition, it is important to note that localisation of a website page is achieved not only via adapting textual information but with the help of other non-linguistic aspects which will be discussed in the further part of the analysis.

2.2.2. Non-linguistic website localisation elements

After carrying out the comparative analysis of linguistic aspects and content, it is evident that textual information in general plays one of the biggest roles in any localisation project. However, **pictures**, **symbols** and **colours** are also very important visual aspects of any website page that have to be considered and discussed. Even though people tend to trust in textual information first, but using pictures, symbols and colours which are familiar in target locale can be a decisive factor for a successful localisation project. The first part of the analysis regarding non-linguistic website localisation elements is related with pictures which are displayed in the main web page “People & Planet” for separate menu items.

According to the information indicated in the research methodology part, Inter IKEA originally provides four pictures to illustrate the main web page “People & Planet”. Therefore, these pictures will be used as a starting point for the comparative analysis between separate IKEA departments (Table 9). More detailed information about the pictures used in the web page “People & Planet” in different regions is provided in Appendixes 4–10.

Table 9. Pictures for the web page “People & Planet” by Inter IKEA and other departments

Original pictures by Inter IKEA for the web page “People & Planet”	Equivalent pictures in web pages “People & Planet” of other countries
 <p data-bbox="368 1697 678 1727">(Lithuania, Latvia, Portugal)</p>	 <p data-bbox="879 1715 1401 1744">(Qatar, Saudi Arabia, the United Arab Emirates)</p>



(India)



(Malaysia, Thailand)



(Jordan)



(Canary and Balearic Islands, Puerto Rico)



(the United States)



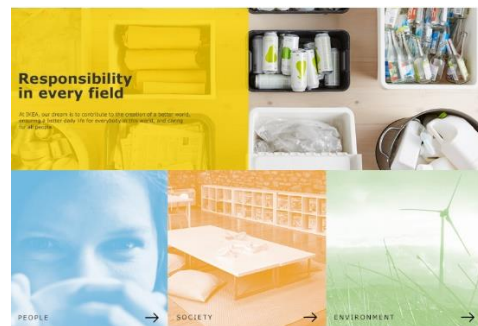
(Canada, China, Hong Kong, South Korea, Australia, the United Kingdom, Ireland)



(New Zealand)



(Kuwait)



(Greece, Cyprus)

<https://www.ikea.com/bh/en/people-and-planet/>
(Bahrain)

<https://m2.ikea.com/ch/en/this-is-ikea/sustainable-everyday/> (Switzerland)

<https://www.ikea.com/es/en/this-is-ikea/sustainable-everyday/> (Spain)

<https://www.ikea.com/sg/en/this-is-ikea/sustainable-everyday/> (Singapore)

As mentioned before, a successful localisation and adaptation of any product (the web page, as in this case) does not depend only on linguistic aspects but also on the right selection of non-linguistic elements. As seen from collected examples (Table 9), the original pictures used by Inter IKEA are repetitive between majority of selected IKEA departments. However, the choice of different illustrations indicates possible localisation examples. Therefore, each case has to be discussed separately.

From all analysed IKEA departments only Lithuania, Latvia and Portugal maintain the same images as presented by Inter IKEA (wind power plants for the introductory information, little girl in the kitchen for the menu section *Sustainable life at home*, a man holding a solar panel for the menu section *Energy & Resources* and people from India for the menu section *People and Communities*). In this case, it is possible to state that even if these countries are from different subdivisions (both Baltic countries and one country from the Southern Europe subdivision), they all use the same image (people from India) which is not culturally close to any of the target locales. Seeing the picture of people from India naturally causes the reaction that these issues are not related with any of the target locales and people will not probably focus on reading this information. However, a different picture representing local people and community would probably attract the attention of target readers as to know more about IKEA's values towards this subject.

Similar case is presented in the example of Qatar and Saudi Arabia but here, instead of a picture with a man holding a solar panel, there is an illustration of a cotton plant fibre in a man's hands (the menu section *Energy & Resources*). It is possible to assume that there is an example of a picture localisation for the target market, since a cotton plant and hands that seem to be affected by a physical work (probably in cotton plantations) will be more familiar in these regions than the image of a working man holding a solar panel. Therefore, this example demonstrates that selecting culturally familiar images is also an important factor which ensures a success in localisation project.

Jordan, as culturally similar country from Arab countries' subdivision, also illustrates an analogous example. As noted before, IKEA Jordan web page "People & Planet" does not contain the initial textual information about sustainability-related ideas but only displays three menu items and illustrating images. Therefore, to illustrate menu sections *Sustainable life at home* and *People and Communities* there are the same images used (a girl in the kitchen and people from India). However, the menu item *Energy & Resources* has a different picture of a forest. It is likely that the choice of particular pictures to illustrate menu items of the web page "People & Planet" (in this case menu item *Energy & Resources*) is made according to the fact of where the particular IKEA department wants to direct the attention of target audience.

The images for the web page "People & Planet" used by IKEA departments in Malaysia and Thailand include not only the original and initial images from Inter IKEA but two additional illustrations as well. Therefore, to illustrate the introductory part, there are images of a cotton plant and LED's used (instead of wind power plants). The latter choice can be explained by the simple fact that IKEA departments of Malaysia and Thailand focus more on these subjects as their main sustainability goals rather than sharing information about renewable energy sources from wind power plants.

IKEA departments of Canary and Balearic Islands as well as Puerto Rico for the introductory web page "People & Planet" use only two images (the same cotton plant and LED's as in the case of

Malaysia and Thailand). Also, there are no illustrating pictures for the menu sections. It seems that these IKEA departments prefer displaying only little information for the beginning and include more details as well as pictures in further part of the web page.

The United States is the last IKEA department that uses at least some original pictures provided by Inter IKEA. There is a good example of picture localisation for the menu item *People & Communities* where, instead of the original illustration (people from India) by Inter IKEA, which is often used by other IKEA departments, there is an illustration of local adults and children. In this way, target audience can feel that the information provided by the local IKEA department is adjusted for the target locale. Also, there is a remark that the picture for menu item *Sustainable life at home* is different from the original variant as well. This diverse selection of pictures to illustrate separate menu items of the web page “People & Planet” can be explained by the initial assumption that separate IKEA departments base their information on different reports about sustainability prepared by Inter IKEA (older or recent). However, this assumption can only be approved after the overall analysis between all departments according to website localisation aspects.

The example of IKEA department in India represents a different case, since IKEA has entered this market only a year ago (in 2018). It is likely that these recent events have influenced the way IKEA department in India has decided to share their sustainability idea on the web page “People and Planet”. From the perspective of pictures used in the web page, there are both original illustrations from Inter IKEA as well as new images. To illustrate the introductory information about sustainability goals, there is an image of the world map selected. The latter choice can be related with the fact that India’s department goals are similar to the common sustainability objectives which are important in all countries around the world. The approach towards a more sustainable future is illustrated by the image of a cotton plant (the same as used in IKEA departments of Qatar and Saudi Arabia) and picture of LED’s (different picture than in the United States, Malaysia, Thailand, Balearic and Canary Islands and Puerto Rico). Finally, three menu items also represent a mixture of ideas, since two of them are used in the original form as provided by Inter IKEA (*Energy and Resources*, *People and Communities*) and one more updated variant *Healthy & Sustainable Living*. It can be said that the picture selected to illustrate the menu section of *People and communities* (people from India) finally represents the actual image of the local community. Therefore, it is assumed that local people should find this illustration appropriate and culturally familiar as well as all the ideas which are shared under this menu section. The example of image localisation according to cultural norms is also noticed for the menu section *Energy and resources* with an illustration of dark-skinned boy carrying a bag of cotton on top of his head. This image not only illustrates the country’s approach towards a more sustainable energy and resources but also meets Indian culture stereotypes. The last image to be discussed and compared is an illustration for the menu item *Healthy & Sustainable Living*. As seen in the examples from other IKEA departments, this image should illustrate ideas of how to encourage people to have more sustainable life at home. Even though this image reflects such ideas but there are no direct links with the Indian culture and target readers.

Other IKEA departments either select diverse pictures, in comparison with the original illustrations, or have a completely different layout of the web page “People & Planet”. It is noted that a big group of countries (Canada, China, Hong Kong, South Korea, Australia, the United Kingdom and Ireland) have the same illustrations in their web pages. Therefore, the assumption that culturally close IKEA departments share the same sustainability ideas and pictures for their web pages “People & Planet”

can be denied. However, all these countries, despite being from different subdivisions, have the same titles for menu sections (*Healthy and Sustainable Living*, *Circular & Climate positive* and *Fair & Equal*, in comparison with the original titles *Sustainable life at home*, *Energy & Resources* and *People and Communities*). Consequently, the images selected for the web page are different (a logo of People and Planet Positive for the introductory part, a woman for the menu item *Healthy and Sustainable Living*, an image of a forest for *Circular & Climate positive* and a woman in wood factory for the menu item *Fair & Equal*). In the latter case, the selection of the same illustrations can be explained by the fact that all these IKEA departments share sustainability ideas based on reports which are prepared in 2017 or later.

IKEA department in New Zealand could also be assigned to the previously discussed category of countries except for the presence of additional picture used as a background for IKEA slogan *We're going all in for a more sustainable future*. This is a good example of picture localisation, since the image illustrates a local woman working in the fields of rice. There is no reason for target audience not to believe in the slogan when it is displayed in the presence of culturally familiar illustration.

As discussed before, IKEA departments in Greece and Cyprus provide their sustainability ideas for target audience in a different format than it is typical among majority of other departments. In this case, the web page not only has a different title *Actions for the People, the Society and the Environment* but there are no traditional menu items. Instead of that, target readers are presented with one big image that has smaller sections. The sections, displayed in a blurred background, have links to separate topics (*People* with the image of a little girl, *Society* with the image of furniture, and *Environment* with the image of wind power plants). A uniqueness of this example in Greece and Cyprus is that target audience can see all sustainability ideas shared by these IKEA departments in one place and there is no need to go through many pages. As mentioned before, the case of Greece and Cyprus both in linguistic aspects and images is a good example of website localisation when target audience receives the information which is specifically adapted to the needs and preferences of target locale.

Final set of images provided above (Table 9) is related with IKEA department in Kuwait. In the previous part of the linguistic analysis, it was already mentioned that this department does not provide generalized information about sustainability ideas but introduces other relevant topics. In the main web page, all the textual information is not related with sustainability in the presence of people and planet but with children, their education and entertainment. Therefore, pictures displayed in this page are corresponding with the textual information. There is an assumption that one of the key aspects which IKEA Kuwait department recognizes as moving towards a more sustainable future is related with additional attention to children who are the next generation that can change everything. As an additional confirmation about the fact that the most attention in this web page is given to children there is a video provided about the IWitness Global Citizens programme which is created to help for children in the poorest communities all around the world.

IKEA departments in Bahrain, Switzerland, Spain and Singapore, despite representing different geographical regions, share one common feature which is expressed by the same (but different from the original) layout of the web page where IKEA represents company's sustainability goals. In these web pages there are no original menu sections and sustainability ideas are represented via separate topics and initiatives.

Regarding **colours**, as another non-linguistic website localisation aspect according to which it is possible to make a comparison between countries, there is not a lot of information. IKEA company, in general, maintains the same website design among all countries where the company operates (white background, text provided in black colour, relatively small font, some menu items displayed in a grey background). It is assumed that the choice of such neutral colours is the best option for the company that wants to enter international markets and avoid situations where inappropriate choice of specific colour can cause some unexpected consequences. In this way, there are no specific colour localisation examples and visual diversity of web pages is created only with the help of different illustrations. Also, each IKEA department is allowed to personalize the web page and use a different layout as in cases of Bahrain, Spain, Switzerland and Singapore.

The analysis of **symbols** among all selected IKEA departments also provides no specific remarks. It is noted that Inter IKEA department in Sweden, which prepares the same information about sustainability goals for all the countries, avoid culture-specific information. Therefore, it is assumed that general information about sustainability ideas is internationalized. Because of this reason, each IKEA department is allowed to decide which information and how it will be displayed in their website. As an example of symbol localisation, it was noted that separate countries/departments use symbols of their local currencies (€ and \$).

The comparative analysis of the web page “People & Planet” between separate IKEA departments regarding pictures, colours and symbols reveals a similar tendency as is was noted in the research of linguistic aspects. Those countries that use original information as provided by Inter IKEA (including menu titles), for the most part, tend to select the same or similar illustrations as well (Lithuania, Latvia, Portugal, Qatar, Saudi Arabia, Jordan and others). Another group of countries that use recent reports from Inter IKEA not only have different titles for menu items but diverse pictures as well (Canada, China, Hong Kong, South Korea, Australia, the United Kingdom, Ireland and others). In addition to that, there is a separate group of countries that present their sustainability ideas via completely different web page layout (Cyprus, Greece, Kuwait, Bahrain, Spain, Switzerland, Singapore). The overview regarding colours and symbols reveals that website localisation according to these non-linguistic elements is not so evident as for textual information and pictures. Neutral colours (white, black, grey) are maintained throughout all the web pages, there are no specific symbol localisation examples except for currency symbols.

Final aspect that has to be discussed for the analysis of website localisation project is **navigation**. Even though this aspect is not as important as linguistic localisation examples or other non-linguistic elements but it also has an impact to the overall quality. Therefore, it is important to compare and discuss if target readers of each selected IKEA department can easily find information about sustainability ideas and if the general layout of web pages is not complicated.

For the most part, a link to IKEA web page “People & Planet” regarding sustainability ideas is displayed at the bottom part of the website, under the menu item *This is IKEA* where the company represents its basic information, values and ideas (see Fig. 6). This tendency is maintained in the websites of Qatar, Saudi Arabia, Jordan, Kuwait, United Arab Emirates, Cyprus, Greece, Portugal, Canada, the United States, China, Hong Kong, Singapore, South Korea and Australia. The same position of the web page (at the bottom part) is provided in websites of Spain, Balearic and Canary

Islands, Puerto Rico, Thailand and Malaysia. However, the menu item here has a different title (instead of *This is IKEA* there is a title *About IKEA*). Regarding the fact that many target readers and clients may not scroll down till the bottom part of the web page, there is a risk that information about sustainability ideas will be missed.



Fig. 6. Web page “People & Planet” (bottom part of the page)

Another group of countries (Switzerland, Lithuania, Latvia, India, the United Kingdom and Ireland) insert a link to the web page “People & Planet” at the top part of their websites, under the menu item *About IKEA* (see Fig. 7). However, in this way target readers do not see a separate link to the web page “People & Planet” and sustainability-related information can be found only if target readers are interested to know more about IKEA company.



Fig. 7. Web page “People & Planet” (top part of the page)

The comparative analysis between all selected IKEA websites demonstrates that most of the attention for the web page “People & Planet” is given by IKEA departments of Bahrain and New Zealand. In these websites target audience can easily find this sustainability-related information at the top part of the website in separate menu item (see Fig. 8).

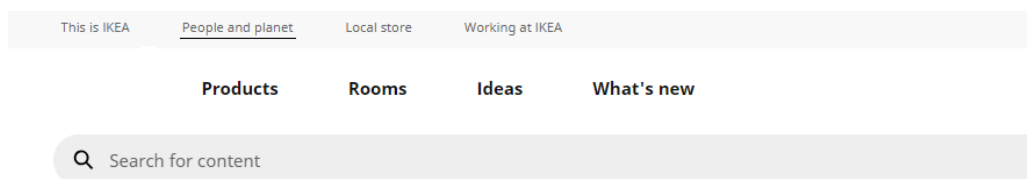


Fig. 8. Web page “People & Planet” (separate menu item)

Regarding the review of navigation aspects, it is also important to discuss how separate IKEA departments in the web page “People & Planet” display titles of secondary menu items. Again, the majority of countries (Qatar, Saudi Arabia, Jordan, Kuwait, the United Arab Emirates, Portugal, Balearic and Canary Islands, Puerto Rico, the United States, China, Hong Kong, South Korea, Thailand, Malaysia and Australia) follow the same tendency where menu items are displayed in a line at the top part of the web page (see Fig. 9). Regarding the small size of letters, in comparison with the rest part of the text, these menu titles may not seem to be visible. However, it is convenient that

separate menu sections can be reached not only by clicking on these menu titles at the top part of the page but also via pictures which are displayed lower, under the main text.

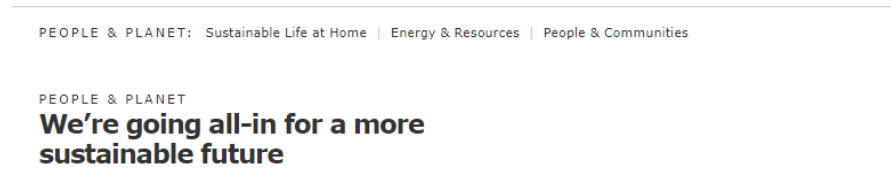


Fig. 9. Menu items at the top part of the web page

There is an additional remark that visibility of menu titles, which are displayed in a line at the top part of the web page, is also reduced due to the existing advertising banners (see Fig. 10). This situation is present in IKEA websites of Saudi Arabia, Jordan and Kuwait.



Fig. 10. Menu items above the advertising banner

It was noted that in IKEA web page “People & Planet” of the Baltic countries, menu titles are also displayed at the top part of the page but instead of a line, there is a column at the left side (see Fig. 11). Naturally, it seems that this layout of menu items is the most convenient, since target readers see menu items separately from the textual information and images. In this way, they can move from one menu item to another without losing the structure of the web page layout.

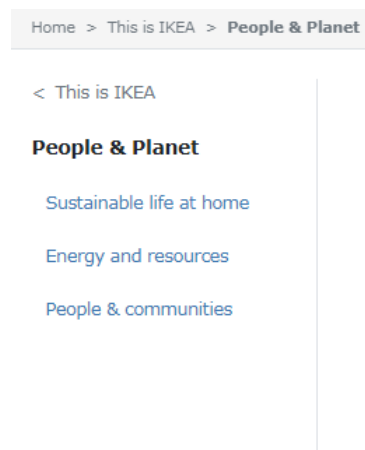


Fig. 11. Menu items display in a column (left side of the web page)

After a review of those IKEA departments that provide menu items in the web page “People & Planet”, it is also important to discuss cases where original menu items are not present. As mentioned before, IKEA websites of Cyprus and Greece, as good website localisation examples, have no separate menu items as originally provided by Inter IKEA. In this way, target readers can only find all the necessary information regarding people, society and environment by clicking on separate parts of the main picture (see Fig. 12).

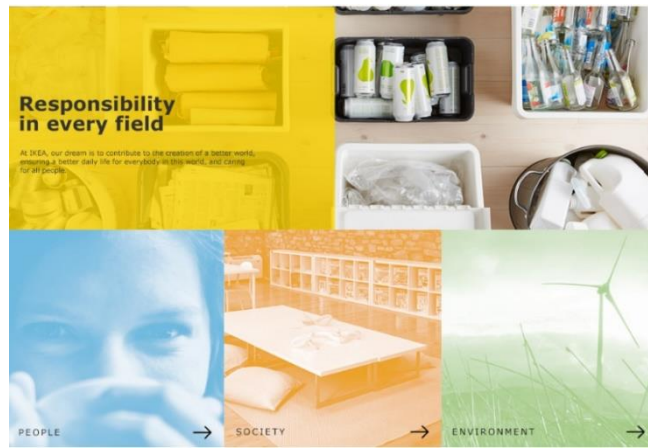


Fig. 12. Menu items display (Greece and Cyprus)

The separate case is present in IKEA departments of Bahrain, Switzerland, Spain and Singapore, where sustainability ideas are displayed via separate topics and initiatives (see Fig. 13). Regarding the overall analysis, it seems that this way to present IKEA’s sustainability goals is the most recent and the most innovative. In the presence of such web page layout, target readers can learn about sustainability goals via real-life projects and examples. More detailed images of web pages “People & Planet” in Bahrain, Switzerland, Spain and Singapore are provided in Appendixes 4, 5 and 7.

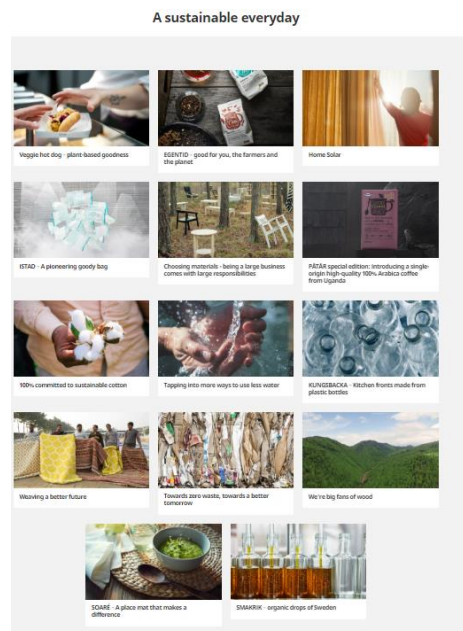


Fig. 13. Sustainability ideas presented via separate initiatives

The overall analysis regarding navigation demonstrates that despite being a secondary aspect of localisation project, it can also either help or complicate the way target audience reach sustainability-related information. Majority of analysed IKEA departments insert a link to the web page “People & Planet” at the bottom part of the website, under the section *This is IKEA*, while other countries provide this link at the top part of the website. Both of the cases do not seem to be very effective because target readers may not scroll down till the end of the page or may not read all the information about IKEA company which is provided at the top part. Out of 28 analysed IKEA departments, only Bahrain and New Zealand display the web page “People & Planet” in a separate menu item at the top part of the website.

In general, the comparative analysis of IKEA web page “People & Planet” in separate regions according to website localisation aspects by Payne (2006) provides a lot of different observations. The linguistic analysis, based on transcreation strategies, reveals that smaller regions which follow older Inter IKEA sustainability reports tend to maintain the same original ideas, titles for menu items and web page layout. The other group of countries (major IKEA departments) provide more recent ideas of sustainability goals for 2030 and introduce not only different web page layout but also different titles for menu items. The same tendency is noticed in the comparative analysis of non-linguistic elements. The following part of the research is related with Lithuanian web pages “People & Planet” (EN) and “Žmonės ir Planeta” (LT) as to check if the information (both textual and visual) received from Inter IKEA about sustainability ideas is simply translated or adapted according to the preferences of target locale.

2.3. Analysis of IKEA web page “People & planet” in the Lithuanian market

As mentioned in the previous part of the Master’s thesis and according to the answers received from IKEA Lithuania department (see Appendix 1), the information used for the Lithuanian web page “People & Planet” has no differences from the original ideas shared by Inter IKEA. Therefore, it is assumed that the web page “Žmonės ir Planeta” may also be simply translated (i. e. without any special adaptation for the target locale). This answer could be accepted as a generalized information about the way of how the web page “Žmonės ir planeta” is presented for the Lithuanian market. However, since the Master’s thesis is based on the perspective of translation and linguistics, the statement received from Inter IKEA has to be verified with a help of a separate analysis. Therefore, by using direct and oblique translation strategies (Molina, Hurtado Albir 2002) as a base for the research, it is necessary to analyse if the main web page that IKEA Lithuania department presents for the local audience is simply translated (EN-LT) or localised. The comparative analysis is carried out among two IKEA Lithuania web pages: “People & Planet” (EN) and “Žmonės ir planeta” (LT).

First, it is noticeable that visually both web pages (in EN and LT) look the same (see Fig. 14 and Fig. 15). In both pages there are the same pictures used as originally provided by Inter IKEA (wind power plants, little girl in the kitchen, man holding a solar panel and people from India), the layout also seems to be very similar (including number of sections, size of letters both for text and menu titles). From the visual perspective, it is assumed that IKEA Lithuania department does not apply any special localisation or transcreation techniques for the web page that it is presented to the local audience. Therefore, only linguistic analysis of textual information will help to identify if there is any localisation degree on the Lithuanian web page “Žmonės ir planeta” or not.



Fig. 14. Web page “People & Planet” in English for the Lithuania market



Fig. 15. Web page “Žmonės ir planeta” in Lithuanian for the Lithuania market

The linguistic research of the textual information is carried out by analysing and comparing separate sections: the IKEA slogan, titles and menu items and the analysis of the main introductory information.

First aspect to be analysed is the example of IKEA slogan (both in LT and EN) (Table 10).

Table 10. IKEA slogan for the Lithuanian market

IKEA Lithuania web page (EN)	IKEA Lithuania web page (LT)
We're going all-in for a more sustainable future	Pakeliui į aplinką tausojančią ateitį

The example provided above indicates that this translation equivalent of the IKEA slogan is translated by using literal translation techniques: word for word translation and transposition, when a different grammatical category does not make any changes to the meaning of expression (*we're going* – a verb; *pakeliui* – an adverb). The main difference between the original slogan in the English web page “People & Planet” and the equivalent variant in the Lithuanian web page “Žmonės ir planeta” is that in the latter case there is an impersonal sentence used. Even though this strategy makes the slogan shorter and more precise but together with this change there are no values maintained as in the original slogan. The IKEA company stresses the fact that reaching sustainability goals can only be successful when everyone is involved into the process. In this way, the company not only wants to show a good example but also to encourage target readers to feel that sustainability results depend on every person. As it is seen from the equivalent slogan in the Lithuanian page, this tendency is not maintained.

The second aspect for a comparative linguistic analysis is the title of the web page and separate menu titles (Table 11).

Table 11. IKEA web page title and menu items for the Lithuanian market

IKEA Lithuania web page (EN)	IKEA Lithuania web page (LT)
People & Planet	Žmonės ir planeta (ŽMOGUS IR PLANETA)
Sustainable life at home	Aplinką tausojantis gyvenimas
Energy and resources	Energija ir išteklių
People & Communities	Žmogus ir bendruomenė

As it is seen from the collected samples, the title of the web page in Lithuanian is a word for word equivalent in comparison with the original title in English (*People & Planet* and *Žmonės ir planeta*). The interesting part is that even if the main title in Lithuanian is translated as the equivalent, but the title above the introductory information has a slight modification regarding singular and plural forms

(instead of *Žmonės* there is a singular form of *Žmogus* selected). This example can indicate several cases: either there is a mistake, since the same position in English is maintained equally both for menu title and the title above the introductory information, or this variant is selected with a purpose to stress the importance and power of each person individually.

The following translation equivalents of other menu titles also do not reveal any significant localisation or transcreation examples. For instance, the title of menu item *Energy and resources* is translated as a word for word equivalent *Energija ir ištekliai*, which represents a direct translation strategy. The same tendency is maintained in translation of another menu title *Sustainable life at home* and the equivalent *Aplinką tausojantis gyvenimas*. However, the attention in the Lithuanian version of this menu title is given for a sustainable life in general, while the original variant represents the idea of how the life can be more sustainable particularly at home. The last case of menu title translation also indicates literal translation example but as mentioned before, there is a modification regarding singular and plural forms (*People* and *Žmogus*, *Communities* and *Bendruomenė*). It is noted, that singular form in this case can even be a better selection to personally refer to each individual target reader.

Finally, the comparative linguistic analysis between IKEA web pages in the Lithuanian market (original information in EN and equivalents in LT) is summarized by the research of the main introductory information (Table 12).

Table 12. IKEA web page introductory information for the Lithuanian market

IKEA Lithuania web page (EN)	IKEA Lithuania web page (LT)
We want to have a positive impact on people and the planet.	Norime prisidėti prie teigiamų žmonijos ir planetos pokyčių.
That's why we're switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.	Štai kodėl IKEA šviestuvų skyriuje prekiaujame tik šviesos diodų šviestuvais ir lemputėmis, o gaminiams naudojame ekologiškai ir atsakingai užaugintą medvilnę.
We're also working towards sourcing all of our wood from more sustainable sources by 2020.	Užsibrėžėme tikslą, kad iki 2020-ųjų visa IKEA naudojama mediena būtų gaunama iš tvaresnių šaltinių.
And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action.	Be to, dėl naujo IKEA Fondo įsipareigojimų kovai su klimato kaita skirta daugiau nei 1 mlrd. eurų.
But we're not done yet. We're just getting started...	Nesiruošiamo sustoti – tai tik pradžia.

The overall analysis carried out in the previous section of the Master's thesis, indicates that introductory information provided in the web page "People and Planet" is very important, since it gives an opportunity for each IKEA department to present their sustainability ideas and objectives towards a more sustainable future. In this way, IKEA Lithuania department (as all the other departments) has a full right to employ creativity and, by using different localisation and transcreation strategies, rewrite and adapt the information according to the needs and cultural preferences of target locale. However, the comparative analysis of collected translation units between original and target texts again confirms the fact that IKEA Lithuania department presents sustainability-related ideas employing only direct translation techniques. As a common tendency noted in the examples provided above is that equivalents in Lithuanian are written as personal sentences (the opposite variant in comparison with the translated equivalent of the IKEA slogan).

The first sentence of the introductory part again indicates a literal translation example (word for word translation) as well as a strategy of inversion, when the term *impact* (*pokyčiai*) is moved to the end of the sentence, since this structure is linguistically more acceptable in the target language (*We want to have a positive impact on people and the planet* and *Norime prisidėti prie teigiamų žmonių ir planetos pokyčių*). The second example can also be assigned to the section of direct translation techniques, except for the one difference which is noticeable in the Lithuanian equivalent. In the original text (EN) there is a statement *we're switching our entire lightning range to energy-efficient LED* and Lithuanian equivalent is *IKEA šviestuvų skyriuje prekiaujame tik šviesos diodų šviestuvais ir lemputėmis*. In this case, there is not only the example of adaptation (*LED* as a well-known abbreviation is translated and explained in Lithuanian as *šviesos diodų šviestuvai ir lemputės*), but also a different meaning of the overall expression, since, originally, the statement is that *we're switching our lightning range*, while in the translated variant it seems that a shift from simple lighting bulb to LED is already made (*IKEA šviestuvų skyriuje prekiaujame tik šviesos diodų šviestuvais ir lemputėmis*). The third example, where IKEA company presents their actions for a more sustainable future, is also a case of a literal translation strategy, though in Lithuanian equivalent there is a figurative expression used *užsibrėžėme tikslą*. The rest translation examples from the IKEA introductory part do not expose any cases of transcreation strategies as well. However, there is a note about a nonconformity of information in the fourth sentence (*add up to 1 billion EUR for climate action* and *kovai su klimato kaita skirta daugiau nei 1mlrd. eury*). In the original information it is indicated that the total sum is up to 1 billion EUR, while in the Lithuanian equivalent it is written that the sum is more than 1 billion EUR.

In general, after the analysis of both linguistic aspects and non-linguistic elements displayed in IKEA Lithuania web pages “People and Planet” (EN) and “Žmonės ir planeta” (LT), it is evident that the answer received from IKEA Lithuania department can be approved as correct. All the information about sustainability ideas for the local market is presented without using any specific transcreation or localisation strategies. Therefore, visual information (pictures), page layout and colours are maintained as they are in the original web page “People and Planet” (EN). Similarly, textual information is translated by using only direct (literal) translation techniques with a dominating tendency to employ word for word translation strategy.

Conclusions

1. The theoretical overview regarding a shift in translation paradigm has revealed that throughout decades translation, as a separate professional field and academic discipline, had to embrace major changes and challenges. Together with a technological development that humankind has witnessed at the beginning of the 20th century, translation was eventually referred to the acronym of GILT (Globalisation, Internationalisation, Localisation, Translation). This new perspective has introduced a different and technological-based approach not only towards the subject of translation but towards translators' work environment as well. Currently professional field of translation is seen and described in the presence of globalisation, internationalisation and localisation, while translators are more often recognized as content creators, copy-writers and mediators of information. However, this new translation paradigm can be discussed from both positive and negative perspective. Even though it creates a changing approach towards translation academic discipline and professional field, helps to establish new work positions and sustainability-related career perspectives but simultaneously this new paradigm also contributes to a rising number of non-professional translators and provides an unlimited access to various machine translation tools which eventually creates an image that all texts can be translated without a help of human translators.
2. A fast development of technologies and the emergence of the World Wide Web, which currently is an inseparable part of the modern life, has encouraged a rise of new digital advertising platforms, such as websites. At the beginning, websites were mainly used to present information for local audiences. However, with rising ideas of globalisation, many companies have decided to enter new international markets, yet very soon it turned out that simple translation of textual information is not enough to ensure that website will be successful in foreign markets. Because of this reason, website localisation discipline was very welcome in the market, since it covers an analysis of many important website aspects including textual information, page layout, colours, cultural norms, images, writing and reading directions, symbolic meanings and many others. In the presence of current global disasters, sharing sustainability ideas is a very important step that can influence people to have a more sustainable future. It is noticeable, that more and more companies try to engage the spread of sustainability-related ideas on their website platforms. However, there is still a tendency noticeable that business companies only take into the account sustainability ideas if they are said to be profitable.
3. The comparative analysis of IKEA website page "People and Planet" according to website localisation aspects by Pym (2006) between 28 IKEA departments (subdivided into 7 regions) provides the following results:
 - 6 departments out of 28 (Bahrain, Switzerland, Spain, Singapore, Cyprus, Greece) have their web page fully localised, including a new page layout, transcreated textual information and different non-textual elements. Sustainability-related ideas are presented via separate projects and initiatives.
 - 12 departments out of 28 (Kuwait, Canada, the United States, China, Hong Kong, South Korea, Thailand, Malaysia, Australia, New Zealand, the United Kingdom, Ireland) represent cases of partial localisation with an introduction of additional menu items regarding local initiatives, different presentation of textual information, in comparison with the original text, and concentrating on current sustainability goals for 2030.
 - 10 departments out of 28 (Qatar, Saudi Arabia, Jordan, the United Arab Emirates, Portugal, Balearic and Canary Islands, Puerto Rico, Lithuania, Latvia, India) can be assigned to the

category of no localisation, with employing mainly primary information received from Inter IKEA, concentrating on sustainability goals for 2020, using original page layout, images and textual information (no or little linguistic localisation).

As seen from the classification provided above, subdividing countries into regions according to the geographical location does not provide any help to classify separate IKEA departments. In general, localisation projects are only approved if they are said to be profitable and when there is a sufficient budget provided. Therefore, it can be assumed that particular IKEA departments that do not localise sustainability-related information either do not have enough funding to hire localisation experts and professional translators or do not think that localising sustainability ideas for target locale is necessary or profitable.

4. The comparative research between IKEA Lithuania web page “People and Planet” (EN, as the source information) and “Žmonės ir planeta” (LT as the target information) reveals that in the web page which is presented for the Lithuanian market, there are no localisation or transcreation techniques used. Consequently, visual information is maintained as originally received from Inter IKEA and textual information is translated by using only literal translation techniques. Therefore, IKEA Lithuania department is assigned to the last category of no website localisation. These results can again be explained by the fact that website localisation project depends on funding and smaller regions/countries (such as Lithuania) are usually not funded enough.

The overall analysis and conclusion No. 3 demonstrate that previously raised **hypothesis** regarding the fact that the same information about the development of IKEA’s sustainability idea is transcreated and localised differently in separate countries is approved.

Following observations and suggestions:

In the presence of important topics, such as sustainability, which can determine the future well-being of the planet Earth, it is essential that information provided for target audiences would be adapted according to the needs and preferences as precisely as possible. Therefore, employing mainly word for word translation strategies or maintaining the same visual information which do not have any cultural meaning among target readers is not the best option. Raising awareness in sustainability ideas, which currently are one of the key factors that can help to slow down global threats, is a very important initiative. Therefore, translators who receive similar translation tasks, should see themselves from a slightly different perspective (as mediators of information) and try to mediate sustainability-related messages (both textual and visual information) for target locale so that there would not be any ambiguities.

List of references

1. Aliber, R. Z., Click, W. R. (Eds.). (1993). *Readings in International Business: A Decision Approach*. Cambridge, Massachusetts, London: The MIT Press.
2. Anastasiou, D. & Schäler, R. (2010). *Translating Vital Information: Localisation, Internationalisation, and Globalisation*. (<http://d-anastasiou.com/Publications/Syntheses.pdf>), visited April 2019.
3. Anderman, G., Rogers, M. (Eds.). (2003). *Translation Today: Trends and Perspectives*. Great Britain: MPG Books Ltd.
4. Armstrong, N. (2005). *Translation, Linguistics, Culture: A French-English Handbook*. United Kingdom: the Cromwell Press Ltd.
5. Bassnet, S. (2002). *Translation studies*. The Taylor & Francis e-Library. ISBN 0-203-42746-7 Master e-book ISBN.
6. Bassnet, S. (2012). *The Translator as a Cross-Cultural Mediator*. Printed from Oxford Handbooks Online (www.oxfordhandbooks.com).
7. Biau Gil, J. R. (2005) *Flying Blind: Translation Interfaces and Non-Verbal Elements in hypermedia texts*. Tarragona: Universitat Rovira i Virgili.
8. Chroust, G. (2007). *Software Like a Courteous Butler. Issues of Localisation under Cultural Diversity*. Accessed through ResearchGate, visited May 2019.
9. Cook, G., Seidlhofer, B. (Eds.). (1995). *Principles and Practice in Applied Linguistics. Studies in honour of H.G. Widdowson*. Oxford: Oxford University Press.
10. Coupland, N. (Ed.). (2010). *The Handbook of Language and Globalization*. Unites States: Wiley-Blackwell.
11. Cronin, M. (2003). *Translation and Globalization*. London and New York: Routledge.
12. de Moijj, M. (2004). *Translating Avertising. Understanding Cultural Paradoxes*. Manchester: St. Jerome Publishing.
13. Declercq, C. (2011) Advertising and localization. In Malmkjær, K. and Windle, K. (eds.) *The Oxford Handbook of Translation Studies*. New York: Oxford University Press.
14. Di Giovanni, E. (2008). Translations, Transcreationa and Transpresentations of India in the Italian Media. In *Translators' Journal* 53(1), 26–43.
15. Dunne, J. K. (Ed.). (2006). *Perspectives on localization. American Translators Association Scholarly Monograph Series*. Amsterdam/Philadelphia: John Benjamins Publishing Company.
16. Esselink, B. (2000). *A Practical Guide to Localisation*. Amsterdam and Philadelphia: John Benjamins.
17. Esselink, B. (2003). The Evolution of Localization. In Parrish, D. (Editor-in-Chief). (2003 July/August). *The Guide from Multilingual Computing & Technology Localization, supplement to MultiLingual Computing & Technology*, 4–7.
18. Gambier, Y., Munday, J. (2014). A conversation between Yves Gambier and Jeremy Munday about transcreation and the future of the professions. In Katan, D., Spinzi, C. (Eds.). (2014) *CULTUS the Journal of Intercultural Mediation and Communication, TRANSCREATION AND THE PROFESSIONS*, 2014, Volume 7, 20-37.
19. Genabith, J. (2009). Next Generation Localization. *The International Journal of Localisation Vol.8 Issue 1*, 4-28.

20. Guidère, M. (2001). *Translation Practices in International Advertising*. Translation Journal, Volume 5, No.1, January 2001.
21. Hatim, B. & Mason, I. (1997). *Discourse and the Translator*. London: Routledge.
22. Hatim, B. & Munday, J. (2004). *Translation An advanced resource book*. The Taylor & Francis e-Library. ISBN 0-203-50188-8 Master e-book ISBN
23. Hines, C. (2000). *Localization a Global Manifesto*. United Kingdom: Earthscan.
24. Huckle, J., Sterling, S. (Eds.). (1996). *Education for Sustainability*. London: Earthscan Publications Ltd.
25. Jiménez-Crespo, M. A. (2013). *Translation and Web Localization*. United Kingdom: Taylor & Francis Group.
26. Kahle, L. R., Gurel-Atay, E. (Eds.). (2014). *Communicating Sustainability for the Green Economy*. The United States of America: M.E. Sharpe, Inc.
27. Katan, D. (1999). *Translating Cultures: An Introduction for Translators, Interpreters and Mediators*. United Kingdom: St. Jerome Publishing.
28. Katan, D., Spinzi, C. (Eds.). (2014) CULTUS *the Journal of Intercultural Mediation and Communication*, TRANSCREATION AND THE PROFESSIONS, 2014, Volume 7.
29. Kress, G. (2010). *Multimodality. A social semiotic approach to contemporary communication*. London and New York: Routledge.
30. Kuhlman, T. & Farrington, J. (2010). *What is sustainability?* *Sustainability* 2010, 2, 3436-3448; DOI:10.3390/su2113436.
31. Law, L. (2017). Eight Ways to Transform Global Digital Campaigns with Transcreation. *Welocalize blog*. [Online] Retrieved from: <https://www.welocalize.com/eight-ways-transform-global-digital-campaigns-transcreation/> [Accessed 20th March 2019].
32. Liubinienė, V. & Beniušytė-Milašienė, S. (2014). What is the Successful Film Localization? The Case Study of Dub Localized Songs in Garfield Story. *American International Journal of Social Science*. Vol. 3, No.7; December 2014, 100-106.
33. Liubinienė, V. & Jorge. A. (2019). *The Industry of Smart Toys: Cultural Implications from the Political Economy*. In Mascheroni, G., Holloway, D. (Eds.). (2019). *The Internet of Toys. Practices, Affordances and the Political Economy of Children's Smart Play*. Switzerland: Palgrave Macmillan.
34. Marcus, A. & Gould, E. W. (2000). Crosscurrents: Cultural Dimensions and Global Web User Interface Design, *Interactions*, 7:4, July/August, 32-46.
35. Maroto, J. & Bortoli de M. (2001). Web Site Localization. Published in 2001 in the Proceedings of the European Languages and the Implementation of communication and Information Technologies (Elicit) conference. University of Paisley. ISBN: 0-9541774-0-1.
36. Maumevičienė, D. (2012). *Translation Strategies in Software Localisation*. Doctoral dissertation (Vilnius University).
37. McDonald, K. (2011). *How to Market to People Not Like You: Know It or Blow It Rules for Reaching Diverse Customers*. United States: John Wiley & Sons, Inc.
38. MTM LinguaSoft., Inc. (2015). *The Transcreation Process*. [Online] Retrieved from: <https://www.mtmlinguasoft.com/wp-content/uploads/MTM-LinguaSoft-transcreation-process.pdf> [Accessed 15th March 2019].

39. Munday, J. (2010). *Introducing translation studies, theories and applications*. The Taylor & Francis e-Library. ISBN 0-203-86973-7 Master e-book ISBN.
40. Newmark, P. (1988). *A Textbook of Translation*. Great Britain: the Cromwell Press Ltd. United States: Prentice Hall international Ltd.
41. Nidumolu, R., Prahalad, C.K., & Rangaswami, M.R. (2009). Why Sustainability is Now the Key Driver of Innovation. *Harvard Business Review*, September 2009, 57-64.
42. O'Hagan, M. & Mangiron, C. (2013). *Game localization: translating for the global digital entertainment industry*. The Netherlands: John Benjamins Publishing Company.
43. Parrish, D. (Editor-in-Chief). (2003 July/August). *The Guide from Multilingual Computing & Technology Localization, supplement to MultiLingual Computing & Technology*.
44. Payne, N. (2006). *Web Site Localization and Culture*. [Online] Retrieved from: http://www.sideroad.com/Cross_Cultural_Communication/website-localization.html [Accessed 25th March 2019].
45. Pedersen, C. (2015). *Exploring the Concept of Transcreation: A Theoretical and Empirical Study of Transcreation with BMW as an Empirical Example*. Thesis. Aarhus University [Online] Retrieved from: <http://pure.au.dk/portal/files/61306039/Thesis.pdf> [Accessed 20th March 2019].
46. Pym, A. (2001). *Localization and Linguistics*. Access through ReserachGate: <http://usuaris.tinet.cat/apym/on-line/translation/loclinguistics.pdf>
47. Pym, A. (2004). *The moving text: Localization, Translation, and Distribution*. Netherlands: John Benjamins Publishing.
48. Pym, A. (2006). What Translation Models Can Learn from Translation Theory. *Universitat Rovira i Virgili, Tarragona, Spain*.
49. Pym, A. (2011). Translation research terms: A tentative glossary for moments of perplexity and dispute. *Universitat Rovira i Virgili, Tarragona, Spain*, 75-110.
50. Pym, A. (2014). *Exploring Translation Theories*. London and New York: Routledge.
51. Raw, L. (2014). *Translation, Adaptation and Transformation*. United States: Bloomsbury Academic.
52. Ray, K. M. (Ed.). (2008). *Studies in translation*. New Dehli: Atlantic Publishers and Distributors.
53. Rike, M. S. (2013). Bilingual corporate websites — from translation to transcreation? *The Journal of Specialised Translation Issue 20 – July 2013*, 68-85.
54. Robinson, D. (2003). *Becoming a Translator: An Introduction to the Theory and Practice of Translation Second Edition*. United States: Routledge.
55. Roudometof, V. (2016). *Glocalization a Critical Introduction*. New York: Routledge
56. Sandrini, P. (2008). *Localization and translation*. In: *MuTra Journal*, Vol 2. LSP Translation Scenarios.
57. Singh, U. N. (2010). *Translation as Growth Towards a Theory of Language Development*. India: Dorling Kindersley.
58. Spinozzi, P., Mazzanti M. (Eds.). (2018). *Cultures of Sustainability and Wellbeing. Theories Histories and Policies*. New York: Routledge.
59. Weissbort, D., Eysteinnsson, A. (Eds.). (2006). *TRANSLATION – theory and practice: a historical reader*. New York: Oxford University Press Inc.
60. Williams, J. (2013). *Theories of Translation*. United Kingdom: Palgrave Macmillan.

List of information sources

1. Cambridge Dictionary [Online] Retrieved from <https://dictionary.cambridge.org/>
2. IKEA website page <https://www.ikea.com/>
3. Sustainable development goals 2030
<https://sustainabledevelopment.un.org/post2015/transformingourworld>

Appendices

Appendix 1. Letters from IKEA Lithuania department



Stadalninkaitė Inga
Mon 8/27/2018 3:44 PM



karolina.ananeva@ikea.lt <Karolina.Ananeva@ikea.lt>; ksenija.kozenkova@ikea.lt

Labas diena, Karolina ir Ksenija,

Jūsų kontaktus man davė Jennifer Avci (Sustainable Gastro). Esu KTU Technikos kalbos vertimo ir lokalizacijos magistrantūros antro kurso studentė, bendradarbiauju su Jennifer padėdama pasiruošti Evolve Conference 2018 konferencijai Kaune.

Šiuo metu ruošiuosi savo baigiamajam darbui, kurio tema yra 'Analysis of transcreation strategy in localization of local products/services'. Tiksliau sakant, norėčiau sutelkti dėmesį į tai, kaip Skandinavijos šalių įmonės (kurios yra įsikūrusios ir Lietuvoje) perteikia *sustainability* (tvaramo) idėjas Lietuvos rinkai (savo veikloje, įmonės misijoje, internetiniame puslapyje ir t.t.). Manau, kad IKEA yra puikus pavyzdys!

Pirmaisiais studijų metais nagrinėjome IKEA veiklą pagal skirtingus regionus, dabar norėčiau daugiausiai dėmesio skirti būtent tvaramo idėjų perteikimui Lietuvos rinkai (ar mes, lietuviai, gauname tą pačią pagrindinę idėją, kuri yra puoselėjama originaliai įkurtoje įmonėje). Man kaip vertėjai svarbu nagrinėti ir lyginti internetiniuose puslapiuose pateiktą informaciją, ar informacija yra verčiama, ar kuriama iš naujo.

Pavyzdžiui, anglų kalba apie tvaramumą randu šią informaciją https://www.ikea.com/ms/en_US/this-is-ikea/people-and-planet/index.html

People & Planet - IKEA

www.ikea.com

We have always been a responsible company but now we want to have a positive impact on people and the planet, meaning we want to give back more than we use when it comes to the people we impact and the resources we use.



Karolina Ananeva <Karolina.Ananeva@ikea.lt>
Tue 9/4/2018 8:17 AM



Stadalninkaitė Inga; Ksenija Kozenkova <ksenija.kozenkova@ikea.lt>

Labas rytas, Inga,

Informaciją apie tvaramumą gauname iš Inter IKEA (IKEA organizacija, Švedijoje). Medžiaga būna paruošta bendrai visoms šalims. Mes informaciją išverčiame, naujos informacijos nekuriame.

Bendrinė informacija apie tvaramumą www.IKEA.lt puslapyje patalpinta čia: <https://www.ikea.lt/lt/about/people-and-planet>

Prie kai kurių prekių taip pat yra pateikta tvaramo žinutė, aplinkosauga ir medžiagos skiltyje:

<https://www.ikea.lt/lt/products/svetaine/spinteles-ir-indaujops/daiktu-laikymo-sistemas/ivar-1-remas-lentynos-spr-39896371>

Prekės informacija

Pagrindinės savybės >	Aplinkosauga IKEA prekių gamyboje naudojama vien miškininkystės standartus atitinkanti mediena, ir niekada – mediena iš neteisėtai kertamų ir ypatingos vertės miškų. Mūsų tikslas – iki 2020 metų gamyboje naudoti medieną tik iš tvariai valdomų šaltinių. Perdirbama žaliava (mediena).
Vieta parduotuviėje >	
Priežiūros nurodymai >	Medžiagos Pušies masyvas Pušies masyvas Plienai, Galvanizuota Armuotas poliamido plastikas
Rinkinyje yra / Rinkinyje nėra >	
Naudinga žinoti >	
Aplinkosauga ir medžiagos >	
Susisiekite su mumis >	

Tikiuosi nukreipėme tinkama linkme. Jeigu dar trūksta informacijos, rašyk.

Karolina Ananeva
Graphic designer

IKEA Lithuania



Karolina Ananeva <Karolina.Ananeva@ikea.lt>
Wed 9/5/2018 4:11 PM
Stadininkaitė Inga; Ksenija Koženkova <ksenija.kozenkova@ikea.lt>



Sveika,

vertimai vyksta iš anglų kalbos. Vertėjos naudojasi Lietuvių kalbos terminų bazėmis
Informacija plaukia dalimis ir skirtingais kanalais. Pavyzdžių galima surasti ir tekstus palyginti IKEA interneto svetainėse, pasirinkus anglakalbes valstybes ir Lietuvą www.IKEA.lt.

Karolina Ananeva

Graphic designer

IKEA Lithuania
Felit UAB
www.IKEA.lt

From: Karolina Ananeva <Karolina.Ananeva@ikea.lt>
Sent: Wednesday, February 13, 2019 9:46 AM
To: Stadininkaitė Inga
Cc: Ksenija Koženkova
Subject: RE: Jennifer Avci (Sustainable Gastro) kontaktas ir klausimai dėl IKEA veiklos

Sveika, Inga,

Atsakymai į klausimus:

1. Ar Inter IKEA visoms šalims ir visiems regionams pateikia tą pačią informaciją (People & Planet), nes pastebėjau, kad skirtingose šalyse informacija šiek tiek skiriasi? **Informaciją pateikia Inter IKEA, kiekviena šalis sprendžia kiek info publikuoti. Dėl to gali informacijos kiekis skirtis.**
2. Ar originali informacija būna pateikta anglų kalba (ar švedų ir tuomet vykdomas vertimas į anglų kalbą)? **Informacija gaunama anglų kalba.**

Karolina Ananeva

Graphic designer

IKEA Lithuania
Felit UAB
www.IKEA.lt

Noriu paminėti, kad jūs rašydama savo darbą niekur negalite naudoti IKEA logotipo. Galite tekste minėti IKEA, bet logo naudoti griežtai neleidžia mūsų taisyklės.

Karolina Ananeva

Graphic designer

IKEA Lithuania
Felit UAB
www.IKEA.lt

Appendix 2. IKEA sustainability reports

2016 IKEA Group Sustainability Report

https://www.ikea.com/ms/en_QA/pdf/sustainability_report/IKEA_Group_Sustainability_Report_2016.pdf

Sustainability Strategy People & Planet Positive

https://www.ikea.com/ms/en_QA/pdf/reports-downloads/sustainability-strategy-people-and-planet-positive.pdf

The Inter IKEA 2017 Sustainability Summary Report

https://newsroom.inter.ikea.com/publications?_ga=2.231127772.299008625.1556455412-954434686.1546765946

The updated IKEA Sustainability Strategy People & Planet Positive 2030

https://www.ikea.com/ms/en_AU/media/pdf/terms_2018/IKEA%20Sustainability%20Strategy_People%20&%20Planet%20Positive.pdf

The Annual & Sustainability Summary Report FY18

https://www.ikea.com/ms/en_US/pdf/sustainability_summary/INGKAGroup_SustainabilitySummaryReport_FY18.pdf

The 2017 INGKA Holding B.V. Sustainability Summary Report

https://www.ikea.com/ms/en_AU/pdf/sustainability_summary/INGKA%20Holding%20BV%20Sustainability%20Summary%20Report%20FY17.pdf

The 2018 INGKA Holding B.V. Sustainability Summary Report

https://www.ikea.com/ms/en_CA/pdf/yearly_summary/INGKAGroup_SustainabilitySummaryReport_FY18.pdf

The IKEA Australia People & Planet Positive 2018 Sustainability Report

https://www.ikea.com/ms/en_AU/media/pdf/sustainability/IKEAPeoplePlanetBrochure.pdf

Appendix 3. List of countries with links to the web page “People & planet”

Arab countries

Bahrain <https://www.ikea.com/bh/en/people-and-planet/>

Qatar https://www.ikea.com/ms/en_QA/this-is-ikea/people-and-planet/index.html

Saudi Arabia https://www.ikea.com/ms/en_SA/this-is-ikea/people-and-planet/index.html

Jordan https://www.ikea.com/ms/en_JO/about-the-ikea-group/people-and-planet/index.html

Kuwait https://www.ikea.com/ms/en_KW/this-is-ikea/people-and-planet/index.html

The United Arab Emirates https://www.ikea.com/ms/en_AE/this-is-ikea/people-and-planet/index.html

Southern Europe

Cyprus <https://www.ikea.com.cy/en/this-is-ikea/actions-for-the-people-the-society-and-the-environment/>

Greece <https://www.ikea.gr/en/this-is-ikea/actions-for-the-people-the-society-and-the-environment/>

Portugal https://www.ikea.com/ms/en_PT/this-is-ikea/people-and-planet/index.html

Switzerland <https://m2.ikea.com/ch/en/this-is-ikea/sustainable-everyday/>

Spain <https://www.ikea.com/es/en/this-is-ikea/sustainable-everyday/>

Balearic and Canary Islands https://www.islas.ikea.es/elhierro/desktop/en_gb/acerca/personas-y-planeta

Puerto Rico https://www.ikea.pr/puertorico/desktop/en_us/acerca/personas-y-planeta

The Baltic countries

Lithuania <https://www.ikea.lt/en/about/people-and-planet>

Latvia <https://www.ikea.lv/en/about/people-and-planet>

North America

The United States https://www.ikea.com/ms/en_US/this-is-ikea/people-and-planet/index.html?itm_campaign=Footer&itm_element=Button-DTFooter&itm_content=PeoplePlanet

Canada https://www.ikea.com/ms/en_CA/this-is-ikea/people-and-planet/index.html

Asia

India <https://www.ikea.com/in/en/people-and-planet/>

China https://www.ikea.cn/ms/en_CN/this-is-ikea/people-and-planet/index.html

Singapore https://www.ikea.com/ms/en_SG/this-is-ikea/people-and-planet/index.html

Hong Kong https://www.ikea.com/ms/en_HK/this-is-ikea/people-and-planet/index.html

South Korea https://www.ikea.com/ms/en_KR/this-is-ikea/people-and-planet/index.html

Thailand https://www.ikea.com/ms/en_TH/this-is-ikea/people-and-planet/index.html?cid=itl|th|hp_alwayson|201606091001471328_32

Malaysia https://www.ikea.com/ms/en_MY/this-is-ikea/people-and-planet/index.html

Oceania

New Zealand <http://ikea.co.nz/people-planet/>

Australia https://www.ikea.com/ms/en_AU/this-is-ikea/people-and-planet/index.html

The United Kingdom of Great Britain and Ireland

Ireland <https://www.ikea.com/ie/en/this-is-ikea/people-planet/>

The United Kingdom <https://www.ikea.com/gb/en/this-is-ikea/people-planet/>

Appendix 4. Web page “People & planet” (Arab countries)

Bahrain

Search for categories

Home > People & Planet

People & Planet

At IKEA, we want to have a positive impact on people and the planet. To us, this means creating fair working conditions together with our suppliers, to use our planet's resources wisely, and to inspire our customers to live a more sustainable life at home.

In the stories below you can read more about some of the things we do to achieve this. Join us on our journey to create a better – and more sustainable – everyday life.



ISTAD – A pioneering goody bag



Choosing materials - being a large business comes with large responsibilities.



PÅTÅR special edition: Introducing a single-origin high-quality 100% Arabica coffee from Uganda



Towards zero waste, towards a better tomorrow



IKEA Social Entrepreneurs - Co-creating change



SOARÉ – A place mat that makes a difference



KUNGSBACKA – Kitchen fronts made from plastic bottles



Good food, in every possible way

Jordan



Parcel delivery from 5 JD

Return policy

Our range of services >

Contact us >

Catalogue 2019

New

IKEA FAMILY

IKEA BUSINESS

IKEA Amman store

Log in/Sign up

العربية

PRODUCTS > ROOMS > IDEAS

Find Products ...



PEOPLE & PLANET: Sustainable Life at Home | Energy & Resources | People & Communities | Local Initiatives

You can shop from your home and pay on delivery! Click here for more info

PEOPLE & PLANET

Towards a sustainable future



SUSTAINABLE LIFE AT HOME



ENERGY & RESOURCES



PEOPLE & COMMUNITIES

IKEA / People & Planet

PEOPLE & PLANET
Towards a sustainable future

PEOPLE & COMMUNITIES: [HUMAN RIGHTS](#) | [SUPPLIERS](#) | [IKEA FOUNDATION](#) | [GOOD CAUSES](#)

GOOD CAUSE CAMPAIGNS
Our Let's Play for Change campaign

With our IKEA Let's Play for Change campaign, we want to show people that play is a basic need rather than a luxury. Play is vital, not just for kids, but for all of us. Why? Because when we spark play, we connect, create, recharge, escape and explore.

During the campaign in November and December, our stores are extra playful places to be. Because we want you to play more, to see how light and simple activities makes everyday life more playful.

We hope you'll join us in getting lost in the joy of play, and that you'll find out how simple it is to carry on the fun at home.



We know play

We're real play geeks, having studied, examined and analysed what makes play happen, what gets in its way and how different cultures do it. We published our latest findings as the IKEA Play Report '17 which, combined with our two previous Play Reports, represents the world's largest body of research on play.

We've also created a mini guide including fun activities to do with your kids, to inspire you to play more at home. Because play is vital for all of us, we want to show people that, no matter who you are, it's easy for everyone to spark it everywhere, every day.

[See the Mini Play Guide](#)
[Dive into the full Play Report '17](#)

Kids play – a fundamental right, a basic need

Play helps us develop important skills such as teamwork, risk taking and resilience to stress. It is so vital that the UN Convention on the Rights of the Child declares that every child has a right to play. Yet millions of children across the world are denied their fundamental right to play and develop in a safe, secure environment.

Through our Let's Play for Change campaign, the IKEA Foundation has partnered with six leading organisations – Handicap International, Room to Read, Save the Children, Special Olympics, UNICEF and War Child – to provide even the most vulnerable children with safe places where they can play, develop and simply enjoy being kids. Thanks to their work, 150,000 children are now enjoying their right to play.

[Read more about the IKEA Foundation and its partners](#)



Our Soft toy drawing competition and SAGOSKATT – it all goes to charity

Designed by kids to help other kids, the cute, cuddly SAGOSKATT soft toy collection is back. The family of funny friends is the definition of play with a purpose: the full purchase price of each SAGOSKATT soft toy is donated to local charities in order to support every child's right to play and to develop.

This year's collection consists of a pink unicorn living in the clouds; a rainbow-coloured shark travelling the seas; a mischievous blue monster; a hedgehog/dinosaur/monster hybrid who loves tropical fruit; and a spotty seal who plays with a little fish.

The IKEA Soft toy drawing competition for next year's toy designs is currently open, so we're calling on all IKEA FAMILY members' creative kids, aged 0-12, to take part between November 6th to November 20th 2018. The most unique creations will be turned into real toys, to be sold in every IKEA store and to inspire kids play across the world.

[See this year's cuddly toys](#)
[Learn more about the Soft toy drawing competition](#)

The IWitness Global Citizens programme

This programme gives IKEA co-workers a chance to see first-hand how the money raised through IKEA Good Cause Campaigns contributes to a better life for children in the world's poorest communities. Co-workers visit various projects run by IKEA Foundation partners, and share their experiences on IKEA Foundation's Global Citizens blog.

blog.ikeafoundation.org



PEOPLE & PLANET: Sustainable Life at Home | Energy & Resources | People & Communities

PEOPLE & PLANET
We're going all-in for a more sustainable future

At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.

We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. Since 2009, the IKEA Group has committed to invest EUR 2.1 billion in purchasing our own wind and solar power generation equipment. But we're not done yet. We're just getting started...

To find out more about sustainability at the IKEA Group:
[Download our 2016 IKEA Group Sustainability Report PDF](#)
[Download our Sustainability Strategy, People & Planet Positive](#)



SUSTAINABLE LIFE AT HOME
 IKEA has loads of money-saving products and solutions to help you save energy, water, reduce waste and live healthily. All the small things add up.



ENERGY & RESOURCES
 Making more from less is part of our heritage. We're turning waste into resources, sourcing food and materials responsibly, protecting natural resources and switching to renewable energy.



PEOPLE & COMMUNITIES
 Helping improve life for people and communities touched by our business, from co-workers and suppliers to children and families living in vulnerable communities. Promoting equality, diversity and respect for human rights in all we do.

Saudi Arabia

PEOPLE & PLANET: Sustainable Life at Home | Energy & Resources | People & Communities

Sale 50% until 4 May 2019
 On selected items until stock lasts **Shop now**

PEOPLE & PLANET
We're going all-in for a more sustainable future

At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.

We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. Since 2009, the IKEA Group has invested and signed agreements to invest EUR 1.7 billion in wind and solar. But we're not done yet. We're just getting started...

To find out more about sustainability at IKEA:
[Download the IKEA Group 2017 Sustainability Summary Report PDF](#)
[Download the Inter IKEA 2017 Sustainability Summary Report PDF](#)
[Download our Sustainability Strategy, People & Planet Positive PDF](#)



SUSTAINABLE LIFE AT HOME
 IKEA has loads of money-saving products and solutions to help you save energy, water, reduce waste and live healthily. All the small things add up.



ENERGY & RESOURCES
 Making more from less is part of our heritage. We're turning waste into resources, sourcing food and materials responsibly, protecting natural resources and switching to renewable energy.



PEOPLE & COMMUNITIES
 Helping improve life for people and communities touched by our business, from co-workers and suppliers to children and families living in vulnerable communities. Promoting equality, diversity and respect for human rights in all we do.

PEOPLE & PLANET: Sustainable Life at Home | Energy & Resources | People & Communities

FREE delivery on online purchases! For a limited time only.

PEOPLE & PLANET
We're going all-in for a more sustainable future

At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.

We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. Since 2009, the IKEA Group has committed to invest EUR 2.1 billion in purchasing our own wind and solar power generation equipment. But we're not done yet. We're just getting started...

To find out more about sustainability at the IKEA Group:
[Download our 2016 IKEA Group Sustainability Report PDF](#)
[Download our Sustainability Strategy, People & Planet Positive](#)



SUSTAINABLE LIFE AT HOME
 IKEA has loads of money-saving products and solutions to help you save energy, water, reduce waste and live healthily. All the small things add up.



ENERGY & RESOURCES
 Making more from less is part of our heritage. We're turning waste into resources, sourcing food and materials responsibly, protecting natural resources and switching to renewable energy.



PEOPLE & COMMUNITIES
 Helping improve life for people and communities touched by our business, from co-workers and suppliers to children and families living in vulnerable communities. Promoting equality, diversity and respect for human rights in all we do.

Title page 'People & Planet'

Original text by Inter IKEA	Equivalents in IKEA websites of Arab countries
<p>People & Planet</p> <p>We're going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That's why we're switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we're not done yet. We're just getting started...</p>	<p>Bahrain:</p> <p>People & Planet</p> <p>At IKEA, we want to have a positive impact on people and the planet. To us, this means creating fair working conditions together with our suppliers, to use our planet's resources wisely, and to inspire our customers to live a more sustainable life at home.</p> <p>In the stories below you can read more about some of the things we do to achieve this. Join us on our journey to create a better – and more sustainable – everyday life.</p> <p>Qatar:</p> <p>People & Planet</p> <p>We're going all-in for a more sustainable future</p> <p>At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. Since 2009, the IKEA Group has committed to invest EUR 2.1 billion in purchasing our own wind and solar power generation equipment. But we're not done yet. We're just getting started...</p> <p>To find out more about sustainability at the IKEA Group: Download our 2016 IKEA Group Sustainability Report</p>

	<p><u>PDF</u> <u>Download our Sustainability Strategy, People & Planet Positive</u></p> <hr/> <p>Saudi Arabia: People & Planet We're going all-in for a more sustainable future</p> <p>At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. Since 2009, the IKEA Group has invested and signed agreements to invest EUR 1.7 billion in wind and solar. But we're not done yet. We're just getting started...</p> <p>To find out more about sustainability at IKEA: <u>Download the IKEA Group 2017 Sustainability Summary Report PDF</u> <u>Download the Inter IKEA 2017 Sustainability Summary Report PDF</u> <u>Download our Sustainability Strategy, People & Planet Positive PDF</u></p> <hr/> <p>Jordan: People & Planet Towards a sustainable future</p> <hr/> <p>Kuwait: People & Communities (different menu item)</p> <hr/> <p>The United Arab Emirates: People & Planet We're going all-in for a more sustainable future</p> <p>At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. Since 2009, the IKEA Group has committed to invest EUR 2.1 billion in purchasing our own wind and solar power generation equipment. But we're not done yet. We're just getting started...</p> <p>To find out more about sustainability at the IKEA Group: <u>Download our 2016 IKEA Group Sustainability Report PDF</u> <u>Download our Sustainability Strategy, People & Planet Positive</u></p>
--	---

Sustainable life at home

Bahrain: (No equivalent menu item)
Qatar: https://www.ikea.com/ms/en_QA/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html
Saudi Arabia: https://www.ikea.com/ms/en_SA/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html
Jordan: https://www.ikea.com/ms/en_JO/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html
Kuwait: https://www.ikea.com/ms/en_KW/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html
The United Arab Emirates: https://www.ikea.com/ms/en_AE/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html

Energy and resources

Bahrain: (No equivalent menu item)
Qatar: https://www.ikea.com/ms/en_QA/this-is-ikea/people-and-planet/energy-and-resources/index.html
Saudi Arabia: https://www.ikea.com/ms/en_SA/this-is-ikea/people-and-planet/energy-and-resources/index.html
Jordan: https://www.ikea.com/ms/en_JO/this-is-ikea/people-and-planet/energy-and-resources/index.html
Kuwait: https://www.ikea.com/ms/en_KW/this-is-ikea/people-and-planet/energy-and-resources/index.html
The United Arab Emirates: https://www.ikea.com/ms/en_AE/this-is-ikea/people-and-planet/energy-and-resources/index.html

People & Communities

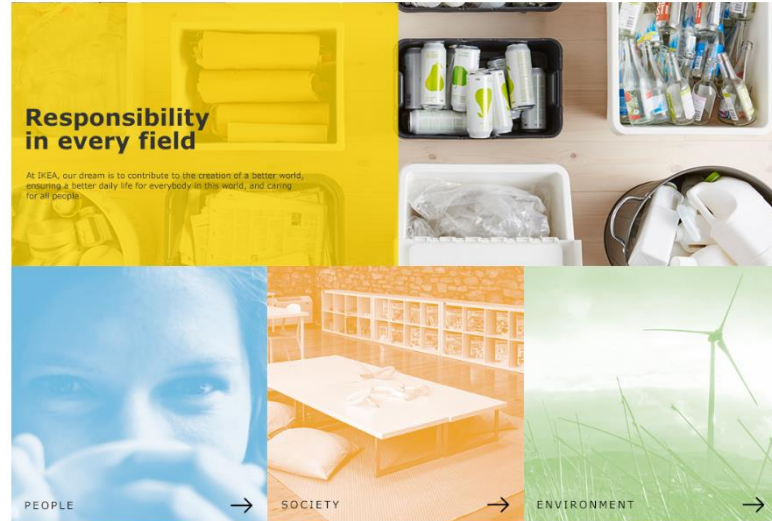
Bahrain: (No equivalent menu item)
Qatar: https://www.ikea.com/ms/en_QA/this-is-ikea/people-and-planet/people-and-communities/index.html
Saudi Arabia: https://www.ikea.com/ms/en_SA/this-is-ikea/people-and-planet/people-and-communities/index.html
Jordan: https://www.ikea.com/ms/en_JO/this-is-ikea/people-and-planet/people-and-communities/index.html
Kuwait: https://www.ikea.com/ms/en_KW/this-is-ikea/people-and-planet/people-and-communities/index.html
United Arab Emirates: https://www.ikea.com/ms/en_AE/this-is-ikea/people-and-planet/people-and-communities/index.html

Appendix 5. Web page “People & planet” (Southern Europe)

Cyprus

IKEA / This is IKEA / Actions for the People, the Society and the Environment

FOURLIS Group - Corporate Social Responsibility



FOURLIS Group - Corporate Social Responsibility

Corporate Social Responsibility is a concept that is inextricably linked to the activities of both IKEA and the FOURLIS Group.

The FOURLIS Group's Corporate Social Responsibility Division was established in 2008, with the aim of coordinating the Group's companies for initiatives and actions in the field of CSR, on the basis of our Values and Principles. The Division is constantly evolving but its top priorities are always respect for People, support for Society and Environmental protection.

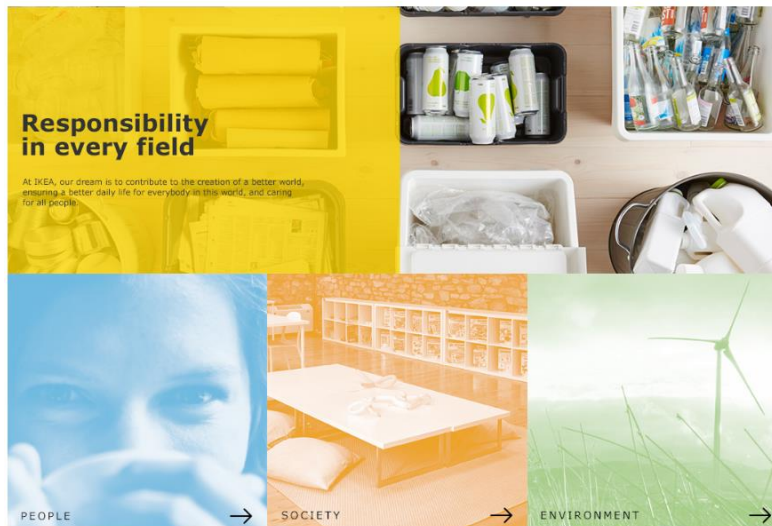
The FOURLIS Group has been a member of the United Nations Global Compact, the largest voluntary initiative for responsible corporate behavior, since November 2008. The UN Global Compact consists of ten Principles arising from internationally accepted standards and covering the areas of Human Rights, Labor, Anti-Corruption and Environmental Protection. At the FOURLIS Group, we are committed to adopting, supporting and promoting those principles through our corporate activity.

Greece

IKEA Ideas Web Bazaar Living Room Bedroom Children's IKEA Lighting Outdoor Bathroom Kitchen All departments

IKEA / This is IKEA / Actions for the People, the Society and the Environment

FOURLIS Group - Corporate Social Responsibility



FOURLIS Group - Corporate Social Responsibility

Corporate Social Responsibility is a concept that is inextricably linked to the activities of both IKEA and the FOURLIS Group.

The FOURLIS Group's Corporate Social Responsibility Division was established in 2008, with the aim of coordinating the Group's companies for initiatives and actions in the field of CSR, on the basis of our Values and Principles. The Division is constantly evolving but its top priorities are always respect for People, support for Society and Environmental protection.

The FOURLIS Group has been a member of the United Nations Global Compact, the largest voluntary initiative for responsible corporate behavior, since November 2008. The UN Global Compact consists of ten Principles arising from internationally accepted standards and covering the areas of Human Rights, Labor, Anti-Corruption and Environmental Protection. At the FOURLIS Group, we are committed to adopting, supporting and promoting those principles through our corporate activity.

Portugal

PEOPLE & PLANET: Sustainable Life at Home | Energy & Resources | People & Communities

PEOPLE & PLANET

We're going all-in for a more sustainable future

At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.

We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. Since 2009, the IKEA Group has invested and signed agreements to invest EUR 1.7 billion in wind and solar. But we're not done yet. We're just getting started...

To find out more about sustainability at IKEA:
[Download the 2017 INGKA Holding B.V. Sustainability Summary Report](#)
[Download the Inter IKEA 2017 Sustainability Summary Report](#)
[Download our Sustainability Strategy, People & Planet Positive](#)



SUSTAINABLE LIFE AT HOME



ENERGY & RESOURCES



PEOPLE & COMMUNITIES

Switzerland

Home > This is IKEA > A sustainable everyday

A sustainable everyday | [About IKEA](#) | [Community engagement](#) | [Design](#) | [Work with us](#)

A sustainable everyday



Veggie hot dog - plant-based goodness



EGENTID - good for you, the farmers and the planet



Home Solar



ISTAD - A pioneering goody bag



Choosing materials - being a large business comes with large responsibilities



PÅTÅR special edition: Introducing a single-origin high-quality 100% Arabica coffee from Uganda



Tapping into more ways to use less water



100% committed to sustainable cotton



SOARÉ - A place mat that makes a difference



SMAKRIK - organic drops of Sweden

Spain

Home > This is IKEA > Sustainable everyday

Sustainable everyday

How sustainable is IKEA? Well with home solar, veggie hot dogs and kitchen fronts made of recycled plastic bottles, we want to inspire change. Because, as Ingvar Kamprad said: 'No method is more effective than the good example.'



We're all in this together



Veggie hot dog - plant-based goodness



EGENTID - good for you, the farmers and the planet



Delicious food you can trust



Home Solar



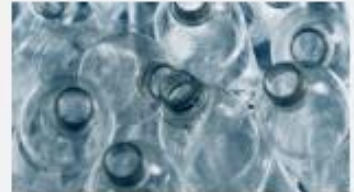
ISTAD - A pioneering goody bag



Choosing materials - being a large business comes with large responsibilities



PÅTÅR special edition: From Uganda with love - a very special single-origin, 100% Arabica coffee



KUNGSBACKA - Kitchen fronts made from plastic bottles



Weaving a better future



Towards zero waste, towards a better tomorrow



We're big fans of wood



100% committed to sustainable cotton



SMAKRIK - organic drops of Sweden



SOARÉ - A place mat that makes a difference

Spain (Balearic and Canary Islands)

IKEA Catalogues Inspiration New lower price Collections Ideas for your guests Offers New

Living room Dining room Bedroom Kitchen Workspaces IKEA children Bathroom Textiles & decoration Cooking & dining Organisation Lighting Outdoor

PEOPLE + PLANET | Sustainable life at home | Resources & energy | People & communities

PEOPLE AND PLANET

We've decided to bet for a more sustainable future

At IKEA, we want to positively influence the people and the planet. For this reason, we're going to pay more attention to the things that really matter, like using LED in all of our lighting product range or obtaining all the cotton we use in our products from sustainable farms.



Puerto Rico

Living room Dining room Bedroom Kitchen Workspaces IKEA children Bathroom Textiles & decoration Cooking & dining Organization Lighting Outdoor

PEOPLE + PLANET | Sustainable life at home | Resources & energy | People & communities

PEOPLE AND PLANET

We've decided to bet for a more sustainable future

At IKEA, we want to positively influence the people and the planet. For this reason, we're going to pay more attention to the things that really matter, like using LED in all of our lighting product range or obtaining all the cotton we use in our products from sustainable farms.



Title page 'People & Planet'

Original text by Inter IKEA	Equivalents in IKEA websites of Southern Europe countries
<p>People & Planet We're going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That's why we're switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we're not done yet. We're just getting started...</p>	<p>Cyprus: (No equivalent menu item, instead of that 'FOURLIS Group - Corporate Social Responsibility')</p> <p>Corporate Social Responsibility is a concept that is inextricably linked to the activities of both IKEA and the FOURLIS Group.</p> <p>The FOURLIS Group's Corporate Social Responsibility Division was established in 2008, with the aim of coordinating the Group's companies for initiatives and actions in the field of CSR, on the basis of our Values and Principles. The Division is constantly evolving but its top priorities are always respect for People, support for Society and Environmental protection.</p> <p>The FOURLIS Group has been a member of the United</p>

	<p>Nations Global Compact, the largest voluntary initiative for responsible corporate behavior, since November 2008. The UN Global Compact consists of ten Principles arising from internationally accepted standards and covering the areas of Human Rights, Labor, Anti-Corruption and Environmental Protection. At the FOURLIS Group, we are committed to adopting, supporting and promoting those principles through our corporate activity.</p>
	<p>Greece: (No equivalent menu item, instead of that ‘FOURLIS Group - Corporate Social Responsibility’) Corporate Social Responsibility is a concept that is inextricably linked to the activities of both IKEA and the FOURLIS Group. The FOURLIS Group's Corporate Social Responsibility Division was established in 2008, with the aim of coordinating the Group's companies for initiatives and actions in the field of CSR, on the basis of our Values and Principles. The Division is constantly evolving but its top priorities are always respect for People, support for Society and Environmental protection. The FOURLIS Group has been a member of the United Nations Global Compact, the largest voluntary initiative for responsible corporate behavior, since November 2008. The UN Global Compact consists of ten Principles arising from internationally accepted standards and covering the areas of Human Rights, Labor, Anti-Corruption and Environmental Protection. At the FOURLIS Group, we are committed to adopting, supporting and promoting those principles through our corporate activity.</p>
	<p>Portugal: People & Planet We're going all-in for a more sustainable future</p> <p>At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources. We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. Since 2009, the IKEA Group has invested and signed agreements to invest EUR 1.7 billion in wind and solar. But we're not done yet. We're just getting started... To find out more about sustainability at IKEA: Download the 2017 INGKA Holding B.V. Sustainability Summary Report Download the Inter IKEA 2017 Sustainability Summary Report Download our Sustainability Strategy, People & Planet Positive</p>
	<p>Switzerland: (No equivalent menu item, instead of that ‘A Sustainable everyday’)</p> <p>Becoming people & planet positive The world is changing rapidly. To meet the challenges, we are all facing requires bold ambitions and urgent</p>

	<p>action. That's why we're taking the next big steps in our journey towards becoming people & planet positive. Take a look at what we are committed to accomplishing today and our goals for 2030 (PDF) Download the 2017 INGKA Holding B.V. Sustainability Summary Report (PDF)</p>
	<p>Spain: (No equivalent menu item, instead of that 'Sustainability')</p> <p>How sustainable is IKEA? Well with home solar, veggie hot dogs and kitchen fronts made of recycled plastic bottles, we want to inspire change. Because, as Ingvar Kamprad said: 'No method is more effective than the good example.'</p>
	<p>Spain (Balearic and Canary Islands): The same information in all the islands: Ibiza, Mallorca, Menorca, El Hierro, Fuerteventura, Gran Canaria, La Gomera, Lanzarote, La Palma, Tenerife)</p> <p>PEOPLE AND PLANET We've decided to bet for a more sustainable future At IKEA, we want to positively influence the people and the planet. For this reason, we're going to pay more attention to the things that really matter, like using LED in all of our lighting product range or obtaining all the cotton we use in our products from sustainable farms.</p>
	<p>Puerto Rico:</p> <p>PEOPLE AND PLANET We've decided to bet for a more sustainable future At IKEA, we want to positively influence the people and the planet. For this reason, we're going to pay more attention to the things that really matter, like using LED in all of our lighting product range or obtaining all the cotton we use in our products from sustainable farms.</p>

Sustainable life at home

<p>Cyprus: (No equivalent menu item)</p>
<p>Greece: (No equivalent menu item)</p>
<p>Portugal: https://www.ikea.com/ms/en_PT/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html</p>
<p>Switzerland: (No equivalent menu item)</p>
<p>Spain: (No equivalent menu item)</p>
<p>Spain (Balearic and Canary Islands): https://www.islas.ikea.es/elhierro/desktop/en_gb/acerca/vida-sostenible</p>
<p>Puerto Rico: https://www.ikea.pr/puertorico/desktop/en_us/acerca/vida-sostenible</p>

Energy and resources

<p>Cyprus: (No equivalent menu item)</p>
<p>Greece: (No equivalent menu item)</p>
<p>Portugal: https://www.ikea.com/ms/en_PT/this-is-ikea/people-and-planet/energy-and-resources/index.html</p>
<p>Switzerland: (No equivalent menu item)</p>

Spain: No equivalent menu item)
Spain (Balearic and Canary Islands): Changed file (Resources & Energy) https://www.islas.ikea.es/elhierro/desktop/en_gb/acerca/recursos-y-energia
Puerto Rico: Changed file (Resources & Energy) https://www.ikea.pr/puertorico/desktop/en_us/acerca/recursos-y-energia

People & Communities

Cyprus: (No equivalent menu item, instead 'People') https://www.ikea.com.cy/en/this-is-ikea/actions-for-the-people-the-society-and-the-environment/people/
Greece: (No equivalent menu item, instead 'People') https://www.ikea.gr/en/this-is-ikea/actions-for-the-people-the-society-and-the-environment/people/
Portugal: https://www.ikea.com/ms/en_PT/this-is-ikea/people-and-planet/people-and-communities/index.html
Switzerland: (No equivalent menu item)
Spain: (No equivalent menu item, instead 'Together we can create a more sustainable future') https://www.ikea.com/es/en/this-is-ikea/about-us/a-sustainable-ikea-pub0b61e238
Spain (Balearic and Canary Islands): https://www.islas.ikea.es/elhierro/desktop/en_gb/acerca/personas-y-comunidades
Puerto Rico: https://www.ikea.pr/puertorico/desktop/en_us/acerca/personas-y-comunidades

Appendix 6. Web page “People & planet” (The Baltic countries)

Lithuania

Home > This is IKEA > People & Planet

< This is IKEA

People & Planet

Sustainable life at home

Energy and resources





People & communities

People & Planet

We’re going all-in for a more sustainable future

We want to have a positive impact on people and the planet. That’s why we’re switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.

We’re also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we’re not done yet. We’re just getting started...

SUSTAINABLE LIFE AT HOME

ENERGY & RESOURCES

PEOPLE & COMMUNITIES

Latvia

Home > This is IKEA > People & Planet

< This is IKEA

People & Planet

Sustainable life at home

Energy and resources





People & communities

People & Planet

We’re going all-in for a more sustainable future

We want to have a positive impact on people and the planet. That’s why we’re switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.

We’re also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we’re not done yet. We’re just getting started...

SUSTAINABLE LIFE AT HOME

ENERGY & RESOURCES

PEOPLE & COMMUNITIES

Title page ‘People & Planet’

Original text by Inter IKEA	Equivalents in IKEA websites of the Baltic countries
<p>People & Planet</p> <p>We’re going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That’s why we’re switching our entire lighting range to</p>	<p>Lithuania:</p> <p>People & Planet</p> <p>We’re going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That’s why we’re switching our entire lighting range to</p>

<p>energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we're not done yet. We're just getting started...</p>	<p>energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we're not done yet. We're just getting started...</p> <p>Latvia: People & Planet We're going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That's why we're switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we're not done yet. We're just getting started...</p>
--	--

Sustainable life at home

<p>Lithuania: https://www.ikea.lt/en/about/sustainable-life-at-home</p>
<p>Latvia: https://www.ikea.lv/en/about/sustainable-life-at-home</p>

Energy & Resources

<p>Lithuania: https://www.ikea.lt/en/about/energy-and-resources</p>
<p>Latvia: https://www.ikea.lv/en/about/energy-and-resources</p>

People & Communities

<p>Lithuania: https://www.ikea.lt/en/about/people-and-communities</p>
<p>Latvia: https://www.ikea.lv/en/about/people-and-communities</p>

Appendix 7 Web page “People & planet” (North America)

Canada

PEOPLE & PLANET

Together we can create a more sustainable future

Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality, we require bold ambition and commitment to urgent action. It also means working together to tackle the big challenges we cannot overcome alone.

People everywhere are seeking solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive, and by making a positive social impact wherever we are in the world.

[Download the updated IKEA Sustainability Strategy People & Planet Positive 2030](#)

[Download the 2018 INGKA Holding B.V. Sustainability Summary Report](#)



HEALTHY & SUSTAINABLE LIVING

Our ambition is to inspire and enable more than one billion people to live a better everyday life within the limits of the planet. Take a look at what we're doing right now.



CIRCULAR & CLIMATE POSITIVE

We're transforming into a circular business to reach our ambitions to become climate positive and regenerate resources while growing the IKEA business. It's a big challenge but we are committed to making it happen.



FAIR & EQUAL

Wherever we are in the world, we want to create a positive social impact for everyone across our value chain. This includes providing and supporting decent and meaningful work, being inclusive and promoting equality.

The United States

[Products](#) [Inspiration](#) [New](#) [Offers](#) [Services](#)

Search



Click and Collect - buy online, pick up in store

Delivery starting at \$9

TaskRabbit - furniture assembly

PEOPLE & PLANET: [Healthy & Sustainable Living](#) | [Energy & Resources](#) | [People & Communities](#) | [National Efforts](#) | [Life Improvement Challenge](#)

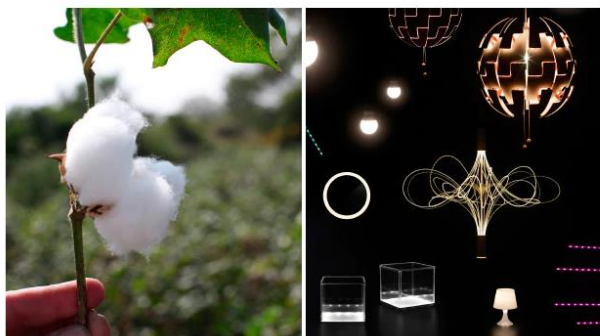
PEOPLE & PLANET

We're going all-in for a more sustainable future

At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.

We're also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. And the IKEA Group and IKEA Foundation have made new commitments that add up to \$1 billion for climate action. But we're not done yet. We're just getting started...

To find out more about sustainability at the IKEA Group:
[Download our Annual & Sustainability Summary Report FY18](#)
[Download our Sustainability Strategy, People & Planet Positive](#)



Cotton. Image: WWF



SUSTAINABLE LIFE AT HOME



ENERGY & RESOURCES



PEOPLE & COMMUNITIES

Title page ‘People & Planet’

Original text by Inter IKEA	Equivalents in IKEA websites of North America countries
<p>People & Planet We’re going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That’s why we’re switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We’re also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we’re not done yet. We’re just getting started...</p>	<p>Canada:</p> <p>People & Planet Our Sustainable future Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality, we require bold ambition and commitment to urgent action. It also means working together to tackle the big challenges we cannot overcome alone. People everywhere are seeking solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We’ll also do our part by transforming the way we work to become circular and climate positive, and by making a positive social impact wherever we are in the world. Download the updated IKEA Sustainability Strategy People & Planet Positive 2030 Download the 2018 INGKA Holding B.V. Sustainability Summary Report</p> <p>The United States:</p> <p>People & Planet We’re going all-in for a more sustainable future At IKEA, we want to have a positive impact on people and the planet. That’s why we’re going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources. We’re also working towards 100% renewable energy - producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. And the IKEA Group and IKEA Foundation have made new commitments that add up to \$1 billion for climate action. But we’re not done yet. We’re just getting started... To find out more about sustainability at the IKEA Group: Download our Annual & Sustainability Summary Report FY18 Download our Sustainability Strategy, People & Planet Positive</p>

Sustainable life at home

<p>Canada: (No equivalent menu item, instead ‘Healthy & Sustainable Living’) https://www.ikea.com/ms/en_CA/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html</p>
<p>The United States: (No equivalent menu item, instead ‘Healthy & Sustainable Living’) https://www.ikea.com/ms/en_US/this-is-ikea/people-and-planet/sustainable-life-at-home/</p>

Energy & Resources

<p>Canada:</p>

(No equivalent menu item, instead 'Circular & Climate Positive')
https://www.ikea.com/ms/en_CA/this-is-ikea/people-and-planet/energy-and-resources/

The United States:
https://www.ikea.com/ms/en_US/this-is-ikea/people-and-planet/energy-and-resources/

People & Communities

Canada:
(No equivalent menu item, instead 'Fair & Equal')
https://www.ikea.com/ms/en_CA/this-is-ikea/people-and-planet/people-and-communities/index.html

The United States:
https://www.ikea.com/ms/en_US/this-is-ikea/people-and-planet/people-and-communities/

Appendix 8. Web page “People & planet” (Asia)

India


Products ▾ Rooms ▾ Inspiration ▾ This is IKEA

Search for content

People and Planet

We're going all-in for a more sustainable future

At IKEA, we believe in the power of business to bring positive change for people and the planet. Partnering with social enterprises has allowed us to simultaneously empower the local community of arts and creatively explore a pathway toward a circular economy.





A positive approach

For many years, we've focused on using resources in the best way possible. We have been making more from less, turning waste into resources, sourcing energy and materials in a responsible way and protecting natural resources. We want to play our part in creating a better life for the many people and communities touched by our business. We support education of children, help refugees and participate in different supporting programs via IKEA Foundation and in cooperation with UNICEF.


Towards a more sustainable future

At IKEA, we want to have a positive impact on people and the planet. That's why, we're going all-in on things that matter - from sourcing all of the cotton we use in our products from more sustainable sources to switching our entire lighting range to an energy-efficient LED.


We are also working towards 100% renewable energy, producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. The IKEA Group and IKEA Foundation have made new commitments that add up to € 1 billion for climate action. But we're not done yet. In fact, we're just getting started.

Healthy & Sustainable Living



Energy and Resources



People and Communities

China

PEOPLE & PLANET: [Healthy & Sustainable Living](#) | [Circular & Climate Positive](#) | [Fair & Equal](#)

PEOPLE & PLANET

We're going all-in for a more sustainable future

Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone.

People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world.

[Download the updated IKEA Sustainability Strategy People & Planet Positive 2030](#)



HEALTHY & SUSTAINABLE LIVING

Our ambition is to inspire and enable more than one billion people to live a better everyday life within the limits of the planet. Take a look at what we're doing right now.



CIRCULAR & CLIMATE POSITIVE

We're transforming into a circular business to reach our ambitions to become climate positive and regenerate resources while growing the IKEA business. It's a big challenge and we are committed to making this happen.



FAIR & EQUAL

Wherever we are in the world, we want to create a positive social impact for everyone across our value chain. This includes providing and supporting decent and meaningful work, being inclusive and promoting equality.

Hong Kong

PEOPLE & PLANET: Healthy & Sustainable Living | Circular & Climate Positive | Fair & Equal

PEOPLE & PLANET

We're going all-in for a more sustainable future

Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone.

People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world.

[Download the updated IKEA Sustainability Strategy People & Planet Positive 2030](#)

[Download the Inter IKEA 2017 Sustainability Summary Report](#)

[Download the 2017 INGKA Holding B.V. Sustainability Summary Report](#)



HEALTHY & SUSTAINABLE LIVING

Our ambition is to inspire and enable more than one billion people to live a better everyday life within the limits of the planet. Take a look at what we're doing right now.



CIRCULAR & CLIMATE POSITIVE















We're transforming into a circular business to reach our ambitions to become climate positive and regenerate resources while growing the IKEA business. It's a big challenge and we are committed to making this happen.



FAIR & EQUAL

Wherever we are in the world, we want to create a positive social impact for everyone across our value chain. This includes providing and supporting decent and meaningful work, being inclusive and promoting equality.

Singapore A sustainable everyday

 Veggie hot dog - plant-based goodness	 EGENTID - good for you, the farmers and the planet	 Home Solar
 ISTAD - A pioneering goody bag	 Choosing materials - being a large business comes with large responsibilities	 PATAR special edition: Introducing a single-origin high-quality 100% Arabica coffee from Uganda
 100% committed to sustainable cotton	 Tapping into more ways to use less water	 KUNGSBÄCK - Kitchen fronts made from plastic bottles
 Weaving a better future	 Towards zero waste, towards a better tomorrow	 We're big fans of wood
 SDARE - A place mat that makes a difference	 SMAKRIK - organic drops of Sweden	

South Korea

PEOPLE & PLANET

We're going all-in for a more sustainable future

Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone.

People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world.

[Download the updated IKEA Sustainability Strategy People & Planet Positive 2030](#)
[Download the Inter IKEA 2017 Sustainability Summary Report](#)
[Download the 2017 INGKA Holding B.V. Sustainability Summary Report](#)



HEALTHY & SUSTAINABLE LIVING

Our ambition is to inspire and enable more than one billion people to live a better everyday life within the limits of the planet. Take a look at what we're doing right now.



CIRCULAR & CLIMATE POSITIVE

We're transforming into a circular business to reach our ambitions to become climate positive and regenerate resources while growing the IKEA business. It's a big challenge and we are committed to making this happen.



FAIR & EQUAL

Wherever we are in the world, we want to create a positive social impact for everyone across our value chain. This includes providing and supporting decent and meaningful work, being inclusive and promoting equality.

Thailand

PEOPLE & PLANET: [Sustainable Life at Home](#) | [Energy & Resources](#) | [People & Communities](#) | [Local Efforts](#)

PEOPLE & PLANET

Towards a sustainable future

At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.



Cotton, Image: WWF



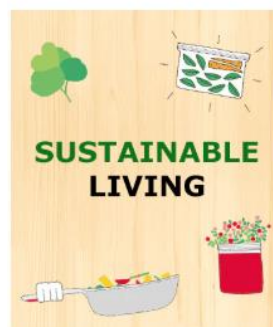
SUSTAINABLE LIFE AT HOME



ENERGY & RESOURCES



PEOPLE & COMMUNITIES



IKEA / People & Planet

Sustainable Living Project

We believe that even the smallest changes can create a big impact. There are many ways to live kinder and contribute a positive change to the environment and it starts from your home. We believe that everyone should be able to live a sustainable life at home without spending more, drastically changing the way they live, or compromising on style and quality.



That is why we have come up with the Sustainable Living Project - a movement that is designed to help you make small changes in your homes in order to save energy, conserve water, recycle & reduce waste, live healthier. We want to show you what we believe in, and how you can create this in your own home.

[Read More](#)

Malaysia

PEOPLE & PLANET: Sustainable life at home | Energy & Resources | People & Communities | Local Efforts

PEOPLE & PLANET

Towards a sustainable future

At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.



Cotton. Image: WWF



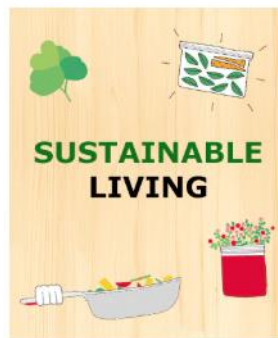
SUSTAINABLE LIFE AT HOME



ENERGY & RESOURCES



PEOPLE & COMMUNITIES



Sustainable Living Project

We believe that even the smallest changes can create a big impact. There are many ways to live kinder and contribute a positive change to the environment and it starts from your home. We believe that everyone should be able to live a sustainable life at home without spending more, drastically changing the way they live, or compromising on style and quality.



That's why we have come up with the Sustainable Living Project - a movement that is designed to help you make small changes in your homes in order to save energy, conserve water, recycle & reduce waste, live healthier. We want to show you what we believe in, and how you can create this in your own home.

[Read More](#)

Title page 'People & Planet'

Original text by Inter IKEA	Equivalents in IKEA websites of Asia countries
<p>People & Planet We're going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That's why we're switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we're not done yet. We're just getting started...</p>	<p>India: People & Planet We're going all-in for a more sustainable future</p> <p>At IKEA, we believe in the power of business to bring positive change for people and the planet. Partnering with social enterprises has allowed us to simultaneously empower the local community of arts and creatively explore a pathway toward a circular economy.</p> <p>A positive approach For many years, we've focused on using resources in the best way possible. We have been making more from less, turning waste into resources, sourcing energy and materials in a responsible way and protecting natural resources. We want to play our part in creating a better life for the many people and communities touched by our business. We support education of children, help refugees and participate in different supporting programs via IKEA Foundation and in cooperation with UNICEF.</p> <p>Towards a more sustainable future At IKEA, we want to have a positive impact on people and the planet. That's why, we're going all-in on things that matter - from sourcing all of the cotton we use in our products from more sustainable sources to switching our entire lighting range to an energy-efficient LED.</p>

	<p>We are also working towards 100% renewable energy, producing as much as we consume in our operations - and sourcing all of our wood from more sustainable sources by 2020. The IKEA Group and IKEA Foundation have made new commitments that add up to € 1 billion for climate action. But we're not done yet. In fact, we're just getting started.</p>
	<p>China: People & Planet We're going all-in for a more sustainable future</p> <p>Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone.</p> <p>People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world. Download the updated IKEA Sustainability Strategy People & Planet Positive 2030</p>
	<p>Hong Kong: People & Planet We're going all-in for a more sustainable future</p> <p>Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone.</p> <p>People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world. Download the updated IKEA Sustainability Strategy People & Planet Positive 2030 Download the Inter IKEA 2017 Sustainability Summary Report Download the 2017 INGKA Holding B.V. Sustainability Summary Report</p>
	<p>Singapore: (No equivalent menu item)</p>
	<p>South Korea: People & Planet We're going all-in for a more sustainable future</p> <p>Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working</p>

	<p>together to tackle the big challenges we cannot solve alone.</p> <p>People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world.</p> <p>Download the updated IKEA Sustainability Strategy People & Planet Positive 2030</p> <p>Download the Inter IKEA 2017 Sustainability Summary Report</p> <p>Download the 2017 INGKA Holding B.V. Sustainability Summary Report</p> <p>Thailand: People & Planet Towards sustainable future</p> <p>At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>Malaysia: People & Planet Towards sustainable future</p> <p>At IKEA, we want to have a positive impact on people and the planet. That's why we're going all-in on things that really matter, from switching our entire lighting range to energy-efficient LED to sourcing all of the cotton we use in our products from more sustainable sources.</p>
--	--

Sustainable life at home

<p>India: (No equivalent menu item, instead 'Healthy & Sustainable Living') https://www.ikea.com/in/en/people-and-planet/healthy-and-sustainable-living-pubbd3b6dfa</p>
<p>China: (No equivalent menu item, instead 'Healthy & Sustainable Living') https://www.ikea.cn/ms/en_CN/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html</p>
<p>Hong Kong: (No equivalent menu item, instead 'Healthy & Sustainable Living') https://www.ikea.com/ms/en_HK/this-is-ikea/people-and-planet/sustainable-life-at-home/</p>
<p>Singapore: No equivalent menu item, instead 'Sustainable everyday') https://www.ikea.com/sg/en/this-is-ikea/sustainable-everyday/</p>
<p>South Korea: (No equivalent menu item, instead 'Healthy & Sustainable Living') https://www.ikea.com/ms/en_KR/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html</p>
<p>Thailand: https://www.ikea.com/ms/en_TH/this-is-ikea/people-and-planet/sustainable-life-at-home/</p>
<p>Malaysia: https://www.ikea.com/ms/en_MY/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html</p>

Energy & Resources

<p>India: https://www.ikea.com/in/en/people-and-planet/energy-and-resources-pub69992461</p>
<p>China: (No equivalent menu item, instead 'Circular & Climate Positive')</p>

https://www.ikea.cn/ms/en_CN/this-is-ikea/people-and-planet/energy-and-resources/index.html
Hong Kong: (No equivalent menu item, instead 'Circular & Climate Positive') https://www.ikea.com/ms/en_HK/this-is-ikea/people-and-planet/energy-and-resources/
Singapore: (No equivalent menu item)
South Korea: (No equivalent menu item, instead 'Circular & Climate Positive') https://www.ikea.com/ms/en_KR/this-is-ikea/people-and-planet/energy-and-resources/index.html
Thailand: https://www.ikea.com/ms/en_TH/this-is-ikea/people-and-planet/energy-and-resources/
Malaysia: https://www.ikea.com/ms/en_MY/about-the-ikea-group/people-and-planet/energy-and-resources/

People & Communities

India: https://www.ikea.com/in/en/people-and-planet/people-and-communities-pub27c894c1
China: (No equivalent menu item, instead 'Fair & Equal') https://www.ikea.cn/ms/en_CN/this-is-ikea/people-and-planet/people-and-communities/index.html
Hong Kong: (No equivalent menu item, instead 'Fair & Equal') https://www.ikea.com/ms/en_HK/this-is-ikea/people-and-planet/people-and-communities/index.html
Singapore: (No equivalent menu item)
South Korea: (No equivalent menu item, instead 'Fair & Equal') https://www.ikea.com/ms/en_KR/this-is-ikea/people-and-planet/people-and-communities/index.html
Thailand: https://www.ikea.com/ms/en_TH/this-is-ikea/people-and-planet/people-and-communities/
Malaysia: https://www.ikea.com/ms/en_MY/this-is-ikea/people-and-planet/people-and-communities/index.html

Appendix 9. Web page “People & planet” (Oceania)

Australia

PEOPLE & PLANET: Healthy & Sustainable Living | Circular & Climate Positive | Fair & Equal

PEOPLE & PLANET

We're going all-in for a more sustainable future

Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone.

People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world.

[Download the IKEA Australia People & Planet Positive 2018 Sustainability Report](#)

[Download the updated IKEA Sustainability Strategy People & Planet Positive 2030](#)

[Download the Inter IKEA 2017 Sustainability Summary Report](#)
[Download the 2017 INGKA Holding B.V. Sustainability Summary Report](#)



HEALTHY & SUSTAINABLE LIVING

Our ambition is to inspire and enable more than one billion people to live a better everyday life within the limits of the planet. Take a look at what we're doing right now.



CIRCULAR & CLIMATE POSITIVE

We're transforming into a circular business to reach our ambitions to become climate positive and regenerate resources while growing the IKEA business. It's a big challenge and we are committed to making this happen.



FAIR & EQUAL

Wherever we are in the world, we want to create a positive social impact for everyone across our value chain. This includes providing and supporting decent and meaningful work, being inclusive and promoting equality.

New Zealand

Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone. People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We'll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world.

[Download the IKEA sustainability strategy - People & Planet Positive 2018](#)

[Read more about our sustainability facts and figures for 2018](#)



HEALTHY & SUSTAINABLE LIVING

Our ambition is to inspire and enable more than one billion people to live a better everyday life within the limits of the planet.



CIRCULAR & CLIMATE POSITIVE

We're transforming into a circular business to reach our ambitions to become climate positive and regenerate resources while growing the IKEA business. It's a big challenge and we are committed to making this happen.



FAIR & EQUAL

Wherever we are in the world, we want to create a positive social impact for everyone across our value chain. This includes providing and supporting decent and meaningful work, being inclusive and promoting equality.



A little IKEA thinking

Get an inside look at what we do by exploring [This is IKEA](#).

Title page ‘People & Planet’

Original text by Inter IKEA	Equivalents in IKEA websites of Oceania countries
<p>People & Planet We’re going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That’s why we’re switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We’re also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we’re not done yet. We’re just getting started...</p>	<p>Australia: People & Planet We’re going all-in for a more sustainable future</p> <p>Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone.</p> <p>People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We’ll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world.</p> <p>Download the IKEA Australia People & Planet Positive 2018 Sustainability Report Download the updated IKEA Sustainability Strategy People & Planet Positive 2030 Download the Inter IKEA 2017 Sustainability Summary Report Download the 2017 INGKA Holding B.V. Sustainability Summary Report</p> <p>New Zealand: People & Planet We’re going all-in for a more sustainable future</p> <p>Our world is changing rapidly, but we are optimistic about the future. We believe that over time more and more people can and will have a better everyday life. To make this a reality requires bold ambitions and commitments to urgent actions. It also means working together to tackle the big challenges we cannot solve alone. People everywhere are searching for solutions for a healthier and more sustainable life. We want to inspire and enable as many people as possible to live more sustainably and to make it easy and affordable. We’ll also do our part by transforming the way we work to become circular and climate positive and to have a positive social impact wherever we are in the world.</p> <p>Download the IKEA sustainability strategy – People & Planet Positive 2018 Read more about our sustainability facts and figures for 2018</p>

Sustainable life at home

<p>Australia: (No equivalent menu item, instead ‘Healthy & Sustainable Living’) https://www.ikea.com/ms/en_AU/this-is-ikea/people-and-planet/sustainable-life-at-home/index.html</p>
<p>New Zealand: (No separate menu item, the same information provided in: http://ikea.co.nz/people-planet/)</p>

Energy & Resources

Australia:

(No equivalent menu item, instead 'Circular & Climate Positive')

https://www.ikea.com/ms/en_AU/this-is-ikea/people-and-planet/energy-and-resources/index.html

New Zealand:

(No separate menu item, the same information provided in: <http://ikea.co.nz/people-planet/>)

People & Communities

Australia:

(No equivalent menu item, instead 'Fair & Equal')

https://www.ikea.com/ms/en_AU/this-is-ikea/people-and-planet/energy-and-resources/index.html

New Zealand:

(No equivalent menu item, instead 'Fair & Equal' but there is no separate menu item, the same information provided in: <http://ikea.co.nz/people-planet/>)

Appendix 10. Web page “People & planet” (The United Kingdom of Great Britain and Ireland)

The United Kingdom


Home > This is IKEA > People & Planet

Becoming people & planet positive

The world is changing rapidly. To meet the challenges we are all facing requires bold ambitions and urgent action. That's why we're taking the next big steps in our journey towards becoming people & planet positive.

Take a look at what we are committed to accomplishing today and our goals for 2030.


[Download the Inter IKEA 2017 Sustainability Summary Report](#)
[Download the 2017 INGKA Holding B.V. Sustainability Summary Report \(PDF\)](#)



Healthy & sustainable living

Our ambition is to inspire and enable more than 1 billion people to live a better everyday life within the limits of the planet. Take a look at what we're doing right now.


[Healthy & sustainable living](#)



Circular & climate positive

We're transforming into a circular business to reach our ambitions to become climate positive and regenerate resources while growing the IKEA business. It's a big challenge and we are committed to making this happen.


[Circular & climate positive](#)



Fair & equal

Wherever we are in the world, we want to create a positive social impact for everyone across our value chain. This includes providing and supporting decent and meaningful work, being inclusive and promoting equality.

[Fair & equal](#)



Ireland


People & Planet

Becoming people & planet positive

The world is changing rapidly. To meet the challenges we are all facing requires bold ambitions and urgent action. That's why we're taking the next big steps in our journey towards becoming people & planet positive.

Take a look at what we are committed to accomplishing today and our goals for 2030.


[Download the Inter IKEA 2017 Sustainability Summary Report](#)
[Download the 2017 INGKA Holding B.V. Sustainability Summary Report \(PDF\)](#)



Healthy & sustainable living

Our ambition is to inspire and enable more than 1 billion people to live a better everyday life within the limits of the planet. Take a look at what we're doing right now.


[Healthy & sustainable living](#)



Circular & climate positive

We're transforming into a circular business to reach our ambitions to become climate positive and regenerate resources while growing the IKEA business. It's a big challenge and we are committed to making this happen.


[Circular & climate positive](#)



Fair & equal

Wherever we are in the world, we want to create a positive social impact for everyone across our value chain. This includes providing and supporting decent and meaningful work, being inclusive and promoting equality.

[Fair & equal](#)



Title page 'People & Planet'

Original text by Inter IKEA	Equivalents in IKEA websites of the United Kingdom of Great Britain and Ireland
<p>People & Planet We're going all-in for a more sustainable future</p> <p>We want to have a positive impact on people and the planet. That's why we're switching our entire lighting range to energy-efficient LED and sourcing all of the cotton we use in our products from more sustainable sources.</p> <p>We're also working towards sourcing all of our wood from more sustainable sources by 2020. And the IKEA Foundation has made new commitments that add up to 1 billion EUR for climate action. But we're not done yet. We're just getting started...</p>	<p>The United Kingdom: People & Planet Becoming people & planet positive</p> <p>The world is changing rapidly. To meet the challenges we are all facing requires bold ambitions and urgent action. That's why we're taking the next big steps in our journey towards becoming people & planet positive. Take a look at what we are committed to accomplishing today and our goals for 2030 Download the Inter IKEA 2017 Sustainability Summary Report Download the 2017 INGKA Holding B.V. Sustainability Summary Report (PDF)</p> <p>Ireland: People & Planet Becoming people & planet positive</p> <p>The world is changing rapidly. To meet the challenges we are all facing requires bold ambitions and urgent action. That's why we're taking the next big steps in our journey towards becoming people & planet positive. Take a look at what we are committed to accomplishing today and our goals for 2030 Download the Inter IKEA 2017 Sustainability Summary Report Download the 2017 INGKA Holding B.V. Sustainability Summary Report (PDF)</p>

Sustainable life at home

<p>The United Kingdom: (No equivalent menu item, instead 'Healthy & Sustainable Living') https://www.ikea.com/gb/en/this-is-ikea/people-planet/sustainable-life-at-home/</p>
<p>Ireland: (No equivalent menu item, instead 'Healthy & Sustainable Living') https://www.ikea.com/ie/en/this-is-ikea/people-planet/sustainable-life-at-home/</p>

Energy & Resources

<p>The United Kingdom: (No equivalent menu item, instead 'Circular & Climate Positive') https://www.ikea.com/gb/en/this-is-ikea/people-planet/energy-resources/</p>
<p>Ireland: (No equivalent menu item, instead 'Circular & Climate Positive') https://www.ikea.com/ie/en/this-is-ikea/people-planet/energy-resources/</p>

People & Communities

<p>The United Kingdom: (No equivalent menu item, instead 'Fair & Equal') https://www.ikea.com/gb/en/this-is-ikea/people-planet/people-communities/</p>
<p>Ireland: (No equivalent menu item, instead 'Fair & Equal') https://www.ikea.com/ie/en/this-is-ikea/people-planet/people-communities/</p>