



Press release from Protect the Forest Sweden 2012-04-27

Low prices at any cost! A protest for the forest, at eight IKEA stores in Sweden.

To bring attention to IKEA's logging of old-growth forest in Russian Karelia, the environmental organization Protect the Forest will carry out a protest at IKEA stores in Sweden on Saturday, 28th of April.

"We want to show IKEA's customers that the company is simply not living up its fine policies on taking environmental responsibility for the origin of its wood," says Maria Westerberg, vice chairperson of Protect the Forest. "IKEA's advertising is nothing but greenwash, and we want the public to know that."

Protect the Forest has been to Russian Karelia and worked with the Russian environmental organization SPOK, and representatives of Protect the Forest have seen in the field how Swedwood, a wholly-owned subsidiary of IKEA, is logging old-growth forest and other forests with high conservation value. Protect the Forest has documented the loggings and also lodged a complaint with NEPCo, the company that certifies that Swedwood follows the rules of the Forest Stewardship Council (FSC)¹.

"Our complaint did not lead to any consequences for Swedwood, which shows that the FSC does not work as an environmental certification," says Linda Ellegaard Nordström, board member of Protect the Forest. "IKEA can hide behind the FSC certification, but still continue to cut down some of northern Europe's last intact old-growth forests."

Protect the Forest has launched a campaign to bring attention to what IKEA would prefer we didn't know about their Russian forestry. The protests tomorrow are a part of this campaign, and will take place in Sundsvall, Gävle, Uppsala, Stockholm, Linköping, Örebro, Karlstad and Malmö.

"The protests will be peaceful, and everyone who objects to IKEA's loggings of old-growth forest are welcome to take part," says Robert Svensson, board member of Protect the Forest. "IKEA promises 'low prices, but not at any price'. We show that 'low prices at any price' would be more accurate.

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¹ More info at www.fsc-watch.org