



April Minister IKEA Community Relations Manager

Project Description

A three-year community-wide effort among ODOT, Friends of Trees and Metro to green the I-205 Multi-Use Path with thousands of native trees and shrubs.

Benefits

- Improved neighborhood livability
- Enhanced experience for path users
- Increased wildlife habitat
- Decreased stormwater runoff
- Increased environmental equity among communities

Project Funding

- \$410,000 from the Metro Natural Areas Bond Measure's Nature in Neighborhoods Capital Grant Program
- \$80,000 from East Multnomah Soil & Water Conservation District
- Generous support from:
 - J. Frank Schmidt & Son Co.
 - IKEA
 - Cantel Sweeping
 - Collier Arbor Care
 - HSBC Bank USA, N.A.
 - Portland General Electric
 - Portland Bureau of Environmental Services

On a sunny March morning, IKEA employees felt right at home as they helped plant trees along the I-205 Multi-Use Path. As a corporate sponsor for the March 6 planting led by Friends of Trees and ODOT, IKEA staff contributed to a three-year project to green the I-205 corridor with thousands of native trees and shrubs.

"Friends of Trees and projects in the community are important to IKEA," explained April Minister, IKEA Community Relations Manager. "Friends of Trees is one of IKEA's main environmental partners. Our co-workers love to get out and get their hands dirty because we are passionate about the environment."

A Swedish company, IKEA opened its first store in Oregon in March 2007. Minister explained that taking transportation into account as it relates to environmental stewardship was a major factor in deciding to locate the IKEA store (which is a 280,000 square foot, LEED-certified building) along the TriMet MAX Red Line.



IKEA Community Relations Manager April Minister (right) and a fellow IKEA co-worker were "happy to get their hands dirty" at a community tree planting along the I-205 Multi-Use Path at SE 92nd and Flavel on March 6.

Minister added that IKEA's emphasis on sustainability and the environment is strongly valued among the IKEA workforce, many of whom belong to IKEA's "Gronagruppen," which is Swedish for green team.

"Sustainable living is part of every step of our business. We always take the environment into account," said Minister.

IKEA employs 350 people at their Portland location and employees work hard to participate in all kinds of composting and recycling. They also work to reduce energy consumption through the installation of light sensors.

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In addition, IKEA employees work closely with community partners who focus their efforts on projects that protect and preserve the natural environment and enhance the lives of children. Children and the environment are important IKEA corporate values.

IKEA sees Friends of Trees as an ongoing partner to help carry out this important work and to improve the quality of life for both the IKEA customer-base and for people who live in the community.

“With trees, you are putting your roots down, just like at IKEA where we are putting our roots down in the community,” said Minister.



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