

BEHIND THE SCENES

SOCIAL ENTREPRENEURS

As part of IKEA's "People and Planet Positive" sustainability strategy, we want to take the lead in creating a better life for the people and communities affected by our business. We contribute to this commitment through the IKEA Social Entrepreneurs Initiative.

The IKEA Social Entrepreneurs Initiative was funded in 2012. Since then, we have established partnerships with a select number of social entrepreneurs who share our values and vision. Together, we explore the multiple benefits of social entrepreneurship.

Social change – advantageous for both parties

The IKEA Social Entrepreneurs Initiative aims to enable social change by helping social entrepreneurs to improve their business. Developing the business with a social mission creates life-changing opportunities for families and communities, which in turn leads to better health care, education, gender empowerment and reduced poverty.

"It's a privilege to be able to work with social entrepreneurs that are helping to make society a little bit more fair"

Steve Howard, Chief Sustainability Officer, IKEA

These partnerships are a new business model, where everyone wins. As they gain access to a global marketplace, the social entrepreneurs are able to provide local artisans with employment on their own terms, making it possible for them to provide for their families without leaving their villages. All partners thus benefit from the collaboration.

FACTS

A social entrepreneur is an innovator who uses business to create social change rather than wealth.

Today, IKEA engages with almost 1800 artisans through long-term partnerships in different parts of the world – providing opportunities for meaningful and monetarily rewarding work.

All profits from the sale of collections go towards IKEA long-term partnerships with social entrepreneurs around the world – to support economic, environmental and social development.



Local artisans with undiscovered talent

Within the framework of the IKEA Social Entrepreneurs Initiative, we choose to collaborate with artisans in small-scale producer groups who, due to their limited resources and small numbers, would not normally meet the company's regular demands of supply.

Through the partnership, the social entrepreneurs learn about design, production, sustainability, work environment, export and more. In exchange, IKEA gains access to artisans skilled in traditional handicrafts.

Handmade products with a social mission

The limited edition collections, launched a few times a year, contribute to making the IKEA stores attractive to our customers. The products in the collections are handmade with a social mission, and still affordable to the many people.

Through the Social Entrepreneurs Initiative, we want to support positive economic and social development across the world to create long-term sustainable change in a way that charity by itself cannot.

"The Doi Tung Development Project is helping local people find employment, so they don't have to leave their villages to work in a big city"

Watcharee Eyetao 'Giang',
Artisan, Doi Tung
Development Project