

## IKEA FACTS

# SOCIAL ENTREPRENEUR PARTNERSHIPS

As part of the IKEA Social Entrepreneurs initiative, we are currently working with social entrepreneurs in India, Thailand, Sweden, Denmark, Indonesia and the US. We are actively looking for new partners around the world.

### Rangсутra and Swaayam Kala in India

Rangсутra was founded by Sumita Ghose with an extensive background in creating better living conditions for people in rural areas of India. Rangсутra gathers thousands of artisans into small production co-operatives close to their homes in the remote regions of Rajasthan and Uttar Pradesh. This gives local artisans and farmers the possibility to secure a sustainable livelihood as well as to nurture local handicraft traditions.

The aim of Rangсутra is to secure a sustainable livelihood for artisans and farmers as well as to nurture local handicrafts by producing quality handcrafted products, mostly from textiles. The production is based on the principles of fair trade and is rooted in the craft traditions of India.

One of the partners of Rangсутra is Swaayam Kala, a co-operative established by a group of women who participated in the Swaayam programme, an initiative founded by the IKEA Foundation and implemented by the UNDP (United Nations Development Programme) and local CSO (Civil Society Organisations) partners. The women engaged in this co-operative have started a producer company in which all co-workers are shareholders. Around 900 women are involved in the Rangсутra production of IKEA collections.

### Doi Tung Development Project in Thailand

Doi Tung's mission is to revive the natural forests, devastated by the production of opium, and to improve healthcare and education for the people of the region, affected by the illegal drug trade.

The Doi Tung Development Project was founded in 1988 by Her Royal Highness the Princess Mother. The project enables people to become economically self-reliant and to assume responsibility for the environment and for their own cultural values. The project has taught people to use sustainable methods, local design and manufacturing traditions to produce environmentally sustainable products.

Over the last two decades the Doi Tung Development Project has provided work for around 300 people making skilled handicrafts.

## Industree Producer Transform in India

Industree Producer Transform was founded in 1995 by Neelam Chhiber. In 2011, he was awarded the Social Entrepreneur of the year by the Schwab Foundation.

Industree Producer Transform is a craft-based company with a wide production base in natural fibres, crochet lace and home textiles. The company is a social enterprise with a mission to increase rural incomes by providing training, capital and markets for rural producers and landless people. Industree has formed 12 self-help groups, co-operatives with local artisans made up of mostly women. They now bring increased and sustainable income to their families, creating a better future for their communities. Around 200 artisans are involved in the production.

## Local social entrepreneurs in Sweden, Denmark and USA

Each IKEA store has the possibility to work together with local social entrepreneurs. This means partnerships with small-scale social enterprises working with social or environmental development in the local community.

The IKEA store in Malmö, Sweden, has developed a partnership with Yalla Trappan, a women's co-operative that provides employment and greater economic independence for foreign-born women. This partnership provides the Malmö Store with sewing service.

The IKEA store in Houston, USA, have a cooperation with Open Arms, a social enterprise working with refugee women.

IKEA Tåstrup, Denmark has similar partnerships with Place de Bleu, working with foreign-born women disengaged from the labour market.

We also work with APIKRI in Indonesia. This social enterprise creates a collection for the IKEA store in Jakarta. Through the partnership with Apikri, IKEA supports craft development in areas where land is scarce and unemployment is high.