

IKEA Social Initiative sides with the many children

IKEA believes that home is the most important place in the world, and children are the most important people in the world. That's why IKEA Social Initiative wants to make a difference for millions of children in need around the world by reducing malnutrition and infant disease, and by dramatically improving literacy.

IKEA Social Initiative works together with partners such as UNICEF and Save the Children, to support programmes with the potential to yield big results from many small steps.

Together we create a better everyday life for the many children.



**Children are
the most
important people
in the world.**



IKEA Social Initiative makes a difference in the lives of the most important people in the world – children.

IKEA Social Initiative wants to create a better everyday life for the many children in need. The mission is to create substantial and lasting change that improves their rights and life opportunities.

That's why we fight for each child's right to a healthy and secure childhood with access to quality education. The goal is to reduce malnutrition and infant disease and to dramatically improve literacy.



100 million children

The commitment to children's rights started in the mid-nineties with IKEA actively preventing child labour in our supply chain. Then in 2000, IKEA joined forces with UNICEF to tackle the root causes of child labour in the carpet making areas of northern India resulting in 80,500 children attending school.

IKEA Social Initiative was formed in 2005 to expand its support of social projects on a global level. Today, we support projects that benefit an estimated 100 million children!

Lasting change requires a holistic approach. To make an impact in a child's life calls for a long-term commitment to combat poverty and childhood diseases as well as increasing access to quality education.

We support programmes with the potential to yield big results from many small steps – a wide range of actions to improve health and sanitation, education and protection, and empower women so that they can create a better future for themselves, their communities and their children.

Long-term commitments are focused on South Asia, and particularly India, where the needs of children are great and where IKEA has been doing business for many years.

UNICEF and Save the Children are IKEA Social Initiative's main partners, being the two leading organisations advocating for the protection of children's rights. Together we work for a better everyday life for the many children.



Save the Children

Save the Children is the world's largest independent organisation for children, and works to protect children's rights to food, shelter, health care, education and freedom from violence, abuse and exploitation.

www.savethechildren.net



UNICEF is the world's leading organisation working to improve the lives of children with a mission to create a world fit for children and to help every child to realise their true potential.

www.unicef.org

A healthy start

A healthy start in life

We believe that a healthy start in life is fundamental for children's development and opportunities in life. That's why IKEA Social Initiative places a strong emphasis on preventive health, nutrition and sanitation initiatives.

Since 2007, IKEA Social Initiative has supported a number of UNICEF programmes in 18 Indian states. It reaches out to 80 million children and 10 million women aiming to increase child survival rates as well as improve their life-long, healthy development.



Nutritious food saves children's lives

Proven, low-cost actions have a big impact on child survival. Encouraging mothers to exclusively breast-feed their babies for the first six months of life greatly reduces infant mortality. More nutritious food for children 7-24 months and vitamin A supplements are important and effective health interventions.



Safe water and better hygiene

Both children and adults learn about the importance of basic hygiene and sanitation. Simple but effective measures, like washing hands with soap, are combined with increased access to toilets at home and in schools. Children who learn about hygiene in school introduce new habits into their families, and entire communities start to change.



Immunisation against common diseases

Illnesses can be prevented and lives can be saved through cost-effective actions such as increased immunisation rates. Children are immunised against common, preventable illnesses such as measles, polio, diphtheria and whooping cough. They also receive preventive medical treatment, such as deworming medicines and vitamin supplements, and are given mosquito nets to protect against malaria.

Education is a basic right

IKEA Social Initiative believes that children everywhere have the right to be protected from exploitation, abuse and neglect. All children should have access to quality education, and child labour is unacceptable.

IKEA's first major commitment to UNICEF was to support a child rights programme in carpet producing areas of northern India that ran from 2000 to 2007. IKEA Social Initiative is committed to continued support for children's education and protection.

Between 2009 and 2015, some 10 million children will benefit from IKEA Social Initiative supported programmes, managed by UNICEF and Save the Children. Close to 20,000 villages in the carpet making districts of India and in the cotton and cotton seed growing areas in India and Pakistan will benefit.



Changing attitudes to education

IKEA Social Initiative promotes the importance of education to parents and communities. Women's self-help groups and girls' collectives play a key role in strengthening children's rights and preventing child labour as they become empowered to influence their communities to make sure children go to school.



Getting children into school

Many children who have dropped out of school, or who never had the chance to go to school at all, need access to quality education. Informal "bridge schools" have successfully equipped children of different ages with basic reading, writing and maths skills before easing them into the conventional school system.



Improving the quality of education

To encourage children to go to school – and stay in school – the school environment has to be safe, child-friendly and free of violence. Teachers are being trained in child-friendly teaching techniques, and various learning aids are being introduced and promoted. Parents are also encouraged to get involved in their children's schooling.

Mothers change the world

Women and mothers are key to improving children's well-being and achieving lasting change in society. That's why all programmes supported by IKEA Social Initiative include community-based actions that help empower women to create a better future for themselves, their communities and their children.

In 2009, IKEA Social Initiative started cooperating with the UN Development Programme (UNDP) in Uttar Pradesh, India, to help 50,000 women become entrepreneurs and set up small businesses. Many already belonged to self-help groups set up through the child rights project earlier run by UNICEF.



Gaining strength and making decisions

Regular women-only meetings with the self-help group allow for open-hearted discussions. Topics range from why children should go to school to how to afford a water pump in their village. Over time, more and more women have become active and respected influencers in their communities.



Learning about health and diet

Local motivators teach village women about sanitation, health and diet. More and more women find out how to have a say about when to become a mother and how many children to have. They learn how to take control of their own lives and improve their children's prospects.



Learning business skills

It takes a lot of self-esteem and confidence to run a successful business. Women also need to learn how to evaluate their ideas, negotiate business deals, get access to services and gain control over their resources. As part of the programme, UNDP together with their partners develop training modules in financial literacy and leadership in consultation with the women themselves.



Better access to money

Access to micro-credit schemes can be the means to starting a small business. Encouraging women's groups to save small amounts in a joint bank account for emergencies is an effective way of avoiding spiralling debt for families.



1 euro is a fortune

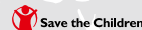
IKEA customers contribute to improved education for millions of children in Africa, Asia and Central and Eastern Europe through the annual "1 euro is a fortune" campaign. During the holiday season at the end of each year, one euro for every soft toy sold in IKEA stores is donated to Save the Children and UNICEF projects around the world.

So far, IKEA customers helped raise a total of 16.7 million euros for projects in more than 30 countries. As many as 7 million children have improved education through UNICEF projects supported by the campaign. Many more benefit when Save the Children projects are added.



Education for disabled children in Russia

This Save the Children project promotes disabled children's right to a quality education in the Russian city of Vyborg. As part of the project, personal assistants are provided in classrooms and teachers and schools are trained to support and educate children with different kinds of disabilities. The project also aims to raise public awareness about children with disabilities and to integrate them into their communities.



Classes in local languages in Vietnam

Ethnic minority children in Vietnam are usually educated in Vietnamese – though few speak the language – by teachers who cannot understand local languages. This UNICEF project strives to provide education in a safe, child-friendly environment and to incorporate classes taught in local languages. The project helps with safe water supply and sanitation, classrooms and playgrounds and provides resources such as books and teaching aids. Around 120,000 students have benefited by the project.



RUSSIA

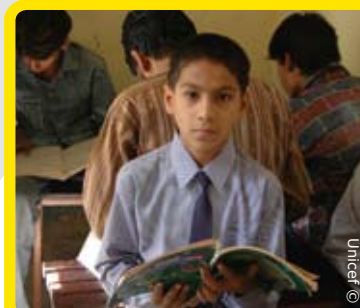
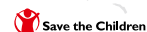
PAKISTAN

VIETNAM



Safe, functional schools in wartorn Ivory Coast

With money from the IKEA Soft Toys campaign, 250,000 children in wartorn Ivory Coast can be provided with a quality primary education in a safe environment. Here, Save the Children is rehabilitating schools, distributing school kits, training teachers and children in child rights and forming children's school clubs. With a good education, the children of Ivory Coast are better equipped to face the future and can actively change their society for the better.



Protecting Pakistani children from exploitation and abuse

Thousands of children in the Lahore area in Pakistan have no choice but to resort to begging, stealing or commercial sex. Here, a UNICEF project has enrolled almost 4,000 children in 13 Education & Counseling Centres. UNICEF provides teaching aids, school uniforms, books, furniture, teachers' salaries and technical support. Centres offer classes from play group to grade 8, but age is no bar. Teenagers who cannot read or write can start from the beginning.



A light in the dark

IKEA customers also help children living without electricity by buying SUNNAN solar powered lamps. For every SUNNAN lamp IKEA customers buy, one is donated from IKEA Social Initiative to UNICEF to give to children who cannot draw, write or read after sunset.

Donating lamps is an important contribution to children in developing countries – especially girls – who struggle to keep up at school, because their only opportunity to do homework is at night after completing household chores.



SUNNAN lights up children's lives

IKEA has made an especially sturdy SUNNAN for the developing world, designed to resist the wear and tear of difficult living conditions, including a battery capable of withstanding high temperatures and humidity.



Reaching out a helping hand

IKEA Social Initiative sometimes has the opportunity to help with in-kind donations of IKEA products as well as emergency relief and mid- to long-term support in the aftermath of disasters such as earthquakes, flooding and cyclones.



Save the Children ©

Build Back Better after earthquake in China

A devastating earthquake in May 2008 left one of China's poorest counties in the southeastern province of Gansu almost completely without functional schools. IKEA Social Initiative's decision to support UNICEF with funds was critical to its efforts to "Build Back Better" to help 10,000 children in Xihe County. Schools receive new classrooms, educational materials, furniture and libraries and help to construct water systems and sanitary latrines. More than 200 teachers are being trained in child-friendly approaches and have been equipped with kits and aids to deliver more enriching lessons.

Soft toys to children in cyclone-stricken Myanmar

In May 2008, cyclone Nargis struck Myanmar, affecting an estimated 2.4 million people. Since then, Save the Children has reached almost 620,000 people, including 200,000 children, with lifesaving relief, education and protection programmes. IKEA Social Initiative donated 200,000 soft toys for children in the most affected areas to let them enjoy some comfort and help them recover after the stressful experience. Soft toys were distributed through Save the Children's child-friendly spaces, community child protection groups, health clinics and water distribution points.



Unicef ©