



Design For Good - with Social Businesses

IKEA Social Entrepreneurship Range & Supply

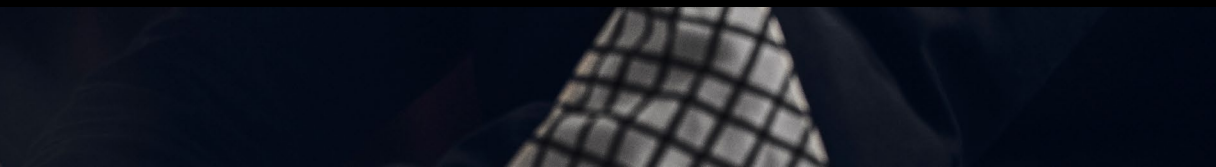
This product is a job creator



Abeer Almnajed, Seamstress,
Jordan River Foundation



With a positive impact



We simply do what we are best at ...

KLARAFINA
Cushion cover
€9.90



**... which contributes to
many many jobs**

We contribute to jobs through Social Businesses

**whose business idea is to create opportunities for
people with high barriers to get a good job**



Industree 2019, India



Akanksha Deo, IKEA designer,
with Rangсутra, India, 2019

Through co-creation...

Vasile Chiriac, IKEA Production Engineer,
with Rangсутra, India, 2019

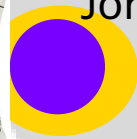
**... and collaboration around
the world**



300 products, 9 partners, 30 000 jobs, 150 000 family members impacted



Jordan



India



Bangladesh



Thailand






Vietnam



Uganda



-  Women and indigenous people's
-  Refugees and people who are disadvantaged i.e disabled
-  Small holder farmers

This is a long term commitment

We sell social impact products – globally, throughout the year



Kiang Aitao,
ceramist, Thailand

BOTANISK Collection

"I love that products I've made with my own hands will end up in homes across the world. I'm proud."

Made by sure-handed artisans, BOTANISK is a handmade collection of ceramics, pots (and lots more) that doesn't only add to the fun of indoor gardening – it creates jobs in regions where they are most needed.

Scan this code to see BOTANISK



This is more important than ever!

Inclusion
Conscious customers



HANTVERK
Vase handmade
€19.95

Kian Altao, Ceramist,
Doi Tung, Thailand 2019

30,000 jobs

95,000 jobs



**It's all about creating
greater opportunities for
people who are vulnerable
and marginalised**

**And, contributing to IKEA
becoming a more circular,
entrepreneurial and
sustainable business**

Come Takcomesing, artisan,
Doi Tung, Thailand, 2017



Industree 2019, India

**Creating a better
everyday life for
the many people**

Thank You!

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Social Entrepreneurship R&S
IKEA of Sweden



Jordan River Foundation, 2019