

# WHAT DO IKEA AND UNICEF HAVE IN COMMON?

unite for  
children

unicef 



**A SHARED  
COMMITMENT TO  
IMPROVE  
THE EVERYDAY  
LIVES OF CHILDREN  
IN INDIA**

# CREATING LASTING CHANGE



IKEA, a global retailer of home furnishings, is committed to each girl's and boy's right to a healthy and secure childhood. In 2005, IKEA formed IKEA Social Initiative with the overall mission to improve the rights and life opportunities of many children - creating substantial and lasting change like access to a quality education.

In India, IKEA Social Initiative is partnering with UNICEF to develop integrated, community-based, sustainable approaches to improve girls' and boys' survival in some of the country's most deprived areas. IKEA Social Initiative

has adopted a holistic approach by committing to long-term projects with UNICEF. Projects will focus on improving the health and nutrition of children; creating a healthy environment for children and their families at home and in school; ensuring water safety and supply management; protecting children's rights; and improving women's opportunities to survive, grow and participate in their communities.

The partnership with IKEA Social Initiative is expected to reach nearly 78 million children, four million adolescents and 10 million women by 2012.





# SECURING THE HEALTH OF CHILDREN



IKEA Social Initiative supports UNICEF in making a difference for children's health and survival in India. The partnership is expanding to national and state efforts to reduce high mortality among children and mothers, to focus on those who need it most. Cost-effective interventions reduce preventable illness and save lives. UNICEF's efforts will continue to

increase immunisation coverage and other key child survival services such as Oral Rehydration Salts (ORS) and zinc for treating diarrhoea; and facility-based care for sick newborns and children. The support of IKEA Social Initiative will also contribute to behaviour change communication interventions to improve key infant and young child feeding and healthcare behaviours.

# STRENGTHENING CHILDREN'S NUTRITION AND ENVIRONMENT



IKEA Social Initiative's support will boost UNICEF's work to improve the nutrition situation of girls, boys and women in India. Proven, low-cost, high-impact interventions like early breastfeeding within one hour after birth, colostrum feeding and exclusive breastfeeding in the first six months of life; better foods and feeding practices for children 6-24 months; improved micronutrient nutrition and anemia control in children, adolescent girls and women, including vitamin A supplementation and deworming; and better care for children with severe acute malnutrition will be promoted.

The partnership will contribute to ensuring a healthy environment for children and their families at home and in school by increasing access to and use of toilets; adopting key hygiene behaviours and practices, such as hand washing with soap at critical times; and increasing use and ensuring maintenance of school water and sanitation facilities. By doing this children will be empowered to become agents of change in their own communities. Water safety and supply management will also be key in enabling these children and their families to survive and thrive.



# PROTECTING CHILDREN'S RIGHTS



UNICEF wants to ensure that every child enjoys the right to a protective environment. The partnership with IKEA Social Initiative will support UNICEF's child protection projects aimed at preventing children from working in the cotton growing and cotton-seed production areas. Girls and boys will have access to quality education and girls' collectives will be empowered to influence their communities. UNICEF works with its Government partners, civil society stakeholders and community members to improve quality service delivery for all children.

IKEA Social Initiative has been supporting UNICEF to prevent and eliminate child labour in the 'carpet belt' in the Indian state of Uttar Pradesh. Debt, poverty, a lack of access to education and other root causes are being addressed by creating awareness and mobilising rural communities to help prevent child labour and strengthen child rights. Activities include establishing women's self help groups, starting alternative learning centres that help girls and boys mainstream into regular schools and initiating enrolment campaigns for children who have never attended school.



Developing integrated, community-based, sustainable approaches to improve girls' and boys' survival in some of India's most deprived areas.

Strengthening children's nutrition status with proven, low-cost and high-impact interventions.

Improving the rights and life opportunities of many children.

Protecting children's rights through education, creating awareness and mobilising rural communities to become agents of change.

Ensuring a healthy environment for children and their families at home and in schools by adopting key hygiene behaviours and practices.

Changing behaviours to improve infant and young child feeding and healthcare.

Long-term commitment to create lasting change.

Reducing high mortality among children and mothers.

Reducing preventable illnesses and saving lives.

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For more information, please visit  
[www.unicef.org](http://www.unicef.org)  
[www.IKEA.com](http://www.IKEA.com)