



originalhome  
100% ECO DESIGN

## **Home décor that empowers women:**

### **Interior brand originalhome fights for gender equality**

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**Gender equality and the empowerment of women and girls is one of the 17 Sustainable Development Goals (SDGs) defined by the UN. The eco-friendly interior brand originalhome, calls women empowerment one of its main pillars. The entrepreneurs they work with in Bangladesh, Indonesia and Zanzibar employ mainly women and offer special women empowerment programmes. And make gender inequality less significant.**

“We select our partners with care. They are entrepreneurs with a sustainable or social mission who apply the principles of fairtrade. They treat their employees equally and many of them focus especially on the empowerment of women,” tells Patricia, the founder of originalhome.

#### **Job opportunities for women in rural areas**

The lives of these women might look quite different from each other. However, what they have in common is that they all live in rural communities either in the North of Bangladesh, on the island of East-Java, Indonesia or Zanzibar, Tanzania. The societies they grew up in are mostly conservative and to work as a woman is still uncommon.

The opportunity to learn a craft and earn money with it is even more unique. The partners that originalhome works with to make their glassware, throws and cushions from waste cotton and the candles employ mainly women.

#### **Learning a craft for more independence**

This gives women the chance to develop their talents, discover themselves and gain independence. By learning a craft and working in a professional environment they become more aware of their strengths and power.

In addition to that, the women are proud to contribute to their family income and are able to take better care of their families. They also gain more respect from their community which is very important in these kind of rural areas.

#### **Women empowerment programme**

A safe and decent work environment and fair wages are standard for all partners of originalhome. However, three of the suppliers actively support women with special women empowerment programmes.

Those programmes include courses and training in different important life skills such as accounting and English language. The handloom workshop in Bangladesh also offers a work from home opportunity, so the women can work on their own time schedule.

To ensure that their partners stick to their principles, originalhome is in regular contact with them and visits them on a yearly basis.

### **About originalhome**

We love living green and design our products with respect to the planet and its people by putting planet and people before profit. We solely use earth friendly materials that are quickly renewable and from organic waste. We ethically collaborate with small entrepreneurs in rural areas in developing countries to create more job opportunities. The mainly manual production processes have a low impact on the environment and we give back 30% of our profits to communal projects. Our collection is based on the principle of biophilic design by emanating nature and preserving the authentic character of the materials in our organic and minimalistic designs. Our collection fits any style, any time and increases your wellbeing, inspires you to be creative and emphasizes your uniqueness. Our products may not be perfect, but are 100% original, just like you!