

# What is Dela ?

[ In swedish, Dela means "to share" ]

**A partnership programme between Ashoka and IKEA Social Entrepreneurship that focuses on supporting social entrepreneurs to scale the impact of their initiatives and create a positive impact. Dela is divided into two main pillars:**

## → The accelerator

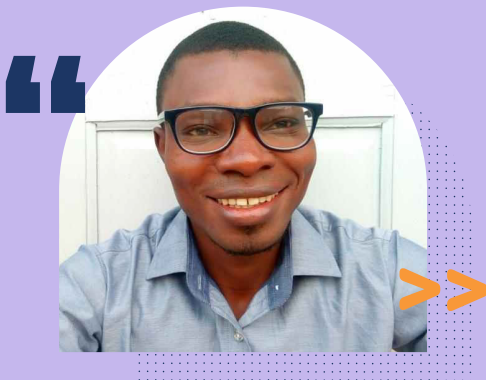
A year-long accelerator during which social entrepreneurs, IKEA co-workers, and business leaders create social impact and contribute towards systems change.

The participating social entrepreneurs (SE) receive support from Ashoka and IKEA to improve the impact of their solutions.

IKEA co-workers support the accelerator participants and gain valuable insights into markets, business models, and local contexts that can otherwise be challenging to access.

## → New Fellows selection

The partnership sources and selects the latest, most innovative social entrepreneurs who are able to focus on their idea full-time thanks to a living stipend provided by IKEA Social Entrepreneurship for three years, through which get their venture to a point of sustainability, impact and growth.



**"Dela is a unique opportunity to explore new perspectives in my strategy plan. It helped so much in advancing my work towards a systemic change."**

**Evariste Aohoui.**

Ashoka Fellow, participating social entrepreneur



## Towards Systems Change

The Dela programme supports social organizations in becoming more open and collaborative to improve the capacity of their targeted systems, supports people at risk of exclusion and works towards more sustainable and resilient societies.

For instance, after participating in the programme, Albert Mollah focused his efforts on successfully influencing the Indian Government to start collecting

accurate data on the challenges people with disabilities face. In addition, the participating social entrepreneur Alice Freitas started building a movement in Brazil by piloting local economy ecosystems in five cities.

Another example is Vincent Lagacé, who strengthened the smallholder farmers' market in Mexico by developing, launching, and scaling a digital tool to improve their revenues, after participating in Dela.

## Systemic Impact and Mindset

**4** Editions

**560** Participants

**+45**

Participating social entrepreneurs

**75**

Social entrepreneurs' team members

**100%**

of co-workers gained valuable insights, became more aware of their agency, and/or activated others for social impact.

**100%**

of social entrepreneurs felt more confident in pursuing systems change.

Social entrepreneurs **changed their strategies by 65%** to grow their impact beyond their organizations.

Participants are **85% likely to recommend** the program to peers.



"Social entrepreneurs are pathfinders who tackle the root causes of social challenges. In a world with big challenges, collaboration and mutual learning is key."

Åsa Skogström Feldt, Managing Director, IKEA Social Entrepreneurship BV



“Working as a thought partner in the Dela programme has taught me the power of collaboration and how each one of us can be a change agent.”

Neetu Kapasi, IKEA co-worker

## Phases of the Dela accelerator

### 01 Strategy

The social entrepreneurs (SE) identify the systems change they are aiming towards and develop a strategy to achieve it.

### 02 Summit

A key moment in the Accelerator where all participants come together and transition from strategy to tangible next steps.

### 03 Scoping

The SEs work closely with IKEA co-workers in planning an experimentation project to advance their systems change journey.

### 04 Experimentation

The SEs experiment with an element of their strategy, with the support of an expert team of IKEA co-workers.

## Learn more about Dela



Check out this video

[“Addressing global challenges through Systems Change”](#)



Listen to these podcast episodes:

[“Diversity and Inclusion”](#)  
[“Reliable Weather Forecasting”](#)



Read more

[“Have you ever felt like a square peg trying to fit into a round hole?”](#)



Ashoka and IKEA Social Entrepreneurship co-creating a global programme



[Visit the Dela programme website](#)