



Little Sun



PRESS RELEASE

7 June 2018  
Älmhult, Sweden

**Social business Little Sun launches sustainable living collaboration with IKEA to raise awareness for energy access for all**

**More than one billion people around the world live without access to electricity today. Many of them also lack easy access to clean water and reliable communications services. Teaming up with the world's largest furniture retailer, Little Sun hopes to raise awareness about these issues and to share the potential of off-the-grid solutions and renewable energy with IKEA customers, making everyday life more sustainable.**

Without access to a vital resource such as energy, the structure of entire communities can be adversely affected. Education levels drop, as children cannot study after sunset. Working hours are limited to the daytime, while there's still daylight, and income is subsequently reduced. Medical care, such as delivering babies after dark, becomes more dangerous to provide. By collaborating with IKEA, Little Sun wants to inspire and explore new ways to harness the power of the sun through intelligent and creative design. The collaboration aims at bringing this shared knowledge to IKEA customers, introducing them to portable solar lighting and other off-grid solutions whilst raising awareness for the global need for energy access for all.

"Little Sun makes solar energy tangible and your world a little bit more sustainable. We are excited to collaborate with IKEA, raising awareness for energy access and the need for global togetherness. Together, we want to connect the world by sharing the power of the sun with everyone", says Olafur Eliasson, Founder of Little Sun.

IKEA is joining Little Sun in its mission of sustainable energy solutions to discuss the importance of energy access as well as clean water and communication tools – learning from the challenges faced by people living off the grid and from the experts committed to creating off-grid solutions with the best technology available.

"By democratising great things, we can give many people access to products that make everyday life better, supporting and encouraging independent living. If we can create good, democratic design solutions, then living off the grid can become sustainable, low-cost, and provide independence", says Marcus Engman, Head of Design at IKEA Range and Supply.

Together, IKEA and Little Sun want to create a series of sustainable off-the-grid tools for everyday life. Both beautiful and functional, they will be the perfect introduction to renewable energy and strengthen an independent, conscientious lifestyle.

#### **ABOUT IKEA RANGE & SUPPLY**

IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks. IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply, have the responsibility to develop, design, produce, and supply IKEA stores around the world with home furnishing solutions. Each year, IKEA Range & Supply introduces 2,000 new products to IKEA stores. The total range comprises almost 10,000 products.

#### **ABOUT LITTLE SUN**

Little Sun is a global project and social business that connects the world by sharing the sustainable energy of the sun. Launched by artist Olafur Eliasson and engineer Frederik Ottesen, Little Sun puts the power of the sun in the palm of your hand – creating safe, convenient, sustainable light and energy solutions you can take with you wherever you go. Every Little Sun product sold brings clean, reliable, affordable light to people living in areas without electricity, where Little Sun works with sales agents on the ground to strengthen local communities from the inside. [www.littlesun.com](http://www.littlesun.com)

Press contacts: Rabea Koss and Romane Guégan [press@littlesun.com](mailto:press@littlesun.com)