Next Speaker

Ms Therese Frykstrand
Operations Manager
Yalla Trappan
Sweden
Yalla Trappan

- A Work Integration Social Enterprise
A women’s cooperative

• Run by a non-profit organisation
• Characterized by participation and empowerment
• Benefits for individuals are more important than profit
• Social benefits

“In Rosengård there is a need for mothers who thrive, feel good, and earn their own money. There is a need for new workplaces which are not driven only by profit. Where there is room for participation, engagement, community work, and democracy.”

Christina Merker-Siesjö, chairperson of Yalla Trappan
Yalla Trappan’s target group

Primarily residents in Rosengård, Malmö who:

• Lack professional experience and training from both Sweden and their home countries
• Are not proficient in the Swedish language
• Stand completely outside of the labour market
• Have lived in Sweden for many years
• Have recurring sick-leaves
Self-strengthening collaboration and education

• Participation in democratic processes and collaborative work
• Shared entrepreneurship through the non-profit association Yalla Trappan
• Interaction with stakeholders in the neighborhood
• Training in Swedish
• Further training in the various tasks
Positive outcomes - Yalla Trappan I

- Low self-esteem ➔ Occupational pride and dignity
- Reliance on allowances ➔ Earning real wages
- Long-term sick leave ➔ Only short time leave
- Dependence on medication ➔ Decreased usage of medications
- Few social contacts ➔ Numerous and different contacts
- Illness ➔ Good health
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<th>Positive outcomes - Yalla Trappan II.</th>
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<tr>
<td>Anonymous</td>
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<td>Weak position at home</td>
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<td>Loneliness</td>
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<td>Powerless</td>
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<td>Within Rosengård</td>
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<td>A feeling of no value</td>
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Yalla Trappans’ commercial branches

- Café, catering, lunch, marmelade
- Studio
- Cleaning- and konference service
- 2 books on Yalla trappan sold
- Study visits, education, guided tours etc.
Work structure

- **Kitchen:** 6 employees, interns
- **Studio:** 6 employees, interns
- **Cleaning:** 6 employees, interns
- **Office:** 4 employees, interns

- **Education:** Y-allas road to work 3 employees
- **Extended board meeting for all co-workers of Yalla Trappan**
- **Work supervisor**
- **Board of directors Chairperson**
Studio

• Orientation- Recycling and Sustainability
• Mission for designers and private entrepreneurs
• Major clients: IKEA, Green Furniture, Malmö City Library

• Unic agreement with IKEA
Lunch service, catering och marmelade

- Lunch service every weekday
- Middle-eastern inspired menu
- Catering for both large and small events
- Marmelade production
Cleaning and conference service

- Cleaning assignments with companies, administrations and organizations
- Office cleaning
- Around 10 clients including Malmö Municipality, cinemas, educational institutions, and private enterprises.
Developmental projects

- Y-allas road to work (in cooperation with Malmö municipality and public employment services)

- The ESF-project Yallas Ambassadors – staff inspires and informs about social enterprises

- More Yalla in Skåne (ABF Malmö and The Social Investment Fund in Region Skåne)

- More business likeness for Yalla Trappan (Vinnova)
Thank You!

Phone: 040-21 86 30  
Email: kontor@yallatrappan.se  
Web: www.yallatrappan.se