

Clas Ohlson strengthens commitment to children's rights - new partnership with World Childhood Foundation

Clas Ohlson is proud to announce that it has entered into a strategic partnership with World Childhood Foundation (Childhood). Childhood identifies and supports local projects that work to prevent sexual abuse, exploitation and violence towards children.

“Children’s rights are, and has been for a long time, a prioritized area in our sustainability agenda. Therefore, we are proud to now being a part of Childhood’s important work to prevent children from becoming the victim of violence and sexual abuse,” says Tina Englyst, Head of Legal and Sustainability at Clas Ohlson.

Childhood was founded in 1999 by H.M. Queen Silvia of Sweden to safeguard the right of the child to a safe and loving childhood, and to work in particular to improve the living conditions for children at risk of becoming victims of violence or sexual abuse. It now has operations in 14 countries.

Besides financial support, the partnership will entail the opportunity for Clas Ohlson’s co-workers in the Nordics to undergo a voluntary training in how to prevent violence and sexual abuse against children by being a trustworthy adult, and all employees will be invited to gain a deeper understanding of the topic. Clas Ohlson’s customers will also be able to support the work of Childhood by purchasing exclusive Childhood branded products in the autumn.

Clas Ohlson also has an ongoing partnership with Save the Children.

“Our collaboration with Childhood is a complement to our cooperation with Save the Children. The work that we do with Save the Children is primarily focused on improving the conditions for the migrant worker’s children in China while our collaboration with Childhood will be focused on children’s rights in the Nordics,” says Tina Englyst.

Read more about World Childhood Foundation [here](#).

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Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com to read about our passion for simplifying life in all kinds of homes.