

AIDA IMPACT

Olivia Heinonen



Jewellery art

Integration through jewellery making

- Founded by jewellery maker Elina Siira in 2018
- The company was founded during a time when the rates of immigrants in Finland were on the rise and at the same time so was unemployment, especially among immigrant women / mothers
- Many artisan immigrants moving to Finland have a hard time finding a job in their field due the language barrier, technical (different methods and tools) and high education requirements
- Elina wanted to celebrate their craftsmanship and especially give immigrant mothers a chance to a better life in Finland and at the same time a gradual integration into the Finnish society
- AIDA currently employs 30 women, most of whom are immigrants
- AIDA also hires those without jewellery making background
- Recruiting though the help of various Startup Refugees in Finland



“I wanted to do something, no matter how small, that would somehow address this problem. I wanted to combine my love for making jewellery, motherhood, my business background and my hope to make positive social impact. AIDA was born.”

Elina Siira

AIDA Impact x Sustainability

- All AIDA jewellery is made sustainably
- Using natural materials such as silk, recycled silver and gold, shells, freshwater pearls, Akoya pearls and hemp thread
- Focusing on pearls from non-polluted water instead of mined stones, as their ecological footprint is by far smaller
- Limited-edition collections that utilise interesting vintage materials

Here are listed some of our main sources of materials:

Akoya Pearls, Uwajima, Japan

Freshwater Pearls, Zhejiang province, China

Silver and Gold, Baden-Württemberg, Germany

Amulets, Kouvola, Finland

Glass Beads, Murano, Italy

We also use recycled beads as much as possible.

Most of the metal pieces come from RJC certified factory using recycled raw materials.

Workshops / Events

- AIDA Impact frequently organises workshops for jewellery making enthusiast to can make their own jewellery
- Creative collaborations with other Finnish brands for events e.g Pearls and Wine, Pears and Pottery, Marimekko
- AIDA recently started a mentorship programme, for interested women in business and other creative sectors can join and become mentors for immigrant women in Finland
- Aida also strives for inclusivity (which is visible through their marketing), using POC for their marketing



Why AIDA?

Art / Design with a social mission

- Inspired by the vision of **building local social networks, disrupting urban segregation and increasing social participation, cultural awareness, diversity and respect**
- Art with a social mission
- Creating employment opportunities within the art sector
- Encouraging / preserving the know-how of craftsmanship
- Empowering women <3



AIDA strives to make a positive impact on the lives of the members of AIDA community, but also on the future of our society. AIDA's mission is closely connected to many of the SDG's. The most obvious and relevant ones for our work are:

Goal 8: Decent work and economic growth

Goal 10: Reduced Inequality

Goal 5: Gender Equality

Through our work, we strive to have a positive impact also on:

GOAL 9: Industry, Innovation and Infrastructure

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

GOAL 17: Partnerships to achieve the Goal

Problem?

Staying relevant & compatible with other jewellery brands in Finland & making a profit through it all.

- According to Finnish **Me Naiset** Magazine - AIDA impact is listed as one out of 14 well known Finnish Jewellery brands
- Kalevala is currently the leading jewellery brand in Finland (est. 1937)
- New brands are constantly emerging, making it hard for AIDA to stay financially competitive
- AIDA jewellery prices are fairly low, compared to most (need to re-evaluate value?)
- Market / sell in other Nordic countries



AIDA IMPACT



Tilikauden tulos

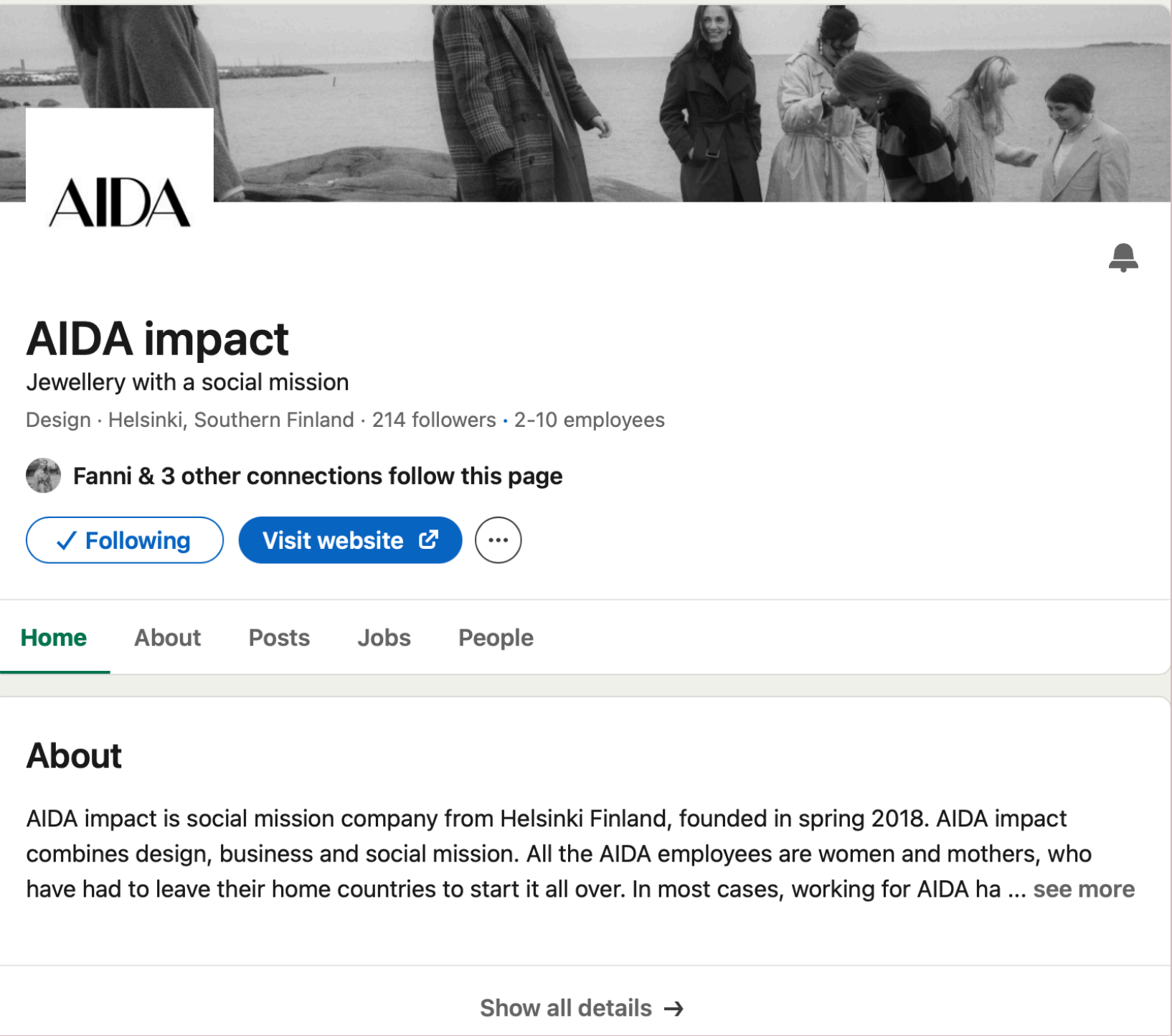
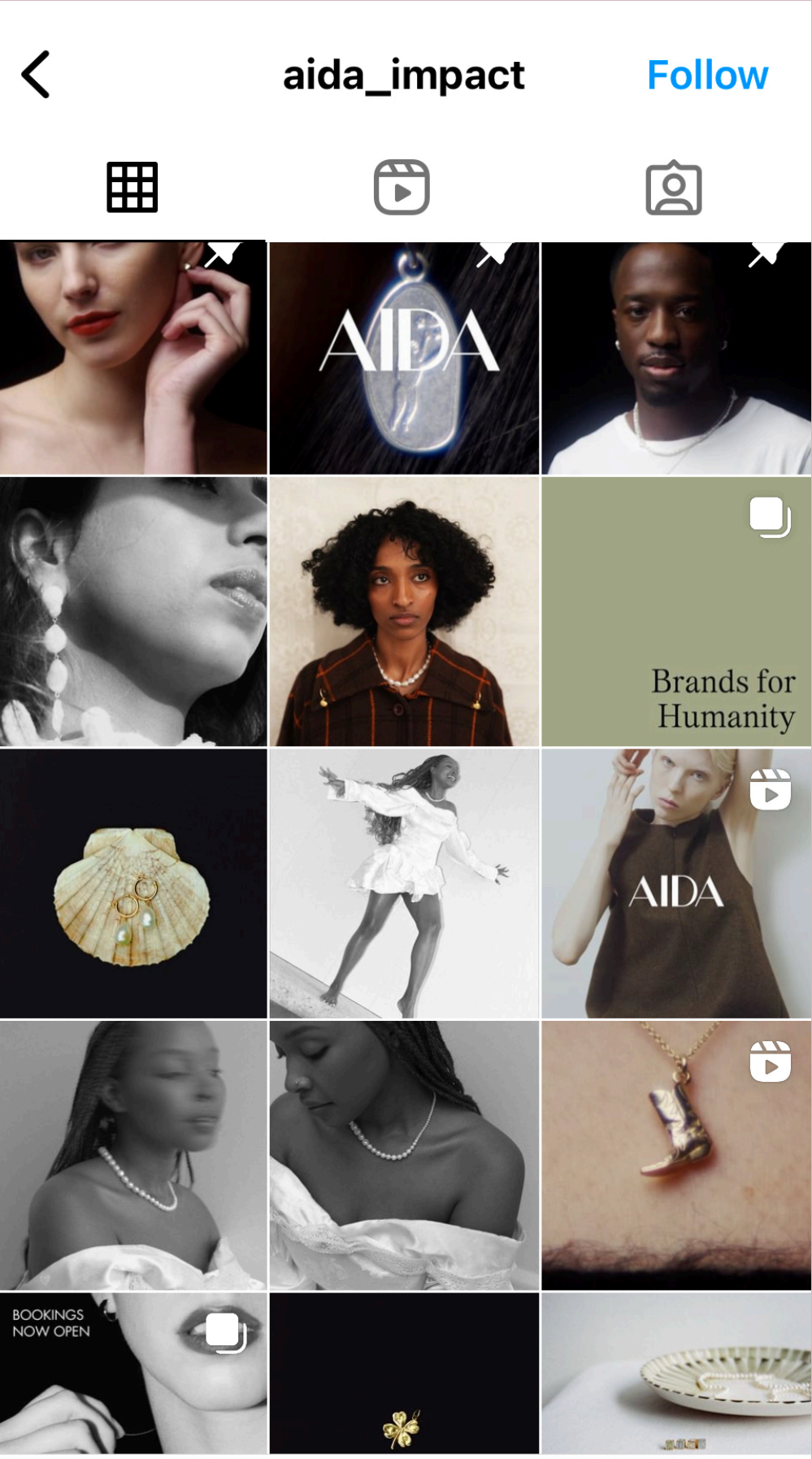
	2020/12	2021/12
Liikevaihto (tuhatta euroa)	119	116
Liikevaihdon muutos %		21,1%
Liiketulos (tuhatta euroa)	26	-8
Käyttökate %	17,8%	-6,9%



Kalevala Korut

Tilikauden tulos		
Avainluvut	03/2019	03/2021
Liikevaihto (EUR)	11,3 milj. €	8,9 milj. €
Liikevaihdon kehitys (%)	-16 %	-23 %
Liikevoitto (EUR)	-2,4 milj. €	82,5 t. €
Tulos ennen veroja (EUR)	-2,4 milj. €	141,1 t. €

Liikevaihto = Turnover



AIDA Impact - The story of Roya and Liliia