



In My Mango Tree

- there are many fruits

We proudly present our

PARTNERS &

Beneficiaries

September 2015

From: *In My Mango Tree Shop*

you can buy hand made products from **Southern Africa** and **Sweden**.

We import directly from partners in Africa, as well as through Non Governmental Organisations (NGO:s) working in Africa.

We also support some projects through other NGO:s, focusing on women and children welfare on one hand, and wildlife and nature conservation in Africa, on the other.

Read more about our Partners (page 4 - 18):

- A´freakin
- Charlotte Nicolin
- Easy Afric Designs
- Fair Monkey
- Frieda Lühl Jewellery
- LalaEish!
- La Maison Afrique Fair Trade
- Minas Chokladstudio
- Mio me Pet Accessories
- OMBA Arts Trust
- Penduka
- uSisi Designs

Read more about our Beneficiaries (page 19 - 21):

- Afrikagrupperna
- African Wildlife Foundation
- Bushtracks Expeditions

Read more about me on page 22!

* **World Fair Trade Organization** (WFTO) is a worldwide organization that regulates fair trade around the world. WFTO is also the only global network whose members represent the Fair Trade chain from production to sales.

In Namibia we work with **Lena Holstermann**, who keeps no less than three labels in her product range.

Read Lena's own story on the next page.

We import directly from **Mio me Pet Accessories**, **LalaEish!** and **A'freakin**.



Photos picturing Lena, A'freakin dress & Pouch and text, courtesy Lena Holstermann. Photos of kids' clothes, dog collar and Worry Muncher by Anna Grönlund.

"Hi there, I'm Lena.

Shortly after my 30th birthday in 2011, I left Germany, where I was born and raised, to work as a teacher in Otavi, a village in northern Namibia. This is where I met my husband Brazil, and we decided to move to the capital in 2013. While struggling to find a job as a teacher (everything happens for a reason!), I was encouraged by several customers to convert my small pet accessory label *Mio* to a full-time business.

I haven't regretted this step ever since. I LOVE what I am doing, though it was extremely tough at times since I had about 100€ to get started.

When renting a stall at the beautiful Namibia Craft Centre, I realized there was a demand for kids' clothes as well. I then started appliquéing shapes of African animals made of the famous Shweshwe material that many women use to make beautiful traditional dresses from, onto clothing and bibs. In May, I added colorful *A'freakin dresses to the product range.



I have some great support in Kristofina, our full-time Oshiwambo-speaking sales lady at the stall in downtown Windhoek, and in Brazil, my husband. He helps me with the book-keeping. I design and manufacture every product myself.

Currently, we are working on expanding our range. We want to create employment opportunities for local people and get some more support in manufacturing Namibian products for our three labels.

We are more than thrilled to get the chance through Anna's wonderful project to distribute our products far, far away in Sweden!"

Charlotte Nicolin

ART INSPIRED BY NATURE



"I have devoted my art to nature for over thirty years and it never ceases to amaze me."



Artist **Charlotte Nicolin's** portrayal of the natural world is a tribute to its beauty but also an effort to shed light on an increasingly fragile ecosystem. Her depiction of animals, plants and sea life is available as original artwork but also through a variety of products. Her cards, signed prints and limited editions on canvas, with motives from the African wildlife, is on offer in the **In My Mango Tree Shop**.

Photo above by Anna Grönlund, other photos and text by Charlotte Nicolin.



EASY AFRIC DESIGNS



Easy Afric Designs is a World Fair Trade* organization based in Kampala, Uganda, creating high quality hand crafted products out of 'BARKCLOTH' a unique International Cultural Heritage fabric, sustainably harvested by hand from the 'Mutuba' tree (Fig tree) in Uganda. Our Vision is to revitalize the Ugandan eco-cultural heritage fabric to sustain livelihoods. We are committed to high standards of relationships, an environment of respect, integrity and honesty, encouraging innovation and excellence, and nurturing a sense of responsibility for humanity and the environment.



Easy Afric Designs was started by **Sarah Nakisanze** in 2004 and is composed of a permanent management team of 11 women and a production team of over 70 women, who have the possibility of working from their homes, enabling them to carry out other duties. The men are involved in the traditional Barkcloth harvesting and making.



Photos and text courtesy of Easy Afric Designs

FAIR MONKEY

- A FAIR DEVOTION



FAIR MONKEY has its origin from the World Fair Trade store in Laholm, Sweden, and it is an economic association formed in 2009. Fair Monkey mainly works with the Mayan women in Guatemala.

Part of Fair Monkey's operations (except for the import and sale) are giving lectures about the Mayan women's situation and what fair trade means to them, and also arranging exhibitions of textile embroidery.



Recently Fair Monkey also started an exchange with uSisi Designs in South Africa, and Easy Afric Designs in Uganda and keep a wholesale stock in Sweden, of some of their products. Selected items are for sale in the *In My Mango Tree Shop*.

Fair Monkey is a member of the World Fair Trade Organization (WFTO)*.

*Blue basket from recycled scoobie-wire and PET-bottles, by **uSisi Designs**, read more on page 16!*



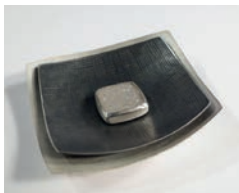
INTRODUCING FRIEDA LÜHL JEWELLERY

The studio **Frieda Lühl Jewellery** stands for handcrafted pieces of jewellery. Most of her pieces are once-offs and occasionally she produces limited ranges. She enjoys working on commissions with a special person in mind and likes the idea that her clients own something unique.



She works in gold and silver which she often oxidise. She likes using precious materials in combination with materials uncommon to jewellery making. Working with all these materials is the most exciting part of the process for Frieda. Simply put - she likes making things!

She grew up on a farm in Namibia and went to school in the capital of the country, Windhoek. After her high school she spent seven years in Germany studying jewellery design and doing her apprenticeship to become a goldsmith. She went back to her home continent Africa and worked a while in Namibia before opening her first own studio in Cape Town, South Africa, in 2004. She has recently (2013) moved back to Namibia, and opened her new studio and showroom in Windhoek, where she also teaches jewellery making hobby classes.



*Photos and text courtesy of
Frieda Lühl*

La Maison Afrique FAIR TRADE

Since the start in 1995, **La Maison Afrique FAIR TRADE** is a non-profit Fair Trade organization that supports and cooperates with artisans on Madagascar. The materials used are local natural or recycled materials. Production is small scale and environmentally friendly. The goods is shipped by sea from Madagascar to Sweden. The artisans are supported with e.g. interest free loans, export management, market information and regular orders within the context of a long term commitment.



A wholesale stock is available in Sweden. The product range includes hats, bags, gifts and interior products.

La Maison Afrique FAIR TRADE is a member of the World Fair Trade Organization*.



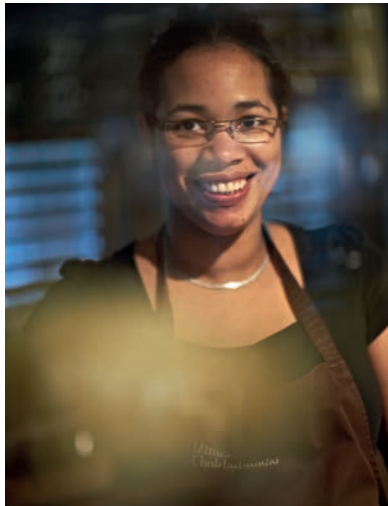
*Photos & text: La Maison Afrique
Photo cyclist: Anna Grönlund*



Minas Chokladstudio

Amina lives a Life of Chocolate! She has many years of experience from the manufacture of artisan chocolates, confectionary, cakes etc.

Her love of chocolate has taken her far, to Mexico and Fiji, where she acquired first hand knowledge of the history, geography and refinement of the Cocoa Bean.



At her studio and shop between Tosteberga and Trolle Ljungby in Skåne, Sweden, Mina offers a wide variety of delicacies, as well as lectures, tastings and chocolate making classes.

Minas Chokladstudio has created a chocolate praline, the Mango Passion, especially for *In My Mango Tree*.



Photo of Amina: Hannah Kompanik, photo of Mango Passion Chocolates & text Anna Grönlund



UNIQUE NAMIBIAN ARTS

OMBA

OMBA's roots go back 25 years when founder **Karin le Roux** developed a range of textiles with a group of unemployed women in a small rural village in the south of Namibia. From humble beginnings, we are today the largest operation in the country marketing Namibian craft exclusively. We partner over 600 producers in ten regions of Namibia and market several ranges of unique Namibian handmade craft.



We are a non-profit Trust, and we are members of the World Fair Trade Organisation *. We think partnerships make the world go round.

OMBA contributes to the success of individuals, the development of communities and ultimately towards real sustainable development in Namibia.



With the exception of the photo of the necklace, by Anna Grönlund, all the photos and text on this, and the next page, courtesy of OMBA Arts Trust.



Our quality products are rooted in culture but always with a contemporary twist. We specialise in baskets, ostrich eggshell jewellery and Bushman contemporary art.

Our range of Ostrich Eggshell Jewellery made by Ju'//hoan bushmen (San), whose ancestors were the original hunter gatherers of southern Africa, has been shown on the ramps at fashion shows and gallery shops abroad. The production of jewellery is the only source of income for these families. The San are the indigenous inhabitants of southern Africa who today are the most marginalised people.

We are passionate about the people we work with. In a country with over 50 % unemployment, our work offers women, in particular (who are largely illiterate), a chance to earn an income.

Training is done in remote villages, under trees, in church halls - wherever we can find some shelter.





PENDUKA.

Penduka is a non-governmental development organisation working with women in Namibia.

Penduka is not dependent on subsidies or donors, and provides work for about 660 women.

Penduka supports nearly a thousand tuberculosis patients in nineteen clinics.

When **Martha Muulyau** was four years old, she was diagnosed with polio. As her back is badly curved due to scoliosis, she has often had to be operated on. Despite these operations, Martha is handicapped. She also wears a pacemaker. In 1992 Martha co-founded Penduka together with **Christien Roos** from the Netherlands.

By purchasing a Penduka product, you do not only have a beautiful and unique product for yourself, but you also contribute towards a better life for women in Namibia, and for their extended families.

At Penduka, women like **Hertha** can develop themselves and break down the negative spiral of poverty. By leaving their role as victim behind and taking control of their own fate. By inspiring each other. By supporting each other. By learning from each other. Penduka believes in bottom-up development. Penduka believes in the women's loyalty. It believes in an egalitarian organisation, in which women decide on their own educational needs.



PENDUKA MEANS WAKE UP!

For **Louisa** and other women it means that they get the opportunity to provide for themselves. They do that by enriching fabric, clothes, table- and bed linen and all sorts of accessories with traditional and personal embroideries.

Penduka's collection is designed and produced using century old craft techniques. By using these techniques the women give their products an authentic and original character. By making these products the women tell a story and they keep their cultural traditions alive!



In Namibia, women like **Cecilia** are hardly educated at all. Penduka believes that women can never be educated enough. It is not only important for earning money, but also for their personal development and independence. It allows them to make their own plans for the future and that is what we call empowerment.

Photos and text courtesy of PENDUKA.

Penduka Embroidery Otjwarongo



Embroidery production gathering, discussions, consultation.



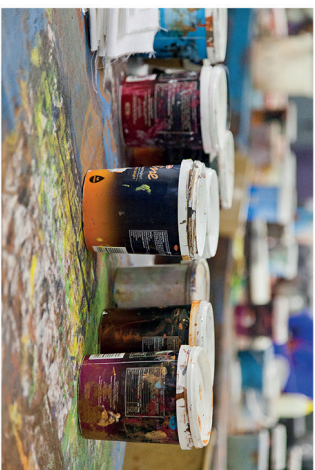
www.penduka.com

photographer - www.wilmawijnen.nl

Perempuan Batik



BATIK PRODUCTION





PURE AFRICAN CREATIVITY

uSisi Designs is a dynamic craft business passionate about employment through exceptional handwork. We produce an exquisite range of fashion accessories, homeware and decorations made by the hands of South African women.

uSisi Designs is a member of the World Fair Trade Organization (WTO) *.

The idea for uSisi (which means “sisters” in Zulu) Designs originated during the 1980s in the old South Africa of apartheid and forced resettlement areas. The group’s founder, Stella Pretorius, worked with children suffering from disabilities, but found that most were also experiencing severe malnutrition, as their parents could not provide for them. She decided to launch a series of income generating activities for these parents. In 2004, uSisi was the latest such project aimed at giving disadvantaged South Africans a means to support themselves and their families.

Currently 40 women from different cultural backgrounds work together to craft the groups’ innovative products. The artisans come into the workshop once or twice a week where they receive their raw materials and instructions. To perform the craft work, they return to their homes, where they can look after their children and households and save money by not traveling every day.

At uSisi Designs we want to leave behind a cleaner world, and a passion to keep it that way for the future generations, by recycling, redesigning, educating and inspiring people to do the same. What are you leaving behind?



Photos & text: u Sisi Designs

Afrika GRUPPERNA is a Swedish non-governmental organisation (NGO) which for 40 years has been active to change the lives of individuals in Africa by fighting the roots of poverty and injustice.



The "Afrika Groups" of Sweden is mainly active in Angola, Mocambique, Namibia, South Africa and Zimbabwe, but also supports projects elsewhere in Africa.



In **My Mango Tree** currently supports two projects in Namibia:

LEGAL ASSISTANCE CENTRE (LAC)

LAC is an NGO and a legal centre which has been fighting for human rights in Namibia since 1988.

Pressing issues and legal assistance may concern HIV, equality, land dispute, environment and local self governance.

NAMIBIA PLANNED PARENTHOOD ASSOCIATION (NAPPA)

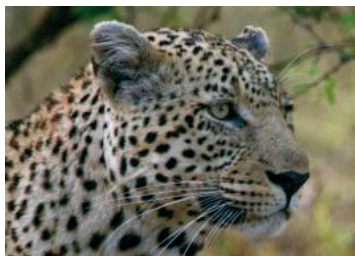
NAPPA works to promote the sexual and reproductive health and rights of youths, mainly 10-24 years. This is otherwise a marginalised group in Namibia. The 7 clinics, one mobile, are the only ones of its kind in the country.



Photos: Afrika Grupperna. Text: Anna Grönlund.



AFRICAN WILDLIFE FOUNDATION®



The ***African Wildlife Foundation*** (AWF), together with the people of Africa, works to ensure the wildlife and wild lands of Africa will endure forever.

The organization was founded in 1961, and has since start worked to protect endangered species and land, and to promote conservation enterprises that benefit and empower local African communities.

AWF is involved in many projects on the African continent, and *In My Mango Tree* is currently supporting one of them in particular, the **Limpopo Leopard Conservation Project**.

Led by researcher Nakedi Maputla the project studies the great cats and shapes conservation strategies to protect their populations and the habitats that support them. Through the use of camera traps and other techniques, the project documents leopard behavior and populations.

It also provides further opportunities for African researchers and students to get involved in conservation—an initiative that will be critical to the long-term success of wildlife conservation in Africa.

Photos: African Wildlife Foundation

Text: African Wildlife Foundation & Anna Grönlund



The Tett Family, 6th generation in Africa.

For more than 20 years **Bushtracks EXPEDITIONS** has offered personalised travel and safaris in Africa.

If you want to come close to African wildlife, and at the same time help local communities and the work with conservation, you should choose your travelling company with great care.



Bushtracks Expeditions is a good alternative (although of course not the only one!, if you want a trip tailor made to your budget, time and interests, and at the same time make use of a deep knowledge and interest in the environment, wildlife and traditional culture of southern Africa.

At www.bushtracks.com you can find a Trip Builder Tool and much more.

Please note that Bushtracks Expeditions is neither an actual partner or beneficiary of *In My Mango Tree*'s, nor do we receive any commission whatsoever from the business. We simply have a soft spot for them.

*Photos: Bushtracks Expeditions
Text: Anna Grönlund*

My name is **Anna Grönlund** and I started *In My Mango Tree* in 2015.

I did this with the purpose of bringing new energy into my own life, and to be able to support my children in Sweden and Zimbabwe - but also to engage, and even challenge, people to meet one another.

In my experience you and I have much more in common than we are led to believe, or perhaps want to acknowledge.



The differences between myself and a woman living in southern Africa are skin-deep, while the similarities are soul-deep. When I leave this life, what can I carry and what do I leave behind? Perhaps the moments I have shared with you, and the hearts I have opened. If we are the same - how can I not help you, how can I look away? What is my mission?

I present a real Swedish "smorgasbord" to you, a colourful collection of marvellous people - for you to get to know! Yes, come and meet my partners and beneficiaries, so talented, hard-working and innovative that I feel privileged just to walk in their shadows.

Please climb up my tree and find your own fruit!



Photo: Mona Bengtsson

Shop on-line at:
shop.inmymangotree.com

Do you want to shop off-line, have a home party, private show, a lecture or presentation - or just a look?

Do you want to partner?

Contact us:
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WELCOME!

