Impactful crafts made by
people forced to flee
The
able*

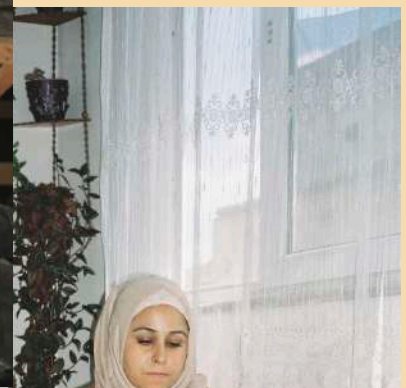
Kirstine Kruse, 31 years old, living in Copenhagen

Sociologist from University of Copenhagen

Worked as a Analytics Consultant and as Project Manager in different NGOs

Lived in Lebanon and Greece while working in different contexts with displaced people

Founded The –able in 2022



Millions of people lose their live–lihoods when they are forced to leave their homes and countries. But they bring their **knowledge, skills, and dreams** with them.

Our mission is to give internally displaced persons and refugees the **opportunity to have dignified and meaningful jobs** and to revive their craft traditions

The —able*

We enter into collaborations **directly** with artisans and local NGOs. This ensures that **all profits go directly to the people who produce the crafts**.

It's about more than the financial support. It is about **changing the narrative**, supporting **equal access to the global economic market**, and creating **ethically and sustainably produced** gifts in a world full of overconsumption.

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April 2022

Lebanon and Greece visits

June 2022

First sales, markets, SoMe

August 2022

First sales agreements with companies

Oct–Dec 2022

Christmas markets, Corporate sales

Jan–June 2023

New product development and partnerships , 2nd visits to Greece and Lebanon + 1st to Italy

July 2023

Webpage development, 1st photoshoot

August–September 2023

2nd round company sales and 3rd round visits

Oct–Dec 2023

Christmas Markets

April 2024

Quit full time job

May 2024

Accelerator programme – assessment of business model, budget, strategy

Learnings so far

– Minimum viable product worked well.

– Network is EVERYTHING. All first sales through my network.

– Financial freedom can prevent burnout.

– There's more 'help' out there if you research it.

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For virksomheder
For privatpersoner
Om
Kontakt
Køb bæredygtigt og etisk produceret kunsthåndværk af mennesker ramt af konflikt i deres hjemland
For virksomheder
For privatpersoner

Eid Mubarak
عيد مبارك
Our very first
Photoshoot

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