



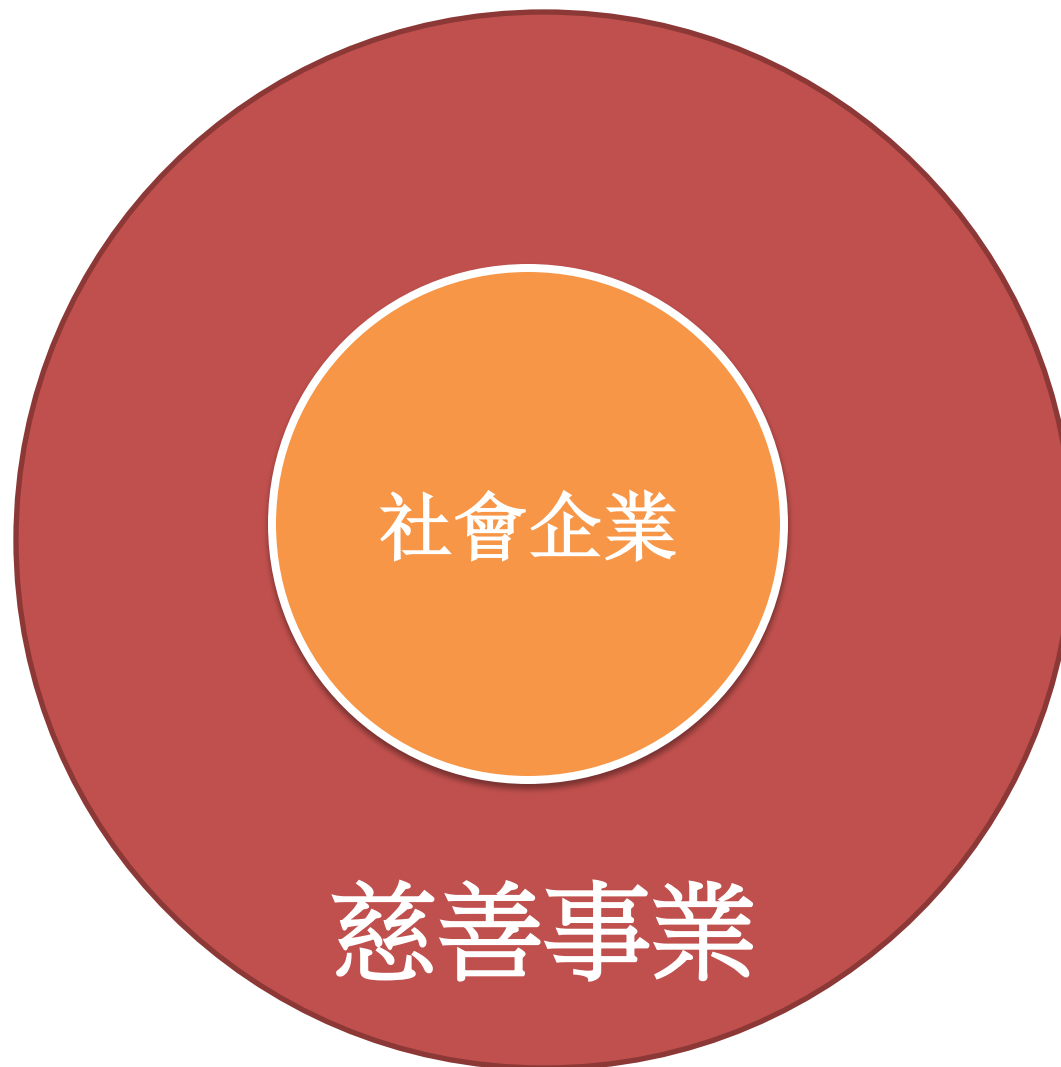
SHOKay



社會企業的定義

- 社會企業是一個近幾年成為熱門話題的新流行詞。在某種程度上，這是一個銜接傳統對立的兩個行業：私營企業和公營企業。
- 許多大型企業開始研討如何通過企業社會責任（**CSR**）對社會作出適當的貢獻。另一方面,公共事業正試圖在如何在他們的經營模式中註入更多的商業紀律,並正在尋找比較可持續性的資金來源。
- 從而社會企業成為另一種解決方案。社會企業目前有許多不同的定義。**Skoll Foundation**定義社會企業為“企業以滿足社會需求而在市場生存. 他們帶來的人民和社區的力量，並提供機會，為經濟和社會發展.”
（ “businesses that trade in the market in order to fulfill social aims. They bring people and communities together and provide the opportunity for economic and social development.” ）
- 我們強調社會企業是以盈利為目的的,但不是利潤最大化。社會企業以更創新的方式解決傳統的社會問題。

社會企業的發展





慈善的由來

Originated from Aeschylus, an Ancient Greek Playright (460BC)

In the myth, Prometheus, out of philanthropos... gifts mankind two gifts: “火” & “盲目的希望.”

Φιλάνθρωπος

philos (loving, caring for, nourishing) + anthropos
(humankind, humanity)

philanthropy

火，象徵著所有的知識，藝術，科學，技術和實用技能
一切，構成文明



更多的現代詮釋

“Private initiatives for the public good”

私人的倡議，為公眾利益
- *John W. Gardner*

“Voluntary action for the public good”

自願為公益行動
- *Robert Payton*

“Private giving of time or valuables...for public purposes”

私人捐贈的時間為公共目的
- *Lester Salamon*

“The aim of philanthropy...is improvement in the quality of human life”

慈善事業的目標...是改善人類生活質量
- *Robert Bremner*

Philanthropy (慈善)

private initiatives for public good

私人的行動，為了公共的利益

Business (企業)

private initiatives for private good

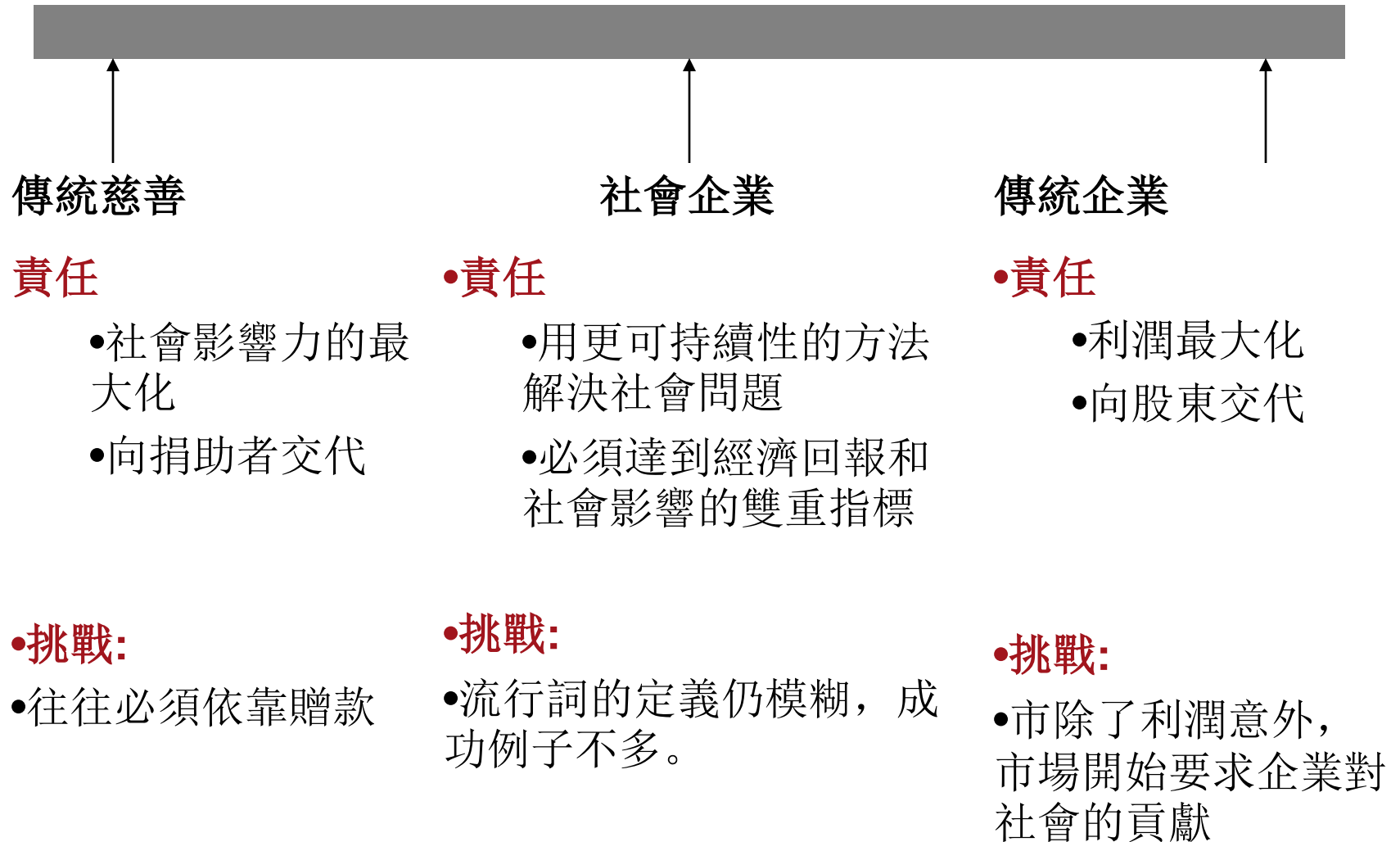
私人的行動，為了私人的利益

Government (政府)

public initiatives for public good

公共的的行動，為了公共的的利益

社會企業的定位





Need & Solution

Development Need



Across the plateau, herders have **an annual income of 1200 RMB (US\$177)**. They live on subsistence farming with limited cash income

Resources (Yak)



However, herders have abundant resources – **YAKS**. Yak down can be used to produce luxury textiles

Solution (Shokay)



Shokay is a **socially responsible lifestyle brand** that sources yak fiber directly from the herders to produce well-designed and high quality products. Our yak products are the best in the market

Consumer Need



Consumers are looking for **well-designed, socially responsible products** but they have very few choices



Shokay's Value Chain

1. Herders

SHOKAY buys yak down directly from Tibetan herders in the Qinghai region.



2. Combers & Spinners

Raw yak fiber is outsourced to combers and spinners in other parts of China to clean, dye, and spin hair into fine yarns.



3. Knitters & Weavers

Yarns are sent to our hand knitting base in Chongming or other factories (for machine knit/woven items) to produce into finished products.



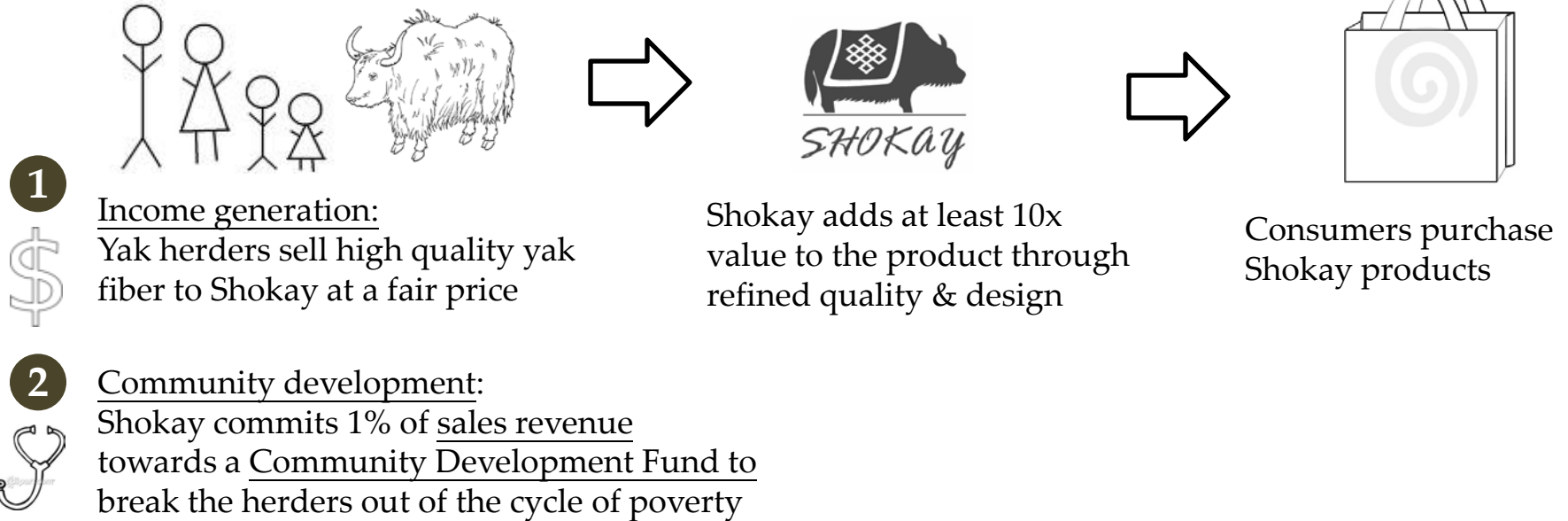
4. Distributors Wholesalers

Shokay sells the finished products directly through its own channels, but also through distributors and wholesalers to sell products all over the world.

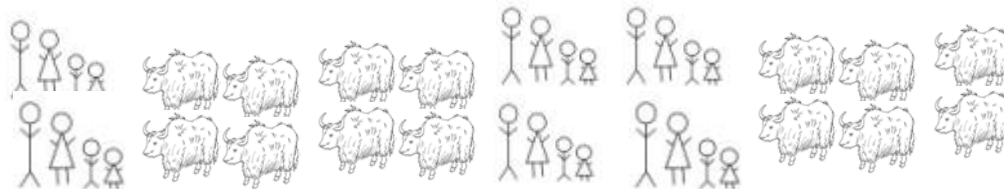




Shokay seek to empower Yak communities through income generation and social programming



Through this process, Shokay revolutionizes the yak fiber industry by increasing the value of the raw material, thus benefiting more herders across the plateau



Press and Recognition

























YAK

Fabric made from yak down has more lustre than wool, handles well and provides excellent heat insulation. Down fibre diameter: 15-22 microns

牦牛绒

用牦牛绒编织成的纺织品比起羊毛更具有光泽，更好的手感和出色的保暖性。牦牛绒的直径在15-22microns之间

x600

www.naturalfibres2009.org

CNR-ISMAR, Biella, Italy













► AC-HT-RS



► AC-MT-RS



**RIB AND STITCH
HOOD/SCARF**
100% YAK



► AC-HT-PW



► AC-HT-TF



► AC-SH-TF



**KNOT OF ETERNITY
HAT**
100% YAK



► AC-SH-KE



**KNOT OF ETERNITY
CAPE**
100% YAK







corissa in tea time scarf



loran in sereno scarf



stephie in libro infinity scarf



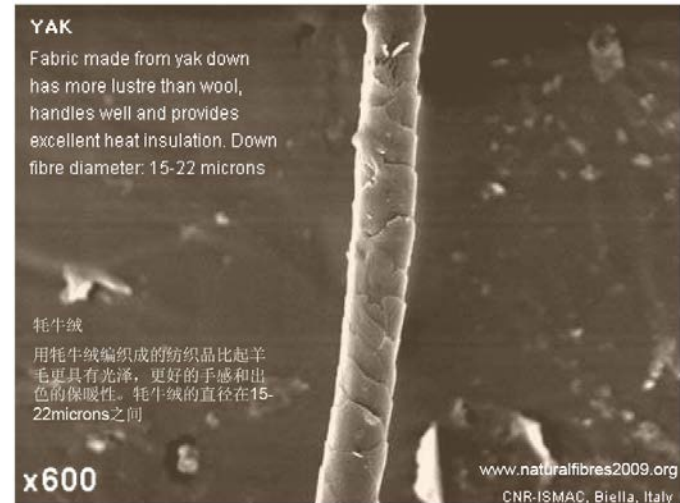


Properties of Yak Fiber

Yak down is a luxury fiber that is relatively unknown to the fashion world.

International fiber experts claim that yak down rivals the softness of cashmere, alpaca, and qiviut (source: Time Magazine, April 2007).

Each yak produces about 100g of fine downy fiber. The average fineness of down from an adult yak is 18-20 microns, while the length is around 30-40 mm. Yaks that live in higher altitudes have finer fiber. The most common natural color of the yak is a dark chocolate brown, but can also be found in white, tan, and grey. Unlike wool, the scales of yak fiber are in a waved mosaic pattern, resulting in a very smooth fiber that does not itch.





Our Communities



Challenge:

In the Hei Ma He Township in Qinghai Province, families struggle to survive with an annual per capita income of only RMB 1200 and limited access to decent education, infrastructure, and healthcare. They live in very basic conditions due to lack of market access

Resource:

Each family has on average 30-40 yaks



Chongming Island, located next to Shanghai, is China's third largest island. It is largely agricultural. Most of Chongming's working population actually resides in Shanghai, where there are more job opportunities

Knitting provides women in rural areas the opportunity to earn additional income with flexible work hours so they can still attend to their household responsibilities



Shokay products around the world

Shokay products are distributed and carried in 100+ shops around the world

- China (Hong Kong)
- Europe
 - France
 - Belgium
 - Finland
 - Netherlands
 - United Kingdom
 - Switzerland
- USA
- Australia
- Japan





Community Development: Women's Health Training





Adopt a Wheel Program



1 wheel:

\$3,500

Goal

12 wheels



Income Generation: Handspin Yarns



Income Generation: Fiber Sourcing











Back to the Roots

philanthropy

philos +anthropos

philos = loving, caring for, nourishing
anthropos = humankind, humanity

[GIFT]


fire + blind optimism











i was given much
therefore i need &
want to give even
more!





Shokay Stores in Shanghai

Flagship

Taikang Lu Lane 274 #9,
Shanghai, China

上海市泰康路274弄9号（前门）

Tel: 021-5466 0907

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