

MADE51 Intro

Bringing refugee
craftsmanship to
the world



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 **MADE51**

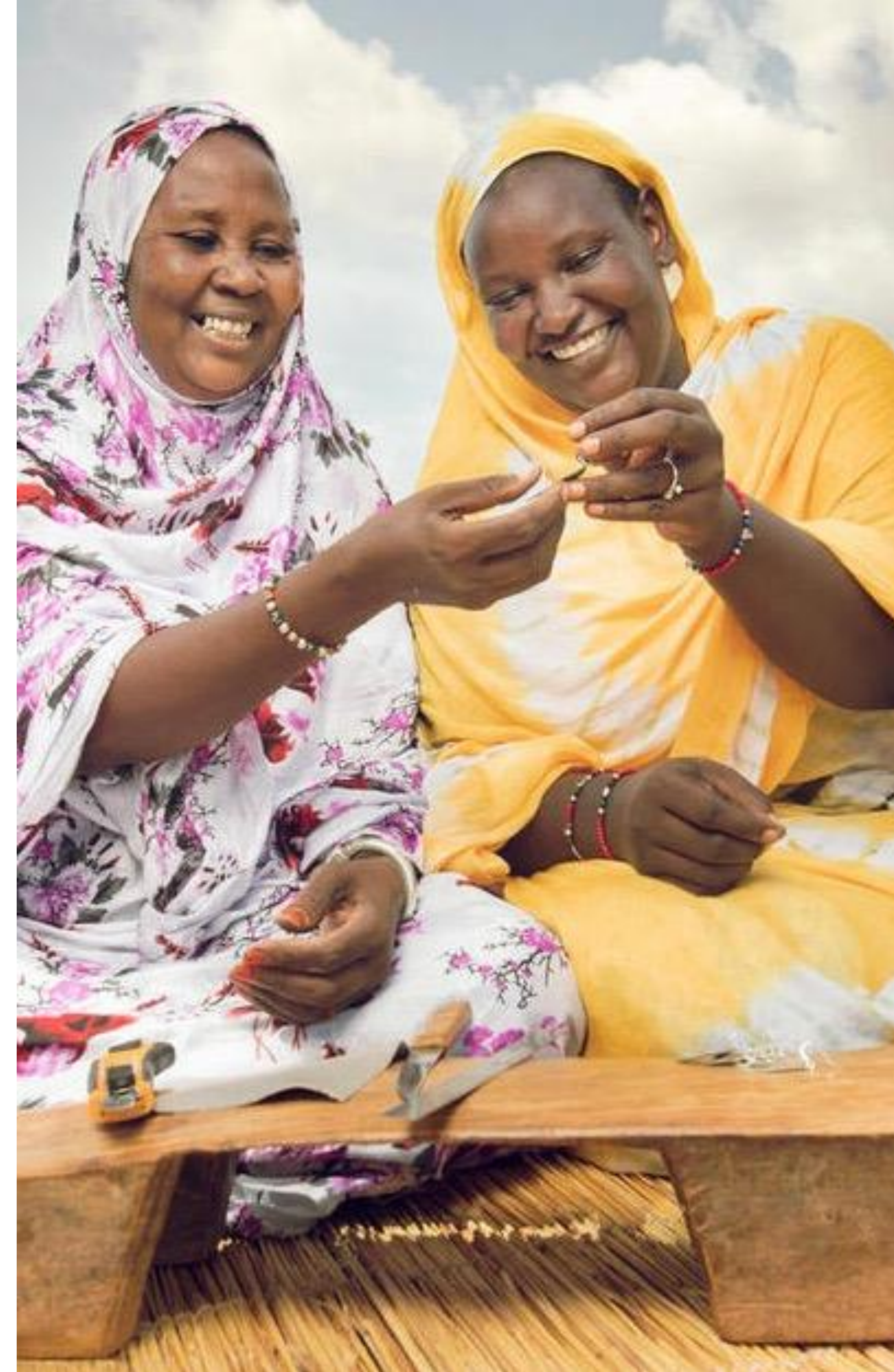


MADE POSSIBLE BY
UNHCR
The UN Refugee Agency

About

MADE51 is **the world's first ecosystem** that delivers a viable **route to market for refugee-made products**, enabling inclusion of refugees in the creative economy.

MADE51 is made possible by UNHCR, the UN Refugee Agency and an ecosystem of partners.



Goals



Uplifting refugees via income, skills and linkages



Revealing refugees as talented contributors



Building partnerships for inclusion



Keeping cultural traditions alive



Boosting host economies



Bringing unique goods to global markets



Key facts

- Established in 2018 as a scalable model
- MADE51 brand trademarked to UNHCR
- Fair Trade, ethical model with partners vetted through the World Fair Trade Organization
- Active in 23 refugee-hosting countries
- Working with 84 refugee artisan groups, 3300+ artisans, 94% women



Background

The refugee crisis

120+ million
forcibly displaced
people worldwide

On average,
refugees live in
displacement for
15-25 years

Displacement has doubled in a decade and funding isn't keeping pace. Refugees need access to decent work to become self-reliant.

UNHCR is working to drive economic inclusion of refugees

**By creating access to jobs, education,
and financial resources, fostering
sustainable livelihoods for refugees**

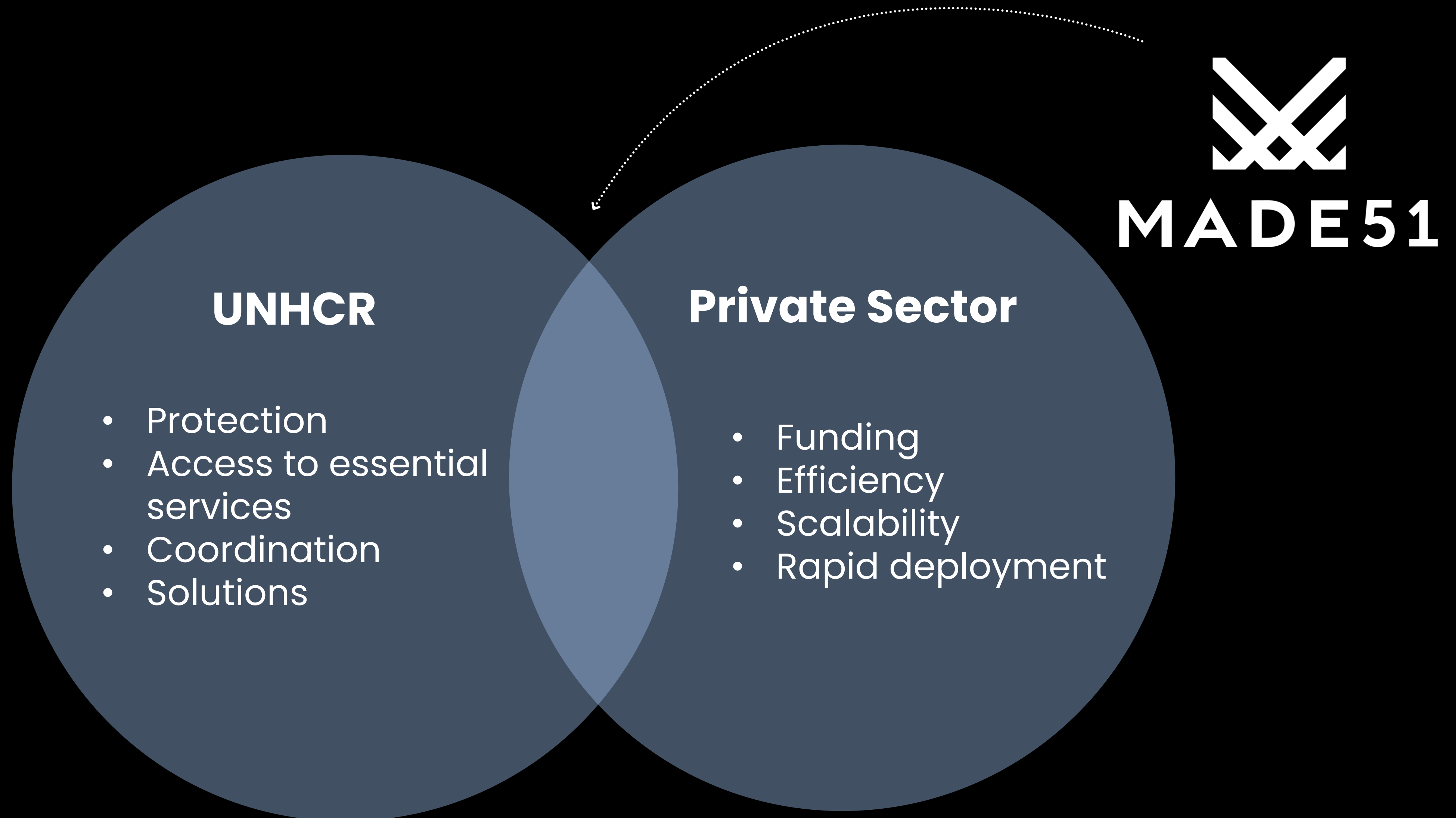
- In collaboration with the private sector
- In partnership with the World Bank, IFC and other development actors

**And, by leveraging the existing skills
and heritage that refugees possess**

Potential of the creative economy

- Artisan sector is worth est. \$830 billion and growing
- 2nd largest source of employment in LMICs where 83% of refugees are hosted
- Skills-based & therefore more easily accessible to refugees
- Works particularly well for displaced women
- Psycho-social and community benefits for refugees
- Estimated 3.6M refugees possess artisanal skills

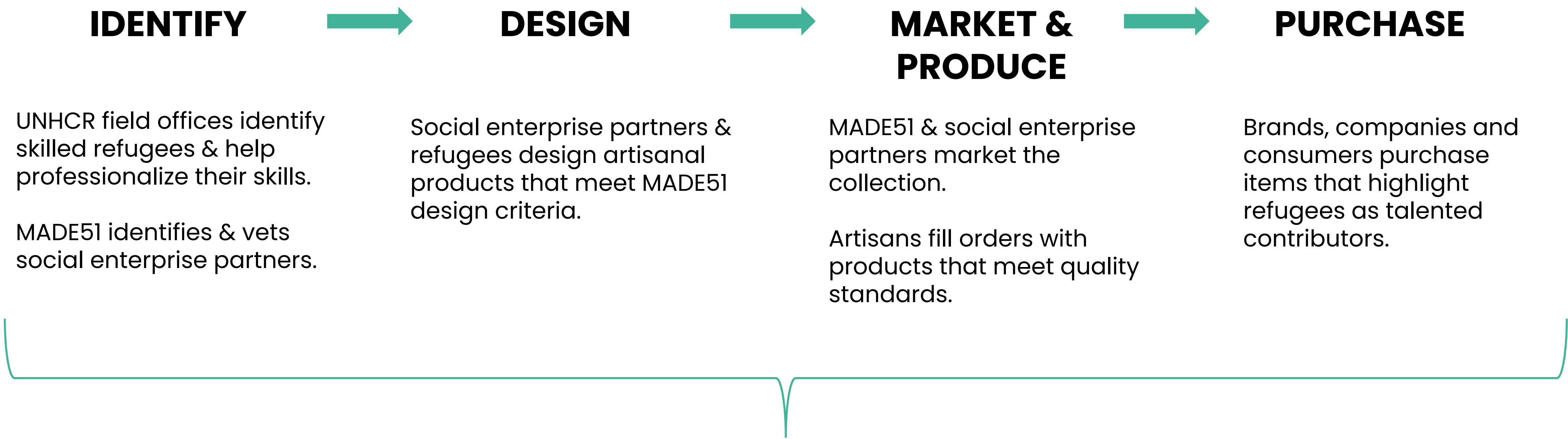
MADE51 is taking the **best of two worlds**



An innovative model

The MADE51 model

Enabling refugees to earn a fair wage from their heritage and skills



UNHCR & WFTO ensure refugee protection & ethical compliance of social enterprise partners



The MADE51 ecosystem

UNHCR's role is coordination of stakeholder inputs and MADE51 model facilitation.

Refugee artisans

- Work as part of a group that co-designs and produces handmade items
- Participate in advocacy through storytelling
- Revive culture

WFTO

- Verification & onboarding of social enterprise partners
- Fair trade compliance
- Technical support to social enterprises

Social Enterprise Network

- 35+ in 23 countries
- Work directly with refugees
- Handle orders, production and inbound logistics
- Serve as local advocates of refugee inclusion

Commercial & Fulfillment Partners

- Commercial partner, Rice HK, manages outbound logistics & global fulfillment from Hong Kong
- Subcontracts fulfillment for EU, USA

Strategic Partners

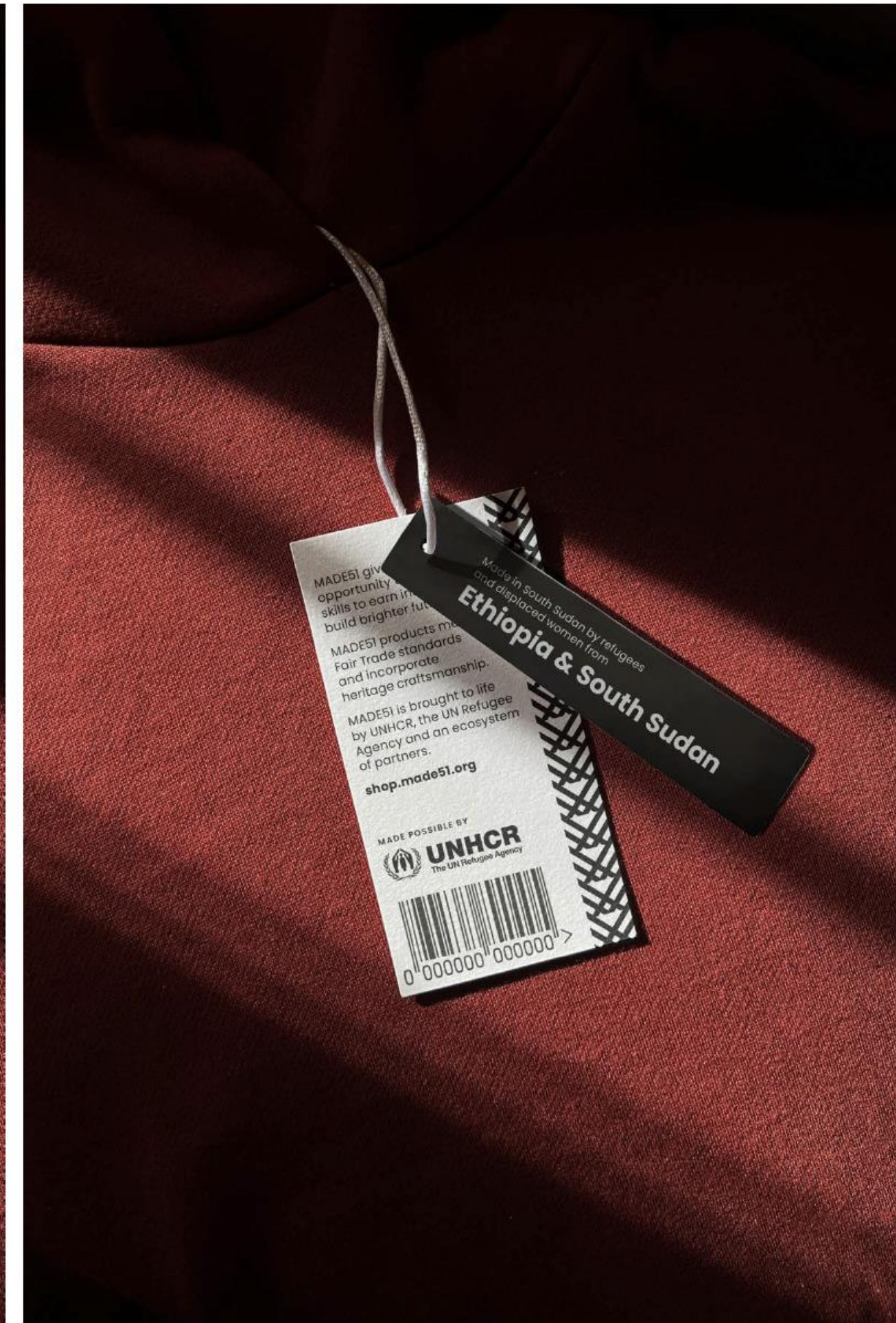
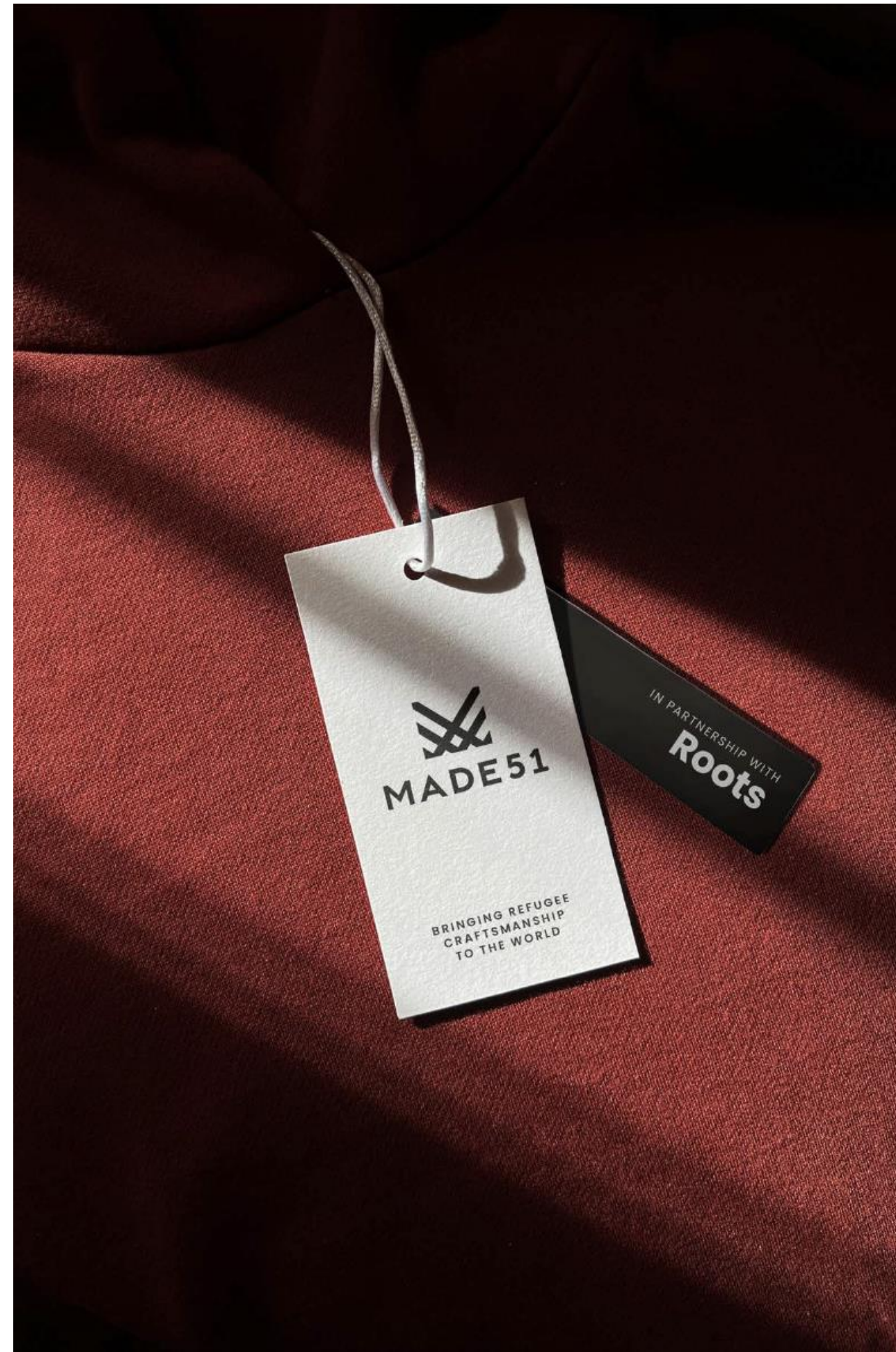
- Technical & sectoral expertise delivered to enable growth and scale
- eg. legal, fair pay, comms & branding, business management and retail / trade



The MADE51 label

The MADE51 Product Label designates the product as “refugee-made and produced under Fair Trade conditions with protection assurance from UNHCR”.

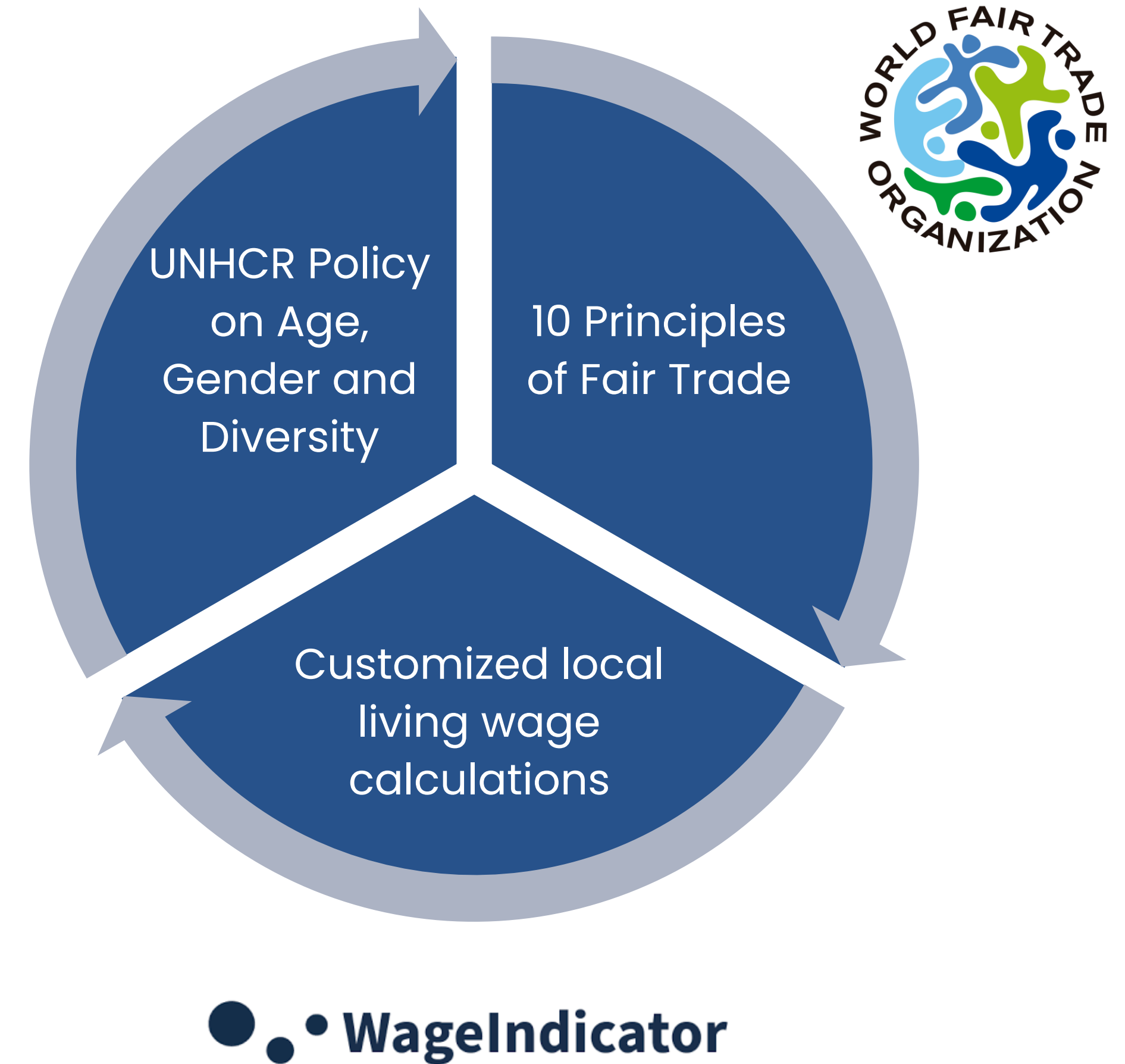
All products that carry the brand have been formally reviewed and found to meet MADE51 design criteria & ethical requirements



Fair Trade and protection framework

The MADE51 model is designed to ensure refugee protection and Fair Trade production.

The Fair Trade and Protection framework is delivered in collaboration with WFTO, with support from WageIndicator.



MADE51's unique value proposition



Ethical compliance

Our model allows buyers to source in confidence.



Heritage craftsmanship

All products must meet design criteria that includes use of cultural skills, materials or symbols.



Powerful storytelling

Behind every product is an individual with a moving story. Through MADE51, refugees can tell their stories.



Meaningful collaboration

Companies can collaborate with UNHCR in MADE51 and become part of the solution to the refugee crisis.



Artisans, skillsets & products

Where MADE51 artisans live & work

- Hosted in 23 countries
- 11 countries of origin
- 94% women
- Enables refugees, Internally Displaced Persons and host community members to work together
- Refugees live in a mix of settings: camps, rural settlements and urban centers
- Work takes place in a variety of settings: home-based, workshops, community centers



Artisan origins & skillsets

1. **Afghanistan:** embroidery, crochet, glassware
2. **Burundi & DR Congo:** basketry, carving
3. **Mali:** leathersmithing, metalwork, weaving



Artisan origins & skillsets

4. **Myanmar:** weaving

5. **Sudan, South Sudan & Ethiopia:** beading, embroidery

6. **Syria:** embroidery, crochet



Product categories

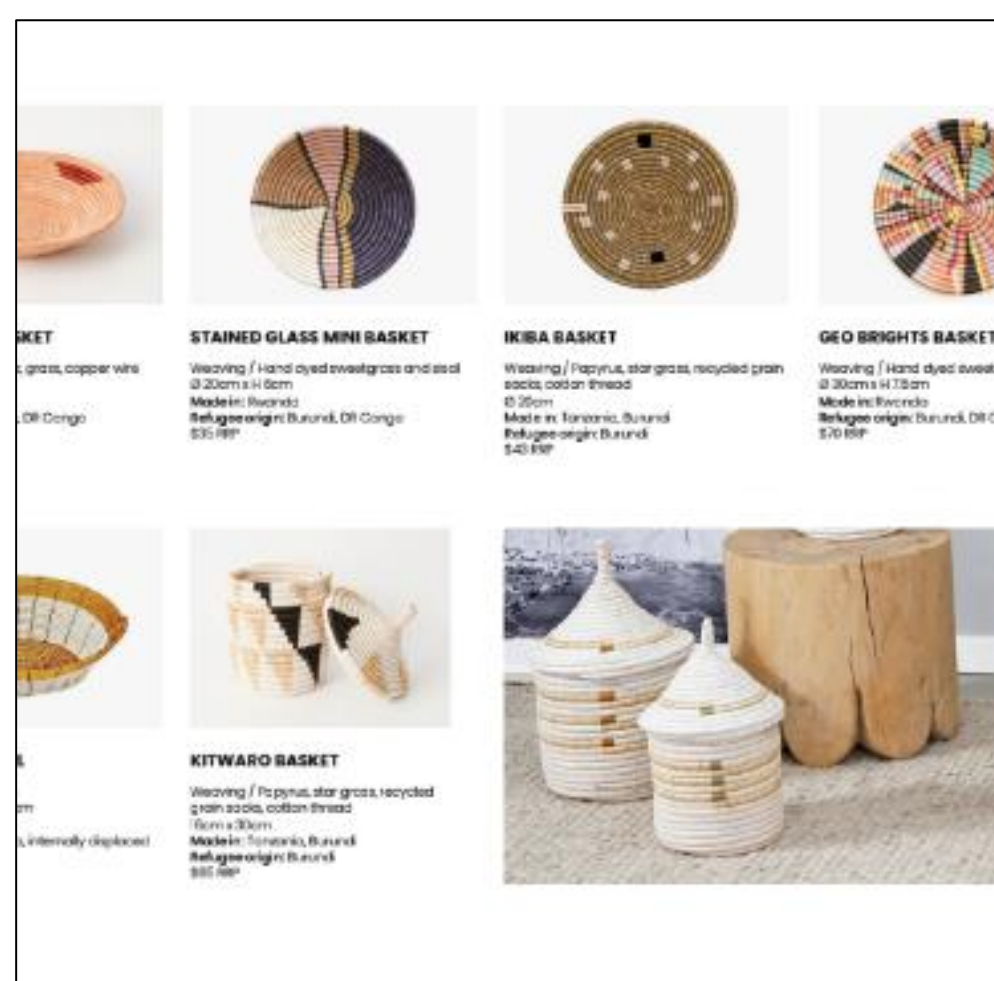
- Home décor
- Bags
- Scarves
- Jewelry
- Small accessories
- Kids
- Seasonal collections



Creating market access

Route to market

MADE51's commercial partner, Rice HK, and Local Social Enterprise partners, use the following channels to get refugee-made products to market:



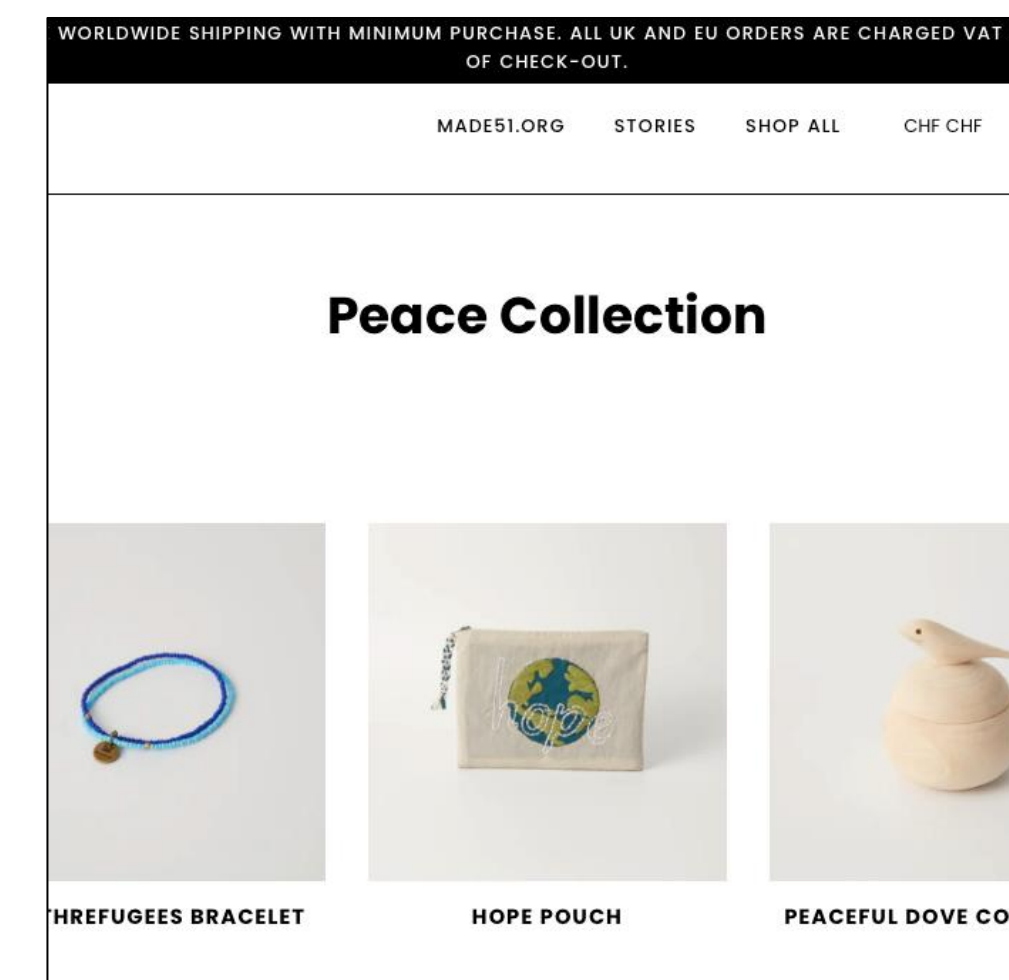
Wholesale b2b



Brand collaborations



**Events
Pop-ups**



**Online shop
Gift services**

MADE51 brand collaborations

Abridged list

Chloé

- Handbag components, 2021 & 2022
- Hats, 2022

Theory

- Summer charms, 2022

UNIQLO

- Bracelets, 2021 & 2023
- Keychains, 2022 & 2023
- Holiday ornaments and décor, 2021–2023

Uma Wang

- Lunar New Year items, 2023

Diane Von Furstenberg

- Sisterhood Pouch, International Womens Day 2024

Marimekko

- Handbag components, 2024

MADE51 brand collaborations



Red Chevron Bracelet

This charming glass bead bracelet is crafted by internally displaced South Sudanese women using a modern colour palette. There is a strong tradition of beadwork in South Sudan and many artisans learn their skills from their mothers and grandmothers.

Tassel of Strength Keyring

This tassel, made by Tuareg refugee women in Niger using artisanal leather and a horn bead, celebrates female empowerment around the world. In Tuareg tribes, women hold an elevated status in the community: even their family trees are traced through the matrons. Each tassel is a symbol of power, strength and potential.



Beaded Chain Bracelet

Handcrafted by Congolese, Somali, and South Sudanese refugee women living in Kenya. The subtle, charming beadwork of this bracelet showcases the refugees' cultural skills. There is a strong heritage of beadwork found throughout East Africa, with meaning transmitted through patterns and colours.



MADE51 pop-ups

ASPESI organized
pop-ups and
sold a selection
of MADE51
products in two
of their stores in
Italy, 2022.



MADE51 Pledge

- Collates the commitments of ecosystem partners to MADE51

Impact reports

- M&E data gathered through annual surveys, production monitoring tools, and focus group interviews

Learn more



Join us...

to create a world
in which forcibly
displaced
people can live a
better life and
build a brighter
future using their
skills and
heritage.



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UNHCR

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