



MADE POSSIBLE BY

UNHCR
The UN Refugee Agency

Frequently Asked Questions

What is MADE51?

Brought to life by the UN Refugee Agency (UNHCR) in 2018, MADE51 is an innovative, market-based model that promotes economic inclusion of refugees in global value chains. In the MADE51 model, UNHCR identifies refugees with artisanal skills, helps refugees create strong artisan groups and connects these groups to experienced local social enterprise partners. Together, they develop market-ready products.

MADE51 convenes strategic partners from the private sector to curate collections, create marketing opportunities and make products available for sale to consumers worldwide.

Where is MADE51 working?

As of May 2024, MADE51 is working with 35 social enterprise partners in 23 countries in Africa, Asia, Middle East and South America.

What does the name MADE51 mean?

The word “MADE” evokes the spirit of creation and the handmade nature of the artisanal goods that refugees are handcrafting. It also forms an acronym, “Market Access, Design and Empowerment”. Fittingly, the ‘51’ was added as a reference to the 1951 Refugee Convention, the key legal document which outlines the rights of the displaced and the legal obligations of States to protect them, and which forms the basis of UNHCR’s work.

What do you mean by “artisan”?

We use the UNESCO definition of artisanal. Artisanal products are those produced by artisans, either completed by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. The special nature of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant.

What does the MADE51 product label stand for?

The MADE51 label verifies that a product is refugee-made, under Fair Trade conditions with protection assurance from UNHCR. “Refugee-made” means that it is made by a forcibly displaced person who falls under UNHCR’s mandate or in some cases, by a host community artisan working in the same group as refugee artisans. This also helps promote social cohesion.

What is the role of the social enterprise partner?

To build a viable value chain, we engage Local Social Enterprises (LSEs) who have experience in the crafts sector. These LSEs connect refugee-made products with international markets. Their role is to include refugee artisans into their current operations by:

- Providing product development and skills training
- Marketing products and managing orders
- Coordinating production, quality assurance and logistics

The LSE markets and then sells the refugee-made collection alongside their regular products. UNHCR and its partners ensure LSEs can fill this role by offering business coaching, design support and marketing.

How does MADE51 identify local social enterprises to collaborate with? Are there any specific requirements that these social enterprises must meet?

Selecting a strong local social enterprise with export experience, ethical values and good design aesthetic is key to MADE51. We vet the enterprises and then work hard to ensure they have the capacity and quality standards to deliver refugee-made products to buyers according to order specifications. The WFTO is our partner in ensuring that Fair Trade principles are being met by the social enterprises. While there are many areas that are assessed, we must ensure that refugees are paid a fair wage, have good working conditions, do not face protection risks and that there is no child labor in the enterprises' workforce. We use a customized MADE51 Pathway process to make sure social enterprises work with refugee artisans through a safe and fair value chain.

The main criteria for social enterprise partnership in MADE51 are:

- The social enterprise has a successful business in the crafts sector
- The social enterprise is willing and able to work sustainably with refugees on the development and production of a unique MADE51 line
- Production meets Fair Trade and refugee-protection standards
- The social enterprise is able to independently market and export the product line to buyers worldwide

To which extent is your supply chain sustainable (e.g., sourcing of raw materials, shipment from LSEs to customers) and operated in fair terms of trade? What control measures do you have in place to guarantee it?

We collaborate with the World Fair Trade Organization (WFTO) to ensure fairness for all stakeholders within the MADE51 ecosystem (with focus on refugee artisan groups & LSEs). MADE51 takes a fresh approach to ethical consumption and aims to create a sustainable ecosystem in the process. Our artisans strive to reduce environmental impact by using locally sourced raw materials and repurposing waste whenever possible.

Together with partners, we try to minimize our carbon footprint, whenever possible, by:

- Using sea trade shipment as preferred shipment method
- Consolidating products for shipping
- Packaging products with eco-friendly packaging
- Using up-cycled raw materials

What constitutes a MADE51 artisan group?

For the artisan group to be considered “MADE51”, the majority (at least 51%) of the group must be considered Persons of Concern to UNHCR in the country (refugees, stateless or internally displaced persons). Groups can also include host community members that participate equally alongside refugee artisans.

The MADE51 artisan group develops a specific, signature product line. This ensures that the heritage and craftsmanship that they bring with them is reflected, and that refugee-made products will complement - rather than compete with – the enterprise’s current product line. It also ensures that refugee groups will not displace the LSE’s current producer groups but rather add value to their overall business.

In what kind of settings are the products made?

The working environments of refugees vary greatly, depending on the country situation and how refugees are accommodated by the hosting government. In some countries, artisan groups work in community centers in rural refugee camps and in other countries, they work in workshops in urban cities. Artisan work also offers flexibility, so many women also choose to work occasionally from home so that they are able to care for their family alongside their work.

How do artisans get paid?

Artisans are paid by the LSEs according to transparent costing/pricing principles. By utilizing WFTO’s system, the model ensures Fair Trade practices are in place for refugee artisans. One of UNHCR’s roles is to verify that the LSEs follow Local Living Wage standards as defined by the WFTO for refugee artisan payments. For each product in the MADE51 collection, the MADE51 team reviews and approves the artisan payment rate to ensure that it is in line with Local Living Wage standards.

UNHCR’s mandate is the protection of refugees, and in each location the local UNHCR office conducts an assessment and ongoing monitoring to certify that each local social enterprise partner abides by fair workplace practices to ensure UNHCR’s protection principles are upheld, and refugees are not put at increased risk due to their participation in the artisan sector.

What does the business relationship look like with buyers?

MADE51 promotes the collection and helps buyers to understand how to source MADE51 products. Business can be done in two ways:

- Through MADE51’s sales manager and commercial partner, who can consolidate orders across social enterprise partners and serve as the supplier for the buyer.
- Between the buyer and the social enterprise partner, with MADE51 in a supporting role as needed.

What happens if refugees return home or get resettled?

As refugees become important producers for local social enterprises, they inherently form stronger groups, build their skills, and become leaders and role models. In doing so, they strengthen their psychosocial wellbeing through greater social and economic inclusion, stronger cultural ties and a better quality of life. When it is possible to return home or resettled, refugees bring their skills, confidence and connections with them.

Potentially, through a cross-border approach, refugees can maintain their ties with the social enterprise and continue their role in the value chain. MADE51 social enterprises are committed to continuing to work with those artisans that return home, permitting it is feasible.

Watch MADE51 brand video:

<https://vimeo.com/837928753>

On WRD we released **Thread Of Hope**, an animated short film that sheds light on the resilience, creativity, and hope of refugee women artisans. The film was created and written by BrandOpus and directed by award-winning collage artist Troy Browne. It features the voice of British actress and UN Goodwill Ambassador for refugees, Gugu Mbatha-Raw, along with a new track from musician Bat for Lashes.

<https://www.youtube.com/watch?v=9wFYO-BgZv8>

For further information or questions about MADE51 please contact:

sales@made51.org and visit www.made51.org and instagram [@made51_unhcr](https://www.instagram.com/made51_unhcr)



Afghan artisans who live in Pakistan, working on the Greka Icons X MADE51 ornaments. @Artisan Links