MADE51

CRAFTED BY REFUGEES

UNHCR
The UN Refugee Agency

Introduction to MADE51

Economic Inclusion Working Group April 19th

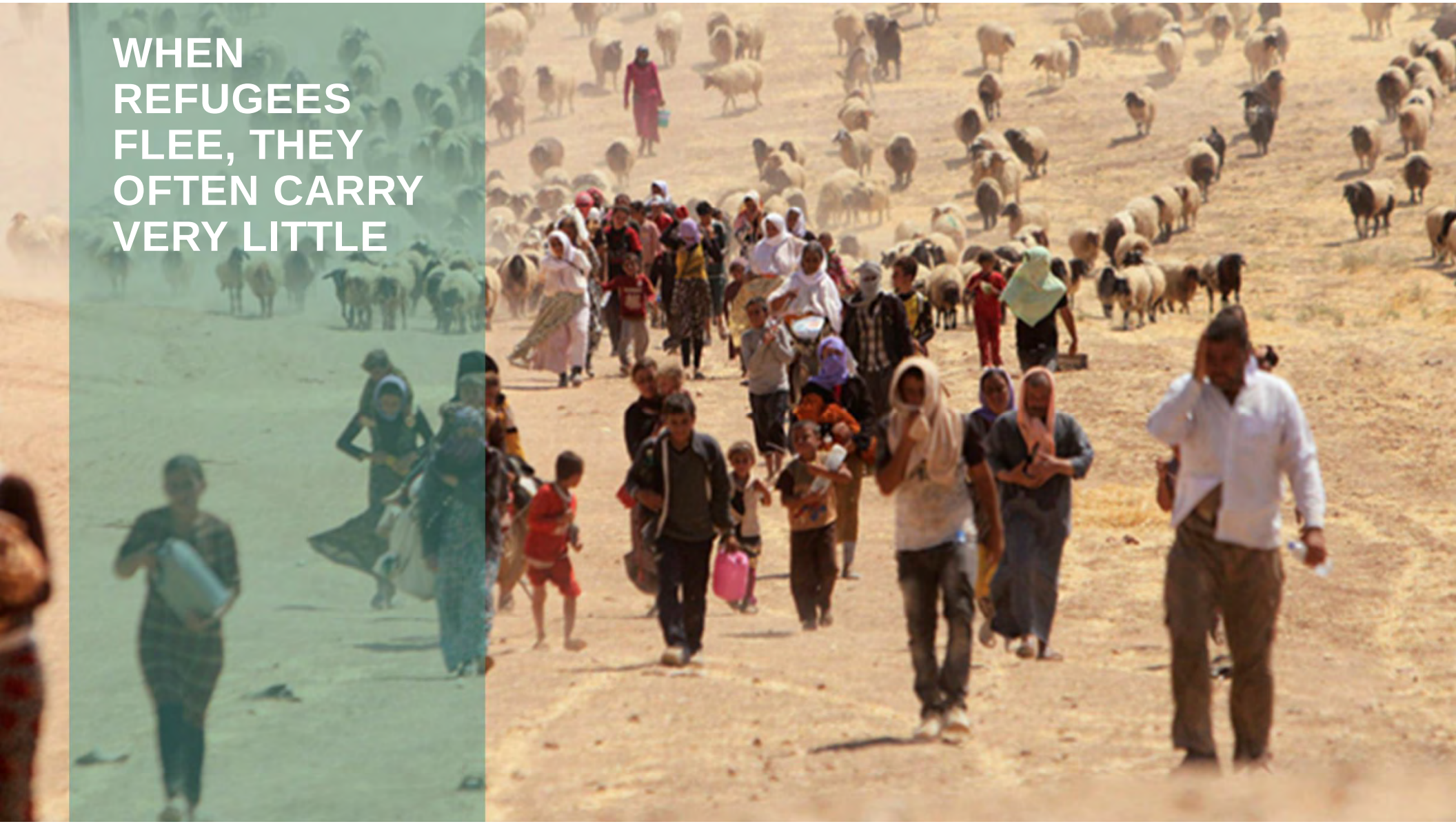
110+

MILLION FORCIBLY DISPLACED PEOPLE

Out of this 36.4 MILLION REFUGEES

75%

LIVING IN LOW- AND MIDDLE-INCOME COUNTRIES


WHEN
REFUGEES
FLEE, THEY
OFTEN CARRY
VERY LITTLE

BUT THEY DO
CARRY
CULTURE,
SKILLS &
HERITAGE

Viability of Artisan Sector

~$752.2BN

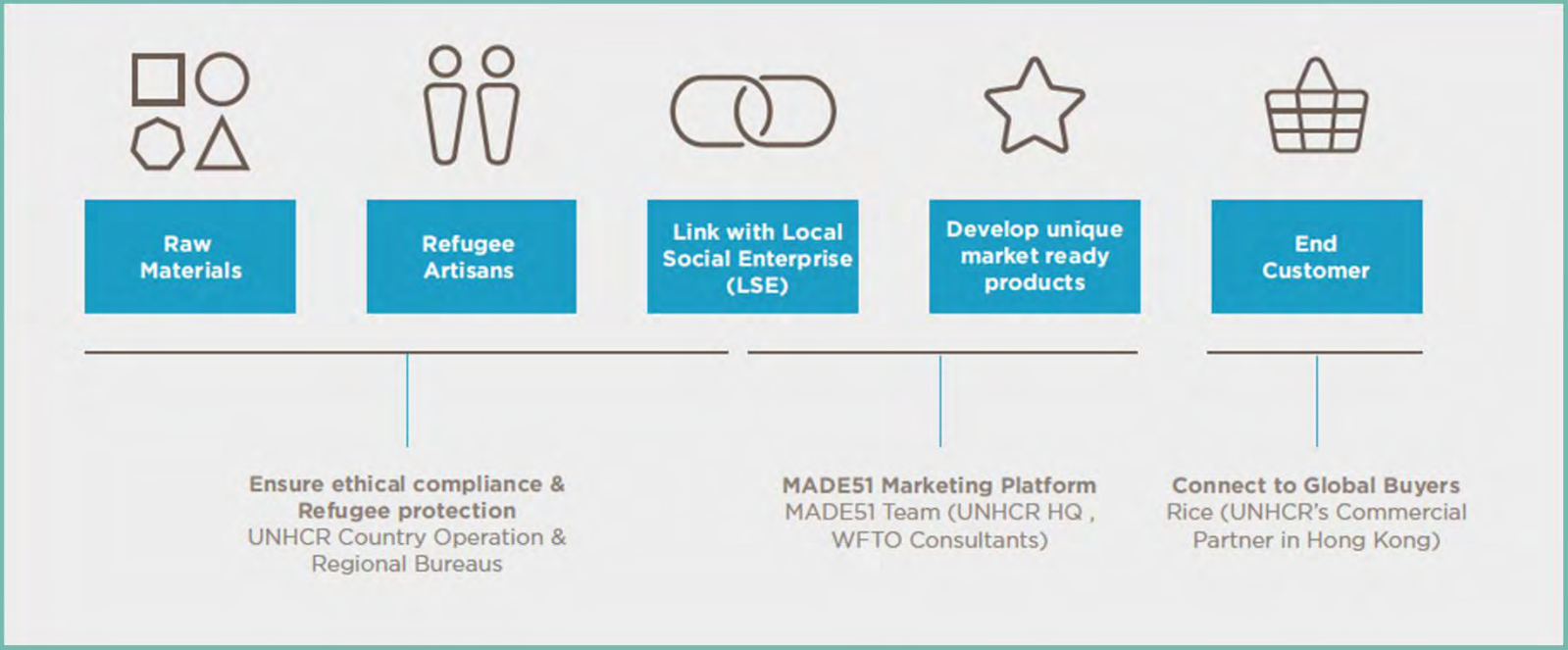
GLOBAL
HANDICRAFTS
MARKET SIZE

65%

EXPORTS
COME FROM
DEVELOPING
COUNTRIES

Source: International Market Analysis Research and Consulting Group, 2023. Handicrafts Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028.

MADE51 Value Chain



FAIR TRADE AND PROTECTION FRAMEWORK

UNHCR Protection Principles + World Fair Trade Organization Principles

ROLE OF LOCAL SOCIAL ENTERPRISES

- Local Social Enterprise partners are the main market actor.
- They are linked with refugee artisan groups
- Together, they design a unique line in the MADE51 collection
- Social enterprises ensure production standards, design, quality, delivery to consumers

CELEBRATING CRAFTSMANSHIP AND CULTURAL HERITAGE

- The goal is to develop products that incorporate and celebrate the skills and heritage of the artisans and fuse this with contemporary design ideas
- This allows us to tell a compelling story about the products and makes the MADE51 collection a rich, diverse & truly global collection of beautifully crafted products
- Two of the key design considerations when developing products for the MADE51 collection:

2 Product meets the UNESCO definition of artisanal

3 Product reflects the traditional skills and heritage of the refugee artisans (This can include techniques, materials, patterns, motifs, colours etc.)

BRAND

PROMOTION

COMMERCIAL

PRODUCT CRITERIA

1. Unique & distinct product line developed with refugee artisan groups

2. Product meets the UNESCO definition of artisanal

3. Product reflects the traditional skills and heritage of the refugee artisans (This can include techniques, materials, patterns, motifs, colours etc.)

4. Appropriate and locally available raw materials and where possible sustainable, renewable or recycled materials are used

5. Product has potential to generate a fair and reasonable wage for refugee artisans and artisan payments make up a significant part of overall product cost

MADE51 COLLECTION

Special Collections

BURKINA FASO

MAURITANIA

NIGER

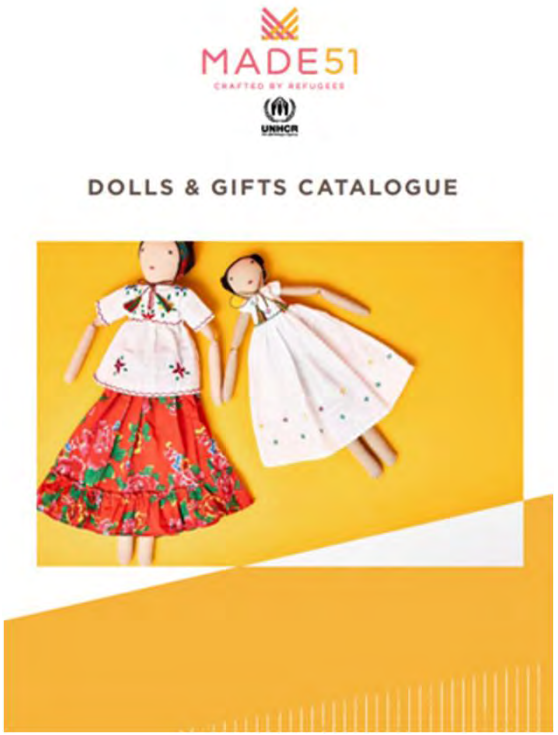
sahel COLLECTION

MADE51
CRAFTED BY REFUGEES

sahel COLLECTION

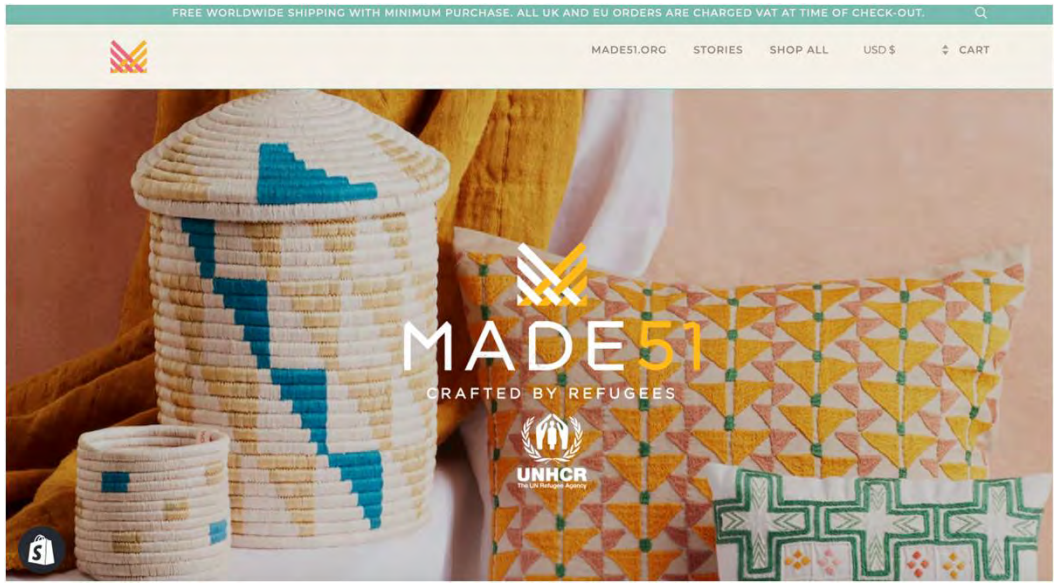
MADE51
CRAFTED BY REFUGEES

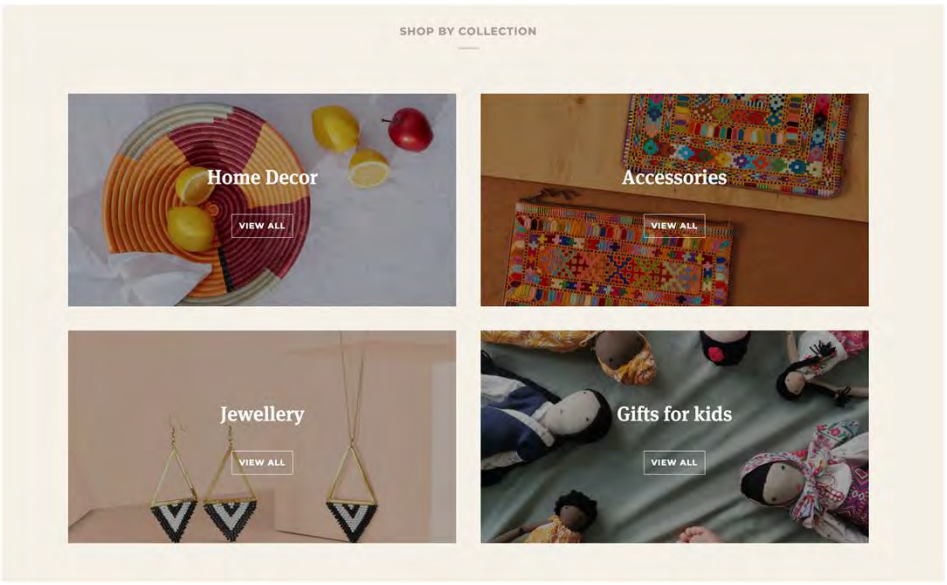
Promotional Catalogues



Tradeshow Participation

Online Shop


FREE WORLDWIDE SHIPPING WITH MINIMUM PURCHASE. ALL UK AND EU ORDERS ARE CHARGED VAT AT TIME OF CHECK-OUT.
MADE51.ORG
STORIES
SHOP ALL
USD $
CART
MADE51
CRAFTED BY REFUGEES
UNHCR

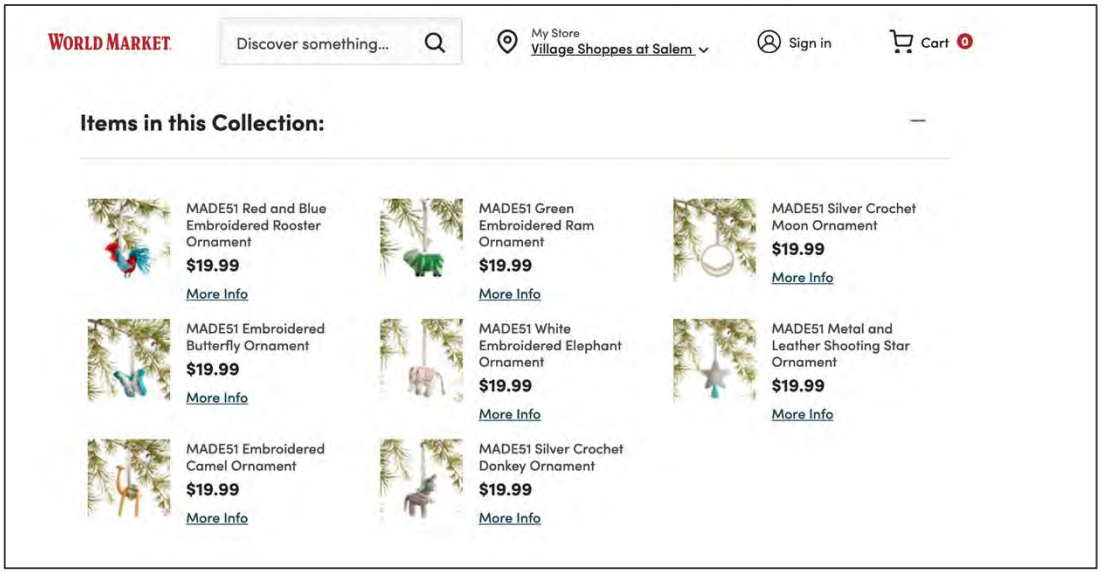

SHOP BY COLLECTION
Home Decor
VIEW ALL
Accessories
VIEW ALL
Jewellery
VIEW ALL
Gifts for kids
VIEW ALL

Popup events

Retail partnerships

The Container Store®

WORLD MARKET®



In 2023, MADE51 partnered with U.S retailer, The Container Store, on an exclusive 12 Days of Christmas ornament collection.

Retail partnerships

ASPESI

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

Brand Collaborations

VOGUE FASHION BEAUTY CULTURE RUNWAY VIDI

CULTURE — DECEMBER 18, 2019

How This Exciting Lifestyle Brand Can Support Refugees, And Sir Richard Branson Approves

by SUJATA ASSOMULL

Sir Richard Branson looks at a few of the home décor pieces by Made51. Courtesy of UNHCR

In 2018, Virgin was the first global retailer to launch MADE51 products in their Mega Stores in the UAE.

Brand Collaborations

virgin atlantic

In 2022, Virgin extended their collaboration to include a selection of MADE51 products in their in-flight product offer on VIRGIN Atlantic flights.

Brand Collaborations

2021

Since 2021, UNIQLO have been committed to ordering beaded products crafted by refugee artisans across East Africa each year and selling this via their stores and online shop.

2022

2023

Brand Collaborations

In 2022, UNIQLO also organized pop-ups in conjunction with World Refugee Day to showcase and sell a selection of MADE51 products in over 11 stores in Japan and Europe.

Brand Collaborations

Order for larger ornaments for store decorations in selected stores around the world

2023

Brand Collaborations

Chloé

In 2021 CHLOÉ incorporated embroidery strips, crafted by Afghan refugee artisans in Pakistan, into the straps of their bestselling bags for their SS2022 collection.
To meet the high order volumes and short lead times, the number of refugee artisans involved had to be scaled from 50 to over 700 in only a few months.

Brand Collaborations

Chloé

Brand Collaborations

Chloé

CHLOÉ also developed a sun visor crafted by Burundian refugee artisans in Rwanda

Brand Collaborations

UMA WANG

In 2023, Uma Wang developed a series of Lunar Year gift items celebrating the year of the Rabbit using their fashion cut-off materials.
The products were crafted by Syrian refugees in Turkey and Lebanon, and Afghan refugees in India

Brand Collaborations

Other ongoing brand collaborations...

marimekko

Marimekko has developed a 1st range of beaded bag accessories crafted by refugee artisans in South Sudan. This was launched on International Women's Day 2024.

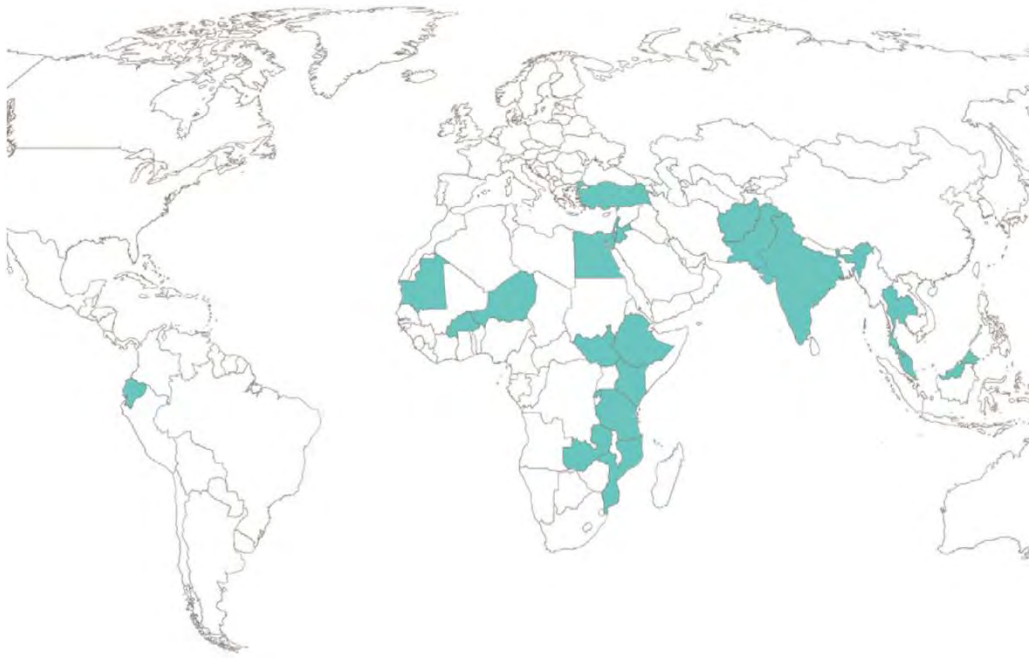
Brand Collaborations

marimekko + UNHCR The UN Refugee Agency | MADE51 CRAFTED BY REFUGEES

MADE51 Where we are today

CURRENTLY…

- MADE51 is being implemented in 23 countries
- Working with 35 Local Social Enterprise partners and growing..
- Currently operating in 13 African countries



COLLABORATIVE MODEL

BAIN & COMPANY

WFTO

HERBERT SMITH FREEHILLS

messe frankfurt ambiente

BrandOpus

BNP PARIBAS

FLEXYZ

Headland

MADE51 Pledge

HOW PRIVATE SECTOR COMPANIES AND DONORS CAN JOIN THE PLEDGE

1. **Annually ordering and delivering MADE51 products with aligned storytelling** to your customer base. This can include MADE51-designed products, brand collaborations or product components. Companies and donors are also encouraged to explore cause-related marketing, corporate gifting and employee gifting.
2. **Contributing pro-bono support to MADE51's ecosystem** in areas such as marketing, design, logistics, operations or other areas of expertise.
3. **Committing to annual funding dedicated to supporting refugee livelihoods through MADE51,** to promote the growth and impact of this unique model.

UNHCR The UN Refugee Agency | MADE51 CRAFTED BY REFUGEES

THE MADE51 PLEDGE

A COLLECTIVE COMMITMENT TO BRING REFUGEE CRAFTSMANSHIP TO THE WORLD

UNHCR, the UN Refugee Agency, is calling upon the private sector and donors to support refugees by joining the MADE51 pledge, which will launch at the Global Refugee Forum in Geneva, Switzerland on 13 December 2023.

The MADE51 pledge urges the private sector to utilize their supply chain and core business strengths to bring positive and lasting impact for refugees. The pledge will collate the commitments of private sector companies, donors, and MADE51 social enterprise partners to drive economic inclusion of refugees in the artisan sector. The MADE51 pledge is also embedded in the UNHCR Mega Pledge on Economic Inclusion and Social Protection.

Through collective action, we aim to bring together commitments totalling:

- **15 million USD** in refugee-made product orders, enabling refugees to earn income through craft
- **5 million USD** in pro-bono support to drive greater market access for refugee-made products
- **9 million USD** in funding to help MADE51 operate and reach new countries and artisan groups

If this commitment is realized and implemented by 2027, the expected outcome is:

- **15,000 refugees** earning income working in Fair Trade conditions with social enterprises in their host countries
- **60,000** artisan beneficiaries supported through increased household income
- Over **4 million people** and **50,000 new customers** reached through products and associated stories, helping promote acceptance and public support for forcibly displaced people

ABOUT MADE51

MADE51 is a global brand that brings refugee craftsmanship to the world. MADE51 is brought to life by UNHCR, the UN Refugee Agency, and implemented in partnership with the World Fair Trade Organisation. A network of 35+ social enterprises in 23 countries are part of MADE51, together working with 3700+ artisans, 85% of whom are women. Private sector companies and retailers engage in MADE51 to create market access for refugee-made products and, in doing so they drive economic inclusion and help build brighter futures for refugees.

MADE51 GIVES PARTNERS AN OPPORTUNITY TO BE PART OF THE SOLUTION TO THIS GLOBAL CRISIS.

Malish Godfrey

Operations Manager at Roots, MADE51 LSE Partner

Background

ROOTS OF SOUTH SUDAN

WOMEN CRAFTING A NEW NATION TOGETHER

Juba and Gorom camp

Collaborating with internally displaced South Sudanese and Ethiopian & Sudanese refugees

Challenges before joining MADE51

- Low sales turnover
- Lack of market access
- Difficulty in pricing
- Design – traditional patterns / bright colors
- Beading – part-time / hobby
- No relationship with UNHCR

Benefits of joining MADE51

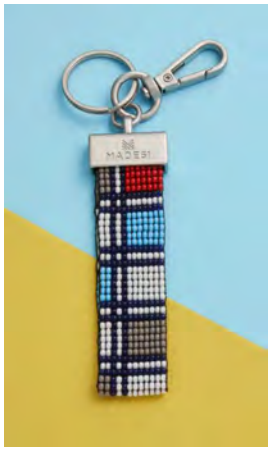
- Improved design and quality

Benefits of joining MADE51

- Access to the global market

Brand collaborations

UNIQLO



marimekko

Benefits of joining MADE51

- Participation in global events

2021 Africa Private Sector Forum on Forced Displacement in Kigali

2023 Global Refugee Forum in Geneva

Installation pieces at the Global Refugee Forum and tradeshows

Benefits of joining MADE51

- Increased sales

2019 total sales: $4,560

2023 total sales: $60,000

Scaling to meet increased demand

- Artisans lack business mindset
- Need to take on more responsibility
- Raw material availability and prices
- Demographic of groups – younger artisans gaining interest & learning the skill

Conclusion

Impact for refugee artisans

1. Dignity
2. Income earning opportunities
3. Strong groups
4. Preservation and evolution of traditional skills

MADE51 Artisan Speakers

Sunday Adee Michael (Kalobeyei Settlement, Kenya)

Nyanachiek Padiet (Juba, South Sudan)

Kapya Kitungwa (Nairobi, Kenya)