



MADE51

CRAFTED BY REFUGEES



BRINGING BEAUTIFUL REFUGEE-MADE PRODUCTS TO A GLOBAL MARKET

Today, over 100 million people have been forcibly displaced by war, violence, disaster and persecution. Whenever refugees flee their homes, they leave behind their livelihoods and prospects, which are critical for self-reliance. This means refugees often have no choice but to rely on others for, typically, 15-25 years.

It doesn't have to be like this. Having the opportunity to work and earn a living, to be self-reliant, is one of the most effective ways people can rebuild their lives with dignity.

Sometimes, all refugees can take with them are their skills, traditions and cultural heritage. Given the opportunity, refugees can use these assets to regain their economic independence and sense of self-worth.

In countries hosting refugees, there are social enterprises designing, producing, marketing and exporting artisanal crafts. Combining the capabilities of local social enterprises with the skills of refugee artisans has the power to create an innovative, market-based model for the economic inclusion of refugees and inspire solidarity for refugees all over the world.

To build that opportunity UNHCR, the UN Refugee Agency, has created MADE51, a global brand of artisanal home décor and accessories, crafted by refugees. Each MADE51 product that reaches consumer hands plays a part in enabling refugees to contribute to their host country's economy and strengthens their ties with local society. Each purchase also represents an unmistakable act of solidarity with refugees and an appreciation for the power of the human spirit.

CREATIVITY IS OUR HUMAN SPIRIT IN ACTION



GOALS



UPLIFTING REFUGEE ARTISANS
THROUGH INCOME, SKILLS
AND LINKAGES



REVEALING REFUGEES AS
TALENTED, POSITIVE
CONTRIBUTORS



GROWING LOCAL ETHICAL
ENTERPRISES



INTRODUCING UNIQUE
PRODUCTS TO THE
MARKETPLACE



KEEPING CULTURAL
TRADITIONS ALIVE



BUILDING STRONG
PARTNERSHIPS FOR
ECONOMIC INCLUSION

MADE51 MODEL

THE MADE51 MODEL IS DESIGNED TO BE SUSTAINABLE & SCALABLE



HOW WE WORK

Through our vast network of field operations, we identify refugees eager to enter the artisanal sector in a way that utilizes their skills and traditions. These artisans are linked to experienced local social enterprises and, together, they develop a market-ready refugee-made product line. The social enterprise partner manages orders, production and logistics for the product line. As MADE51 grows, these businesses grow too, enabling them to make greater investments in local communities and positively impact the national balance of trade. In so doing, social cohesion is enhanced and refugees are recognized as contributors in their host countries.

UNHCR, in collaboration with the World Fair Trade Organization, verifies the ethical compliance of these business relationships. Prior to engaging a social enterprise partner, UNHCR ensures that the enterprise abides by fair workplace practices, as defined by UNHCR Protection principles and Fair Trade standards. Once a social enterprise becomes a MADE51 partner, their workplace practices are monitored on an ongoing basis.

Alongside this, private sector companies and development actors are engaging in MADE51 as Strategic Partners, utilizing their core business expertise to refine and support the MADE51 model. Collaboration with Strategic Partners allows UNHCR to ensure that MADE51's refugee-made products can compete on international markets.

STRATEGIC PARTNER INPUTS



FRESH PRODUCT DESIGN

MADE51 products merge contemporary design with artisan techniques: product development focuses on long-term design trends while introducing patterns, motives and techniques relevant to refugees' culture. MADE51 pursues collaborations with known and new designers to ensure product design is fresh and attractive.



BUSINESS TOOLKIT & LEGAL SUPPORT

A custom-built toolkit, coupled with tailored business development coaching, and legal support ensures each MADE51 social enterprise partner has the acumen and resources they need to effectively set up and manage their MADE51 product line. Introducing standardized and favorable business practices protects refugee artisans and their supporting businesses.



INTEGRATED TECHNOLOGY

Refugee artisans face numerous hurdles when supplying distant customers, many of which can be overcome through technology. Creating and implementing technological solutions can ensure efficient production by closing communication gaps, helping artisans manage orders and controlling quality.



INNOVATIVE MARKETING PLATFORM

The MADE51 brand introduces buyers to a global collection of refugee-made artisanal products. Through curation, branding, and collective presentation, refugee makers are linked to markets. Through this process, MADE51 seeks to generate consistent orders for refugee artisans through regular supply chains.



BRINGING MADE51 TO MARKETS

Brands and retailers have an opportunity to be part of the solution to the refugee crisis. When companies include refugee artisans in their value chain, they are adopting an inclusive business model and creating shared value, connecting their company's successes with social progress.



BY SOURCING MADE51 PRODUCTS, FORWARD-THINKING BUYERS:

- Gain access to a curated collection of handmade products, sourced from unusual locations around the globe;
- Source refugee-made products through vetted, reliable enterprises that have exporting experience and will ensure that the companies' needs are met;
- Engage according to their level of interest: buyers can order market-ready products or co-create a collection that aligns with their brand and design concept;
- Meet their Corporate Social Responsibility objectives by sourcing ethical products that simultaneously promote economic inclusion of refugees.



“Refugees have skills and talents that only need a chance to grow and flourish. Within each piece lies a story of history and culture, and the chance for a person who has fled war and persecution to offer something of beauty and style to the world.”

Filippo Grandi
UN high commissioner for refugees

“I love the teamwork, courage, and spirit of the cooperative. Being welcomed by society and having friends gives me hope and strength...My life is stable today. It is very encouraging to have a job and steady orders to work on!”

Francine Mukandanga,

Francine fled violence in Burundi, leaving her home to seek safety in Rwanda. She is weaving a brighter future for herself while living in Mahama Refugee Camp, Rwanda.



THERE IS SO MUCH POTENTIAL

artisanal \-zə-nəl, -sə-, -'zɑ- \ *adjective: 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, aesthetics, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant.*

- UNESCO definition

When refugees participate in the global artisan value chain, they can:

- Express their artistic traditions;
- Preserve their culture and heritage;
- Learn transferable business and vocational skills;
- Restore their sense of dignity and self-determination;
- Earn income, reduce their dependency on aid and improve their self-reliance.

SEEKING STRATEGIC PARTNERS

The MADE51 model provides a rapid and sustainable pathway for refugee artisan to supply attractive, market-ready products to customers. UNHCR’s main role is to ensure refugee protection and to facilitate the inputs of Strategic Partners, which are central to MADE51’s success.

UNHCR invites industry leaders in retail, design, technology, logistics, fulfillment, impact measurement and access to finance to partner in MADE51, a collaborative effort that requires engagement in bold and new ways.





1 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.

2 Where is MADE51 working?

As of March 2023, MADE51 is working with 35 social enterprise partners in 23 countries in Africa, Asia, Middle East and most recently, in South America.

3 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.

4 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.

5 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.

6 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.

7 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 can 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

8 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

9 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.

10 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.

11 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.

12 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:

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

13 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 well-being through greater social and economic inclusion, stronger cultural ties and a better quality of life. When it is possible to return home or be 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.





AT A GLANCE

2022 Impact

MADE51 brings beautiful, refugee-made products that merge contemporary design with traditional skills to a global market.

MADE51 is a global livelihoods initiative established by UNHCR in 2018 and delivered in collaboration with the World Fair Trade Organization and a network of Strategic Partners. The following data illustrate the impact MADE51 had in 2022.

23
countries fully engaged

4
countries started the MADE51 Pathway process

37
countries received technical support



Creating income for refugees through craft

3,752
refugee and host community artisans earned income through MADE51

85%
of artisans were women

\$434,836
earned by refugee and host community artisans

17
countries of origin represented

16,460
children benefitted from increased family income (estimate)



Creating market access

10
MADE51-driven
marketing events

17
Partner-driven
sales events

33
retailers and companies purchased MADE51
products for retail or corporate gifting

\$450,369
in sales through
MADE51 commercial
activities

Supporting local social enterprise growth

38
local partners (35
social enterprises, 3
agents)

6
applications to
become a social
enterprise partner

143
LSE and UNHCR staff from 37 countries received
training



Bringing skills and heritage into focus

713
products approved to carry the MADE51
product label, showcasing diverse skills

2,675
refugees and host community artisans trained by partners in artisanal
techniques, building stronger groups and networks, and individual
financial literacy

Refugee artisans work together at a workshop in Kakuma camp in Northern Kenya using traditional beading techniques. Over 200 forcibly displaced women living in Kenya and South Sudan worked with MADE51 LSE partners, Bawa Hope and Roots, to produce limited-edition UNHCRxUNIQLO #WithRefugees keychains that were released in honor of World Refugee Day.



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Partnering for impact

6
partners offered in-kind support and
market access

1
lead implementing
partner: World Fair
Trade Organization

PARTNERS

BAIN & COMPANY



messe frankfurt



Headland



IMPLEMENTING PARTNER

