

A new initiative bringing market access to refugee artisans



**artisanal** /är'tēzən(ə)/ *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



UNHCR works in 128 countries to protect and support 16.1 million refugees. Within this population is a vast, diverse and talented pool of artisans.

Whenever refugees flee, they carry with them the traditions, skills, knowledge and craftsmanship that unite and define a people. From the skilled leatherworking of the Tuareg in Burkina Faso to the fine embroidery of the Syrians in Lebanon, refugees long to sustain these artistic traditions and participate in the growing global artisan economy.

There are opportunities for engagement. The artisan sector, behind the agricultural sector, is the second largest employer in the developing world. International trade in artisan crafts is now valued at over \$32 billion per year, with 65% of handicraft exports coming from developing countries. This means that refugee artisans hold the keys to self-reliance in their own talented hands, if they just had the means to successfully market their products.

Presently, in refugee settings, artisan work is often used as a form of therapy for women. One stitch at a time, women come out of isolation, participate, create bonds and heal. If artisan work is to also to meet their economic needs, however, investment and a valid business model is required – a model that addresses obstacles and offers direct links to relevant

markets. Without this business model, refugee artisans are left out of the global artisan value chain. A collaborative effort is needed to build this model and bring market access to refugee artisans.

**This is the role of MADE51.** By modernizing traditional skills, building business acumen, partnering with social enterprises, and linking with retail brands and buyers who can source and support the product lines, UNHCR can connect refugee-made artisanal products with international markets where they are in demand.

**There is so much potential.** When refugee artisans 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, reducing their dependency on aid and improving their self-reliance.

**Let's join together to make MADE51 a success.**

GOALS



uplifting refugee artisans through income, skills and linkages



keeping cultural traditions alive



introducing unique products to the marketplace

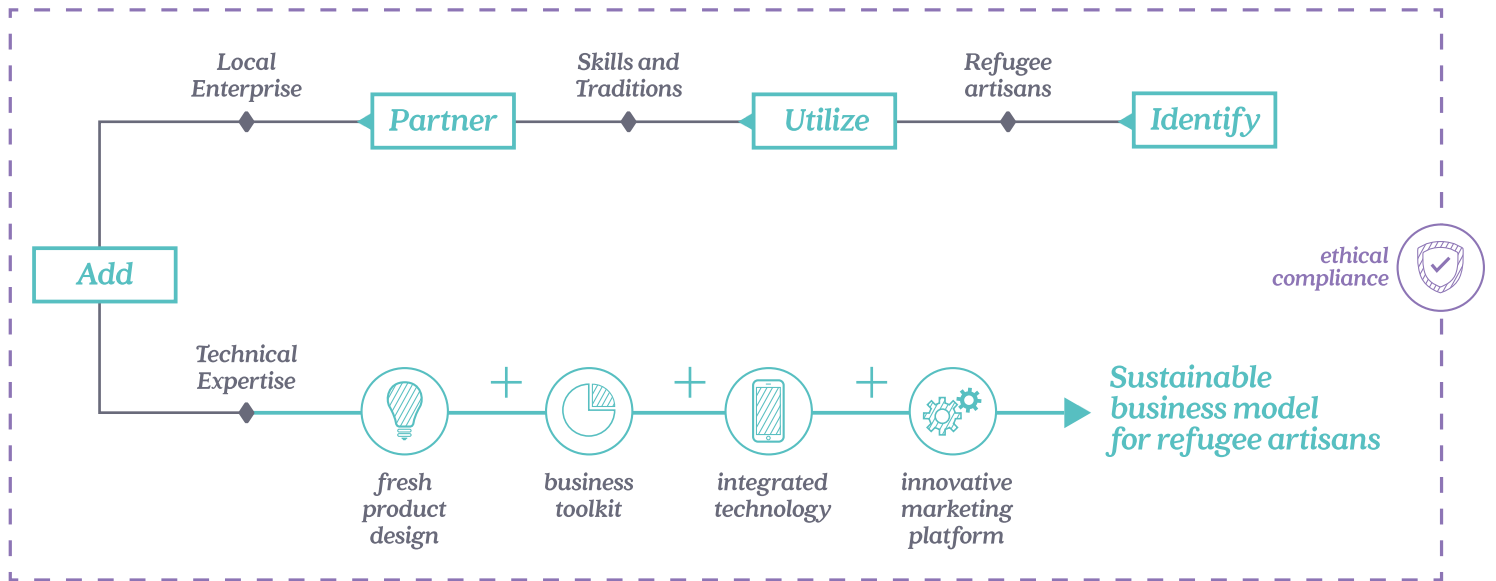


growing local, ethical enterprises

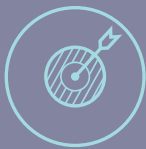


revealing refugees as talented, positive contributors

# MADE51 Model



## Key Elements of the MADE51 Model



### technical expertise

MADE51 is designed to be a joint effort; the technical expertise of key industry leaders is essential if MADE51 is to be a success. Strategic Partners will be sought in design, communications, marketing, logistics, business training, and technology. Private sector companies and development actors are expected contributors.



### innovative marketing platform

MADE51 will introduce buyers to a global collection of refugee artisanal products. It will brand, define, launch and manage the global MADE51 collection. It will link makers to markets. MADE51 will aim for consistent orders based on fair terms while also embracing opportunities to create special collections.



### local enterprise engagement

Experienced, ethical enterprises will be selected to work locally with refugee artisans. They will manage orders, production and logistics for refugee-made product lines. In exchange, they will receive support to sustainably incorporate this line into their operations. MADE51 will create new market linkages, stimulating local economies.



### fresh product design

Partnerships with designers and design universities will be sought, and refugees' capacity in design will be built. Product development will incorporate long-term design trends while introducing patterns, motives and techniques relevant to refugees' culture. The opportunities to merge contemporary design with traditional and time-honored global techniques are endless.



### business toolkit

The toolkit, coupled with customized business development coaching, will give enterprises the acumen and resources they need to effectively set up and manage their MADE51 product line. Introducing standardized and favorable business practices will protect refugee artisans and their supporting businesses.



### integrated technology

Refugee artisans face numerous hurdles in trying to supply distant customers, which can seem insurmountable. Introducing technology offers a multitude of solutions. Apps can be built to track efficient production and tablets can help artisans manage orders and control quality. Remote locations can benefit from e-learning.

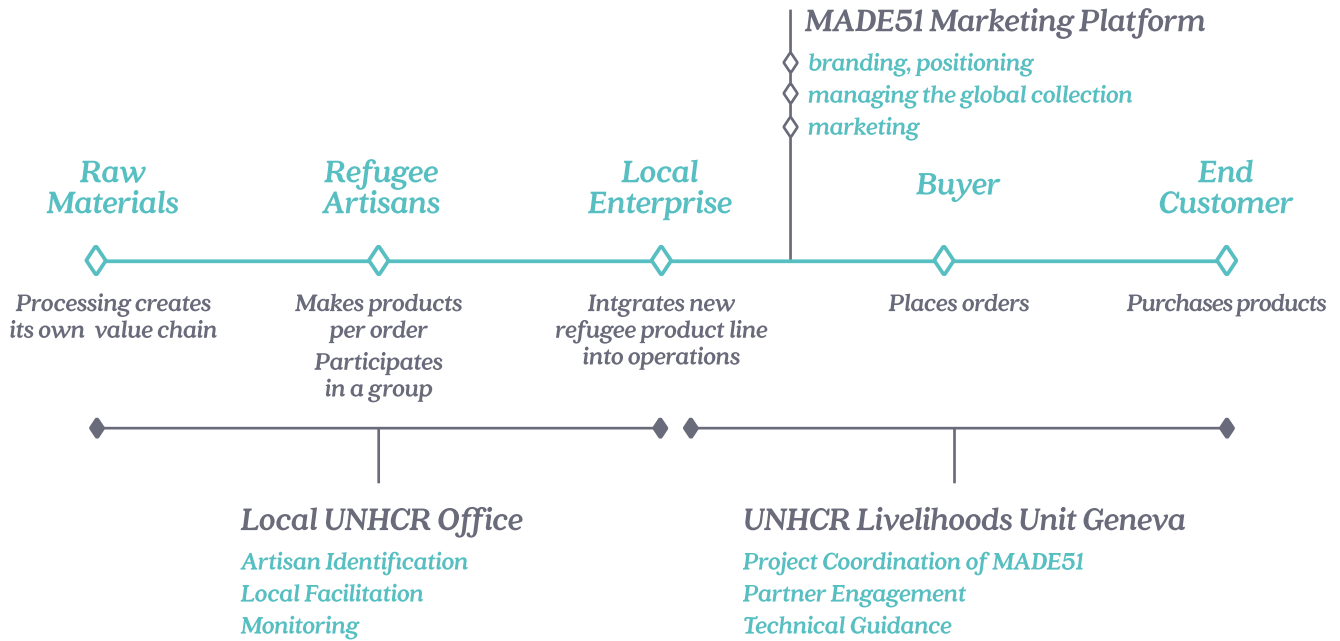


### ethical compliance

Prior to selecting an enterprise partner, UNHCR will conduct an assessment to certify that the local enterprise abides by fair workplace practices, as defined by UNHCR Protection principles and Fair Trade standards. UNHCR will continue to monitor workplace practices so that the wellbeing of refugee artisans can be ensured.

# MADE51 Value Chain

The path from creation to customer



## By sourcing through MADE51, Buyers:

Forward thinking businesses want to be part of the solution to addressing the refugee crisis facing our world today. 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.

- Gain access to a curated, unique global collection of well-designed handmade products, sourced from unusual locations;
- Source refugee-made products through vetted enterprises that have exporting experience and will ensure that the companies' needs are met;
- Engage according to their level of interest; buyers can co-create a collection that aligns with their brand and design concept. Or, order market-ready products;
- Meet their Corporate Social Responsibility objectives by contributing resources that allow artisans to craft in resourced environments.

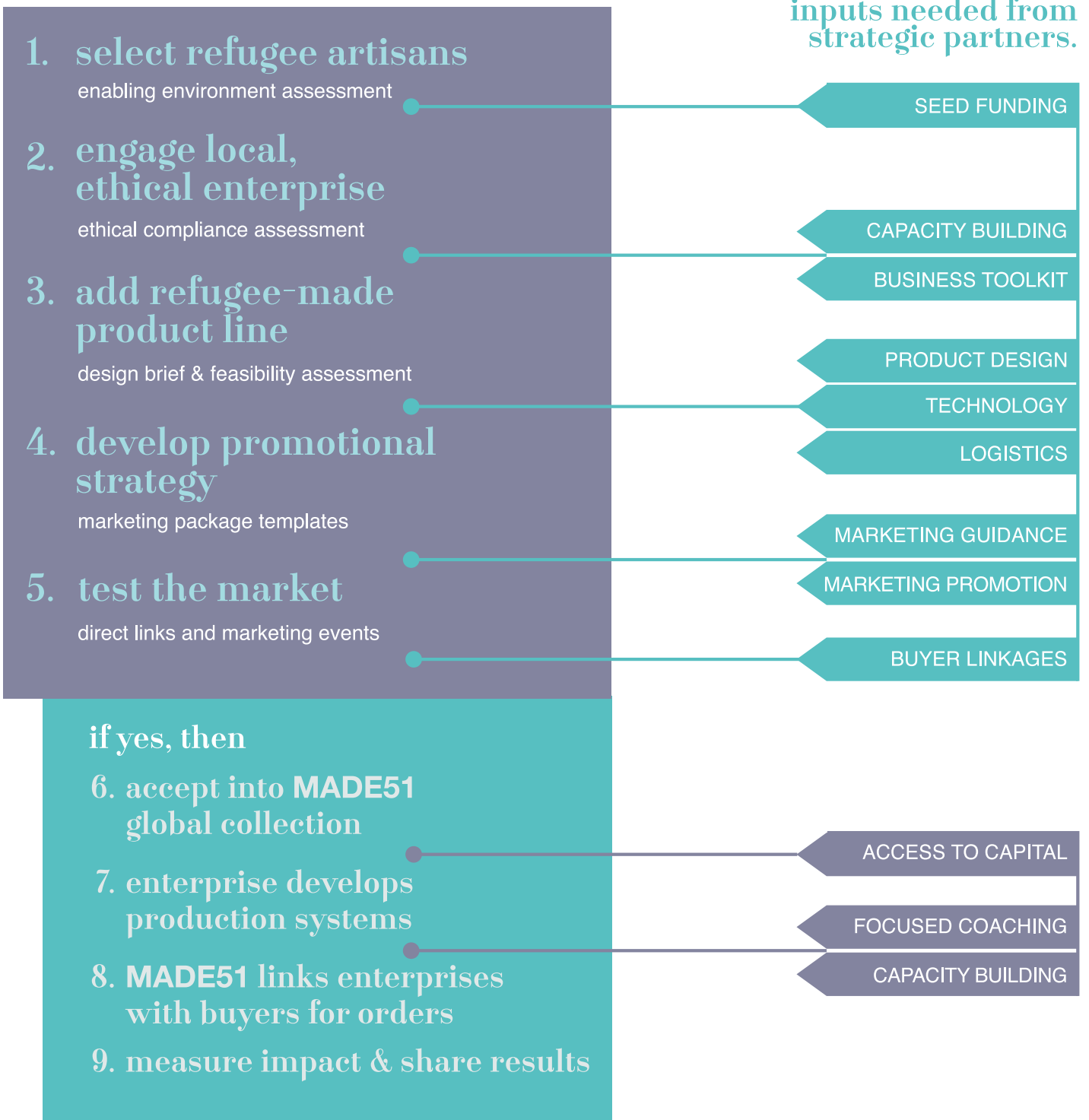
## The start of MADE51



# Partners and **MADE51** Market Entry

The MADE51 process provides a rapid and sustainable pathway through which the refugee artisan can supply attractive, market-ready products to the customer. MADE 51 is designed to be a collaborative effort and the inputs provided

by strategic partners are of paramount importance. The success of MADE51 will be captured in the final step – measuring the impact that each order has on refugee artisans and their communities.



**WE NEED COMMITTED PARTNERS TO MAKE MADE51 A SUCCESS. JOIN US.**



**MADE51**

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