

Young Syrian boys playing with old tires just before sunset in Azraq camp, Jordan.



UNHCR/Christopher Herwig



SUPPORTING UNHCR'S WORK

Every time a new forced displacement crisis erupts, UNHCR must call on the support of thousands of other actors to help it respond to the many needs of those in distress.

In addition, the organization has ongoing programmes for tens of millions of already uprooted people, whose safety and well-being remain of concern to UNHCR.

This chapter focuses on presenting some of the many ways in which the Office coordinates its work with different partners. Also highlighted are the welcome sources of support and advocacy from inspirational and engaged collaborators across the globe that enabled the organization to carry out its work in 2015.

In this chapter:

- Hosting the world's refugees
- Engaging with partners
- Mobilizing the private sector
- Celebrity support

HOSTING THE WORLD'S REFUGEES

The arrival of refugees always has an impact on host communities. Depending on the size of the refugee population relative to the host community, and the prevailing socio-economic circumstances prior to their arrival, the consequent effects can be both positive and negative. These are often hard to document, especially as the scale and scope of most refugee situations are not easily predictable.

But in all instances of refugee arrivals, an important objective of governments, UNHCR and its partners is to ensure timely and effective protection by supporting social cohesion between refugees and their local community.

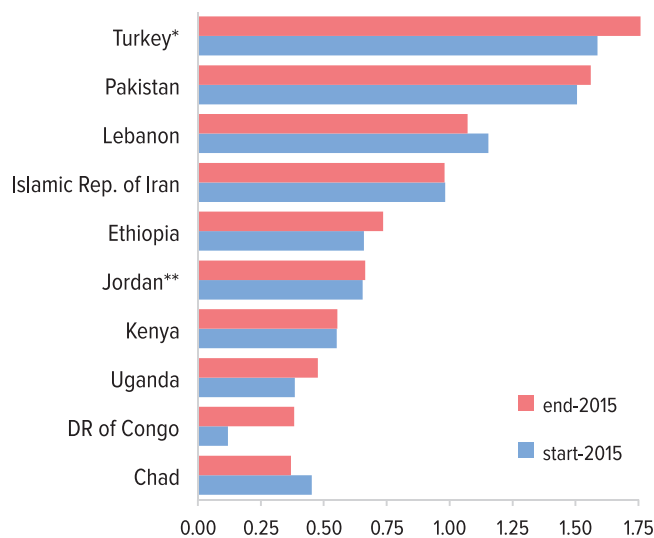
The huge demographic shock experienced in Lebanon, Jordan and Turkey of absorbing millions of Syrian refugees has highlighted the importance of interventions to mitigate the impact on political, economic and social stability.

The significant numbers of Syrian refugee arrivals have raised important questions about the needs of local communities as well. If these are not immediately comparable to the losses and trauma experienced by refugees, the requirements at local level to offset the consequences of a rapid rise in population can also be considerable.

The generosity of host countries and communities has certainly been at a high cost. The spillover effects of the conflict have had a visible impact at the macro-economic level since business, trade and investment have all been affected. Indeed, like other conflict situations, the war has been the principal cause of economic and social distress not only inside the country but across the region.

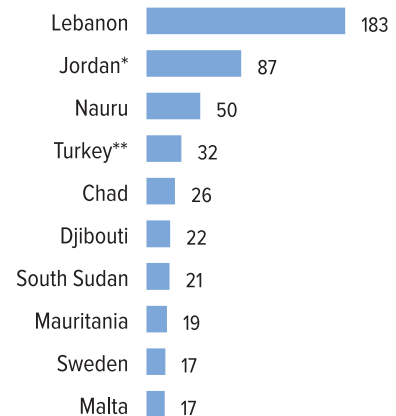
The Governments concerned have primarily borne the higher costs of the increased consumption of public services and utilities by the refugees. Local communities have been obliged to share resources and services with refugees.

Chart 1 - Major refugee-hosting countries, 2015 (in millions)



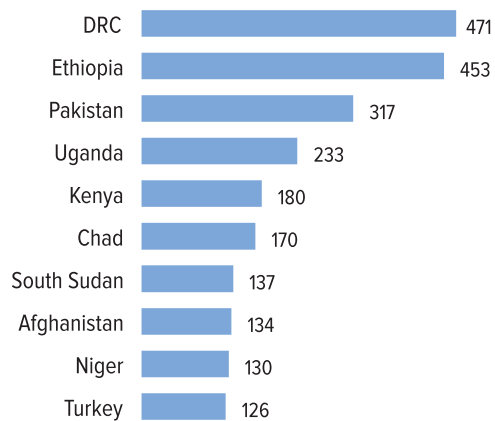
* Refugee figure for Syrians in Turkey is a Government estimate.
 ** Includes Iraqi refugees registered with UNHCR in Jordan. The Government estimates the number of Iraqis at 400,000 individuals at the end of March 2015. This includes refugees and other categories of Iraqis.

Chart 2 - Number of refugees per 1,000 inhabitants, 2015



Source: National population: United Nations, Population Division, "World Population Prospects: The 2015 Revision", New York, 2016. For the purpose of this analysis, the estimates of 2015 have been taken into account.
 * Includes Iraqi refugees registered with UNHCR in Jordan. The Government estimates the number of Iraqis at 400,000 individuals at the end of March 2015. This includes refugees and other categories of Iraqis.
 ** Refugee figure for Syrians in Turkey is a Government estimate

Chart 3 - Number of refugees per 1 USD GDP per capita, 2015



Sources: Gross Domestic Product (PPP): International Monetary Fund, World Economic Outlook Database, April 2016 (accessed 6 May 2016)
National population: United Nations, Population Division, "World Population Prospects: The 2015 Revision", New York, 2016. For the purpose of this analysis, the estimates have been used.

Many other countries receiving refugees have experienced similar effects in the past. However, most refugee situations account for less than 3 per cent of national populations. These smaller refugee populations can nevertheless represent a considerable challenge for local authorities and communities.

Beyond providing essential life preserving support – security, food, water, and shelter – during the initial stages of an emergency, issues of social service delivery (health, education) soon arise. As refugees start to consume local natural resources, purchase goods in local markets, and look for livelihood opportunities, other effects also become more identifiable.

These can include a rise in tension between local communities and refugees as often goods can become scarcer, prices rise, and resources diminish. Refugees can also compete for jobs and opportunities in local labour markets. However, their arrival often brings opportunities too, particularly in remote regions where socio-economic

development often lags behind national indicators. They represent an increase in the number of consumers that can spur local productivity, trade and business. And they attract government engagement, aid and private sector investment.

The impacts are rarely uniform and can vary considerably over time too. The immediate effects of refugee arrivals do cause imbalances at local level. Depending on the level and speed of public and private sector responses, and on the socio-economic context, these initial problems generally stabilize and a new but different equilibrium follows.

In addressing these circumstances, two main considerations for the provision of assistance predominate. First, the evident need to ensure efficient and effective support both to refugees and local populations affected by a refugee crisis. The needs may not necessarily be the same and do require assessments to find the appropriate form of support. But a balanced response is certainly needed to ensure social cohesion.

Second, most refugee situations do take many years to resolve. So beyond the initial emergency response, longer term, more structural support is required to ensure that overall socio-economic conditions do not deteriorate for refugees and local communities alike.

Governments, donors and aid agencies increasingly recognize that protracted displacement demands more than short-term assistance. Finding the optimal mix of emergency and developmental engagement, and devising implementation arrangements that strengthen and support national responses, will likely be a feature of aid delivery to refugee situations in future.



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ENGAGING WITH PARTNERS

Refugee response coordination

UNHCR is committed to coordinating, planning and delivering refugee responses that are effective, collaborative and based on principles of partnership. In 2015, the Office continued to apply the Refugee Coordination Model (RCM, see *Glossary*), which drew on more than 60 years of experience, and was designed to provide transparent and inclusive leadership and coordination in refugee operations worldwide.

In line with the RCM, the organization expanded the terms of reference of the regional refugee coordinators responsible for leading operational planning and resource mobilization for the Central African Republic, Nigeria, South Sudan and Syria situations, and designated new coordinators for the Yemen situation and the crisis in Europe.

In 2015, seven regional refugee response plans covered 30 countries, involving more than 270 partners.

Wherever applicable, the Office also continued to follow the *Joint UNHCR-OCHA Note on Mixed Situations*, which provided a framework for leadership and coordination in settings where there were both refugee operations and complex humanitarian emergencies. This could include the development of technical guidance and capacity building, as well as the provision of field support.

In applying the provisions of the Joint Note in field operations, UNHCR worked to ensure the complementarity and efficiency of its activities. As an example, following UNHCR's suggestion to use the existing refugee coordination platform to respond to the needs of internally displaced people (IDPs) in Maroua in northern Cameroon, in April 2015 an inter-agency mission assessed the most appropriate coordination arrangements for humanitarian actors on the ground. Subsequently, the High Commissioner and the Emergency Relief Coordinator agreed that existing refugee coordination mechanisms in Cameroon could be used for this internal displacement situation, while maintaining respective accountabilities and reporting lines.

Partnership within the United Nations system and with other international organizations

In 2015, UNHCR continued to work within the framework of the established coordination arrangements at global and field levels under the Inter-Agency Standing Committee's (IASC) Transformative Agenda. The Office continued to participate in the IASC early warning system, the Emergency Directors Group (EDG) as well as part of an inter-agency emergency preparedness project. For more information on UNHCR's leadership of the global clusters providing protection, shelter and camp coordination and camp management, please see the *Safeguarding Fundamental Human Rights* chapter.

With other key UN system partners, UNHCR pursued international efforts to preserve the safety and well-being of displaced populations, notably with the following agencies:

- **WFP** - WFP remained one of UNHCR's most important operational partners to target food assistance to the refugees most in need in camp and urban settings, whether through cash or in-kind food assistance. In October 2015, WFP and UNHCR, together with UNICEF, committed to strengthening cooperation on cash-based interventions.
 - **UNICEF** – UNHCR and UNICEF updated joint guidance to staff to strengthen their partnership in the field and provide consistent technical support to populations of concern in the areas of water, sanitation and hygiene (WASH); education; health and nutrition; and child protection. In 2015, letters of understanding were signed for joint interventions in South Sudan and Sudan.
 - **WHO** - UNHCR and WHO intensified their collaboration in several areas, including in countering tuberculosis and non-communicable diseases in humanitarian settings, and in establishing health systems in response to the influx of refugees and migrants in Europe.
- The work on non-communicable diseases in humanitarian emergencies will gain momentum in the coming years with the increased evidence base and improved guidance.
- **Joint United Nations Programme on HIV/AIDS (UNAIDS)** - It was a critical year for UNAIDS, of which UNHCR is a co-sponsor. The new UNAIDS strategy *Fast-tracking to zero* outlined the measures envisaged to help end the AIDS epidemic by 2030. During the 36th UNAIDS Programme Coordinating Board, held in July 2015, UNHCR and WFP highlighted the risks associated with neglecting HIV in funding and programming decisions.
 - **IOM** – UNHCR and IOM developed joint approaches to mixed movements, ranging from inter-agency response plans in Europe and Yemen, to joint responses to rescue at sea. Forms of collaboration included mixed migration task forces, joint strategies to address human trafficking, and joint advocacy on refugees and migrants – notably when the Sustainable Development Goals (SDGs) were being developed.
 - **UN Secretariat** – UNHCR was increasingly engaged in assisting the work of the Executive Office of the Secretary-General, the Secretariat and the broader United Nations in efforts to address challenges associated with large movements of refugees and migrants. In 2015, its New York Office participated in humanitarian and development fora seeking to ensure that considerations of the rights and needs of people of concern to the Office were mainstreamed into the work of the United Nations. This included informing deliberations around the reform of the role of the UN Secretariat in assisting States to: maintain international peace and security; improve humanitarian action; strengthen women's empowerment; and meet the newly adopted SDGs. Thanks to UNHCR and partners' advocacy, refugees and stateless people are part of the commitment to 'leave no one behind' and are considered in the goals of the SDGs.

Partnering with NGOs

The principles of partnership

The five principles of partnership (see *Glossary*) highlight the fundamental importance of upholding the values of equality, transparency, responsibility, complementarity and results-orientation in humanitarian efforts. In 2012, at the High Commissioner's structured dialogue with the IFRC and non-government organizations (NGOs), participants drew up 10 recommendations for putting these principles into practice in UNHCR's partnerships.

Since then, UNHCR's engagement with NGO partners to carry forward these recommendations included the production of guidance notes – on improving strategic information sharing among partners, on partnership in advocacy for protection, and on problem resolution – to help operations and colleagues to strengthen partnerships.

A series of joint missions also enabled the Office and partners to follow up on the recommendations. In 2015, four country-specific joint missions with the participation of UNHCR and the International Council of Voluntary Agencies (ICVA) and InterAction took place in Chad, Kenya, Lebanon and Myanmar, and three regional follow-up meetings in West Africa and in Thailand were completed. In addition, 15 consultations were organized with more than 200 participants from NGOs and UNHCR staff. These meetings provided a unique opportunity for UNHCR staff to hear directly from national partners about their priorities and concerns.

The main areas identified by both NGO and UNHCR participants as still requiring improvement were: information-sharing; joint planning; advocating protection together; problem resolution; and strengthening the capacity of national NGOs.

At a global level, UNHCR further explored how respective expertise and resources in bilateral partnerships with major NGO partners could be complementary in various settings, as well as embarking upon the revision of memoranda of understanding, where necessary, and supporting regular consultations.

A record-breaking year for the Annual Consultations with NGOs

UNHCR's annual consultations with NGOs have brought together representatives of partner NGOs who collaborate in protecting, assisting and advocating for refugees and other displaced people across the world.

In July 2015, the event gathered some 500 delegates to discuss the theme *In pursuit of solutions*, making it the largest annual consultation with NGOs to date. More than 270 different NGOs, UN and international organizations were represented (of which 76 per cent were national NGOs). These consultations covered a wide range of topics and continued to provide a unique forum for sharing feedback, information and experience. Almost 6,000 tweets were posted with the event's dedicated hashtag, #UNHCRNGOs, during the three-day event.

Strengthening collaboration with implementing partners

In 2015, UNHCR entrusted USD 1.26 billion to 938 partners (584 national NGOs, 168 international NGOs, 172 governmental partners and 14 UN agencies) for 1,732 projects to provide protection and assistance to, and help find solutions for, people of concern. The funds channelled to partners represented 38 per cent of UNHCR's annual expenditure (USD 3.3 billion).

Consultations with NGOs and other stakeholders on the development and application of the *Enhanced Framework for Implementing with Partners* – a management instrument for providing quality assistance and protection to populations of concern and accountability for resources entrusted by donors – continued throughout the year. In total, 14 joint workshops were held to roll out the framework and strengthen capacities, which benefited at least 500 staff of UNHCR and partners.

The Partner Portal – a web-based tool that allows prospective and existing

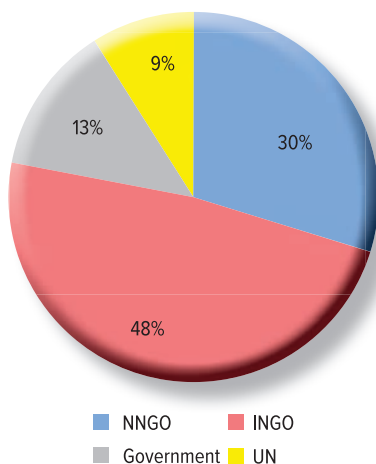
partners to provide the most up-to-date information about their organization and its ability to respond to the needs of refugees and people of concern – was launched in 2015 and already has a portfolio of more than 600 partners.

Partnerships for solutions

Collaboration remained fundamental when seeking solutions for refugees, with challenges often complex and resource-intensive. UNHCR continued to work with partners to design comprehensive protection and solutions strategies that addressed the four dimensions of a solution for refugees: legal; economic; civil/political; and social/cultural. This approach recognized the progressive attainment or enjoyment of human rights, such as freedom of movement and residence; the right to work; and security of tenure in housing and agricultural land, were all elements required to support independence and resilience among forcibly displaced, settled and returning populations. It also recognized that refugees could and should be able to contribute to the communities in which they live, providing them with opportunities to be economically active, and to learn and build skills to lead a more dignified life.

The Solutions Alliance brought together host and donor governments, United Nations agencies, civil society organizations, the private sector, international financial institutions and academic institutions to seek approaches that resolve situations of displacement and prevent new ones from becoming protracted. As part of the Alliance, UNHCR was a member of the Somalia and Zambia national groups and co-chaired thematic groups on the rule of law, as well as on research, data and performance management.

**Funds Provided to Partners
(\$1.26 billion)**



The organization continued to strengthen its partnership with development actors to improve coordination on solutions and increase recognition of displacement as a development issue. Four new joint studies with the World Bank – three in Africa and one in the Middle East – provided regional situation analysis of forced displacement and informed

programming priorities. Through ongoing partnership with the Japan International Cooperation Agency (JICA), local integration and self-reliance measures in Uganda and Zambia were being supported. UNHCR's partnerships with ILO and the International Trade Centre promoted the right to work and market development interventions for refugees.

The Sustainable Development Agenda: a universal pledge to leave no one behind

On 25 September 2015, the United Nations General Assembly formally adopted the 2030 Agenda for Sustainable Development, consisting of a Declaration, 17 Sustainable Development Goals (SDGs), 169 associated targets and 229 indicators. The SDGs replace the Millennium Development Goals (MDGs), which were agreed in 2000 and ended in 2015.

Unlike the Millennium Development Goals, the 2030 Agenda explicitly refers to refugees and internally displaced people as those whose needs and aspirations, as well as their contribution to sustainable development, must be taken into account. The Agenda, led by the SDGs, pledges to ensure that 'no one is left behind', including refugees and internally displaced people, and resolves to adopt measures to meet the needs of those affected by complex humanitarian emergencies. While the implementation of the Agenda is left to States, all UN agencies are expected to incorporate the Agenda into their programmes and to support the national authorities to progressively work towards achieving the goals within the next 15 years. UNHCR was involved in the development of the 2030 Agenda and collaborated with other UN agencies to ensure that people of concerns were included.



UNHCR/Diego Ibarra Sánchez

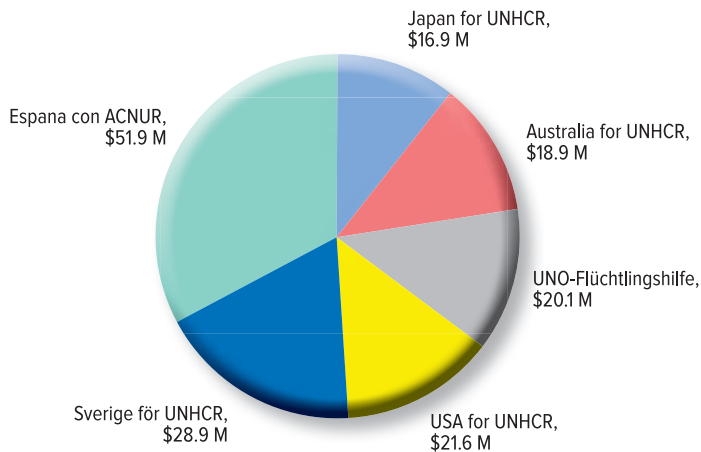
MOBILIZING THE PRIVATE SECTOR

Since 2007, UNHCR had placed great importance on developing its private sector fundraising relations and functions, recognizing the need to expand the organization's resources and donor base, as well as the growing interest of private entities and individuals in engaging in response to global humanitarian issues.

Thanks to the generosity of private supporters who donated USD 284 million in 2015, UNHCR significantly exceeded its initial private sector fundraising target for the year. While the organization's overall funding gap was greater than ever before, the private donations allowed UNHCR to be more responsive to a number of underfunded situations and have a greater impact on the safety and well-being of many displaced people.

The number of individual donors supporting UNHCR's work in 2015 grew to more than 1.4 million people located across more than 20 countries worldwide. In total, USD 194.4 million was raised from individuals. Partnerships with corporations, foundations and philanthropists generated USD 89.5 million in financial support, as well as awareness of UNHCR and people of concern to the organization.

More than 50 per cent of the overall funds were mobilized by UNHCR's six National Fundraising Partners (see box), with innovative collaborations leading to outstanding results. Established in accordance with the laws of the country in which each operates, these independent organizations raised funds

2015 income by National Partner (total \$158m)

on behalf of the Office. UNHCR directly generated resources in other countries, such as Italy (USD 21.4 million) and the Republic of Korea (USD 16.4 million), with significant growth in private donations in both countries.

For more information on private sector fundraising, see also the chapter on *Funding UNHCR's programmes*.

National Fundraising Partners

In 2015, national fundraising partners raised 56 per cent of the funds UNHCR received from the private sector.

During the year, record numbers of Australians responded to **Australia for UNHCR's** calls for support, with contributions amounting to USD 18.9 million. The Australian public responded generously to crisis appeals for Nepal's earthquake-affected, emergencies in Nigeria and the Syrian Arab Republic (Syria), and supported health and nutrition programmes in Bangladesh and Ethiopia.

Australia for UNHCR continued its long-term commitment to raising AUD 2.5 million for UNHCR's sexual and gender-based violence prevention and response programmes in the Democratic Republic of the Congo. In August, the organization hosted a visit by Nansen laureate Sister Angélique Namaika to raise awareness of the needs of displaced women and girls. Its strong growth was also reflected in its growing social media reach, with its following increasing by 100 per cent from 89,000 to 171,000 followers.

The refugee crisis in Europe triggered a particularly strong corporate and community response in Australia. During six days in September, an online initiative by one donor raised more than USD 28,000 for UNHCR's emergency response. This inspired a wave of community fundraising activities and attracted new corporate partners to the refugee cause, including Australia Post, the Australian Football League, the Australian Islamic Museum and Telstra. Combined with a direct marketing and online emergency appeal, the campaign raised close to USD 1 million for the crisis in Europe.

España con ACNUR, UNHCR's national partner in Spain, transferred USD 51.9 million to UNHCR in 2015 and increased its total number of donors to over 350,000. Collaboration was renewed with key corporate donors such as the multinational Spanish Banking Group BBVA, which donated more than USD 329,000 to the refugee cause. New partnerships were also entered into with Inditex, a Spanish multinational clothing company, and *El Corte Inglés*, the biggest department store group

in Europe. A partnership with the Spanish supermarket chain Eroski, which has close to 1,000 outlets throughout the country, increased awareness of the refugee cause and raised more than USD 162,000 by selling Christmas cardboard stars in all of its supermarkets.

In 2015, *España con ACNUR* also worked with *Atresmedia/LaSexta*, Spain's leading TV and media group, to raise awareness and funds for UNHCR's work in sub-Saharan Africa. The campaign reached more than 33 million people and was seen or commented 145,000 times in social media.

The **Japan Association for UNHCR** contributions had increased significantly during the last 15 years, raising USD 16.9 million in 2015. Around 90 per cent of all donations raised by UNHCR's national partner in Japan were unrestricted and could be allocated to any UNHCR programme, making Japan's donor base a reliable source of funds for UNHCR's most underfunded programmes. Beyond resource mobilization, the organization continued to actively raise awareness about refugee issues through extensive public relations and advocacy, such as the

Responses to specific emergencies

While humanitarian emergencies erupted throughout 2015, stretching UNHCR's capacity globally, the private sector played a key role in supporting the response to two crises in particular: the Nepal earthquake and the refugee crisis in Europe.

Europe

In response to the refugee crisis in Europe, UNHCR raised more than USD 50 million from the private sector. Major contributions were received from a range of supporters, including private philanthropists through their family foundations; AB Volvo; H&M Conscious Foundation; the Bill & Melinda Gates

Refugee Film Festival, which was in its tenth year.

2015 was a very successful year for **UNO-Flüchtlingshilfe**, UNHCR's national partner in Germany, which raised USD 20.1 million in support of the organization's programmes worldwide – an increase of more than USD 6 million compared to 2014. *UNO-Flüchtlingshilfe* recruited thousands of new supporters and received regular donations from more than 50,000 people.

In 2015, **USA for UNHCR** increased its fundraising income by 149 per cent compared to 2014, contributing USD 21.6 million (both cash and in-kind).

USA for UNHCR engaged in high-profile campaigns and partnerships, including: Google's refugee relief campaign, which saw the company match EUR 5 million worth of individual donations by their service users with EUR 5 million from Google; John Green's crowdfunding *Project for Awesome*; and IKEA's *Brighter Lives for Refugees* campaign, which helped to attract new donors and supporters. Awareness of the plight

of refugees was aided by significant media coverage of the refugee crisis in Europe and support by the White House (via the launch of its #AidRefugees campaign), which also brought more interest from corporations in the United States. By the end of 2015, the number of active donors had reached 90,000, an increase of 230 per cent on the previous year.

USA for UNHCR supported several emergencies, including the needs of victims of the Nepal earthquake; in Syria and the surrounding countries, as refugees were forced to flee to Europe; and a non-emergency programme – Lifeline – which provided cash assistance to Syrian refugee families in Jordan (see more about the appeal below).

Sverige för UNHCR, UNHCR's national partner in Sweden, saw its income grow by more than 300 per cent in 2015, raising USD 28.9 million for UNHCR's work. As the Syria emergency entered its fifth year, *Sverige för UNHCR* launched a successful campaign to raise awareness and funds. Its short film, *Search for Syria*, was viewed more than 3.5 million times.

A partnership with the Swedish Postcode Lottery also resulted in contributions to UNHCR's response to the Syria situation as well as funding for 800 refugee housing units for internally displaced people in Iraq.

The Swedish private sector also responded generously to the unfolding European refugee crisis. Within the first few weeks of a national campaign in September, more than 120,000 people had donated or pledged to support UNHCR's work on a monthly basis, and companies, foundations and private philanthropists made significant contributions.

Sverige för UNHCR collaborated together with several large newspapers and TV channels to raise awareness and funds for emergency response. Examples of such efforts included the fundraising concert *Hela Sverige Skramlar* that aired live on Swedish national television and the renowned exhibition *Where Children Sleep* at the photography museum *Fotografiska*.

Foundation; the International Federation of Football (FIFA); and Ericsson. Goldman Sachs Gives contributed USD 3 million towards UNHCR's activities in response to the refugee crisis in Europe.

To address needs during the colder winter months, partners provided in-kind contributions, such as clothing and winter items for refugees, in Europe as well as in and around Syria. For example, Inditex partnered with UNHCR to provide around 300,000 articles of warm clothing and shoes for families in need, and SCA AB provided a shipping container of feminine care products and baby diapers.

New types of partnership also emerged in support of refugees, including UNHCR's partnership with the multinational software corporation SAP, and with Grammy-winning music group Imagine Dragons, who raised funds via music downloads.

Nepal

Within six weeks of an earthquake striking Nepal in April 2015, almost USD 5 million had been mobilized from private donors, fully funding UNHCR's emergency response. Support from corporations and foundations included USD 129,000 from the Crystal Group in Hong Kong and USD 200,000 from Alwaleed Philanthropies in Saudi Arabia.



UNHCR/Diego Ibarra Sánchez

UNHCR staff and Greece's Hellenic Coast Guard assist refugee children rescued from an inflatable raft in the Mediterranean Sea

Global multi-country appeals

The amount of digital funds raised grew exponentially in 2015, with significant online engagement by donors and supporters for the European refugee crisis.

UNHCR's Lifeline appeal was a fundraising and awareness-raising campaign launched in 2015 to provide cash assistance for Syrian refugee families in Jordan. In Jordan, popular news anchor Ahmad Al Shugairi launched the campaign on air, reaching more than 200 million viewers. He called on them to support 12,000 Syrian refugee families' needs for one year. In addition to generating enormous visibility for the refugee cause, the campaign raised an estimated USD 9 million from individuals in the region.

Operational support

In 2015, corporate and foundation partners continued to support UNHCR's operations

with technical expertise and operational assistance:

IKEA Foundation: innovation, sustainability, in-kind donations

The IKEA Foundation remained UNHCR's largest private sector partner, contributing USD 29 million in 2015 to operations in Africa, Asia and the Middle East, as well as crucial support towards UNHCR's innovation and sustainable solutions programmes.

The *Brighter Lives for Refugees* campaign, which was implemented in three phases over a two-year period from 2014 to 2015, raised USD 33.4 million through the sale of LED bulbs and lights in 300 IKEA stores across 40 countries worldwide. This funding is helping to improve refugee access to primary

education, and to provide light and energy from renewable sources to hundreds of thousands of refugee families in nine countries.

In addition, the IKEA Foundation continued to provide in-kind donations of bedding items for UNHCR's operation in Iraq, helping to restore a sense of home for thousands who were forced to flee.

Through its continued support for the Nansen Refugee Award, the IKEA Foundation contributes to UNHCR's efforts to honour individuals who have done outstanding work on behalf of the forcibly displaced.

UPS Foundation: logistics, delivering relief items

In 2015, UPS Foundation provided UNHCR with freight services to transport critical relief supplies, and flexible funding that could be accessed quickly and used to ensure critical aid and assistance during fast-evolving emergencies in Greece and Nepal. Beyond this, the company has been a strategic logistical partner of the Office since 2010 and serves as an emergency standby partner.

In 2015, the UPS Foundation enhanced UNHCR's logistical response by providing training to staff and partners. The Foundation has also supported UNHCR's ability to assure effective distribution of supplies by providing last-mile tracking of food and non-food items delivered to refugees via the UPS Relief Link programme.



IKEA-donated lamps get charged in the sunlight beside a Syrian refugee family's shelter in Azraq refugee camp, Jordan.

UNHCR/Warrick Page





UNIQLO: clothes, livelihoods and cash

In 2015, UNIQLO supported the 10th Refugee Film Festival in Japan, a public outreach event. The company also launched the awareness-raising campaign *10 million Ways to Help*, which aimed to collect 10 million items of second-hand clothing from customers by the first quarter of 2016. UNIQLO has pledged

to contribute USD 10 million in cash during the period 2016-2018, mainly for emergencies and livelihoods projects that support refugees' self-reliance. UNIQLO also increased its ongoing support with the provision of a further 80,000 items of warm clothing for refugees in Europe for the winter months.

Educate A Child Programme – Education Above All Foundation

In 2015, UNHCR and Educate A Child (EAC), a global programme of the Education Above All (EAA) Foundation – founded and chaired by Her Highness Sheikha Moza bint Nasser of Qatar – signed a new three-year partnership agreement providing access to primary education for more than 710,000 refugee children in 12 countries in Africa, Asia and the Middle East.

Building on a partnership that had given more than 260,000 refugee children access to primary school since 2012, their education will be supported further by the new EAC-funded programme, which will help enrol a further 450,000 children in schools over the next three years. Beneficiary children were hosted in Chad, Ethiopia, the Islamic Republic of Iran, Kenya, Malaysia, Pakistan, Rwanda, South Sudan, Sudan, Syria, Uganda and Yemen.

This programme aimed to make a notable impact on the lives of children, their families and their communities. The new partnership agreement includes a commitment from EAC that it would help UNHCR and its partners to improve the quality of teaching and learning; ensure safe learning environments for children; promote awareness and advocacy about the importance of education for refugee children; and strengthen capacity and partnerships with ministries of education and others, to enable more refugee children to go to school.

UNHCR also mobilized matching grants for this EAC programme from new and existing partners. A number of matching grants were donated through UNHCR's national partners in Germany, Japan, Spain and the United States.



Sudanese refugee children at the camp school in Djabal, Chad, which is supported by the Educate A Child (EAC) Programme.

UNHCR/ Sylvain Cherkakou



CELEBRITY SUPPORT

With displacement numbers nearing 64 million, the Syria crisis entering its sixth year, and gaps in funding remaining challenging, the voices of UNHCR's goodwill ambassadors and high-profile supporters were more important than ever in 2015.

Celebrity support provided important leverage to UNHCR's efforts to raise awareness, press advocacy points, and mobilize giving across the globe.

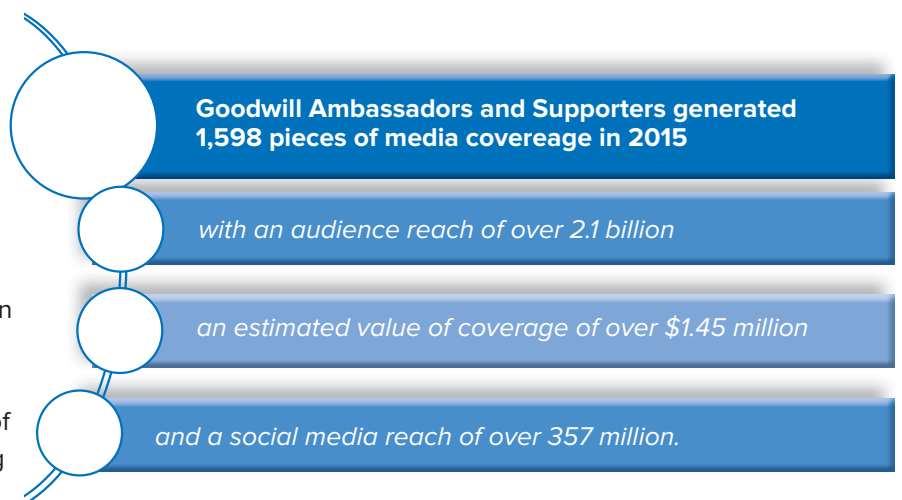


UNHCR/Jordi Matas

Cate Blanchett meeting a mother and daughter from Syria in Chouf, Lebanon.

Advocacy and awareness-raising

Some of the ways in which UNHCR's supporters brought their voices and influence to bear in 2015 included: Cate Blanchett moderating a panel on global displacement at a high-profile event in Delhi; Mika meeting displaced families in Lebanon; Khaled Hosseini highlighting innovative solutions for refugees in Jordan; Yao Chen and Kristin Davis celebrating the achievements of Nansen Refugee Award laureates in Pakistan and the Democratic Republic of the Congo; Barbara Hendricks speaking to government leaders at an ECOWAS Conference on statelessness.



Spotlight on crises

Syria

Through written and social media, film and interviews, goodwill ambassadors helped retain focus on the human impact of displacement. The Syria crisis remained a key focus of this activity.

Khaled Hosseini's mission to Jordan resulted in a wealth of in-depth media coverage across the globe including on the BBC, *El Mundo*, *La Repubblica* and The Huffington Post. When singer-songwriter Mika travelled to his birthplace Lebanon, new audiences came to understand how war and persecution had devastated the lives of young people, including those targeted because of their sexual orientation.

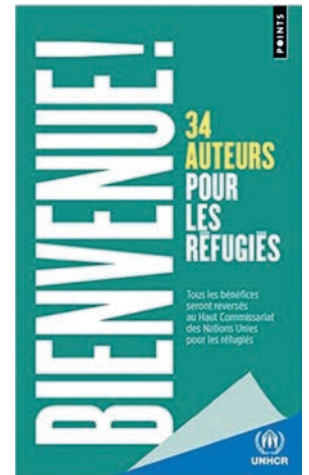
Also helping to bring the individual stories of refugees closer to public hearts and minds were Cate Blanchett, Peter Capaldi, Alessandro Gassman and Friederike Kempfer, all of whom visited countries neighbouring Syria which host the majority of Syrian refugees. Others such as Douglas Booth, Neil Gaiman and David Morrissey gave strong social media support for UNHCR's winterization campaign.

Europe

In Europe, high-profile voices speaking up for refugees included Douglas Booth and David Morrissey, who travelled to Lesbos; George Dalaras, Omar Sy and Jesús Vázquez, who shared support on their social media channels; Livia Firth and Annie Lennox, who spoke out on behalf of refugee and migrant women at the *Women on the Move Awards* in London; and a host of 34 French authors contributing to the book *Bienvenue*, a collection of texts and drawings of authors and cartoonists on the thematic of asylum and exile with the aim of promoting a message of tolerance and openness.

Also, in an effort to challenge xenophobia and misconceptions around the terms “refugee” and “migrant,” a group of high-profile

supporters including Peter Capaldi, Helena Christensen, Kristin Davis, Craig Ferguson, Colin Firth, Neil Gaiman, Barbara Hendricks, David Morrissey, Patrick Stewart and Rokia Traoré, recorded a short social media film which reached nearly 150 million people and triggered substantial media coverage on the debate.



Africa

The visits of Kristin Davis, Ger Duany and Jung Woo-sung to witness UNHCR operations in the Democratic Republic of the Congo, Kenya, South Sudan and Uganda, helped retain a spotlight on under-reported emergencies. Ger Duany, a former refugee himself, was announced as a regional goodwill ambassador in Kakuma refugee camp in Kenya on World Refugee Day. Through his appearances at the Nansen Refugee Award, the Social Good Summit, the Tokyo Film Festival and at a conference organized by the World Bank, Ger shared his powerful first-hand experience with a diverse global audience. Media outlets, including the BBC, also featured interviews with Alek Wek, another former refugee now serving as a UNHCR goodwill ambassador.

The Americas

Helena Christensen's powerful photographs from Colombia, and Kat Graham's social media campaign during a mission to Mexico and Guatemala, revealed the devastating impact of persecution and gender-based violence on women. The growing crisis in Central America was also the focus of Osvaldo Laport's mission and media activity, whilst a travelling *Mochila* (backpack) campaign, supported by a host of celebrities including Juanes, Diego Luna and James Rodríguez, drew attention to the needs of refugee children across the Americas.



UNHCR/Hector Perez

Helena Christensen visiting internally displaced people in Colombia.

Asia and the Pacific

Yao Chen's mission to Pakistan brought widespread attention to the challenges and opportunities for Afghan refugees, and John Abraham met urban refugees in India to help build understanding and compassion.

Global campaigns

World Refugee Day

Celebrity activity provided key support for World Refugee Day. In the face of increasingly polarized views about refugees, goodwill ambassadors encouraged the public to “get to know” refugees better by exploring and sharing their individual stories and finding points of common experience. Among those introducing refugees they had personally met were Zaruhi Babayan, Cate Blanchett, Kristin Davis, Neil Gaiman, Emma Thompson, Jung Woo-sung and Maher Zain, while social media activity featured the voices of Fatima Bhutto, Roberto Cavalli, Yao Chen, Luol Deng, Juanes, Patrick Stewart, Forest Whitaker, Yuna and the Malala Fund.



UNHCR/Brad Hamilton

Antonio Guterres and Barbara Hendricks at the UNHCR high-level panel on statelessness in New York.

#IBelong Campaign on Statelessness

Barbara Hendricks addressed government leaders and policy makers at a conference organized by ECOWAS in Côte d'Ivoire, and later in the year moderated a high-level panel on statelessness at the United Nations in New York to mark the first anniversary of the campaign.

Cate Blanchett met Rama, a 9-year-old girl who is stateless in Lebanon, and featured the issue on a special radio show she hosted with her husband Andrew Upton, as part of the Project Everyone initiative to promote the newly launched SDGs.

The Nansen Refugee Award

Performances and speeches at the 2015 ceremony included Ger Duany, Barbara Hendricks and Angélique Kidjo and sand artist Cassimo. Meanwhile, a social media campaign to celebrate the achievements of laureate Aqeela Asifi featured messages from 26 high-profile supporters from around the world.

Fundraising

With soaring funding needs, the support of goodwill ambassadors for fundraising initiatives became even more important. Whether this support was through attending events, supporting appeals through video messages and social media, helping access new networks, or keeping donor interest engaged, it added real value to UNHCR's initiatives.

In the Gulf, Ahmad Al-Shugairi featured UNHCR's work on his Khawater TV programme, raising over USD 2 million in one weekend. Meanwhile, Barbara Hendricks performed and spoke at a gala hosted by corporate partner Henley & Partners that raised USD 250,000.

Sheikha Rima al-Sabah helped lead efforts in Washington DC to raise USD 1 million for refugee education. Also in the United States, writer, vlogger and YouTube star, John Green, generated significant donations for UNHCR through his digital *Project For Awesome*, while US Billboard topping band Imagine Dragons dedicated a track to UNHCR and refugees.

Elsewhere, Kristin Davis supported a telethon in Indonesia and Cate Blanchett issued an appeal to support UNHCR's Europe crisis appeal. Khaled Hosseini reported back to IKEA customers and partners on the positive outcomes of their support for refugees and Mika supported direct marketing appeals in Italy and the *Warm Their Hearts Appeal* for Syrian refugees in Lebanon. ■

UNIQLO distributes 10 millionth item of clothing to refugees with UNHCR

This article is an adapted version of a UNHCR news story.
4 June 2015

KAMPALA, Uganda | The UN refugee agency's relationship with UNIQLO passed a major milestone at a recent distribution in Uganda, where staff handed out the 10-millionth piece of clothing donated by the Japanese retail giant to refugees worldwide.

The event in Kampala will be followed by further distributions in the coming weeks, which will benefit more than 400,000 refugees across Uganda. In the capital, refugees spoke of their joy at receiving t-shirts, jumpers, trousers, coats and other used clothes donated by customers in UNIQLO stores in several countries.

"I think my children will be ecstatic," said Jonathan, a refugee and pastor from the Democratic Republic of the Congo. "These clothes will keep them warm and protect them [at night]."

Jonathan continues to carry out religious work in Kampala, while his wife works as a seamstress. Together, they bring in just enough to pay the rent and feed their family of eight, but there's little left over for anything else.

The UNIQLO donation will make a real difference to the lives of many refugees, who are struggling to make ends meet.

Many of the refugees at the clothes distribution were parents and all agreed on the importance of their children wearing suitable clothing. "When they see other kids wearing clothes that don't have holes or aren't ripped, they feel bad about themselves, they feel inadequate," explained Marion, also from



UNHCR/Jiro Ose

Urban refugees receiving donated clothing collected by UNIQLO customers at Old Kampala Primary School in Kampala, Uganda. Congolese refugees compare items of clothing donated by UNIQLO, which has now distributed more than 10 million items of clothing through UNHCR.

the Democratic Republic of the Congo.

"Wearing the same clothes every day brings dust and bacteria and the children get sick," she added, highlighting the link between clothes and health.

UNIQLO has worked in partnership with UNHCR for close to a decade, donating clothing to refugees through the innovative All-Product Recycling Initiative. Customers are encouraged to bring in second-hand clothes that are in good condition and these are donated to refugees.

The company has, since 2006, donated more than 10 million items of clothing to forcibly displaced men, women and children in more than 37 countries, as well as providing millions of dollars in financial contributions. •