



MADE51

CRAFTED BY REFUGEES



UNHCR
The UN Refugee Agency

BRINGING BEAUTIFUL REFUGEE-MADE PRODUCTS TO A GLOBAL MARKET

Today, over 70.8 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

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.

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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.

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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.

UNHCR

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