

# 2021 IMPACT REPORT



**MADE51**

CRAFTED BY REFUGEES



**UNHCR**  
The UN Refugee Agency



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# BROUGHT TO LIFE BY UNHCR

In 2021, global displacement hit a record high of 89.3 million people. This figure is an 8% increase from 2020 and is double the number of people that were displaced a decade ago. This remarkable and tragic increase in forced displacement is attributed to war, violence, persecution, human rights abuses, and climate change.

The rise in forced displacement is outpacing the availability of durable solutions. In this context, UNHCR is working to foster self-reliance and inclusion of refugees. As Filippo Grandi, UN High Commissioner for Refugees, explains, "Inclusion is one of the most practical and concrete forms of protection. It helps children to get an education, people to receive the medical treatment they need, prevents exploitation and abuse and supports people to acquire the dignity of self-sustaining work." This approach is outlined in the Global Compact on Refugees (GCR), which was affirmed by the United Nations General Assembly in 2018. That same year, UNHCR launched MADE51. MADE51 brings livelihoods opportunities to refugees in the artisan sector, in partnership with national and international private sector actors, exemplifying the spirit and intention of the GCR.

The artisan sector offers high potential for impact: the sector was valued at \$36B USD and growing, representing the second-largest source of employment in developing countries<sup>1</sup>, which is also where 83% of refugees are hosted. The nature of artisan work – often informal and part-time – means that it is a particularly well-suited livelihoods opportunity for refugee women who also shoulder domestic responsibilities.

## ABOUT MADE51

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

MADE51 is a flagship initiative established by UNHCR in 2018 and delivered in collaboration with the World Fair Trade Organization and a network of Strategic Partners.



### GLOBAL DATA:

## FORCED DISPLACEMENT IN 2021

89.3

million people worldwide were forcibly displaced at the end of 2021 as a result of persecution, conflict, violence, human rights violations or events seriously disturbing public order

26.4

million refugees

53.2

million internally displaced people

4.6 million

asylum-seekers

83%

hosted in developing countries

1. Weber, Johanna Michaela. 2018. *Managing for Growth and Inclusion: Four Levels of Capabilities and a 12 Steps Program*. World Bank. Washington, DC.



## HOW WE WORK

Through UNHCR's vast network of field operations we identify groups of refugees with artisanal skills or interests who want an opportunity to work. We link these groups with a network of vetted social enterprise partners.

Each social enterprise partner goes through an ethical compliance assessment led by the World Fair Trade Organization. This ensures social enterprises operate according to Fair Trade principles so that refugees can earn fair wages and work in dignified, safe conditions that assure their protection.

Together, refugee artisan groups and social enterprises develop unique product lines that make up the 'MADE51 Collection'. The MADE51 marketing platform helps to promote these refugee-made products to new audiences, supporting social enterprise partners who manage orders, production, and logistics, including export.

Our Strategic Partners, private sector companies and development actors, offer technical expertise and capacity building support to strengthen the linkage between refugees, social enterprises, and international markets. Collaboration with these Strategic Partners allows UNHCR to ensure that MADE51's refugee-made products can compete on international markets.

## GOALS



UPLIFTING REFUGEE ARTISANS THROUGH INCOME, SKILLS AND LINKAGES



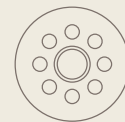
REVEALING REFUGEES AS TALENTED, POSITIVE CONTRIBUTORS



GROWING LOCAL ETHICAL ENTERPRISES



INTRODUCING UNIQUE PRODUCTS TO THE MARKETPLACE



KEEPING CULTURAL TRADITIONS ALIVE



BUILDING STRONG PARTNERSHIPS FOR ECONOMIC INCLUSION

# Our reach

- + Afghanistan
- + Armenia
- + Burkina Faso
- + Ecuador
- + Egypt
- + Ethiopia
- + Ghana
- + India
- + Israel
- + Jordan
- + Kenya
- + Lebanon
- + Malaysia
- + Mauritania
- + Mozambique
- + Niger
- + Pakistan
- + Rwanda
- + South Sudan
- + Tanzania
- + Thailand
- + Turkey
- + Zambia

## Expanding country engagement

**23**  
countries

**10**  
new countries started the MADE51  
Pathway process in 2021 and will be  
further explored in 2022

**35**  
countries received technical support

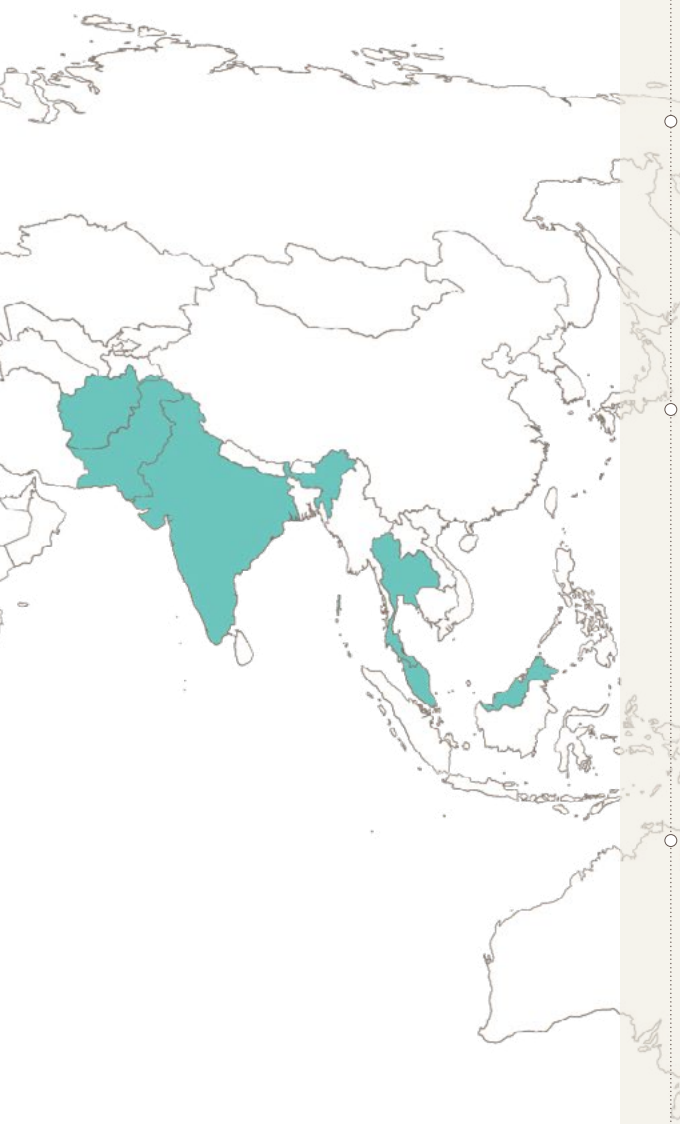
At the close of 2021, MADE51 was active in 23 countries in Asia, Europe, East Africa, Middle East and North Africa, West Africa, Southern Africa, and South America. Ethiopia, Mozambique, and Zambia became official MADE51 countries, with the latter two being the first MADE51 countries in the Southern Africa region.

During 2021, another 10 countries were engaged and will be further explored in 2022. Of these, 13 countries were identified as ready to start the

pathway towards becoming MADE51 countries, showing promise for continued scaling in 2022 and beyond.

In addition to adding three new countries, MADE51 scaled in 2021 by increasing engagement with new local social enterprise partners in Egypt, India, Jordan, and Lebanon.

# MADE51 PATHWAY



The MADE51 Pathway is an assessment and onboarding process that UNHCR country operations go through to ensure readiness for MADE51. Initiated by UNHCR offices in country, the process entails:

## 1. *Expression of interest*

UNHCR country operations express their interest in applying the MADE51 model. To be considered, operations must be ready to commit on-the-ground support to facilitate implementation.

## 2. *Refugee artisan identification*

Following the expression of interest, MADE51 supports the UNHCR operation to map refugee artisan groups and gather key information about skills, product potential, and location using the 'MADE51 Refugee Artisan Group Identification tool'.

## 3. *Operational Environment assessment*

MADE51 and the UNHCR country operation proceed to an assessment of the enabling environment. This involves analysis of the stability of the country and the skills of refugees, the feasibility of coordinating artisans into groups that can work together, and availability of potential social enterprise partners. If the enabling environment is favourable, the UNHCR operation assigns a MADE51 focal point to facilitate the MADE51 model in-country.

## 4. *Social enterprise partner identification*

Where UNHCR country operations are ready to advance, interested social enterprise partners are identified and go through an application process managed by the World Fair Trade Organization. If qualified, they are linked with refugee artisan groups to work together to design a unique line in the MADE51 collection.

## 5. *Protection Assurance*

Once a refugee artisan group is matched with a qualified local social enterprise, UNHCR conducts a protection assurance to ensure refugees do not face increased risks by engaging in work and UNHCR protection principles are assured. UNHCR focal points also receive training on the principles of Fair Trade and conduct ongoing monitoring.



# Creating opportunities for refugee artisans

**3,534**

refugee and host community artisans earned income through MADE51

**\$718,526**

earned by refugee and host community artisans

**16**

different countries of origin

**14,147**

children benefitted from increased family income

**90%**

women



In 2021 MADE51 engaged with 3,534 artisans, 2,595 refugees and 939 host community artisans. Out of these, 42 artisans with a disability benefitted from engaging with MADE51. Artisans came from 15 countries of origin including Afghanistan, Burundi, Congo, Democratic Republic of Congo, Eritrea, Ethiopia, Iraq, Iran, Mali, Myanmar, Pakistan, Syria, Sudan, South Sudan, and Venezuela. Most are hosted in countries that neighbour their home country and live in a variety of settings ranging from urban out-of-camp to home based. Some are considered Internally Displaced Persons within their country of origin.

Together, refugee and host community artisans support 14,147 children. In 2021, over 90% of MADE51 artisans were women, many of whom are single heads of household. Collectively, artisans earned \$718,526 in 2021 through their involvement in MADE51.

## Using focus groups to gather qualitative impact data for key orders

To gather targeted data about the impact of two major orders produced in 2021, for Chloé and UNIQLO, focus group discussions were held with refugee and host community artisans in

production locations, including Pakistan, Egypt, Kenya, and South Sudan. In the focus groups, which were led by UNHCR focal points in each country, data was gathered on the use of income, extent of skill development, and psycho-social impacts. Across contexts, refugee artisans reported using income primarily to buy food, support their children's education, and cover medical expenses. Furthermore, 100% of refugee artisans reported improving their skills because of these orders. Artisans widely reported feeling proud to use traditional craftsmanship to produce items for global customers.

## Continuing to work with the challenges posed by the COVID-19 pandemic

In 2021, MADE51 artisans and social enterprise partners continued to face challenges in the wake of the 2020 COVID-19 pandemic. Global markets were still experiencing the effects of the pandemic, and approximately 80% of MADE51 social enterprise partners noticed stresses as a result, including lower sales. In response to pandemic restrictions, over half of social





**“Since I was a little girl, I learnt how to transform leather into a valuable artistic item. My work makes me happy”**

- Fatouma

As a Tuareg woman, Fatouma inherited the art of craft from her ancestors. Tuareg are traditionally nomadic pastoralists inhabiting the Sahara Desert. The artisans amongst them hone their skills in making almost everything needed to survive, including tents, bags, pottery, knives, shields, and saddles. Tuareg women are known for their handcrafted leatherwork.

Fatouma and the women she works with are refugees from Mali living in Niger and working with MADE51 partner and local agent CMAN. Since 2011, violence in the Sahel region has forced millions from their homes. Fatouma and her husband fled Mali with their three sons, and they now live in Niamey, the capital of Niger. They lost everything but they have gained something valuable: safety  
© 6M Productions

enterprises created alternative workplans and workspaces to allow refugees to continue working in ways that respected restrictions and social distancing requirements. Additionally, most social enterprises reported doing check-ins in person or over the phones with the artisans to ensure their health and wellbeing. Some social enterprises provided health programming, medication, and other provisional supplies to artisans.

### Scaling impact despite challenges

33%

increase in the number of artisans from 2020

148%

increase in the number of children benefiting from family income from 2020

46%

increase in earnings by refugee and host country artisans from 2020

# Supporting local social enterprise partners (LSEs)

30

Local Social Enterprise Partners

8

additional applications to partner

3

Local Agents

83

staff and partners from 35 countries received training

In 2021 MADE51 worked with 30 local social enterprises (LSEs) and 3 local agents to bring craftsmanship of refugee artisans to international markets. Of these, 4 were new partners. A further 8 social enterprises applied to become MADE51 partners, indicating scaling potential.

## Seed funding support

MADE51 provided technical support and seed funding to LSE partners to enable them to engage with new refugee artisan groups and/or to strengthen or expand existing collaborations. The intention of seed funding is to facilitate sustainable inclusion of refugee artisans in the social enterprises' value chain. A total of \$138,011 was provided in seed funding over the course of the year to 30 LSEs and 3 local agents in 23 countries. Given the heavy impact of Covid-19 on refugee communities, seed funding for activities that created direct income-earning opportunities for refugees were prioritized, including product sampling, marketing development, stock build-up, and direct-to-consumer sales events.

## Strengthening the LSE Council


At the end of 2020, to strengthen engagement between MADE51 social enterprise partners and enhance their engagement in strategic decisions, the first Local Social Enterprise Council was established. Council members are representatives

from the LSEs that are nominated and elected by their peers. In 2021 the first elected Council had 7 members who together initiated monthly meetings open to all LSE partners. Monthly meetings were also held with the MADE51 team. Members of the Council provided inputs on key MADE51 business developments and processes.

The Council also worked to build community and collaboration between LSEs in ways that resulted in mutual benefits; for example, an Armenia-based partner working with Syrian refugees, HDIF, got an order that they could not produce on short notice, so they sent the buyer to another LSE partner working with Syrian refugees in Turkey, Bebemoss, knowing they would be able to produce the order thanks to the Syrians' shared embroidery skillset.

## Supporting LSE partners in their path to Fair Trade membership


In 2021, MADE51 provided support to LSE partners interested in becoming Guaranteed Members of the World Fair Trade Organization (WFTO). At the end of 2021, 11 LSE partners were WFTO Guaranteed Members and 2 were Provisional Members. Throughout the year, 21 LSEs showed interest in becoming WFTO members and 5 LSEs were granted seed funding



“MADE51 for us is not only a business opportunity but it feels like being in one big family that supports each other”

**Annan Sherbiny,**

Deputy General Manager of MADE51 social enterprise partner, Yadawee



support to cover the cost of the audit process. These 5 LSEs had their audit performed in Q4 2021 and Q1 2022 (due to Covid-19 restrictions). As of 2022, 4 of them have been approved as WFTO Guaranteed Members. Webinars and remote technical support were provided to MADE51 LSEs by Fair Trade experts and WFTO staff on the topics of WFTO Guarantee System and application processes, Fair Payment tools and templates, Fair Trade verification benefits, and Fair Trade practices in refugee contexts. Because the MADE51 social enterprise partner application is built in collaboration with the WFTO and linked with their review system, once a business has become a MADE51 LSE partner becoming a Guaranteed Member of WFTO requires only few additional steps. MADE51 and WFTO aim to support all MADE51 LSEs to become Guaranteed Members of WFTO if they so desire.

**Technical support and implementation of production monitoring tools for key orders**

As part of two large orders placed by UNIQLO and Chloé\* in 2021, MADE51 provided technical support to the 5 LSEs involved in producing these orders. Because LSEs worked together to produce each order, MADE51 played a coordinating role and offered technical support that included: identifying new refugee artisan groups, supporting in raw material selection and sourcing, and ensuring buyer standards for quality assurance and packaging were consistently applied. To enable LSEs to manage the order and monitor the impact in the same way MADE51 developed a single production and monitoring tool that LSEs could use to track and record data about the artisans involved in the production and corresponding payments. Through this tool, MADE51, LSE partners, and UNHCR focal points were able to monitor the production of the orders and MADE51 was able to consolidate impact data gathered across LSEs involved in production.

*\*See UNIQLO and Chloé case studies at the end of this report for more information on the impact of these orders*



### Global Workshop

In October and November 2021, MADE51 organized a series of virtual workshops for local social enterprise partners, local agents, UNHCR focal points and operational partners. The workshops covered topics that relate to MADE51 activities such as product development, fair payment, quality assurance, marketing, and sales opportunities during the holiday season, as well as ways in which MADE51 can strengthen the Refugee Artisan Network concept. The workshop series fostered learning opportunities, positive contributions from attendees, and exchange of ideas. Fair Trade experts from the WFTO delivered a session on Fair Payment practices, Fair Trade verification benefits and Fair Trade practices in the context of refugees. The workshop series was attended by almost all local social enterprise partners, local agents, and several UNHCR focal points.

“It is amazing what can happen when skills and knowledge are exchanged in a dignified and respectful manner within a partnership. The MADE51 way has allowed us to grow and grow.”

**Malish Godfrey,**  
Operations Manager of  
MADE51 Social Enterprise  
Partner, Roots



Malish Godfrey (right) shows attendants of the Private Sector Forum “36 Million Solutions” in Kigali beautiful beaded products crafted in South Sudan. Malish works for Roots, a MADE51 LSE partner working with internally displaced South Sudanese and Ethiopian refugee artisans in Juba.

© UNHCR

# Creating market access

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11

high level marketing events

\$713,453

in sales of MADE51 products through the sales channels of MADE51 social enterprise partners

399

retail sector professionals expressed interest in MADE51 through tradeshow and online platform engagement

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For MADE51, long-term, sustainable impact means generating sales, so refugee artisans have sustained work. This requires investing in demand creation and promoting refugee-made products to consumers and retailers.

## Promotion through digital trade shows and platforms

Due to the ongoing strains posed by the Covid-19 pandemic, at the start of 2021, most trade show participation continued to be digital. MADE51 showcased products from its main collection at NY Now Digital Market Week where LSE partner Yadawee participated and was awarded the NY NOW Community Impact Award. At the show, MADE51 delivered a virtual presentation in one of the Digital Talks about its model and work with refugee artisans.

MADE51 also showcased products in Maison & Objet's MOM Digital Days in the Sustainable category, and at Trade + Impact's Handmade Futures Summit, where MADE51's lead, Heidi Christ and Roula Bohsali, founder and CEO of LSE partner Rim N Roll, participated in a panel discussion addressing "Resilient Supply Chains: Crisis & Climate Change". In the second half of the year MADE51 showcased the Holiday Collection via Fair and Powered by People, providing

retailers the opportunity to source the collection through these B2B digital platforms for the first time.

## MADE51 online shop, special collections, and gifting moments

Since its launch on World Refugee Day 2020, the MADE51 online shop continued to grow and captivate customers throughout 2021. Starting in February, MADE51 promoted 6 special collections for gifting opportunities to engage and attract new customers to the online store. Products were developed for International Women's Day, Easter, Mother's Day, Father's Day, Ramadan, and Christmas. Around these gifting moments, communications activities and campaigns were launched to share stories and visual content that promoted both the products and the makers. Through the online shop, MADE51 sold \$114,245 worth of refugee-made products to customers across the world. Most of MADE51's online customers in 2021 were from the United Kingdom, followed by Europe and the United States. In the third quarter of 2021 MADE51 engaged an experienced retail consultant in the UK to support in the development of a Corporate Gift range that will be launched in 2022. The Corporate Gift range will offer a way for companies to gift refugee-made products as they demonstrate their support for refugees in a unique and meaningful way.

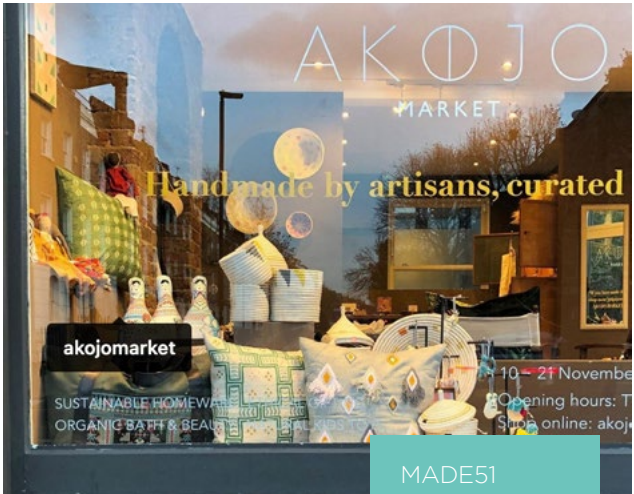
**“Made by hand, gifted with love” campaign**

One of MADE51’s major campaigns was “Made by hand, gifted with love” which was launched in Q4 to promote the Holiday Collection. The 2021 Holiday Collection consisted of 24 refugee-made ornaments from 16 countries. A total of 30,200 ornaments were produced and marketed through MADE51’s B2B network, B2B digital platforms, online shop, corporate partners and at pop-ups and events. The campaign was developed by Brand Opus, a MADE51 Strategic Partner, and was supported by numerous UNHCR Goodwill Ambassadors and High-Profile supporters.

**Pop-ups and in-person marketing events**

At the end of 2021, due to more flexible Covid-19 restrictions, MADE51 was able to showcase products in several pop-ups and events in Europe and Africa. In partnership with the Fair Shop, MADE51 had a pop-up shop in the holiday town of Brighton, UK showcasing MADE51 décor, accessories, and the holiday collection. In London, MADE51 products were featured in Akojo Market’s pop up in “The Home of Sustainable Things” shop. In Geneva, the Holiday Collection was showcased in the Christmas Market at the Jardin Anglais in collaboration with LSE partner SEP Jordan.

Examples of ‘Made by hand, gifted with love’ campaign images promoting the 2021 Holiday Collection  
© UNHCR



MADE51 featured in the Akojo Market pop-up in the Islington area of London ahead of the holidays.  
© UNHCR



MADE51 pop-up shop in Duke's Lane in the centre of Brighton, UK.



### Reaching UNHCR audiences: 36 Million Solutions & High-Level Officials meeting

At the start of December, MADE51 and LSE partners from East Africa were invited to display and sell refugee-made products at the “36 Million Solutions” conference in Kigali, Rwanda, UNHCR’s Africa Private Sector Forum on Forced Displacement. The first-of-its-kind forum brought together business leaders, refugee change makers and the public sector in Rwanda to find solutions to forced displacement in the region. LSE partners Roots, Indego Africa, RefuShe, Bawa Hope, Tribal Textiles, Yadawee, and a UNHCR representative from Niger participated in the event, acting as ambassadors for the MADE51 model and highlighting the power and potential of economic inclusion of refugees in global value chains.

Furthermore, MADE51 held a digital pop-up shop for attendants of UNHCR’s High Level Officials’ Meeting which took place in mid-December. The pop-up was originally planned as an in-person event and exhibition at the meeting, but due to growing Covid-19 concerns, it took place digitally. The digital pop up offered attendants a chance to shop from the Holiday Collection and MADE51’s ranges of home décor, accessories, and gifts.



UNHCR’s Deputy High Commissioner, Kelly Clements, meets MADE51 social enterprise partners in Kigali.

© UNHCR

# THE MADE51 MARKETING PLATFORM



The MADE51 Marketing Platform was further defined in 2021 to help increase the sale of refugee-made products through the use of the MADE51 brand, promotion and marketing, complemented by MADE51's new commercial channel. By supporting LSE efforts to connect refugee-made products to global markets, the MADE51 Marketing Platform helps UNHCR and its partners to spur economic inclusion for refugees.

The MADE51 Marketing Platform offers 3 levels of marketing support: Brand, Promotion, and Commercial. LSEs submit products for consideration, which are assessed against specific criteria.

Products that meet the Brand criteria can carry the MADE51 brand, which defines a product as refugee-made and produced under Fair Trade conditions with protection assurance from UNHCR. These products can be marketed by LSEs through their domestic, regional, and/or international marketing channels.

Products that meet the Promotion criteria are featured in the MADE51 Main Collection and are promoted through MADE51 Business-to-Business (B2B) channels such as the MADE51 Promotional catalogue, trade fair promotion, direct buyer linkages and other focused marketing activities.

Products that meet the Commercial criteria are included in MADE51's direct-to-consumer sales through the MADE51 online shop, consumer events, landed wholesale opportunities, special collections catalogues, and B2B online platforms.

## **Piloting MADE51's commercial channel**

The commercial channel, initiated in 2020, is managed by UNHCR's Partner, Rice Hong Kong Ltd. With the support of our commercial partner, MADE51 can build brand equity and engage with our customer base, which encourages retailers to get involved. Additionally, it offers credibility to retailers that despite the complicated value chain, refugee-made products can be produced and delivered. Having a MADE51 commercial partner expands the options available for larger brands and retail partners and adds a level of quality control, special packaging, and consolidated offerings to buyers. For larger product orders, the commercial partner can also serve as the registered supplier, helping LSEs with cash flow and reducing the risk. In 2021 MADE51 reported \$613,686 in sales of MADE51 products through MADE51 commercial activities with the support of Rice (online shop, pop ups, collaborations with large retailers, retailer orders, UNHCR Private Sector Partnerships orders).

# PRODUCT CRITERIA

BRAND

PROMOTION

COMMERCIAL



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

6. Product design and quality fits into the overall MADE51 collection and has market potential

7. Product prices are competitive in the marketplace and viable for B2B sales channels (Prices accommodate a factor of at least 2.5 from EXW/FOB price to Recommended Retail Price)\*

8. LSEs have the capacity to produce orders to required quality standards and within agreed timelines. Production can be scaled to include more refugee artisans with growing demand

9. Good sales performance of products already on the MADE51 online shop

10. Product has excellent sales potential for MADE51 customer base

11. Product complements other products already available in MADE51 commercial channels (design, product category, price)

12. Product marketed as a MADE51 product through the LSE's own sales channels with aligned retail pricing to MADE51 commercial channel



# Bringing skills and heritage into focus

**250**

different MADE51 products showcase diverse skills

**1,984**

additional refugees and host community artisans trained through MADE51 social enterprise partners

**33**

local social enterprise partners and local agents working with MADE51 carried out trainings resulting in one or more of the following: improving artisanal skills, learning new life skills, exploring artisans' cultures and heritages

At the close of 2021 a total of 250 products met MADE51 brand criteria, which includes the requirement that the design reflects the traditional skills and/or heritage of the refugee artisans. The skillsets represented amongst these products are embroidery, basketry, beading, silversmithing, leatherwork, brass casting, hand dyeing, and hand loom weaving. Amongst these craft skills many have culturally specific techniques represented, for instance, multiple types of Afghan and Syrian embroidery.

In 2021, 30 local social enterprise partners and 3 local agents trained refugee and host community artisans: improving artisanal knowledge and technical skills, product design and development, production management and quality control, leadership, and building strong groups and personal financial management. Most LSEs reported the training resulted in marked improvements at both group and individual levels. Out of 30 local social enterprise partners, 6 reported not being able to successfully train all the artisans they planned to due to lingering constraints and challenges posed by Covid-19.





### Collaborative products that highlight heritage skills and stories

MADE51's first large-scale product collaborations took place in 2021. Collaborations, with Chloé and UNIQLO\*, focused on developing products that utilised heritage skills and created opportunities to tell artisan stories. By developing products that are tied to refugee artisans' cultural heritage, these collaborations contribute to preserving traditional craftsmanship and demonstrate how refugees are positive contributors to society.

Shabana (centre), head of marketing and production at MADE51 LSE partner Artisan Links checks the quality of embroidered pieces at a refugee village in Haripur, Pakistan. Over 707 Afghan women worked with Artisan Links in Pakistan to fulfil an order for Chloé, a French luxury brand, in October 2021.

© UNHCR/Saiyna Bashir

*\*See UNIQLO and Chloé case studies at the end of this report for more information on the impact of these orders.*

# Partnering for impact

6

strategic partners offering significant in-kind support

1

lead implementing partner: World Fair Trade Organization

MADE51 has an ecosystem of Strategic Partners that are committed to supporting UNHCR build and scale the initiative. These partners offer a range of support including pro-bono or low-bono services, in-kind support and funding.

In 2021 MADE51 received legal advice and services from Herbert Smith Freehills, particularly in finalizing the MADE51 trademark registration process. Bain & Co. offered support to MADE51 in business development and management consultation. Brand Opus offered expertise in brand development, as well as development of creative campaigns to promote sales of refugee-made products. Headland supported outreach to media, particularly retail sector trade publications. Meanwhile, Messe Frankfurt continued to support MADE51 participation in consumer goods shows, although some of their major shows were cancelled in 2021.

Alongside this, MADE51 worked with brands and retailers that brought refugee craftsmanship to their customers,

Across nearly all MADE51 activities, UNHCR works in partnership with the World Fair Trade Organization (WFTO), the main implementing partner in MADE51. Alongside their implementation role, WFTO provides in-kind support to UNHCR to help grow MADE51.

## STRATEGIC PARTNERS

BAIN & COMPANY 

 BrandOpus

Headland 

 HERBERT SMITH FREEHILLS

 messe frankfurt

 UNI QLO

## IMPLEMENTING PARTNER



Home of Fair Trade Enterprises



# COLLABORATION WITH THE WORLD FAIR TRADE ORGANIZATION

The World Fair Trade Organization (WFTO) is UNHCR's lead implementing partner in MADE51. WFTO's central role is ensuring that all social enterprise partners are working with refugee artisan groups according to Fair Trade standards.

In collaboration with UNHCR, WFTO built the application and review process that all social enterprises go through when they apply to be a MADE51 partner. This process is aligned with the WFTO Guarantee System, and many of MADE51's selected social enterprises are already WFTO members, meaning they have gone through additional, external audits that verify that they meet Fair Trade principles. LSE partners who wish to become WFTO members can be supported throughout the process.

## Meet the WFTO

WFTO is the global community and verifier of social enterprises that fully practice Fair Trade. Spread across 76 countries, WFTO members exist to serve disadvantaged communities. To be a WFTO member, an enterprise or organization must demonstrate they put people and planet first in everything they do.

## WFTO Guarantee System

WFTO focuses on both social enterprise and Fair Trade. Its Guarantee System is the only international verification model focused on social enterprises that put the interests of workers, farmers, and artisans first. Through peer-reviews and independent audits, WFTO verifies members are mission-led enterprises, fully practicing the 10 Principles of Fair Trade across their business and supply chains. Once verified, all members have free use of the WFTO Guaranteed Fair Trade product label.



In a fast-paced economy where mainstream businesses are profit-oriented, refugees need enterprises who deliberately shape their business model and trading practices to benefit them.

*- Erinch Sahan, Former CEO of WFTO*

# SPOTLIGHT ON CHLOÉ COLLABORATION



"The best thing is that - before my mother could find no medicine, she is a heart patient, and my sister is also sick - when I receive my salary from here I can buy them medicine"  
- Gul, Afghan refugee

© UNHCR / S Bashir

Chloé is a French luxury brand, known for ethical craftsmanship and free-spirited femininity, that recently became a certified B Corporation. Chloé engaged refugee women, from MADE51 partner Artisan Links, to produce components that were incorporated into products for their '22 Spring/Summer collection. This meant traditional Afghan craftsmanship was included in Chloé's accessories range, including their iconic Marcie and Woodie handbags.

This is the largest order to date for MADE51 and our social enterprise partner Artisan Links, who is the first and only WFTO member in Pakistan. Together with UNHCR, Artisan Links carried out an extensive artisan identification and training project in order to expand the number of refugee women with Tarshumar skills able to work on this order. Due to decades of conflict in Afghanistan, heritage skills of Hazara women, like Tarshumar needlework, are at risk of being lost. Artisan Links trained over 800 women and worked with 707 of them to produce the order.

## ARTISAN LOCATIONS

**707**

Total Artisans

**20**

Artisans in Afghanistan



## ORDER DETAILS

Order Size

**11,822 pieces**

**99.7%**

of pieces met Chloé's supplier standards

**57%**

of order value was artisan payments

**\$140,386**

earned by artisans

## IMPACT

**100%**

reported buying food

**92%**

reported paying for educational expenses

**85%**

reported paying for medical expenses

**54%**

reported improving living conditions

## ARTISAN INFORMATION

**100% women**

evenly spread between the ages of 18 and 60

**20%**

are single mothers

**3**

children on average

**24%**

are the sole or primary income source for their family

## WORKING THROUGH POLITICAL UPEHAVAL

In August 2021, production of the Chloé order was already underway when the Taliban took power in Afghanistan. Many of the refugee artisans in Pakistan had family in Afghanistan. With the money they earned, some artisans were able to house family members that decided to flee, Others were able to send remittances to assist their families. For all, it was a period of stress and uncertainty.

Meanwhile, Artisan Links re-affirmed their commitment to the women they work with in Jalalabad, Afghanistan. These women are former refugees who had returned in recent years with the hope of re-establishing a home in Afghanistan.

Despite the complexity, increased risk and expenses, Artisan Links found creative ways to work cross-border, allocating these women a large portion of the Chloé order. This provided a rare opportunity for the women to earn income when many others were house-bound and unable to work.

**30**

artisans in Afghanistan trained

**20**

artisans in Jalalaba worked on the order

**1010**

pieces completed

**\$ 6637**

earned by artisans in Afghanistan

## HERITAGE EMBROIDERY TAKES CENTER STAGE

Tarshumar embroidery is a fine, precise art of creating geometric, multi-coloured patterns on cotton or silk using a thread counting technique. Tarshumar is part of Afghanistan's rich cultural heritage and has been practiced for generations by Hazara women.

Of the five main techniques in Afghanistan, Tarshumar has been identified as the one with the greatest risk of being lost, in part due to decades of conflict and forced displacement of Hazaras. Although most refugee women learned Tarshumar techniques from their elders, 100% reported "improving these skills as a result of the order".





# SPOTLIGHT ON UNIQLO COLLABORATION



"I've seen that (beading) has supported me and my family. I can change their diet, I am able to buy soap for washing their clothes, I am also able to buy books and school materials for my children."

-Susan, South Sudanese refugee  
© UNHCR / Loduye Ghaisen

In 2021 UNHCR and UNIQLO celebrated 10 years of partnership. To celebrate the milestone UNIQLO commissioned a special bracelet made by MADE51 artisans. The blue, red and white beaded bracelet represents the brand colors of the UNHCR x UNIQLO. UNIQLO used the bracelets in 16 countries to reward customers who took action in support of refugees. The bracelets were produced by refugee artisans in Egypt, Kenya, South Sudan and Ethiopia using traditional East African beading techniques.

The UNHCRxUNIQLO bracelet design was chosen for the impact it would make. In March 2021, food rations for refugees in East Africa region were cut due to funding shortfalls, making income-earning opportunities more important than ever. Designing a bracelet that could be made by refugee women in the most affected countries - Egypt, Ethiopia, Kenya, and those internally displaced in South Sudan - was a goal.

## ARTISAN LOCATIONS

**354** Total Artisans



## ORDER DETAILS

Order Size  
**10,978 pieces**

**14,499**  
pieces produced in total  
(training + order)

**46%**  
of order value was artisan  
payments

**\$70**  
earned by artisans on  
average

## IMPACT

**85%**  
reported buying food

**38%**  
reported paying for  
educational expenses

**31%**  
reported paying for  
medical expenses

**31%**  
reported sending  
remittances to their  
families

## ARTISAN INFORMATION

**100% women,**  
mostly under  
40 years old

**2%**  
live with  
a disability

**84%**  
are the sole or primary  
income source for their family

**37%**  
are single  
mothers

**4.6**  
children on  
average

## ENGAGING IN A REGION WITH ACUTE NEED

The bracelet collaboration engaged women predominantly from South Sudan. Since 2013, brutal conflict in South Sudan has claimed thousands of lives and driven nearly 4 million people from their homes. While many remain displaced inside the country, 2.2 million have fled to neighboring countries in a desperate bid to reach safety.

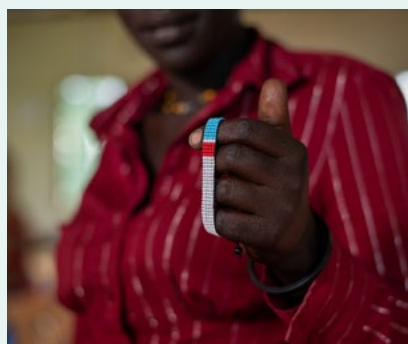
Needs in the region were already pressing, but in March 2021, 72% of refugees experienced food

ration cuts. Recognising the relief that income could bring to refugees in this area, UNIQLO and MADE51 focused on developing a collaboration product that utilised the skill set of women in this region.

The income refugee women earned from this was primarily used to buy food, support their children's education, cover medical expenses, and support distant family members through remittances.

## TAPPING INTO A TRADITION OF BEADWORK

Beading has a long history in Eastern Africa, with some citing evidence that beads as old as 12,000 years have been found in the desert in Sudan. To this day, beadwork is a rich art that is practiced throughout the region. Differences in techniques, patterns, and use of colours are associated with differences in ethnicities and religions.



© UNHCR/ S. Otieno Odhiambo

## LSE PARTNER SPOTLIGHT

# BEBEMOSS, TURKEY



"I'm Neriman. I was so excited when I heard about this work opportunity. Because I'm staying at home, I don't have many opportunities to socialize. When I came to the atelier I made friends, I learned how to knit, it gave me a sense of importance. I felt valuable. I would like to thank the workshop and the women who taught me this. People in this atelier love me like their family and it's important for all women to have such a job."  
- Neriman, Syrian refugee in Istanbul

© Beril Toper

Bebemoss is a MADE51 local social enterprise partner based in Istanbul, Turkey that strives to create huggable toys using sustainable, eco-conscious practices while providing dignified work to women in need. Bebemoss has created a line of toys that utilize crochet techniques and organic, sustainable materials.

Bebemoss became a part of MADE51 in early 2020. By employing and training refugee artisans from Syria and Iran, Bebemoss has preserved their traditions of crocheting, while creating a community of loving mothers and empowered women.

According to Izabela Ersahin, founder of Bebemoss, a Sector 7 social enterprise, "the moment we start working in the workshop here, this is where the magic happens". By providing workshop programming, team-building breakfasts, and celebrating Ramadan together, refugees interact with their host-community counterparts. Often with Bebemoss, the shared experience of motherhood brings these women together as they see their children play in the workshop. Bebemoss provides dignified work to refugee women, lifting them out of poverty.



Rania, a 30-year-old refugee from Aleppo, Syria, has been living in Istanbul for seven years and handmakes toys at Bebemoss

© UNHCR/Emrah Gurel



# 2021 KEY MOMENTS

## JANUARY- MARCH

- + NY NOW Digital Market Week
- + Maison & Objet Digital Days
- + “Made by Mothers for Mothers” International Women’s Day campaign and special collection launched on social media and online shop

## APRIL – JUNE

- + Easter campaign and products launched on online shop and social media
- + Father’s Day Collection launched on social media
- + Fair Trade Giveaway in celebration of World Fair Trade Day

## JULY-SEPTEMBER

- + Announcement and launch of UNHCR X UNIQLO bracelet collaboration
- + Handmade Futures Summit Participation
- + Seed funding support for LSE partners

## OCTOBER-DECEMBER

- + Holiday Collection campaign/Artisan photography + storytelling
- + Holiday Collection support to retailers
- + Announcement and launch of Chloé x MADE51 collaboration
- + MADE51 Global workshop
- + Launch of “Made by hand, gifted with love” holiday campaign
- + Pop-up shop in Brighton, UK.
- + Akojo pop-up shop in London
- + MADE51 showcases products at UNHCR’s Private Sector Forum “36 Million Solutions” in Kigali
- + Online pop-up shop in Geneva for High Level Officials’ Meeting



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