

2022 IMPACT REPORT



MADE51

CRAFTED BY REFUGEES



UNHCR
The UN Refugee Agency



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BROUGHT TO LIFE BY UNHCR

In 2022, global displacement reached a record high of 103 million people. This figure is an increase of over 11% from 2021 and is more than double the number of people that were displaced a decade ago. The devastating 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, the UN Refugee Agency, 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 through the handmade sector, in partnership with national and international private sector actors, exemplifying the spirit and intention of the GCR.

As humanitarian needs increase, and people remain in displacement for protracted periods of time, there is a clear and growing need for solutions that support refugees' self-reliance. The artisan sector offers high potential for impact: the sector is worth over \$752.2BN USD¹ and growing representing the second-largest source of employment in low- and middle-income countries, which is also where 71% 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 livelihoods initiative established by UNHCR in 2018 and delivered in collaboration with the World Fair Trade Organization and a network of Strategic Partners.

1. International Market Analysis Research and Consulting Group, 2023. Handicrafts Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028.



GLOBAL DATA:

FORCED DISPLACEMENT IN 2022

103

million people worldwide were forcibly displaced at the end of 2022 as a result of persecution, conflict, violence, human rights violations or events seriously disturbing public order

32.5

million refugees

53.2

million internally displaced people

4.9 million

asylum-seekers

71%

hosted in developing countries



HOW THE MODEL WORKS

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: refugees 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 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



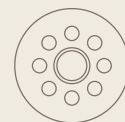
REVEALING REFUGEES AS TALENTED, POSITIVE CONTRIBUTORS



GROWING LOCAL SOCIAL ENTERPRISES



INTRODUCING UNIQUE PRODUCTS TO THE MARKETPLACE



KEEPING CULTURAL TRADITIONS ALIVE



BUILDING STRONG PARTNERSHIPS FOR ECONOMIC INCLUSION

Our reach

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

Expanding country engagement

23
countries

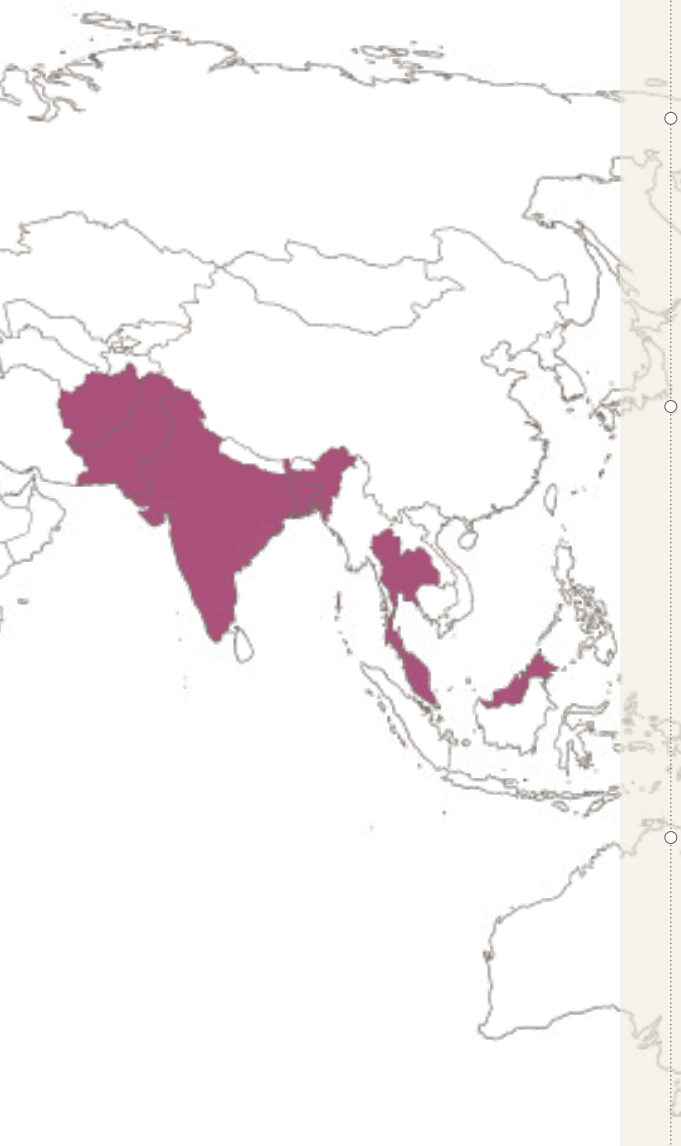
4
new countries started the MADE51 Pathway process in 2022 and will be further explored in 2023

37
countries received technical support

At the close of 2022, MADE51 was active in 23 countries in Asia, Europe, East Africa, Middle East and North Africa, West Africa, Southern Africa, and South America.

During 2022, 14 countries expressed interest in joining MADE51. Of these, four countries were identified as ready to start the pathway to become MADE51 countries. UNHCR operations mapped 44 refugee artisan groups within these new countries, showing promise for continued scaling in 2023 and beyond.

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 enterprises 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 can be assured. Social enterprise partners receive sensitization training on protection issues faced by refugees and referral mechanisms.

Creating income opportunities for refugees through craft

3,752

refugee and host community artisans earned income through MADE51

\$434,836

earned by refugee and host community artisans

17

countries of origin

16,460

estimated number of children benefitted from increased family income

85%

of artisans were women

In 2022, MADE51 engaged with 3,752 artisans, of which 2,954 were refugees and 798 were host community artisans. Out of these, 81 artisans with a disability benefitted from engaging with MADE51. Artisans came from 17 countries of origin including Afghanistan, Angola, Burundi, Democratic Republic of Congo, Ethiopia, Iraq, Lebanon, Mali, Myanmar, Palestine, Pakistan, Rwanda, Syria, Sudan, South Sudan, Venezuela and Yemen. Most are hosted in countries that neighbor their home country and live in a variety of settings ranging from urban to rural to camp-based. Some are considered Internally Displaced Persons within their country of origin, also falling within UNHCR's protection mandate.

Together, refugee and host community artisans supported an estimated 16,460 children. In 2022, over 85% of MADE51 artisans were women. In case studies in Rwanda and Kenya, we found that 60% of the women were single heads of household. Collectively, artisans earned \$434,836 in 2022 through their involvement in MADE51.

Growth in impact since 2021

6%

increase in the number of artisans from 2021

16%

increase in the number of children benefiting from family income from 2021



©Bebemoss

“I learned this from my mother. That’s why this job has an emotional feel to me. I remember old happy days while doing the craft. We are happy when we produce here, I say to myself ‘a lot of people are working on it, I wonder who will use it, which country will it go to, in which purpose they’re going to use it’ I think about that story. I travel via the craft I made.”

- Nargis



©Bebemoss

Nargis was born and raised in Syria. Since 2011, more than 14 million Syrians have been forced to flee their homes due to ongoing conflict. Nargis and her family fled Syria and now live in Turkey. To help support the family, Nargis and her mother work from home making handcrafted products with MADE51 partner Bebemoss. While working together, Nargis and her mother are preserving their heritage through craftsmanship.

Supporting local social enterprise growth

35

local social enterprise partners

6

additional applications to partner

3

local agents

143

LSE and UNHCR staff from 37 countries received training

In 2022, MADE51 worked with 35 local social enterprises (LSEs) and 3 local agents to bring the craftsmanship of refugee artisans to international markets. A further 6 social enterprises applied to become MADE51 partners indicating scaling potential.

Enterprise support

MADE51 provided technical support and seed funding to LSE partners to enable them to engage with new refugee artisan groups and 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 \$72,095 was provided in seed funding to 27 LSEs and 3 local agents in 18 countries. As businesses around the world experienced economic shocks following the onset of the war in Ukraine, 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 2021, the 2nd Local Social Enterprise Council election was held. Council members are representatives from the LSEs that are nominated and elected by their peers.

In 2022, the LSE network elected 5 council members: Hisham El Gazzar (Yadawee), Izabela Erşahin (Bebemoss), Tahira Afridi (Artisan Links), Timothy Straight (HDIF), Waleed Jad (Waste Studio). The LSE Council provided inputs on key MADE51 business developments and processes, held monthly information-sharing meetings open to all LSE partners, and participated in monthly meetings with the MADE51 team members from UNHCR and WFTO.

The LSE Council also worked to build community and collaboration between LSEs in ways that resulted in mutual benefit. For example, the LSE Council encouraged LSE partners to market the holiday collection within their regional and local sales channels, and council members displayed MADE51 special collections alongside their own products at international events and tradeshows. Through this approach, LSE partners introduced other ranges of MADE51 products to their diverse networks of buyers in a joint effort to increase the overall sales of refugee-made products from around the globe.

“Being a part of MADE51 has stretched our horizons with new ideas... and infused our work with greater innovation. We are constantly seeking to improve what we do and increase our impact, and the MADE51 network provides incredible support for us to grow.”

Regina Shantini,

Project Coordinator of MADE51 social enterprise partner, Earth Heir

Technical support - Monthly global workshops

Throughout the year, MADE51 organized monthly virtual workshops for LSEs, local agents and UNHCR focal points. These workshops covered a variety of topics such as product development, impact measurement, storytelling, digital marketing, and sales opportunities during the holiday season. The workshop series fostered capacity building, exchange of best practices, and strengthened network connections. Through these participatory sessions, MADE51 continued to evolve as a brand and initiative that is co-owned by all stakeholders and jointly benefits refugee artisans, social enterprise partners, and UNHCR.

Training series hosted by Aid to Artisans

In November, a series of capacity-building trainings were facilitated by Aid to Artisans (ATA) over a two-week period. As a recognized leader in training for the artisan sector, ATA offered a practical learning experience for LSEs. Guest speakers from organizations such as Nest, NY Now, and Shoppe Object joined from around the world to share valuable insights and advice based on their expertise in topics ranging from content creation, online marketing, export logistics, and trade shows.



Artisan Links displays the MADE51 Holiday Collection alongside their own collection at NY Now.

Creating market access

10

MADE51 - driven marketing events

17

partner-driven pop-up sales events

159

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

\$755,124

in gross sales of MADE51 and refugee-made products through the sales channels of MADE51 social enterprise partners

33

retailers and companies purchased MADE51 products for retail or corporate gifting



MADE51 pop-up at the UNHCR Nansen Refugee Award ceremony in Geneva.

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

Promotion to retailers through trade shows and platforms

The Covid pandemic continued to curtail marketing opportunities in early 2022. The February 2022 edition of Ambiente trade show, the world's largest consumer goods business to business event, was cancelled. This was a loss for MADE51, which relies on the annual participation at Ambiente to promote products to worldwide retailers and wholesalers.

MADE51 showcased products at Maison&Objet in Paris in September 2022. In the same month, three LSE partners, Bebemoss, Silaiwali, and Artisan Links participated in NY NOW where they showcased two MADE51 special collections, the Holiday Collection and the Solidarity range, alongside their own collections. NY Now nominated Artisan Links for Best New Product Award for their MADE51 'Pukhtadozi Cushion covers' and awarded Bebemoss the Sustainable Design Award.

MADE51 also showcased products in 'Maison&Objet's and More Digital Days' in the Sustainable category, and at 'Trade + Impact's Handmade Futures Summit'. During the second half of the year, MADE51 showcased the Holiday Collection on two digital platforms, Fair and Powered by People, providing retailers the opportunity to source the collection through several different channels.

Partnership with Common Objective

MADE51 partnered with Common Objective (CO) to curate a hub on the CO platform for sourcing from MADE51 social enterprise partners. This hub increases market access for refugee-made products by introducing MADE51 to CO's network of brands and retailers. Through the collaboration, CO began supporting UNHCR in growing new retail partnerships by encouraging brands to source refugee-made products through MADE51.

Through the partnership with CO, MADE51 participated in a round table hosted by the Rt Hon Baroness Young of Hornsey at the House of Lords in London on 'Changing Lives Through Fashion.' Heidi Christ (MADE51 Global Lead) and Christine Gent (MADE51 Fair Trade Expert) joined CEOs, founders, and decision-makers from



© UNHCR

leading fashion brands, as well as members of UK Parliament, for an inspiring session in which they presented the MADE51 model and discussed ways that brands can work to increase income opportunities for refugee artisans.

MADE51 online shop, special collections, and gifting moments

Starting in January, MADE51 promoted five special collections. These 'Special Collections' were developed for Lunar New Year, Ramadhan, International Women's Day, World Refugee Day, 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. A Corporate Gift range was also launched to offer companies a way to gift refugee-made products to demonstrate their support for refugees in a unique and meaningful way.

Over the course of the year the MADE51 online shop attracted new customers with a total of 74,901 visits. Through the online shop, MADE51 sold \$98,163 worth of refugee-made products to 851 customers across the world. Most of MADE51's online customers were from Europe, followed by Asia and the United Kingdom.

UNHCR connects with key stakeholders in new ways through MADE51: Pop-up at the UNHCR Nansen Refugee Award ceremony

In October, the UNHCR Nansen Refugee Award ceremony was held in Geneva, Switzerland. The prestigious award honors individuals, groups, and organizations who go above and beyond the call of duty to protect refugees, internally displaced and stateless people. This year, a

MADE51 pop-up shop was a central part of the event. This gave key corporate and government partners of UNHCR a chance to learn more about the initiative, see refugee craftsmanship first-hand and shop a bespoke selection of items.

World Refugee Day

World Refugee Day 2022 was the most significant yet, as many activations and partnerships were launched to continue to bring income opportunities to 3700+ artisans currently working with MADE51. Partnership agreements with Nest Artisan Alliance and Common Objective were announced, as was a sourcing agreement with WeWork, who have included MADE51 as one of their preferred décor suppliers and started purchasing MADE51 products to showcase in locations in London, Paris, Oslo, Lisbon and Singapore, with plans to expand this sourcing. Alongside this there were multiple pop-ups and new products launched, as well as a multi-stakeholder communications campaign. For more details, see the spotlight on our WRD activities.



One of MADE51's major communications and promotional campaigns was "Crafted by Refugees" which was launched in Q4 to promote the Holiday Collection and celebrate the diversity and talent of refugee artisans around the world. The 2022 Holiday Collection consisted of over 20 refugee-made ornaments from 16 countries. A total of 27,100 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 supported by numerous UNHCR Goodwill Ambassadors and High-Profile supporters.

SPOTLIGHT: WORLD REFUGEE DAY

Make a World of Difference



Malian refugee woman in Burkina Faso weaving a lampshade from natural grass, cotton thread and hand-dyed leather. ©UNHCR / 6M Productions

Example of
“Make a World
of Difference”
campaign
images
promoting
World Refugee
Day 2022

“Make a World of Difference” campaign & pop ups

In June, MADE51 launched a “Make a World of Difference” campaign, in collaboration with partners. The campaign visuals and theme were developed by Brand Opus, a MADE51 Strategic Partner. The campaign promoted buying refugee-made products as a simple act that can help build brighter futures for refugees. The campaign was rolled out across MADE51’s digital channels, LSE channels, and in pop-ups hosted by retailers.

As a part of their long-standing partnership with UNHCR and ongoing engagement with MADE51, UNIQLO celebrated World Refugee Day by bringing refugee-made products to their customers. MADE51 pop-up stores opened in five UNIQLO locations in Japan and six European cities: London, Stockholm, Copenhagen, Antwerp, Amsterdam, and Milan. These pop-ups were featured in UNIQLO’s global press statements around World Refugee Day and were

accompanied by collaborative MADE51/UNHCR and UNIQLO digital communications that ran across 22 markets.

The Italian brand Aspesi, a high-end retailer, launched a MADE51 pop-up shop in their flagship Milan store. In July, they expanded the pop-up to a second location in Forte dei Marmi.

Pop-up at
Aspesi in
Milan.



Launch of #WithRefugees bracelet

As a part of the campaign, MADE51 introduced a new collection of products inspired by UNHCR colors and designed to be the start of the MADE51 corporate gift range, which makes it easy for companies to show their support of UNHCR and refugees by gifting refugee-made items to their employees, business contacts, and partners. A leading item in the collection was the #WithRefugees Bracelet, which includes a \$2 donation to UNHCR; this is MADE51's first-ever donation-with-purchase product.

Regional Marketing Pilot Launched in East Africa

With the support of the UNHCR Regional Bureau and Country Operations, a regional marketing pilot launched in Nairobi, Kenya with five social enterprise partners (Bawa Hope, RefuSHE, Roots, Indego Africa, and WomenCraft) jointly showcasing their MADE51 collections at the UNHCR World Refugee Day Charity Golf Tournament at Muthaiga Golf Club, followed by a pop-up shop at Village Market that ran for four days.

The regional marketing initiative aims to encourage social enterprise partners to explore marketing opportunities within their domestic and regional markets to increase the overall sales of refugee-made products.



Crafted by refugees in East Africa, the #WithRefugees bracelet is a symbol of solidarity. Each bracelet comes with a storytelling card.



MADE51 pop-up store at UNIQLO in London.

© UNHCR

THE MADE51 MARKETING PLATFORM



The MADE51 Marketing Platform is designed to help increase the sales of refugee-made products through the use of the MADE51 brand, promotion and marketing, complemented by MADE51's 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 three levels of marketing support: Brand, Promotion, and Commercial. LSEs submit products for consideration, which are assessed against specific criteria for each level.

Products that meet the Brand criteria are able to carry the MADE51 product label, 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.

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, providing assurance 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 2022 MADE51 reported \$450,369 in sales of MADE51 products through MADE51 commercial activities with the support of Rice. MADE51 commercial activity is centered on the online shop, pop-ups, collaborations with large retailers, retailer orders, and delivery of consolidated orders to UNHCR offices.



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



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

713

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

26

local partners working with MADE51 trained artisans on production management and quality control

2,675

refugees and host community artisans trained through MADE51 social enterprise partners

At the close of 2022 a total of 713 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 included embroidery, basketry, beading, crocheting, silversmithing, leatherwork, brass casting, hand dyeing, and hand loom weaving. Amongst these craft skills many culturally specific techniques are represented, for instance, multiple types of Afghan and Syrian embroidery.

In 2022, local partners trained refugee and host community artisans in these key areas: improving artisanal knowledge and technical skills, product design and development, production management and quality control, leadership, building strong groups, money management and other life skills. Most LSEs reported that the training resulted in marked improvements at both the group and individual levels.



© Pomegranate Seeds

The pattern stage in the development of the Dozi Bird ornaments, made by Afghan refugee women in Pakistan using the suzani Nouratta embroidery style. Made in partnership with Pomegranate Seeds.

185.2%

Increase in the number of products approved to carry the MADE51 product label

Partnering for Impact

6

partners offering in-kind support and market access

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 services, in-kind support and funding. In 2022 MADE51 received legal advice and services from Herbert Smith Freehills, particularly in progressing on 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.

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.

STRATEGIC PARTNERS

BAIN & COMPANY 

 BrandOpus

Headland 

 HERBERT SMITH FREEHILLS

 messe frankfurt

 UNI QLO

IMPLEMENTING PARTNER



Home of Fair Trade Enterprises

ADHERING TO FAIR TRADE PRINCIPLES

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.

WFTO's 16th International Fair Trade Summit

In August, MADE51 participated in WFTO's 16th Annual International Fair Trade Summit in Berlin, Germany. As one of the event's main sponsors, MADE51 had a prominent presence during the summit, including a large display space where MADE51 introduced refugee-made products to over 400 Fair Trade enterprise representatives from all over the world. Heidi Christ (MADE51 Global Lead) and Christine Gent (MADE51 Fair Trade Expert) led two workshop sessions on 'Working with Refugees', one aimed at producers and another for buyers. During the 'Business partnerships to increase Fair Trade' plenary session, Heidi spoke about partnering with big brands to create an impact for refugees.

Heidi Christ, MADE51 Global Lead, spoke at the plenary session of the WFTO Fair Trade Summit.

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 puts 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.



ADVANCING THE SDGs & THE GLOBAL COMPACT ON REFUGEES

MADE51 is committed to supporting the socio-economic inclusion of those forcibly displaced, directly addressing several Sustainable Development Goals (SDGs), included below.

The Global Compact on Refugees provides a framework that ensures that refugees and host

communities are not left behind in the progress towards the SDGs. Aligned with the mentioned SDGs, MADE51 advances the Global Compact on Refugees' objective to enhance the self-reliance and economic inclusion of refugees, including the use of innovative approaches and partnerships with the private sector.



SDG 1: No Poverty

By supporting economic empowerment of refugees within a Fair Trade value chain, MADE51 contributes to reducing poverty and increasing economic opportunities for vulnerable populations.



SDG 5: Gender Equality

85% of MADE51 artisans are women. Through MADE51, the value of women's heritage skills is recognized and monetized, which allows women to engage in a dignified livelihood and improve their position in their families and spacing communities.



SDG 8: Decent Work and Economic Growth

MADE51 supports the growth of social enterprises working with refugees, which creates decent work opportunities for refugees and host communities and contributes to sustainable economic growth.



SDG 12: Responsible Consumption and Production

By increasing procurement from MADE51 social enterprises, companies engender responsible production practices that prioritize sustainability and ethical labor practices.



SDG 17: Partnerships for the Goals

MADE51 is built on a collaborative model which encourages the private sector, UNHCR and its partners, and social enterprises to work in partnership to enable the inclusion of refugees and the achievement of the SDGs.

SPOTLIGHT: LAMIA, ARTISAN AT YADAWEE



Meet Lamia, a Syrian refugee and supervisor at Yadawee, a MADE51 social enterprise partner in Egypt. Yadawee works with Syrian, Sudanese, South Sudanese and Yemeni refugee women, as well as local artisans, creating beautiful products that range from totes to aprons, scarves to tea towels. We were honoured that Lamia shared her story and reflected on the ways that artisanal work positively impacts her life as a refugee.

Tell us a little bit about yourself:

My name is Lamia Saad Ismail, from Syria, I came to Egypt in 2012 with my husband and children. I am 42 years old...I have four children, three boys and a girl who are in elementary and secondary schools.

Can you tell us more about the crochet and how you learned this skill?

I used to crochet, but in 2014 I started hearing about amigurumi courses. It was a new art form in Egypt at the time, so I learned about it and enrolled. I began with a beginner's course and progressed to an advanced course. Then I took the Training of Trainers course, after which I became a certified trainer. For the past three years, I have been training courses in various waves. I also work here as a supervisor. I supervise the outcome and delivery of a production team, train them on new products and how to work on them until a finished product is delivered.

How does artisan work help you financially?

Financially, the outcome is satisfactory and the money we earn at the end - especially if it's a large order - is very pleasing. I can make use of this amount, giving that I have a family and children, I can make use of it for anything.

Is there a message you would like to send to the people who buy a product you make, like the Noble Donkey, for example?

I hope that whoever sees it, holds it, or buys it understands its worth and the amount of effort that went into it. Above all, I hope they realize it was made with love. That's what I'm hoping for, and that they know everything about it: how it was made, not just the process of production, but the thread used in it, the people who made it, and the time it took to have a finished product. Because if they know everything, they will recognize its value and cherish it.



Lamia and team members at the workshop crafting a new ornament, the Noble Donkey, for MADE51's Holiday Collection.

SPOTLIGHT: SASIBAI KIMIS, FOUNDER OF EARTH HEIR



“Being able to research, hear the stories and histories behind various patterns, colours and techniques is truly a gift. The gift of relationship and friendship through these stories allows us to understand the depth of meaning, the memories and dreams of a world left behind, but with the hope of a new world.”

Sasibai Kimis, Founder of Earth Heir

Earth Heir is a MADE51 local social enterprise partner based in Kuala Lumpur, Malaysia founded by Sasibai Kimis. Earth Heir is working with Afghan, Burmese, Palestinian, and Pakistani refugees who embroider beautiful ornaments and jewelry pieces using locally sourced materials and unique craftsmanship processes.

Sasibai Kimis founded Earth Heir in 2013 with the aim of creating well designed, customized and impactful artisanal pieces which are ethically made. Her passion for environmental sustainability motivated her to make Earth Heir the first B-Corp certified social enterprise, and the only company certified with the World Fair Trade Organisation (WFTO), in Malaysia.

Kimis and her team have focused their efforts on training artisans in new designs and techniques, teaching more efficient production methods, and making high quality products. Earth Heir provides dignified income opportunities for refugees, while celebrating their craftsmanship.

As an LSE partner since 2018, Kimis shares, “Through MADE51, we were able to engage with a wider group of refugees in Malaysia and developed our first jewellery collection, and gained coverage in Forbes. Several years later, MADE51 has grown tremendously and we are now Fair Trade certified and far more confident in being able to support refugee artisans in Malaysia.”



Artisans working on the Afghan Hound ornament that is part of the Afghan Animal Trio in the MADE51 Holiday Collection in partnership with Earth Heir.

SPOTLIGHT: VIRGIN PARTNERSHIP

Virgin companies continued to demonstrate their support for refugee craftsmanship in 2022. Virgin's support for MADE51 began in 2019 when Virgin Megastores launched MADE51 products in their stores in Dubai. Building on this, in April 2022 refugee-made artisanal products from MADE51 launched on Virgin Atlantic flights.

The four products on board were hand-selected by the Virgin Atlantic team, and included items made by refugees living in Kenya, South Sudan, Pakistan, and Niger. This selection of items was a window into the valuable heritage skills possessed by refugees around the world and allowed Virgin Atlantic to introduce the diversity of MADE51 products to their customers.



“As part of our longstanding commitment to supporting refugee causes, Virgin Atlantic is delighted to be stocking MADE51 in our Retail Therapy onboard shopping offering. This fantastic initiative by UN Refugee Agency (UNHCR) allows refugees to utilise their skills and talents and we know our customers will welcome this chic range of home décor and accessories.

Estelle Hollingsworth,
Chief People Officer, Virgin Atlantic

During the holiday season, Virgin Red, the Virgin loyalty programme, joined in to support MADE51 by stocking MADE51 products for members to purchase with reward points. MADE51 was the feature of a full-length blog article published by Richard Branson which highlighted the longstanding support that Virgin and the Branson family have given MADE51 over the years. Accompanying the article were several social posts from Virgin Red, Richard Branson and Holly Branson who amplified the message of shopping with purpose by purchasing ornaments handcrafted by refugees.



“There is so much that business can do to support refugees and it’s brilliant to see Virgin companies integrating refugee supporting enterprises into their supply chains.”

Sir Richard Branson,
Founder at the Virgin Group

Customers on Virgin Atlantic flights can now purchase from a selection of four refugee-made products.

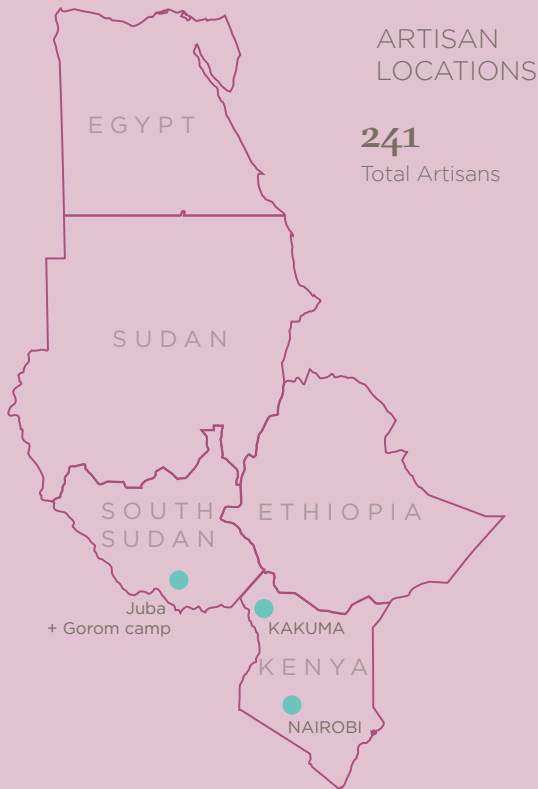
SPOTLIGHT: UNIQLO COLLABORATION



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“I enrolled in this initiative that has been supporting me in terms of livelihood. We are paid per keychain...this money has been supporting me and my family and caters for food and some basic needs at home.”

- Paulino, Kakuma camp, Kenya



On World Refugee Day 2022, a limited-edition UNHCR x UNIQLO #WithRefugees keychain launched through UNIQLO online stores in Japan and the United States. The design brought together the colors of UNIQLO and UNHCR, representing the organizations’ longstanding partnership. The keychain was produced by forcibly displaced women living in Kenya and South Sudan using traditional beading techniques.

ORDER DETAILS

5,350
pieces ordered by UNIQLO

6,000
pieces produced in total
(training + order)

53%
of order value was artisan
payments

\$53
earned by artisans on
average

IMPACT*

80%
reported buying food

88%
reported paying for
educational expenses

94%
reported paying for
medical expenses

32%
reported sending
remittances to their
families

**Based on focus group study conducted in South Sudan*

ARTISAN INFORMATION

89%
women,
mostly under
40 years old

15%
are single
mothers

94%
are the sole or
primary income
source for their
family

6.4
children on
average

3%
live with
a disability

CONTINUING TO ENGAGE IN EAST AFRICA

The UNIQLO x UNHCR product collaboration continued its engagement for the second year in East Africa with artisan women predominantly from South Sudan and Ethiopia. As violence and food insecurity in the region continues to impact millions of lives and funding shortfalls persist, scaling income-generating opportunities is a dignifying solution that enables refugee artisans to rebuild their livelihoods.



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COMMUNITY

Working with other women to produce large orders contributes to building a sense of community and belonging. By establishing a supportive community, refugee women can find encouragement, motivation, and a sense of belonging, which positively impacts their overall well-being. In addition to the impact reported on income, 100% of the artisans reported that their involvement in this order gave them a stronger sense of community with their fellow refugees.

“We work as a group. When we work, we sing. It shows us the spirit of togetherness, as one tribe, as one group. It’s a group that creates a sense of peace, and also an income.”

Abogo, 33
Gorom camp, South Sudan



© UNHCR

2022 KEY MOMENTS

JANUARY- MARCH

- + MADE51's first Lunar New Year products launch on social media and online shop
- + "When women succeed, we all succeed" International Women's Day Campaign and live stream discussion with WFTO, MADE51 and Bebemoss
- + Chloé launches a second MADE51 collaborative product, woven visor, made in Rwanda by Burundian refugees

APRIL - JUNE

- + MADE51 Special Collections promotion for Ramadhan, Easter, Mother's Day and Father's Day
- + MADE51 products launch on Virgin Atlantic Flights
- + Launch of "Make a World of Difference" campaign and solidarity products for World Refugee Day
- + MADE51 pop-ups opened in 5 UNIQLO locations in Japan and 6 European cities: London, Stockholm, Copenhagen, Antwerp, Amsterdam, and Milan
- + Opening of MADE51 pop-up shop at Aspesi's flagship Milan store
- + Announcement and launch of limited edition UNHCR X UNIQLO #WithRefugees Keychain
- + Announcement of partnership with Common Objective and launch of MADE51 Hub as the go-to sourcing platform for artisanal products crafted by refugees
- + WeWork's announcement that they are including MADE51 as one of their preferred décor suppliers
- + East Africa regional marketing pilot launches in Nairobi with first pop-up at UNHCR's World Refugee Day Charity Golf Tournament at Muthaiga Golf Club

JULY-SEPTEMBER

- + MADE51 participation in and showcases products at WFTO's 16th Annual International Fair Trade Summit
- + Handmade Futures Summit Participation
- + Booth at Maison & Objet Paris
- + MADE51 showcases products and co-hosts a panel on “designing fashion collections with refugees” as part of Lone Design Club and Crown Estate's ‘The Conscious Edit’ pop-up in London

OCTOBER-DECEMBER

- + Pop-up at the UNHCR Nansen Refugee Award ceremony
- + MADE51 global workshop series led by Aid to Artisans
- + Launch of MADE51 holiday space at UNIQLO's new flagship store on Regent Street in London
- + Launch of “Crafted by Refugees” holiday campaign and engagement of Goodwill Ambassadors
- + Virgin Red, the Virgin Loyalty programme, stocks MADE51 products for members to purchase with reward points
- + Booth at Prestige Christmas Fair and Pop-up at Broadway Circuit in Hong Kong



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