

# 2020 IMPACT REPORT



**MADE51**

CRAFTED BY REFUGEES



**UNHCR**  
The UN Refugee Agency

# BROUGHT TO LIFE BY UNHCR

A record high of 82.4 million people were forcibly displaced in 2020, as protracted conflicts, extreme weather and the economic fallout of COVID-19 exacerbated pre-existing crisis situations. In this context, solutions like MADE51 that ease pressure on host communities and enhance refugee self-reliance are more urgent than ever.

UNHCR initiated MADE51 in 2018, the same year the United Nations General Assembly affirmed the Global Compact on Refugees (GCR). Through MADE51, UNHCR offers a tangible example of how the GCR can be brought to life: by acting as a facilitator and convenor, UNHCR brings livelihoods opportunities to refugees in the artisan sector, in partnership with national and international private sector actors.

The artisan sector offers high potential for impact: the sector is worth \$36B USD and growing, representing the second-largest source of employment in developing countries, which is also where 86% 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.

Through economic inclusion in the artisan sector, refugees have a chance to reduce aid dependency, support their children's education, and foster connections with the local community. 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 is all possible through the MADE51 model.

## GLOBAL DATA:

### FORCED DISPLACEMENT IN 2020

**82.4 million**  
people were forcibly displaced  
at the end of 2020 as a result of  
persecution, conflict, violence,  
human rights violations

**26.4 million**  
refugees

**48.0 million**  
internally displaced people

**14.1 million**  
asylum-seekers

**86%**  
hosted in developing countries

*Throughout this report, 'refugees' is used as a shorthand for Persons of Concern to UNHCR, which includes refugees, returnees, stateless people, the internally displaced and asylum-seekers. MADE51 is open to all Persons of Concern to UNHCR. Towards the aim of social cohesion, host community members can also be included in MADE51 artisan groups, so long as the majority of the group is Persons of Concern.*



**The Global Compact on refugees will seek to foster the resilience and self-reliance of refugees—in a manner that also benefits host communities—by facilitating access to livelihood opportunities and national systems and services, backed up by appropriate support from the international community. For refugees, this will mean that they are less dependent on aid, are better equipped to return home when conditions allow and, in the meantime, can contribute to the communities that are hosting them.**

*The Global Compact on Refugees: UNHCR Quick Guide, p. 5*



# 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.

## 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 such that refugees are able to 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



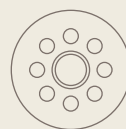
REVEALING REFUGEES AS  
TALENTED, POSITIVE CONTRIBUTORS



GROWING LOCAL ETHICAL  
ENTERPRISES



INTRODUCING UNIQUE PRODUCTS  
TO THE MARKETPLACE



KEEPING CULTURAL  
TRADITIONS ALIVE

# A year defined by new challenges

The pandemic was a shock to the global economy, especially to the retail sector. For MADE51, the crisis was two-fold. On one hand, falling demand meant that sales of refugee-made products constricted. Lock-down measures took hold across many countries in April and retail sales of non-essential goods plummeted. Prospects for companies of all sizes were threatened, with many brick-and-mortar retailers, both large and small, shutting their doors and cancelling orders. MADE51 social enterprise partners around the world felt the effects of this, losing both direct-to-consumer and retail orders, particularly during the first two quarters of the year.

Alongside collapsing demand, social enterprise partners and refugee artisans' ability to produce goods were curtailed in many countries by lockdowns. Many social enterprise partners went to great lengths to find ways to continue engaging with refugee artisans and even to support them with provision of essential commodities. In some locations, partners shifted production to 'essential' goods like masks so that work could continue. In other places, refugee artisans were only able to produce from their homes, so social enterprises supported them by delivering raw materials and collecting finished products. However, for other refugee artisan groups, production halted altogether, with the most dire situations occurring in locations where governments shut outside access to refugee camps to prevent outbreaks.

Though June saw recovery of sales in the US, EU, UK and other markets, a return to normal for our social enterprise partners and refugee artisan groups did not come to fruition over the course of the year. Most all of our planned activities were cancelled or indefinitely postponed.

**If you have no reserves to fall back on, you have no resilience in a crisis. When the COVID-19 pandemic shocked the world in 2020, refugees and other people of concern to UNHCR were among the most vulnerable.**

*Filippo Grandi*

*UNHCR High Commissioner*

## Covid-19 Response

In this context, adaptation and creativity in our approach became essential to continuing to build self-reliance of refugee artisans and support host communities through empowering our social enterprise partners. In response to Covid we shifted to digital provision of services and support, including capacity building, business-to-business promotion, and technical guidance. To bolster sales of refugee-made products, MADE51 launched a new direct-to-consumer online shop. Alongside this seed funding for social enterprise partners was increased to enable them to respond to the challenges they were facing. At the year-end, despite major challenges presented by the pandemic, all of our refugee artisan groups and social enterprise partners were still in operation - a remarkable feat given how many other businesses collapsed during this time.



In response to a rising global demand for re-usable fabric masks during 2020, MADE51 social enterprise partner WEAVE Women, working with refugees from Myanmar started production of stylish masks that adhere to international standards. © WEAVE

# Linking refugee artisans to opportunity

**2,656**

MADE51 refugee and host community artisans

**11**

different countries of origin

**95%**

women

**\$490,546**

earned by refugee and host community artisans

**5,710**

children benefited from increased family income

**15,000**

other dependents that benefited from increased family income

MADE51 engaged with 2,656 refugee and host community artisans in 2020 - a 1% decrease from 2019. These artisans came from 11 different countries of origin, including Afghanistan, Myanmar, South Sudan, Sudan, Ethiopia, Somalia, Syria, Mali, Democratic Republic of Congo, Burundi and Venezuela. Most artisans are hosted in countries that neighbour their home country and live in a mix of settings ranging from urban to camp-based. A total of 811 host community artisans earned income through MADE51 in 2020. Of note, at the start of 2020 we were projecting an increase in the number of refugees involved in MADE51 over 2019 figures; however, Covid wreaked havoc on access and markets, resulting in severe limitations on scaling potential for MADE51.

Nevertheless, refugee and host artisans together brought home income that benefitted 5,710 children and an estimated 15,000 other beneficiaries. Over 95% of MADE51 artisans are women, many of whom are single heads of household. Most artisans work on a part-time basis, enabling them to also meet their family and childcare obligations. Collectively, refugee artisans earned more than USD 335,362 in 2020, representing an 18% increase over 2019 figures.

## Establishing a Refugee Artisan Network

In addition to building refugees' livelihoods

opportunities and enhancing their social cohesion with host communities, MADE51 is establishing global linkages between refugee artisan groups. Through the creation of a Refugee Artisan Network, refugee artisan groups in different countries can connect with others that have the same origins.

A pilot session of the Refugee Artisan Network was held in December 2020 during the MADE51 global workshop. With support in facilitation from social enterprise partners and UNHCR focal points, artisan groups in different locations were connected via video conference, based on common languages. During these sessions they shared personal stories, discussed craftsmanship and exchanged about work experiences. Participants responded extremely positively to the session, reporting they felt a clearer understanding of MADE51 and more connected to a global community.





Gloriose is originally from Burundi. Before she was forced to flee, she was a farmer and owned a small shop where she sold food and drinks. Now, she lives in the Mahama refugee camp in Rwanda where she is raising three children. She dreams of seeing all her children well educated, and wishes for better living conditions for her family.

Through MADE51 Gloriose has found a way to chase these dreams, despite her circumstances. Upon arrival at the refugee camp, she began training with Indego Africa, a MADE51 partner that specializes in woven baskets and bags. After her training, she joined one of their artisan cooperatives, producing contemporary products using traditional Burundian weaving techniques. Today, Gloriose is an artisan group leader and expert weaver. © Indego Africa / B Barb

# Strengthening our social enterprise network

## 29

Local Social Enterprise Partners

## 20

additional applications to partner

## 197

staff and partners from 30 countries received training

In 2020 MADE51 worked in partnership with 29 local social enterprises (LSEs) to bring craftsmanship of refugee artisan groups to international markets. Of these, 7 were new partners. A further 20 social enterprises applied to become MADE51 partners, indicating clear scaling potential post-pandemic.

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. A total of \$127,990 was given in seed funding over the course of the year to 29 social enterprise partners in 19 countries. This level of funding was mobilized to help offset the impact of the Covid-19 pandemic on refugees.

Activities that created direct income-earning opportunities for refugees were prioritized. These activity areas included: artisan training, product development, product sampling, marketing material development, stock build-up, and direct-to-consumer sales events.

To strengthen engagement between social enterprises, and between the social enterprise network and MADE51, the first Local Social Enterprise Council was established. Council members are representatives from the LSEs that are nominated and elected by their peers. Comprised of 7 members, the LSE Council inputs on key MADE51 developments and processes, and facilitates communication between LSEs and the MADE51 team.

## Social enterprise partners step up their support for refugees

Due to their close work with refugees, MADE51 social enterprise partners were acutely aware of the ways in which refugees were more vulnerable to the impacts of covid – whether that meant greater restriction on their freedom of movement or exclusion from social protection systems that can offer critical support during difficult times. In response, many social enterprises stepped up to support refugees. From adapting their ways of working together so that artisans could continue to earn income, to mobilizing basic aid, social enterprise partners showed their commitment to refugees at the time when it mattered most.

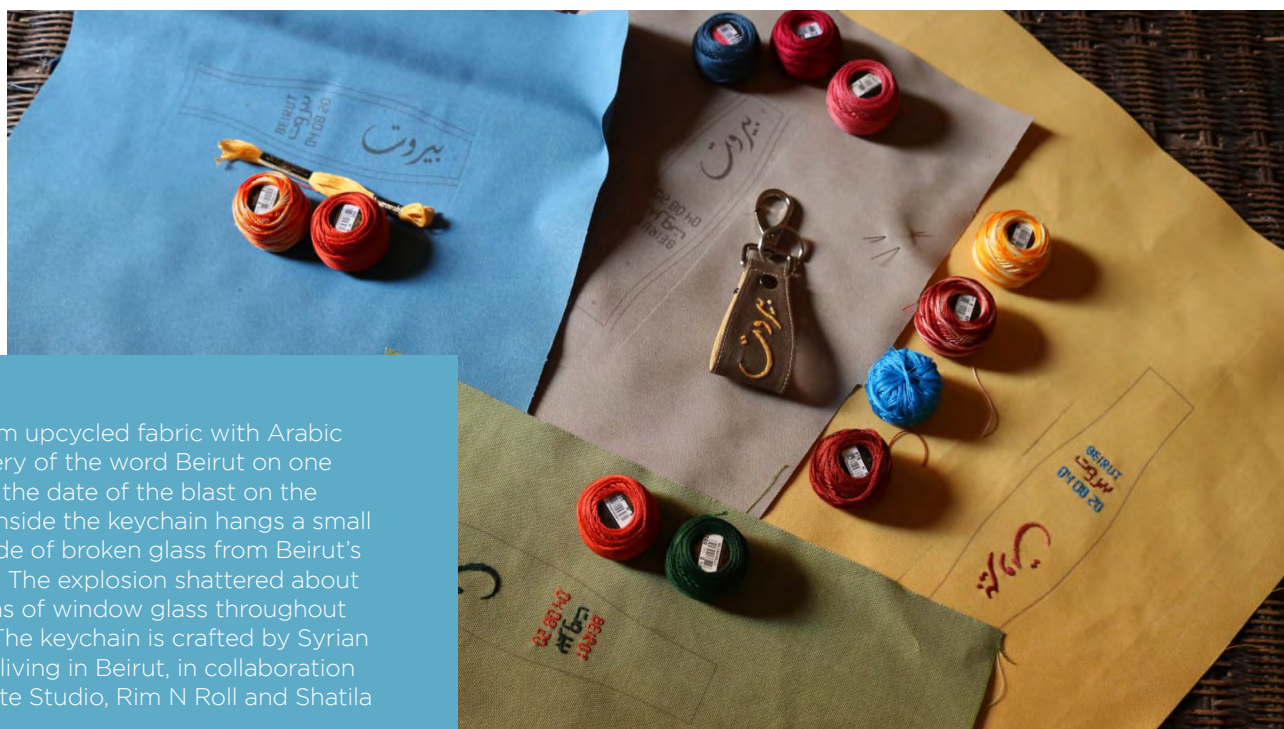
### Together for Beirut

Of particular note, in the wake of the devastating explosion in the port of Beirut, Lebanon, three MADE51 social enterprise partners in Lebanon came together to find a way to respond to the incident. Together with Syrian refugee artisans they created a solidarity product that was sold locally and through the MADE51 online shop, with proceeds going to support partners and artisans in rebuilding their workspaces and homes.

### Adapting technical support to new realities

In a year defined by lock-downs and travel restrictions, the ability to scale to new countries, partner with new social enterprises, and provide ongoing technical support, required digitalizing capacity building and technical support to the greatest extent possible. Customized virtual support and quarterly webinars were delivered to partners and UNHCR focal points after all





Made from upcycled fabric with Arabic embroidery of the word Beirut on one side, and the date of the blast on the reverse. Inside the keychain hangs a small bead made of broken glass from Beirut's windows. The explosion shattered about 5000 tons of window glass throughout the city. The keychain is crafted by Syrian refugees living in Beirut, in collaboration with Waste Studio, Rim N Roll and Shatila Studio.

travel was cancelled from March 2020. Support was designed to enable continued operation of MADE51 activities and to address challenges related to the pandemic.

### 'Stitching in Solidarity'

To support refugee production of face masks, one of the few essential items that could be produced by hand, MADE51 developed technical guidance for UNHCR staff and social enterprise partners. The aim of the guidance was to enable broad uptake such that both current refugee artisans and new groups could start production as quickly as possible, in line with standards established by health authorities. MADE51 delivered the guidance in a webinar, in collaboration with WFTO Asia, to over 90 staff and partners.

Over the course of the year, 16 refugee artisan groups produced masks both for domestic use and international export. In Malaysia, refugee artisans working for Earth Heir, a MADE51 social enterprise partner, responded to a call from the government to produce other personal protective equipment items, including gowns, caps, and shoe covers. Earth Heir distributed more than 24,209 pieces of PPE, including gowns, headcovers

and shoe covers to Malaysian hospitals and was lauded for their contributions to the country's covid response.

### Global Workshop

At the end of 2020, UNHCR organized a MADE51 virtual global workshop for local social enterprise partners, UNHCR focal points, operational partners and refugee artisan leaders. The five-day workshop was attended by 165 participants from nearly 30 countries. During the workshop, 16 external speakers covered a variety of topics, including product development, storytelling, workshop visits, social media marketing and design trends. The workshop allowed valuable exchange of ideas and experiences between UNHCR focal points and fostered stronger relationships between social enterprise partners.



Earth Heir's fabric masks feature a batik print.

# Creating market access in a changed retail landscape

10

high level / marketing events

350

retail sector professionals expressed interest in MADE51 through tradeshow engagement

\$443,714

of product sold

25

local social enterprise partners reported to contributing positive messaging about refugees in their communications and marketing throughout the year

For MADE51, long-term impact means generating sales so refugee artisans have sustained work. This requires investing in demand-creation, ie. promoting refugee-made products to consumers and retailers. In 2020, planned MADE51 marketing platform activities were postponed or cancelled due to the global pandemic. Despite this, MADE51 made headway in building sales, increasing communications activities, adapting wholesale marketing strategies and fostering partnerships.

## Digital trade shows

Leading into 2020, MADE51's business-to-business promotional strategy centered on retailer engagement through trade shows. In 2020, MADE51 participated in Christmasworld in January and Ambiente trade show (the premier home goods trade show) in February. As of March, all trade shows went digital. MADE51 adapted to the new format and participated in online editions of Maison et Objet, NY NOW! and NEC Birmingham's Autumn Fair.

## Direct to consumer pilot: launching an e-commerce site

On the consumer engagement side, promotional plans initially centred around in-person events and digital communications to build consumer interest

and awareness. A first-ever MADE51 pop-up was planned in collaboration with UK for UNHCR. The timing aligned with London Craft Week and Chelsea in Bloom. After extensive preparations, including the sourcing of a large stock of MADE51 products by UK for UNHCR, the event had to be called off due to the pandemic. While unfortunate, this presented an opportunity to use the stock to pilot a MADE51 online shop.

On World Refugee Day (20 June) the world's first store of home décor and accessories opened its digital doors. The shop launch was accompanied by a robust communications campaign around the theme 'A home is a beautiful thing' which was supported by UNHCR Goodwill Ambassadors and High Profile Supporters.

This campaign marked the beginning of MADE51's sustained and strategic use of social media channels, which has been positively received by social enterprise partners, commercial partners and UNHCR operations. Over the remainder of the year, MADE51 continued to develop social channels, started publishing impact stories and began issuing newsletters.

Refugee artisan, Kapya Kitunwa, 44, carves elegant doves that are part of the MADE51 Holiday Collection. He learned freehand carving techniques from his father. He made his first mask at 14, and now is a specialist in the craft. Forced to flee his home in DRC, Kapya now lives in Nairobi, Kenya.

“MADE51 helped me so much, specifically this year to look for markets for my carvings. The holiday items are the first things that they have helped me with.”

By November 2020, UK for UNHCR was able to recoup their initial investment in product stock through sales from the online shop. UK for UNHCR then handed over the remaining stock ownership to UNHCR so that the online shop could continue to operate. UNHCR then engaged a commercial partner, Rice Hong Kong Ltd, to manage the online shop and fulfillment of orders.

#### **‘Every Gift Tells a Story’ campaign**

At the end of the year, a second major campaign was launched around the festive season, combining product promotion of a ‘Holiday Collection’ of refugee-made ornaments with artisan storytelling. A total of 19,000 ornaments were produced, with over 90% sold through the MADE51 online shop, pop-up events and wholesale orders. The campaign was supported by UNHCR Goodwill Ambassadors and High Profile Supporters, with several Goodwill Ambassadors purchasing large quantities of ornaments to gift to friends and family.

MADE51 products were also purchased for corporate gifts by several companies seeking to show solidarity with refugees and present employees with meaningful items. These companies included the European Union Central Bank, the International Olympic Committee and Hermès.



# Scaling to spread the model

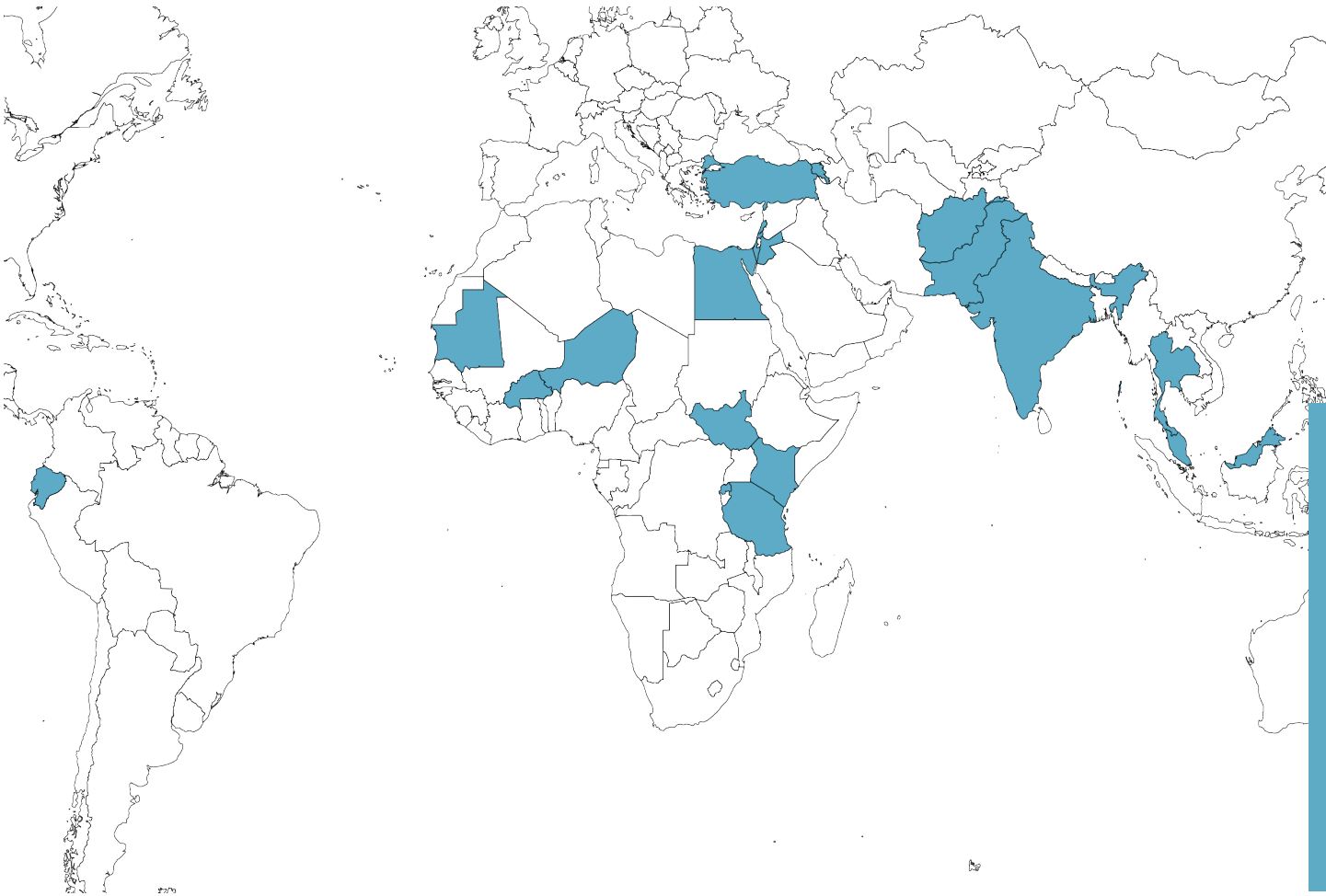
**19**  
countries

**26**  
countries expressed  
interest in joining

**19**  
country operations recieved  
technical guidance

At the close of 2020, MADE51 was active in 19 countries in Asia, Europe, East Africa, Middle East and North Africa, West Africa and South America. Ecuador became the first MADE51 country in South America.

A further 26 UNHCR operations expressed interest in exploring MADE51 in their country, indicating that 2021 will offer continued scaling potential.



# MADE51 PATHWAY

The MADE51 Pathway is an assessment and onboarding process that UNHCR country operations go through to ensure that the MADE51 model has the potential to take hold in the country. Initiated by UNHCR Country Operations, the process entails:

## 1. *Expression of interest*

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

## 2. *Refugee artisan identification*

Following the expression of interest, MADE51 connects with interested UNHCR operations and supports them in utilizing the 'Refugee Artisan Group Identification tool', which aims to map refugee artisan groups and gather key information about the artisans, their background, skills, product potential and location.

## 3. *Enabling environment assessment*

MADE51 and the UNHCR country operations proceed to an assessment of the enabling environment, to ensure favorable conditions for implementing the model. 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 whose main role is driving forward the facilitation of the MADE51 model in-country.

## 4. *Social enterprise partner identification*

Interested enterprises go through an application process managed by the World Fair Trade Organization to determine qualification for MADE51. Once qualified, they are linked up 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.

## 2020 MADE51 COUNTRIES

Afghanistan	Jordan	Rwanda
Armenia	Kenya	South Sudan
Burkina Faso	Lebanon	Tanzania
Ecuador	Malaysia	Thailand
Egypt	Mauritania	Turkey
India	Niger	
Israel	Pakistan	

# Bringing heritage into focus

## 250

different MADE51 products showcase a diverse collection and a varied range of traditional skills and talents

## 3842

refugees trained through MADE51 social enterprise partners

## 29

Social enterprise partners working with MADE51 carried out product development workshops with refugee artisans to explore their culture and heritage, offering a stronger connection to their country of origin

To enable social enterprises and refugee artisans to meet MADE51 design criteria in their work together, MADE51 invests in design and product development support, including by linking social enterprises with highly qualified designers.

In 2020, MADE51 facilitated bilateral external designer engagements for several social enterprises and offered all 29 LSEs product development guidance and support. A key priority in design support is enabling refugees' traditional skills and talents to be showcased across the products they make. For many refugee artisans, this means they can showcase skills they learned from their parents or grandparents. For others, it means learning a heritage skill for the first time. Towards this goal, a total of 3,842 artisans were trained or up-skilled over the course of the year. All told, 250 different products met MADE51 design criteria and were marketed to buyers, celebrating a wide range of traditional skills and talents

### New design collaboration

As the year came to a close, MADE51 began collaborating with a luxury leather goods brand. In cooperation with social enterprise partners in Pakistan and India, MADE51 and the company began sampling embroidered pieces made by Afghan refugees that could be

incorporated into the company's handbags and shoes. The heritage techniques were a key part of the appeal for the company, which is looking to tell powerful stories about cultural skills and impact through their products.

MADE51 has established design criteria that guide refugee artisan groups and social enterprises in their product development efforts. The criteria ensure that refugees' products are unique, that sustainability is considered in material selection, and that items are competitive on global markets from the price and quality perspectives. Most importantly, MADE51 design criteria requires that products incorporate elements of refugees' cultural heritage or traditions, with the aim of preserving and promoting these elements.



# MADE51 DESIGN CRITERIA

Artisan Links, MADE51 social enterprise partner worked with a pattern designer, Tashi Goldberg, to refine their collection of throw pillows. Tashi wrote about the collaboration: "We worked together to create a collection of products that referenced traditional motifs and techniques from Afghanistan. We combined these classical design elements with bold contemporary colour for this range of accessories. I am in awe of the quality and intricate detail of the embroidery that these talented artisans are able to produce."



UNIQUE & DISTINCT PRODUCT LINE TO BE DEVELOPED



PRODUCT SHOULD MEET THE UNESCO DEFINITION OF ARTISANAL



PRODUCT SHOULD CELEBRATE THE TRADITIONAL SKILLS AND HERITAGE OF THE REFUGEE ARTISANS



APPROPRIATE RAW MATERIALS ARE USED



PRODUCT DEVELOPED HAS POTENTIAL TO BE MARKETED THROUGH MADE51



PRODUCT CAN BE PRODUCED TO MEET EXPORT QUALITY STANDARDS AND CAN BE SCALED TO INCLUDE MORE REFUGEE ARTISANS WITH GROWING DEMAND



PRODUCTS HAVE POTENTIAL TO GENERATE A FAIR AND REASONABLE WAGE FOR REFUGEE ARTISANS AND ARTISAN PAYMENTS SHOULD MAKE UP A SIGNIFICANT PART OF OVERALL PRODUCT COST



PRODUCTS ARE COMPETITIVE IN THE MARKET PLACE IN REGARDS TO PRICING



# Partnering for impact

## 6

Strategic Partners  
offering significant  
in-kind support

MADE51 is possible thanks to the contribution of private sector companies that offer pro-bono operational support to UNHCR based on their area of expertise. These Strategic Partners are industry leaders in legal services, branding, communications and finance.

Over the course of 2020, technical inputs from these partners allowed MADE51 to advance the development of the online shop, build the World Refugee Day and festive season campaigns, continue the development of a business toolkit for social enterprise partners and resolve key legal challenges.

### **New partnership with Fast Retailing defined**

UNHCR and Fast Retailing renewed their partnership agreement for a further five years. As part of the agreement, Fast Retailing, one of the largest companies in retail, will offer operational support to help grow MADE51. Fast Retailing will engage through their brands, offering technical support, and developing communications campaigns around MADE51. Fast Retailing will also offer financial support for MADE51 over the next three years.





# COLLABORATION WITH WORLD FAIR TRADE ORGANIZATION

## Meet the WFTO

The WFTO is the global community and verifier of social enterprises that fully practice Fair Trade. Spread across 76 countries, WFTO members all exist to serve marginalised communities. To be a WFTO member, an enterprise or organisation must demonstrate they put people and planet first in everything they do. WFTO is democratically run by members, who are part of a broader community of over 1,000 social enterprises and 1,500 shops.

## WFTO Guarantee System

The 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.



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 truly mission-led, and that refugee artisans are working according to Fair Trade standards.

WFTO contributed to the application and review process that all social enterprises go through when they apply to be MADE51 partners. 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, independent audits. Those that are not already members are encouraged to apply for WFTO membership and can receive support to do so.

We prioritize Fair Trade partners because we know it will contribute to long-run sustainability of the MADE51 model. Research shows that mission-led, Fair Trade Enterprises exhibit distinct, positive characteristics including<sup>11</sup>:

- + **92% reinvest all profits** in their social mission
- + **52% are led by women;**
- + **4 times less likely to go bankrupt**
- + **85% report actively sacrificing financial goals to pursue social or environmental goals** while retaining commercial viability

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, CEO of WFTO*

<sup>11</sup> Doherty, R., Haugh, H., Sahan, E., Wills, T., and Croft, S. (2020). Creating the new economy: business models that put people and planet first. WFTO and Traidcraft. Available at: <https://wfto.com/jointhebusinessrevolution/>

# SPOTLIGHT ON THE SAHEL

Our work in the Sahel region is made possible in part by the European Union.



*Zouha is a 57-year old mother of three. She fled to Niger in 2012 after experiencing an attack from armed groups in the city of Menaka in Mali.*

*"I have always enjoyed craft-making. From time to time, I sell something, or I offer a gift to my friends. And from time to time, they give me something in return. I am proud to be an artisan".*

The Sahel is facing a severe humanitarian crisis, defined by widespread and indiscriminate violence, paired with escalating social and political tensions. Twin challenges of Covid-19 and climate emergencies made the situation more complex and explosive. These dynamics meant the region saw nearly three quarters of a million people newly displaced in 2020 (UNHCR, Global Trends 2020, p. 14).

In 2019, the European Union Emergency Trust Fund for Africa provided funding to fast-track implementation of the MADE51 model, specifically in Burkina Faso, Niger and Mauritania, working with Malian refugees. Though the operational context is extremely challenging, there is great potential for impact because there are high numbers of incredibly skilled artisans amongst the Malian refugee population. These artisans are predominantly of Tuareg ethnicity, and their craft skills are tied to their heritage as nomadic pastoralists. Thanks to this, and the groundwork done in 2019, funding support was extended in 2020, allowing dedicated support for the Sahel.

Due to the complex regional situation, social enterprise partners that met MADE51 criteria were difficult to find. In some settings, this meant the model was adapted by pairing refugee artisan groups with local agents who support order management, production coordination, artisan payments and product export. In Burkina Faso, some artisan groups are working with social enterprise partners (A.A.K.S. and Ka'lala), while others are linked with a local agent. In Niger and Mauritania, where no social enterprise partner was identified, artisans are working solely with a local agent.

In both Niger and Burkina Faso, artisan groups received product development support and were successfully able to fill pilot orders. Alongside this, development of a 'Sahel Collection' was initiated, with the concept that refugees across the region have common skillsets in blacksmithing and leatherworking, thus items in the collection could be produced by artisan groups in multiple countries. This regional collection is due to launch in 2022.

## SPOTLIGHT ON HDIF IN ARMENIA



*Lousin was born in Syria, but her life there was shaped by her Armenian heritage. She invested her career and free time into the Armenian community in Aleppo. She served as an educator in the Armenian primary school, eventually founding a school for those with special needs, all whilst doing volunteer work to support fellow members of the diaspora.*

*In 2015 fighting in Syria reached Lousin's doorstep - her home was damaged by a missile. She fled, along with her daughter, son-in-law, and three grandsons, seeking safety in the land of their ancestors. She and her daughter now use their heritage Armenian skills at HDIF.*

HDIF works to initiate, facilitate and nurture sustainable economic opportunities in rural villages, towns, and cities throughout Armenia. HDIF's primary goal is to empower women by giving them education and important skills to be successful in business. At the end of 2019, HDIF successfully completed the onboarding process to become a Local Social Enterprise partner of MADE51 and was paired with a group of Syrian refugee women. Though they began working on MADE51 product development in early 2020, including ornaments for the Holiday Collection, they quickly pivoted to producing refugee-made face masks as a response to the Covid-19 pandemic.

In 2020, HDIF worked with four different Syrian Armenian refugee groups who have also received training since engaging with HDIF. Such training focused on strengthening product design and development, production management, leadership, building strong groups, money management and other life skills.

**“We have learnt from our grandparents how important it is to preserve the Armenian handicraft, customs and traditions and pass them on to our grandchildren.”**

*-Lousin*

# 2020 KEY MOMENTS

## JANUARY- MARCH

- + New product collection launched
- + Ambiente trade show participation in Frankfurt, Germany
- + Capacity-building workshop in the Sahel region
- + Partnership building and preparation for first pop-up shop in London

## APRIL - JUNE

- + Pivoting to support LSEs with facemasks and adapting way of working following onset of Covid pandemic
- + World Refugee Day: Pivoting from pop-up to digital solution, creating online shop - [shop.made51.org](https://shop.made51.org), in partnership with UK4UNHCR.
- + Held a WeWork virtual workshop tour in Egypt and panel discussion.
- + First social impact report issued
- + Shift to remote technical support through webinars
- + Stitching in Solidarity project launches, providing guidance in face-mask production

## JULY-SEPTEMBER

- + Start of MADE51 social media
- + Seed funding to shore up Covid response support for LSE partners
- + New product catalogue to promote MADE51 to wholesale buyers

## OCTOBER-DECEMBER

- + Holiday Collection artisan storytelling to support to retailers
- + Holiday Collection campaign/artisan photography + storytelling + engagement of UNHCR Goodwill Ambassadors
- + UNHCR's first commercial partner on MADE51, Rice, manages holiday season sales
- + First global retailer commitment from Fast Retailing
- + Global workshop for UNHCR focal points and LSE partners



*South Sudanese refugee in Egypt holding a beaded star she made for the MADE51 Holiday Collection. Photo: UNHCR/ P. Gomes*

