



# THE MADE51 PLEDGE

## A COLLECTIVE COMMITMENT TO BRING REFUGEE CRAFTSMANSHIP TO THE WORLD

**UNHCR, the UN Refugee Agency**, is calling upon the private sector and donors to support refugees by joining the MADE51 pledge, which launched at the Global Refugee Forum in Geneva, Switzerland on 13 December 2023.

**The MADE51 pledge urges** the private sector to utilise their supply chain and core business strengths to bring positive and lasting impact for refugees. The pledge collates the commitments of private sector companies, donors, and MADE51 social enterprise partners to drive economic inclusion of refugees in the artisan sector. The MADE51 pledge is embedded in the UNHCR Mega Pledge on Economic Inclusion and Social Protection.

**MADE51 is a sustainable model** for the social and economic inclusion of refugees, harnessing their heritage and craftsmanship to craft premium artisanal products. Via the MADE51 Pledge, companies and donors will make a significant difference in their lives while helping change perceptions.

**Through collective action**, we aim for commitments of:

- **\$15 million in refugee-made product orders**, enabling refugees to earn income through craft
- **\$5 million in pro-bono support** to drive greater market access for refugee-made products
- **\$9 million in funding** to run operations and expand reach



**If this commitment is realised** and implemented by 2027, the expected outcome is:

- **15,000 refugees** earning income working in Fair Trade conditions with social enterprises in their host countries
- **60,000 children and other dependents** supported through increased household income
- **Over 50,000 new customers** reached through products and stories, helping promote public support for refugees

**Through your commitment**, you'll have access to communication points, guidance, and sharing opportunities. You can make commitments in one or more of the following areas:

- Ordering of products** already in MADE51 collection, and/or custom-made via brand collaborations
- Pro-bono support to MADE51's ecosystem** in areas such as marketing, design, logistics & operations
- Annual funding** supporting MADE51 operations and help reaching new countries and artisan groups

### 1. Express of interest form

The first step in contributing to the pledge. This isn't a formal commitment yet.

### 3. Sign your commitment

Officially committing to the MADE51 pledge, (included in current UNHCR agreement or a newly drafted agreement).

### 5. Action your commitment

With help from the MADE51 team to ensure a successful journey.

### 7. Progress review

Half way through your commitment term, ensuring you are on track and making adjustments as needed, together.

### 2. Formulate your commitment

Defining appropriate support areas, length of commitment, and communications, with support from the MADE51 team.

### 4. Make your commitment visible

UNHCR and MADE51 will:

- List you as a MADE51 partner on the UNHCR pledging platform.
- Include your commitment on MADE51's website.
- Share a pledge announcement comms pack.

### 6. Access UNHCR events & MADE51's calendar

- UNHCR briefings and fundraising events (depending on availability)
- Participating in key MADE51 moments (eg. World Refugee Day or the holiday collection release).

### 8. Impact reporting & renewing

Ahead of the end of your term, making your impact visible and assessing your appetite to renew or grow your commitment.

**MADE51  
PLEDGE  
PARTNER  
PROCESS**



# MADE51

CRAFTED BY REFUGEES

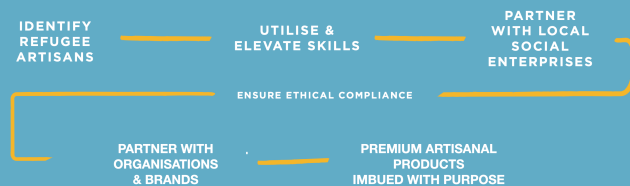


**T**oday, over 110 million people have been forcibly displaced by war, violence, disaster and persecution, with 30.5 million refugees under UNHCR's mandate. Whenever refugees flee their homes, they leave behind their livelihoods and prospects. It doesn't have to be like this.

Having the opportunity to work and earn a living, to be self-reliant, is one of the most effective ways people can rebuild their lives with dignity. Sometimes, all refugees can take with them are their skills, traditions and cultural heritage - assets they can use to regain their economic independence and sense of self-worth.

**Brought to life by the UN Refugee Agency (UNHCR)** in 2018, MADE51 creates a pathway from artisanship to livelihoods, enabling refugees to showcase their skills to the world. In the MADE51 model, UNHCR identifies refugees with artisanal skills, helps them create strong groups and connects these groups to experienced local social enterprise partners. **Together, they develop beautiful** market-ready home decor and accessories which are marketed through the MADE51 brand.

## MADE51 PURPOSEFUL ARTISANSHIP



**As of November 2023**, MADE51 is working with 37 social enterprise partners in 23 countries in Africa, Asia, Middle East and most recently, in South America.

**Next step:** Have a look at the MADE51 pledge, which urges the private sector to utilise their supply chain and core business strengths to bring positive and lasting impact for refugees. Let's work together and find a solution that meets your goals.

**What our partnership** can look like:

- **Annually ordering and delivering MADE51 products.** Orders may include market-ready products part of MADE51 collection, and/or setting up a brand collaboration by developing custom made products or product components. Corporate gifting, employee gifting and/or orders for events can also be included
- **Contributing pro-bono support** to MADE51's ecosystem in areas such as marketing, design, logistics, operations or other areas of expertise.
- **Committing to annual funding** dedicated to supporting refugee livelihoods through MADE51, to promote the growth and impact of this unique model.

Companies and donors are also encouraged to explore cause-related marketing, corporate gifting and employee gifting. Whatever our partnership looks like, MADE51 will work with you and support you to make visible it to external audiences as well as your employee base, by providing storytelling points, quotes, impact reporting material, employee engagement ideas, and more.

### Contact

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