



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, 18
Kakuma camp, Kenya

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UNIQLO x UNHCR

Impact Assessment

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 collaboration was produced by forcibly displaced women living in Kenya and South Sudan using traditional South Sudanese beading techniques.

ORDER DETAILS

5,350 pieces
ordered by UNIQLO

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

53%
order value was artisan payments

\$53
average artisan payment



ARTISAN INFORMATION

2
social enterprise partners:
Bawa Hope, Roots

6.4
children on average

89%
women

15%
are single mothers

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

3%
live with a disability

I learned beadmaking from my tribe. It is part of our culture.

-Abogo, 33

A CLOSER LOOK: SOUTH SUDAN

The protracted refugee crisis in South Sudan is currently the largest in Africa as conflict has lasted for nearly a decade. Amidst ongoing violence, South Sudan hosts a total of 341,032 refugees and asylum seekers and has over 2.2 million internally displaced people. Many of these forcibly displaced people face extremely challenging living conditions due to additional factors such as food insecurity and severe flooding, which continue to cause further displacement.

4.5 million
people forcibly displaced

67%
of South Sudanese refugees
are under the age of 18

2.3 million
South Sudanese are refugees
in neighboring countries

Data from UNHCR, 2022. Sources: [South Sudan Situation](#) and [Operational Update - Sept-July 2022](#)

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. As the situation 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.

IMPACT*

80%
reported buying food

88%
reported paying for
educational expenses

94%
reported paying for
medical expenses

32%
reported improving their
shelter and living conditions

*Based on focus group study conducted in South Sudan

**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

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.

