



MADE51

CRAFTED BY REFUGEES



INTRODUCTION TO MADE51

**THERE ARE
NOW 26
MILLION
REFUGEES**

**85% ARE
LIVING IN
LOW-INCOME
COUNTRIES**



**WHEN
REFUGEES
FLEE, THEY
OFTEN CARRY
VERY LITTLE**



**BUT THEY CAN
CARRY THEIR
CULTURE,
SKILLS &
HERITAGE**



Viability of Artisan Sector

~\$36B GLOBAL
HANDICRAFTS
MARKET SIZE

65% EXPORTS
COME FROM
DEVELOPING
COUNTRIES

12% FORECAST YOY
GROWTH OF
MARKET 2018-22



Growth of Ethical Consumerism

~\$36B GLOBAL
HANDICRAFTS
MARKET SIZE

12% FORECAST YOY
GROWTH OF
MARKET 2018-22

65% EXPORTS
COME FROM
DEVELOPING
COUNTRIES

66% CONSUMERS
WILLING TO PAY
MORE FOR BRANDS
THAT DO GOOD

73% AMONGST
MILLENNIALS



THROUGH THE ARTISAN SECTOR, REFUGEES CAN:

- *Earn Income*
- *While caring for families*
- *Build transferable skills*
- *Preserve culture*
- *Leads to inclusion*
- *Women's empowerment*



THE MADE51 MODEL



1

The 6 key elements of the model

1. BUILDS ON CURRENT PROGRAMMING

UNHCR has invested in implemented crafts-based, psycho-social projects to decrease isolation and provide safe spaces through which to learn & develop



2. ENGAGES LOCAL SOCIAL ENTERPRISES



- Local Social Enterprise partners are the main market actor.
- They are linked with refugee artisan groups
- Together, they design a unique line in the MADE51 collection
- Social enterprises ensure production standards, design, quality, delivery to consumers



3. ASSURES FAIR TRADE AND PROTECTION FRAMEWORK



UNHCR Protection Principles

&

World Fair Trade Organization Principles



4. PRESENTS A UNIQUE COLLECTION



**MADE51 PRODUCTS SHOW THE
HUMAN SPIRIT OF CREATORS**



5. UTILIZES STRATEGIC PARTNERSHIPS



“MADE51 has the ability to be a game changer – the eco-system approach is exactly the way to go about this.”

-Head of social impact, Bain & Co

“MADE51 provides a chance for our lawyers to leverage their skills and networks to help change the lives, and transform the perception, of refugees.”

-Co-Chair, HSF Impact Investment



RETAIL BRANDS ARE KEY TO MARKET ACCESS

- Gain access to a unique, curated global collection of hand-crafted décor and accessories
- Order market-ready products or co-create collections that align with brand/design concept
- Communicate ethical sourcing and humanitarian support as part of their corporate identity



6. INTRODUCES A MARKETING PLATFORM

1) BRAND 2) PROMOTION 3) COMMERCIAL CHANNEL



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



CURRENTLY...

MADE51 being implemented in 23 countries,

Working with **30 Local Social Enterprises** and
exploring another 13

Approx. 3000 refugee and host artisans earned income and **10,000 dependents** of refugees

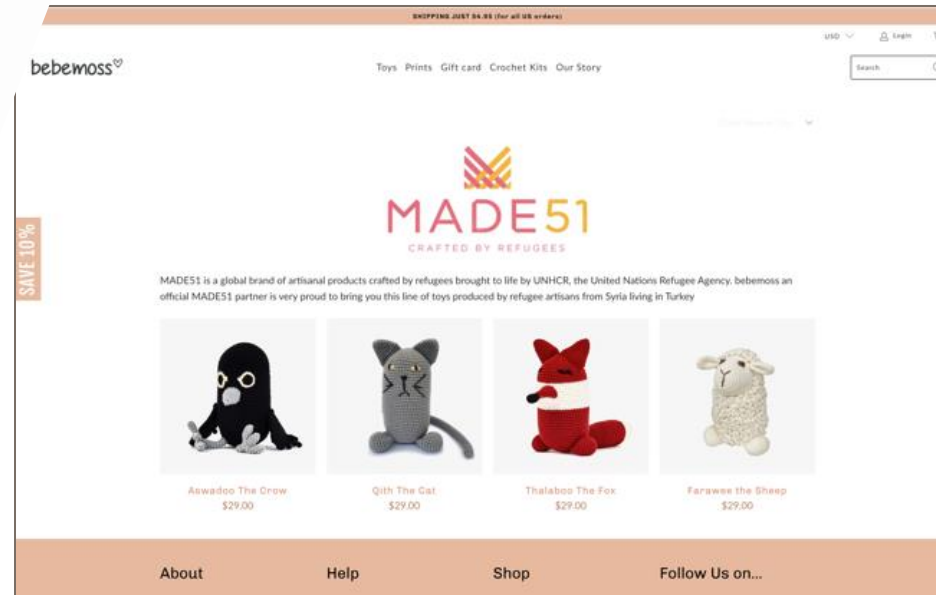
24 additional countries that expressed interest in implementing the MADE51 model



2

Promotion and Commercial Activities (to Support Social Enterprise Partners)

MADE51 LABEL



Label = Made by forcibly displaced persons, in Fair Trade conditions, with protection assurance



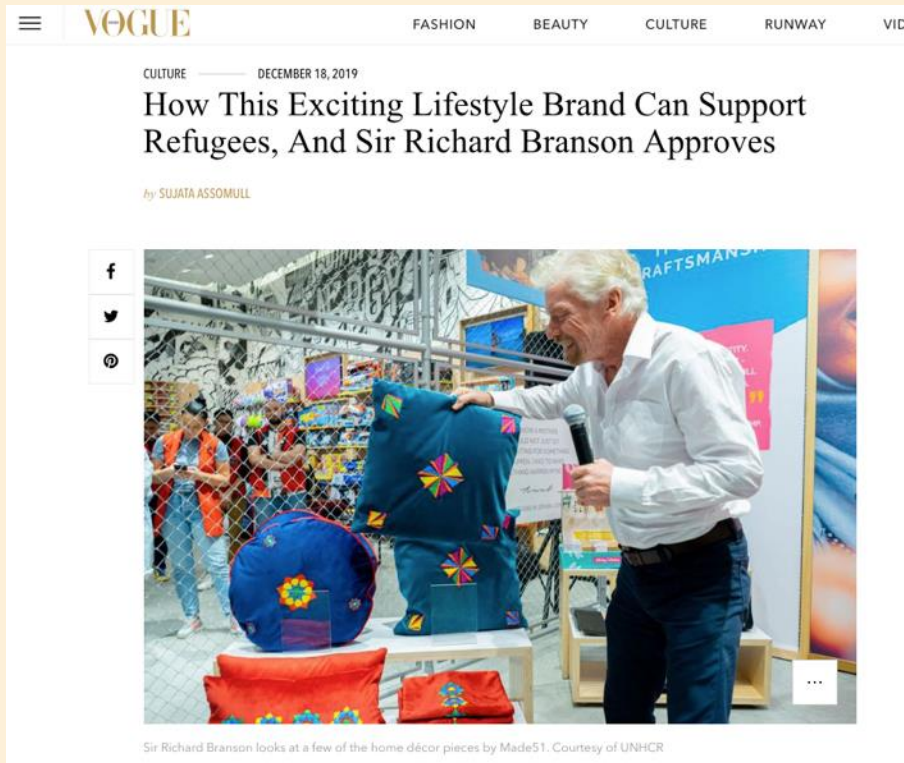
WHOLESALE CATALOGUE



TRADE SHOW PARTICIPATION



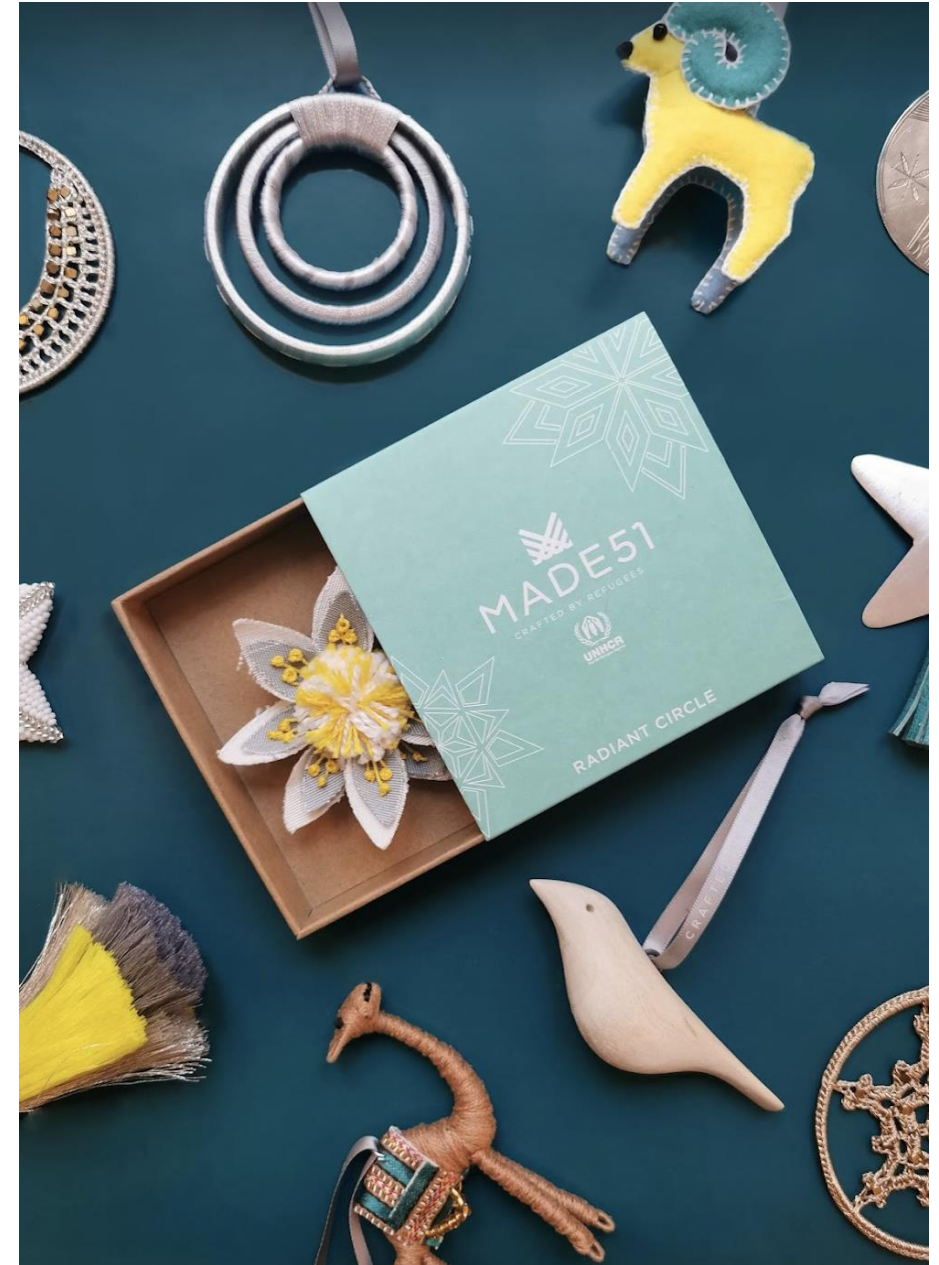
GIVING RETAILERS ACCESS TO FULL COLLECTION



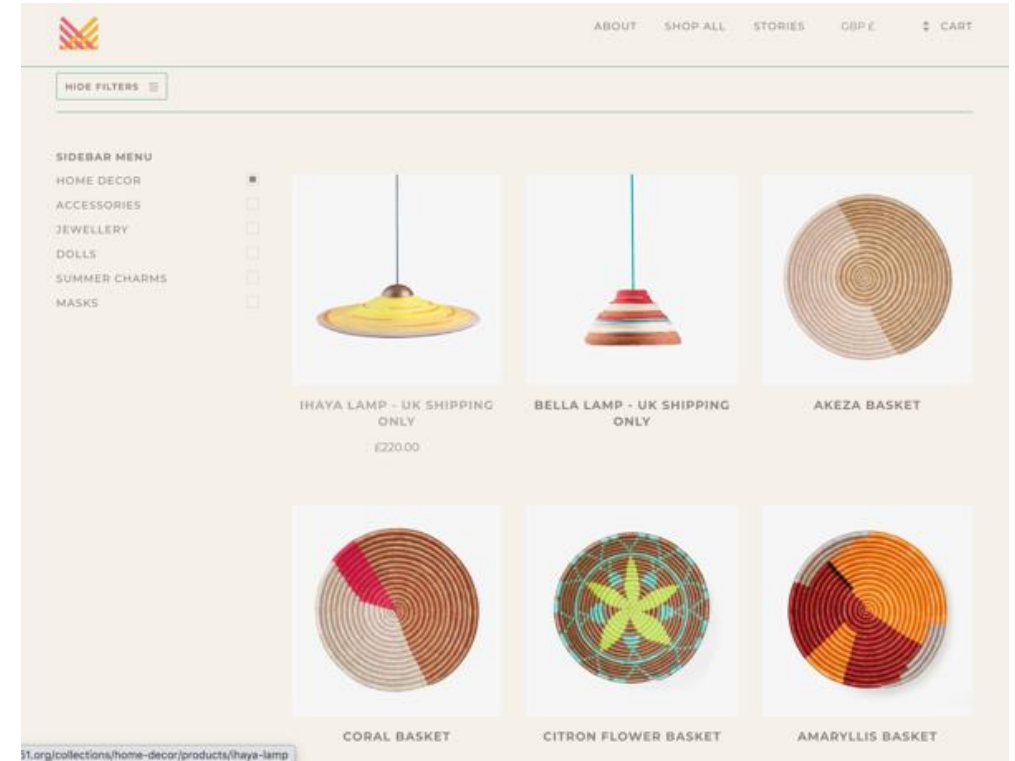
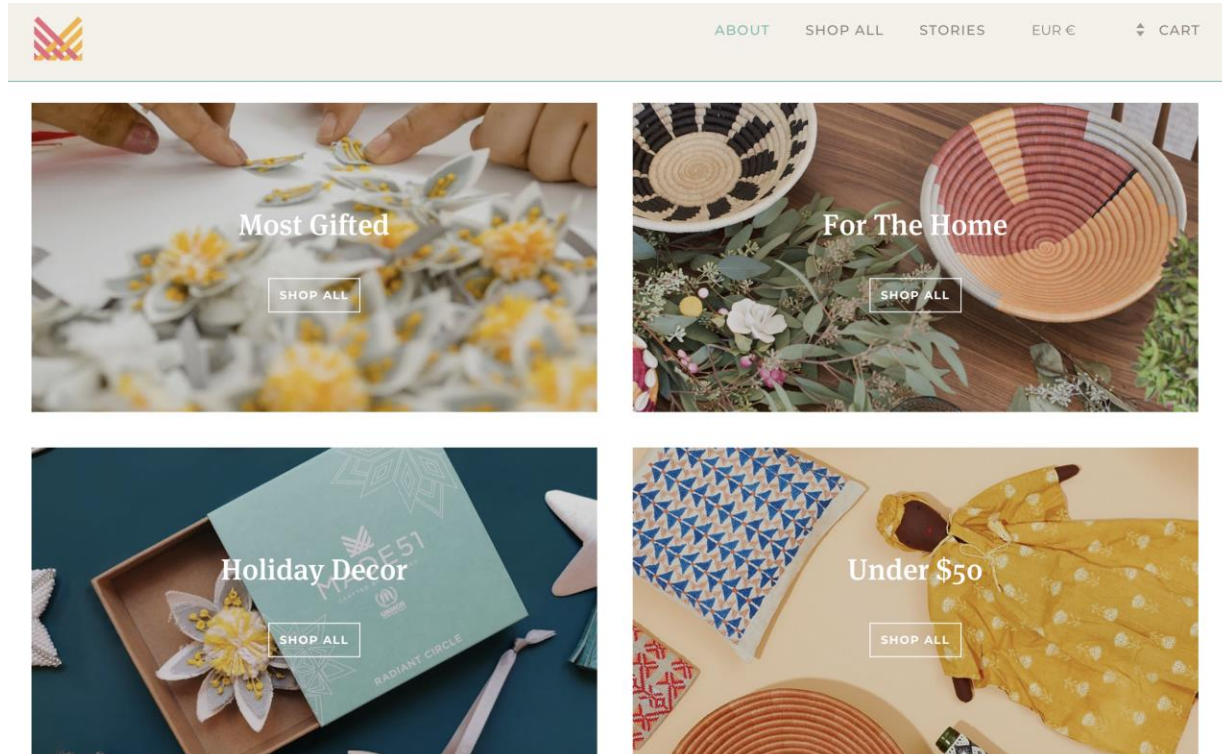
SPECIAL COLLECTIONS



Commercial



ONLINE SHOP. shop.made51.org



PARTNERSHIPS



UNHCR x UNIQLO Bracelet

Celebrating 10 years of partnership





Chloé

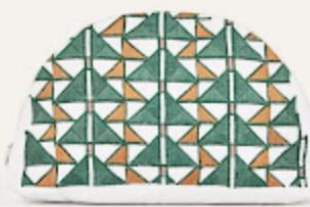
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Background on Artisan Links



Artisan Links MADE51 products



Order and Artisan Organization



Finished Product



Impact



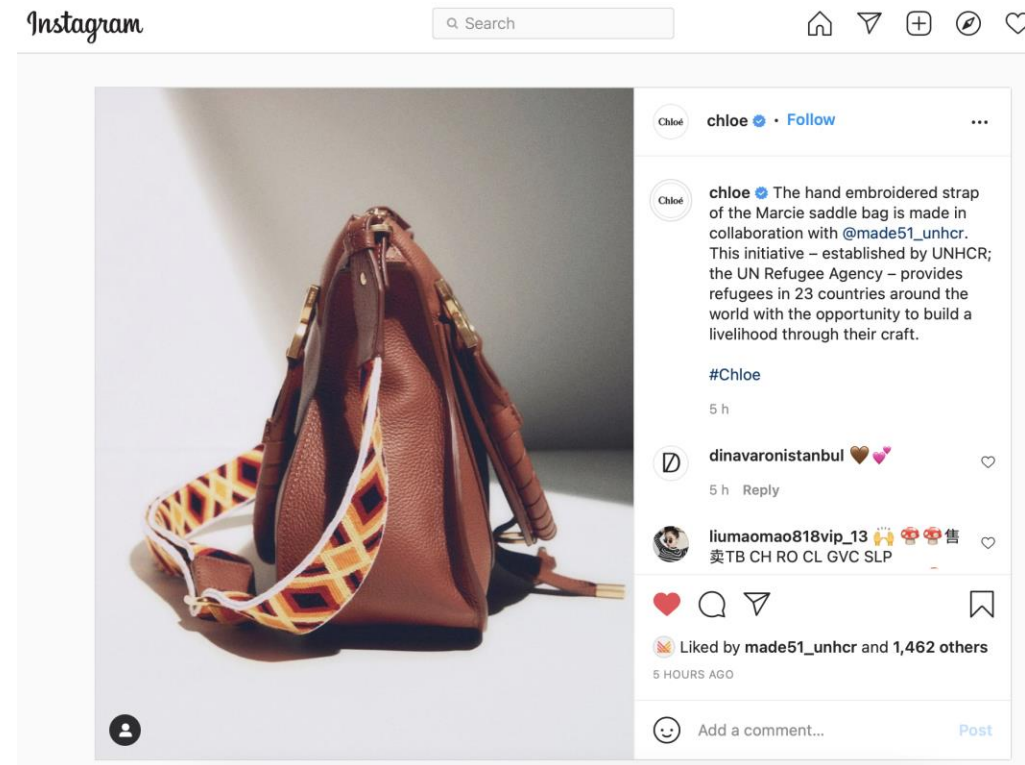
1. Over 800 women trained

2. 636 women working full-time (or as they want) for 4-5 months, earning a Local Living Wage

3. Improving their families' lives



Chloé Spreading the Word



**MADE51 GIVES
EVERYONE AN
OPPORTUNITY
TO BE PART OF
THE SOLUTION
TO THIS
GLOBAL
CRISIS.**

