



MADE51

CRAFTED BY REFUGEES



Intro to the MADE51 Pledge

Contact for follow-up:

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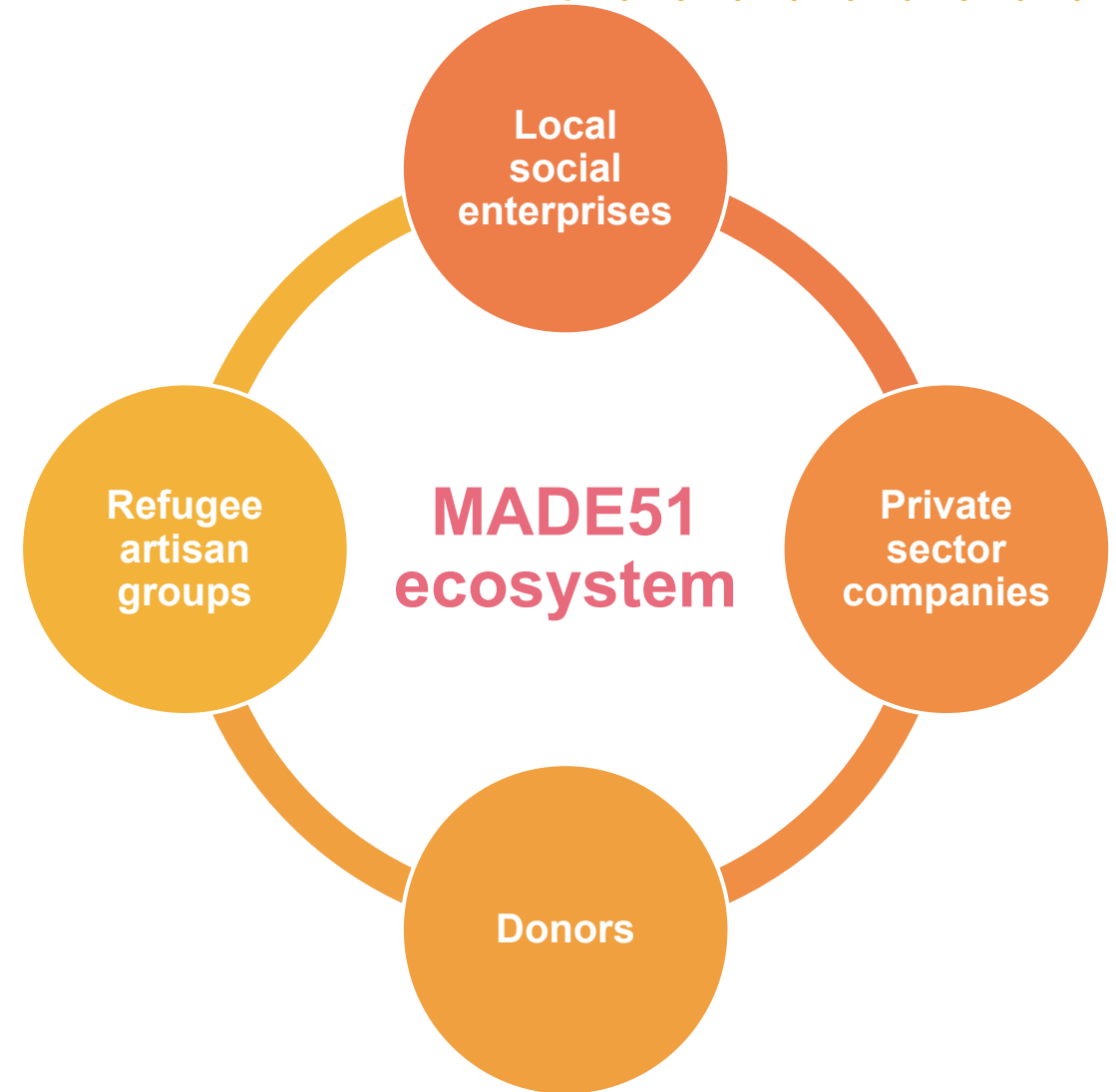
About MADE51

- MADE51 is a **global brand and collaborative initiative** brought to life by UNHCR to drive economic inclusion of refugees in the artisan sector by:
 - *Connecting refugees with local social enterprises to create handcrafted products for domestic and international markets*
 - *Promoting market access*
- Implemented in partnership with the **World Fair Trade Organization**
- **35 social enterprise partners in 23 countries**
- **Ecosystem of retail, brand and corporate partners** support growth and sustainability of the model. Partners commit to bringing UNHCR sustained orders, technical support and resources.



About the MADE51 pledge

- **MADE51 Pledge takes an ecosystem approach**, collating the commitments of private sector companies, donors, social enterprise partners and refugee artisan groups
- For private sector: pledge **urges companies to utilize their supply chain and core business strengths** to make a sustainable impact
- The MADE51 pledge is also **linked to the UNHCR Mega Pledge on economic inclusion and social protection**



How we're inviting private sector & donors to join

Commit to one or more actions, to be implemented over the next 4 years:

1. Commit to annually ordering refugee-made products

2. Commit to contributing pro-bono support to MADE51

3. Commit to annual funding dedicated to MADE51



Goals & expected impact

Collective commitment to (by 2027):

- Invest **15 million USD** in purchasing refugee-made products
- Offer **5 million USD** in pro-bono support
- Donate **9 million USD** in direct funding to MADE51

Expected impact:

- **15,000 artisans earning income** in Fair Trade conditions
- **60,000 beneficiaries** of artisans supported through increased household income
- **4 million+ people reached** (via products & communications) with the message that refugees talented, positive contributors, helping promote acceptance and public support for forcibly displaced people



Current partners as examples



UNIQLO

- Product collaborations & cause related marketing items
- Hosting pop-ups at flagship stores
- Storytelling about refugee artisans in-store & online
- Advocacy
- Annual donation

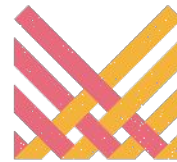
Chloé

- Product collaborations
- Promoting donation to UNHCR to customers
- Corporate gifting to VIPs
- Storytelling about refugee artisans
- Advocacy
- Emergency-related donations

Strategic Partners: Brand Opus, HSF, Bain

- Extensive in-kind support in legal services, branding and business strategy
- Employee gifting
- Advocacy





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