



MADE51

CRAFTED BY REFUGEES

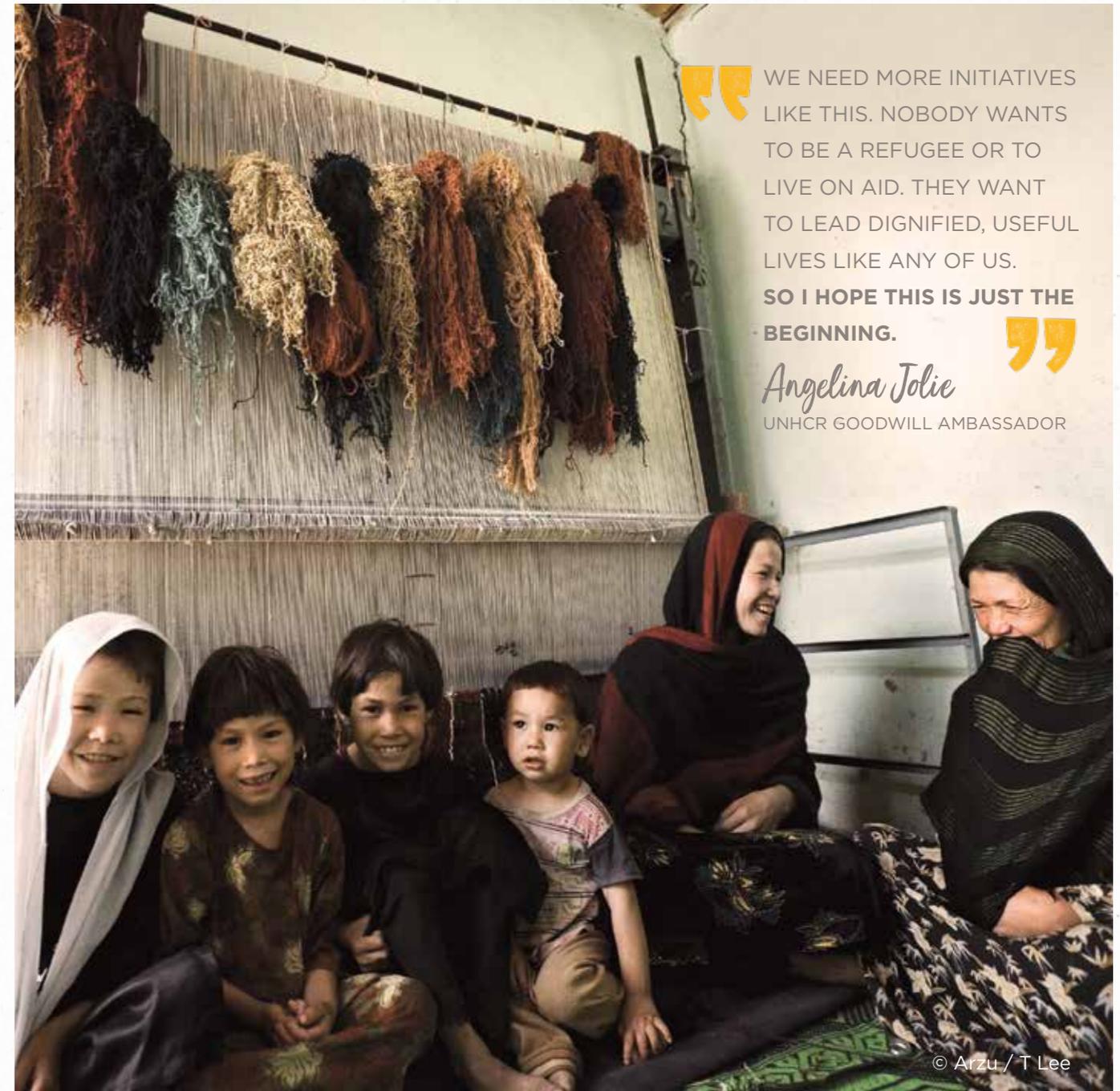


BRINGING BEAUTIFUL REFUGEE-MADE PRODUCTS,
THAT MERGE CONTEMPORARY DESIGN WITH
TRADITIONAL SKILLS, TO A GLOBAL MARKET.

MADE POSSIBLE BY



UNHCR, THE UN REFUGEE AGENCY, IS A GLOBAL
INTERNATIONAL ORGANIZATION DEDICATED TO SAVING
LIVES, PROTECTING RIGHTS AND BUILDING A BETTER
FUTURE FOR REFUGEES, FORCIBLY DISPLACED
COMMUNITIES AND STATELESS PEOPLE.

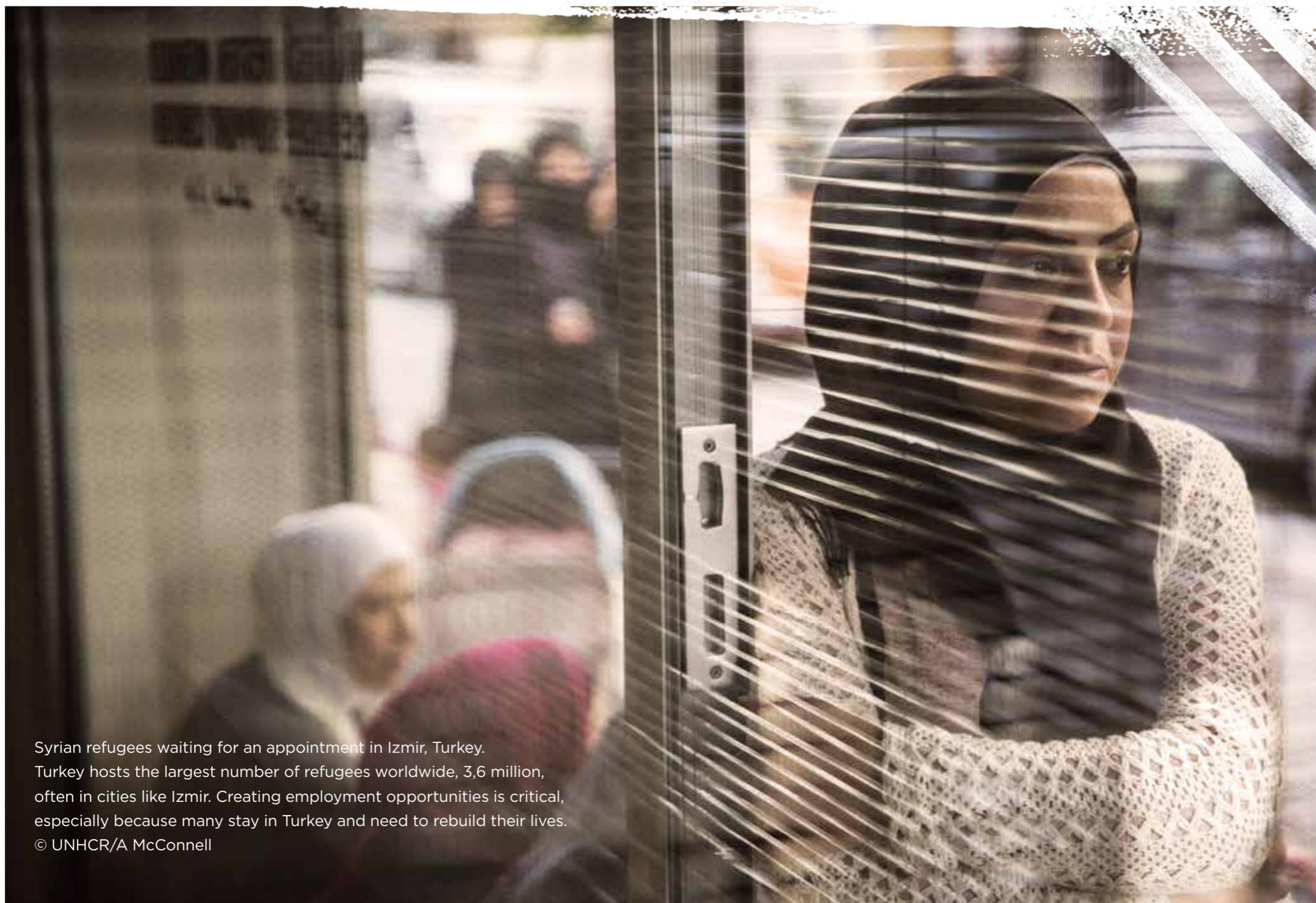


“ WE NEED MORE INITIATIVES
LIKE THIS. NOBODY WANTS
TO BE A REFUGEE OR TO
LIVE ON AID. THEY WANT
TO LEAD DIGNIFIED, USEFUL
LIVES LIKE ANY OF US.
SO I HOPE THIS IS JUST THE
BEGINNING. ”

Angelina Jolie

UNHCR GOODWILL AMBASSADOR

© Arzu / T Lee



Syrian refugees waiting for an appointment in Izmir, Turkey. Turkey hosts the largest number of refugees worldwide, 3,6 million, often in cities like Izmir. Creating employment opportunities is critical, especially because many stay in Turkey and need to rebuild their lives.
© UNHCR/A McConnell

THE REFUGEE CRISIS IS THE DEFINING CHALLENGE OF OUR TIME

In recent years the refugee crisis has been brought into stark focus. The displacement of people is not a new phenomenon, but today, conflict, persecution and natural disaster have driven 68.5 million people from their homes. We are now witnessing the highest levels of displacement on record.

Among those forced to flee are nearly 25.4 million refugees, over half of whom are under the age of 18. Women and children make up 75% of the refugee population.

After fleeing war or persecution, the opportunity to work and earn a living is one of the most effective ways people can rebuild their lives with dignity and in peace.

THE SCALE IS UNPRECEDENTED

68.5 MILLION

FORCIBLY DISPLACED PEOPLE WORLDWIDE

40 MILLION

INTERNALLY DISPLACED PEOPLE

25.4 MILLION

REFUGEES

19.9 MILLION

REFUGEES UNDER THE UNHCR MANDATE

85%

OF DISPLACED PEOPLE LIVE IN DEVELOPING COUNTRIES, WITH ONE IN EVERY THREE BEING HOSTED BY THE WORLD'S LEAST DEVELOPED COUNTRIES

...BUT THERE IS HOPE

IN 2018 THE UN GENERAL ASSEMBLY AGREED ON A NEW DEAL FOR REFUGEES, KNOWN AS THE GLOBAL COMPACT ON REFUGEES. AT THE HEART OF THE GLOBAL COMPACT THERE ARE TWO ESSENTIAL OBJECTIVES: EASING THE PRESSURES THAT REFUGEES CREATE IN HOST COUNTRIES AND ENHANCING REFUGEE SELF-RELIANCE.

“ STRONGER SOLIDARITY WITH REFUGEE-HOSTING COUNTRIES IN THE GLOBAL SOUTH IS ABSOLUTELY A MUST ”

Antonio Guterres

UNITED NATIONS
SECRETARY-GENERAL



A young Rohingya forced to flee Myanmar, at her shelter in Kutupalong Camp in Bangladesh.
© UNHCR/R Arnold



© UNHCR/J Matas

Some fleeing violence end up in camps. But increasingly, the majority of refugees are hosted in urban areas.

This family fled their home in Syria in 2013. By the time they made it to Amman, Jordan they had nothing left besides their clothes.

THE POWER OF MADE51

REFUGEES CAN OFTEN INVOKE FEELINGS OF PITY, BUT REFUGEES DON'T NEED PITY. REFUGEES NEED THE CHANCE TO REBUILD THEIR LIVES AND RE-ESTABLISH THEIR INDEPENDENCE AND IDENTITY.

To provide that chance, UNHCR has created **MADE51**, a global initiative that connects refugee artisans with social enterprises to facilitate the design, creation and marketing of unique home décor and fashion accessories across the world.



© UNHCR/W Elsen

INCOME & OPPORTUNITY

Whenever refugees flee, they leave behind their livelihoods, their prospects, and often, their capacity for self-reliance.

CRAFTSMANSHIP & HERITAGE

But what refugees do retain are their traditional skills and craftsmanship – from the leatherwork of the Tuareg, to the fine embroidery of the Syrians – that have been passed down from generation to generation.

PARTICIPATION

MADE51 exists to help refugees harness these artisanal skills for their own advancement, enabling them to participate in the global economy.

MEANINGFUL PRODUCTS & INTERNATIONAL MARKETS

By modernizing traditional skills, building business acumen, partnering with social enterprises, and engaging buyers who can source the product lines, UNHCR is connecting refugee-made artisanal products with international consumers.

TELLING POWERFUL STORIES

MADE51 products are not just beautifully crafted. They exude a real essence of humanity. They tell the timely and important story about how refugees can rebuild their futures and, in so doing, act as powerful contributors to the world economy.

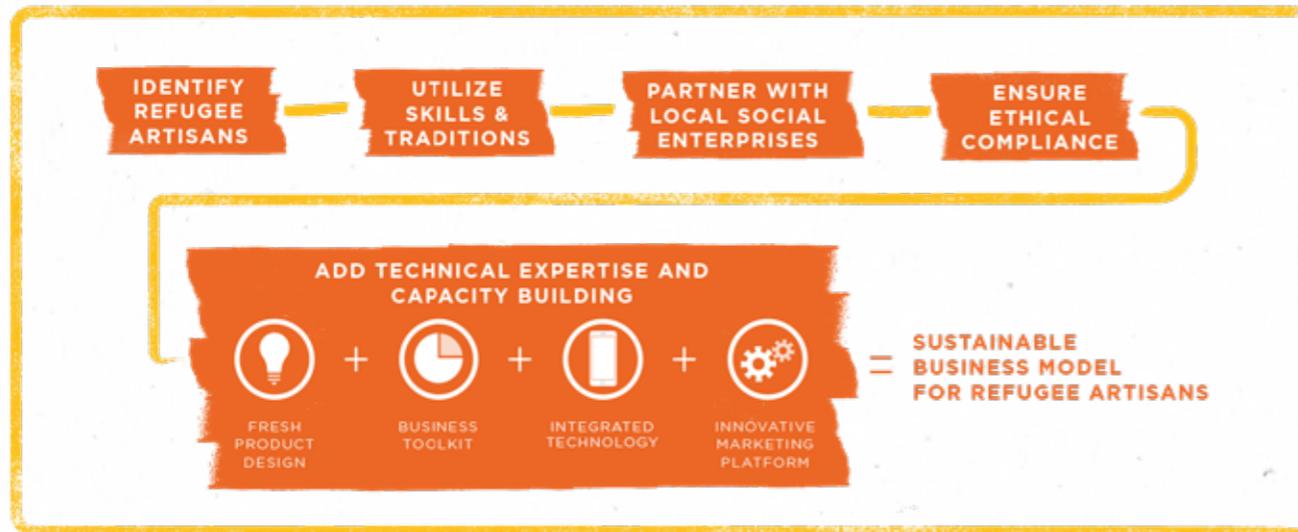
CREATIVITY IS OUR HUMAN SPIRIT IN ACTION



© RefuSHE/B Neptune

THE MADE51 MODEL

The MADE51 model is designed to bring modern, refugee-made artisanal products to global markets in a sustainable, scalable way.



ENSURING FAIR TRADE

In partnership with the **World Fair Trade Organization (WFTO)**, MADE51 sets the ethical compliance standards that social enterprise partners must meet in their work with refugees. This ensures that each artisan receives a fair wage, has decent working conditions and that the 10 principles of Fair Trade are met.

MADE51 understands the importance for buyers of having assurance that the goods they source are ethically produced. This is likewise of paramount importance for UNHCR: Because of UNHCR's mandate, UNHCR must be assured that refugee protection and Fair Trade practices will be upheld. UNHCR field staff and WFTO routinely

monitor workplace practices and guide social enterprise partners towards the Fair Trade certification process.



CURATED COLLABORATIONS WITH SOCIAL ENTERPRISES

Throughout Africa, Asia and the Middle East, MADE51 links refugee artisans in hosting countries with local social enterprises that work in the artisanal sector. MADE51 social enterprise partners are selected based on their proven experience in design, production management, export and marketing.

These partnerships are the heart of MADE51. Based in refugee-hosting countries, each social enterprise works directly with

refugee artisan groups to create a unique MADE51 range which is sold alongside the enterprise's existing lines. MADE51 actively promotes the refugee-made products and links new buyers to the social enterprises. This brings orders for the both refugee collection and the enterprise's regular lines.

The benefit is two-fold: social enterprises offer refugee artisans the opportunity to use their skills and participate in a global value chain that respects Fair

Trade conditions. Refugee-made products then increase returns for social enterprises, which positively impacts the national balance of trade and enables social enterprises to make greater investments in local communities.

Refugee artisans thus become contributors to their host countries - some of which are amongst the poorest in the world.

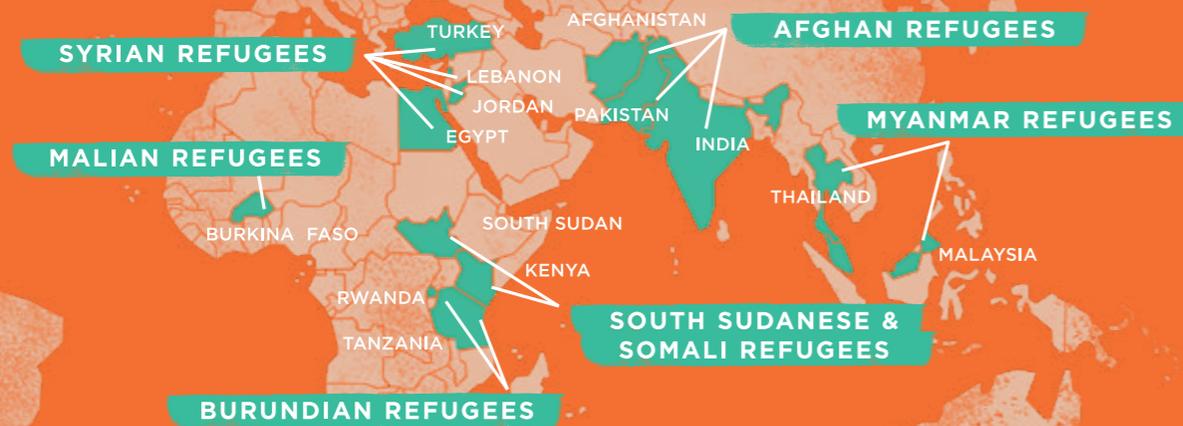


© WomenCraft/ U Litscher

Freshly woven kilims are being hung out after their final wash.
© Turquoise Mountain



CURRENT MADE51 COUNTRIES



“ WE WANT TO ENSURE THAT REFUGEE RIGHTS ARE UPHELD EVERYWHERE AND THAT THEY HAVE ACCESS TO SHELTER, FOOD, AND HEALTH CARE. THIS MUST CONTINUE. BUT WE ALSO WANT TO CREATE OPPORTUNITIES FOR EDUCATION AND LIVELIHOODS. THIS IS WHAT REFUGEES WANT DESPERATELY. ”

Filippo Grandi

UN HIGH COMMISSIONER FOR REFUGEES

SHINING A LIGHT ON MADE51 IN MAHAMA CAMP

UNHCR High Profile Supporters, Helena Christensen, Danish Supermodel, and Gugu Mbatha-Raw, British Hollywood Actress, each made a trip to Rwanda to meet Burundian refugees and learn more about one of the world's forgotten refugee crises. While there, each met inspiring MADE51 artisans.

“Amazing women, like Vistine, are part of [MADE51]. They are empowered, earning money and building a community and friends at the same time.

With UNHCR's support, their craftsmanship is being linked to local social enterprises and international markets. It is clearly helping refugees like Vistine and all the others here secure a sustainable, long-term future.”

Helena Christensen



© UNHCR/H Perez



© UNHCR/J Matas

“It's uplifting to see these talented women getting the opportunity to earn their own money, while learning creative and business skills. But MADE 51 also creates a vital healing environment, a feeling of dignity, hope and a sense of working together to create a new community.”

Gugu Mbatha-Raw



Two Malian artisans working as part of a design workshop and exchange with French designers
© UNHCR/6M. Productions.



© UNHCR/W Elsen

SPOTLIGHT ON TUAREG LEATHERWORK

The traditionally nomadic Tuareg of northern Mali are renowned for their fine craftsmanship. In the Tuareg culture, artisans belong to a hereditary 'closed' caste which includes blacksmiths, leatherworkers, and jewelers – they are artisans at birth. As a result, Tuareg pieces carry the motifs of countless generations, and serve as a repository of Tuareg heritage and culture.

When fighting broke out in Mali, many Tuareg fled to Burkina Faso and brought with them their savoir-faire. Traditionally, women in the Bella caste reared livestock, and tanned hides to make nomadic tents. Today, these women continue to tan hides by hand using a mixture of water, lime, ash, shea butter and ammonium sulfate, yet are trained to meet international leather standards.

Tuareg blacksmiths use hammers, tongs and anvils to hammer and shape recycled bronze, aluminum, and copper. The metal forms are then fused together with the artisanal leather, resulting in a unique collection of home décor and jewelry.

In every piece there are embossed motifs, some which serve as a signature of the artisan and others which symbolize their nomadic pastoral lifestyle – the sand, the desert, the camel, the camp, and the ritual tea drinking.



A Malian refugee artisan in Goudebou camp shapes a delicate bowl that will be clad in leather, in partnership with MADE51 social enterprise partner, Afrika Tiss. © UNHCR/6M. Productions



Mursai, a weaver and an internally displaced person living in northern Balkh Province in Afghanistan, weaves a carpet for Turquoise Mountain.
© UNHCR/S Rich

SPOTLIGHT ON AFGHAN CARPET MAKING

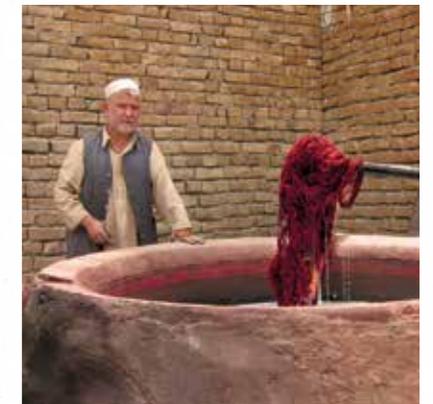
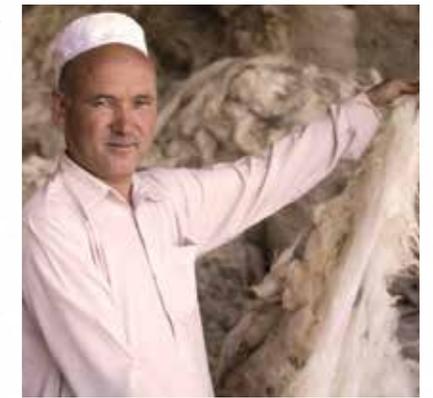
The alluring rugs produced in Afghanistan illuminate the incredible skills of their makers. Less obvious is that traditional carpet-making is a community affair, built on centuries of history. Each piece can involve months or even years of work to get from makers to the market.

Long before a rug is on the loom, raw materials are prepared based on the design. From shepherds, freshly shorn wool is carded, hand-spun, and then sent on to be dyed. Classically, and often still to this day, natural dyes from madder root, walnut husks, or pomegranates are used to colour the skeins of wool.

Then commences the intricate, lengthy process of weaving the rug itself. Typically, the weaver is a woman or, for some large rugs, several women working together. Techniques and tools can vary greatly, resulting in a wide array

of carpets - from MADE51 partner Arzu Hope Studio's lofty, pile rugs with dazzling levels of detail, to Turquoise Mountain's flat kilims with bold blocks of color.

The craft of rug making, developed over generations, is carried by many Afghans who have been forced to flee their homes due to violence. Whether finding themselves as refugees in new countries, internally displaced or returning back to Afghanistan, utilizing their exceptional skills to create carpets can help Afghans to stay rooted in their culture and earn much-needed income.



© Turquoise Mountain



SPOTLIGHT ON BASKET WEAVING

Basket making, one of the world's oldest artisanal traditions, is found throughout Africa. The ability to create stunning, complex baskets is a well-respected skill, passed through generations. Techniques are often tied to local customs and materials.

In Tanzania, the Burundian refugees working with WomenCraft use a traditional coiling method. Natural grasses form the core of each basket. The grasses, which have to be gathered, cleaned and prepared for production, are wrapped with unraveled grain sacks that are collected after food distribution in the camp. The recycled plastic yarns take on new life when woven together with natural fibers. Molds are used to ensure each item conforms to standard specifications.

In Rwanda, refugee artisans working with Indego Africa, utilize sisal - the soft and stringy fibers of the agave plant - to create a colorful look. To prepare sisal, artisans add salt, oil and dye to a large pot of boiling water, carefully adjusting their mix to reach the desired hue. Artisans then saturate the fiber and dry it in the sun. Afterward, sisal is threaded into needles and wrapped around dry grasses to create vibrant baskets.

Weaving takes time and patience, creating opportunities for women to socialize while they work. With market opportunity, basket weaving offers artisans creativity, community and income.



(TOP TO BOTTOM)

© WomenCraft/ U Litscher,

© WomenCraft/ U Litscher,

© UNHCR/H PEREZ

“ PART OF MY RESPONSIBILITY AS AN
EMPOWERED WOMAN IS TO EMPOWER
OTHER PEOPLE TO DO THE RIGHT THING.
I BELIEVE IN GIVING OTHERS WHAT YOU
HAVE BEEN GIVEN. ”

Spés Kaneza

ARTISAN GROUP LEADER IN MAHAMA CAMP, RWANDA





THE MADE51 COLLECTION

CURATED REFUGEE-
MADE HOME DÉCOR &
ACCESSORIES, CREATED
IN PARTNERSHIP
WITH LOCAL SOCIAL
ENTERPRISES AROUND
THE WORLD.



INTRICATE DETAILS & RICH WOOL FABRICS

Exquisitely embroidered home textiles showcase needlework techniques that have been passed down for generations – and add a splash of fun for

good measure. This arresting collection is handcrafted by Afghan refugee artisans living in camps throughout Pakistan, in partnership with Artisan Links.



LUMINOUS LEATHERWORK

Artisanal leather clads luminous hand-hammered bowls, boxes, bracelets and earrings. This captivating line of home decor and jewellery is created by Tuareg refugees living in Burkina Faso, in partnership with Afrika Tiss.





WOVEN WORKS OF ART

This beautiful collection of wall hangings and storage baskets are made by Burundian refugee artisans in Tanzania, working in partnership with WomenCraft.

Handcrafted from grasses and grain sacks which have been repurposed after being used for food distribution in refugee camps, these pieces reference the lives of their makers while contributing to a circular economy.



MY MOTHER TAUGHT ME HOW TO WEAVE WHEN I WAS 17 YEARS OLD...

I WOULD NEVER HAVE IMAGINED THAT I COULD ONE DAY MAKE A LIVING FROM MY WEAVING AND PROVIDE FOR MY FAMILY...

WEAVING IN THE CAMP ALSO GIVES ME SOMETHING TO DO, A PURPOSE, AND A SENSE OF BELONGING.



Nyamvura Koronaria

ARTISAN GROUP LEADER IN MTENDELI CAMP, TANZANIA



MODERN LUXURY INFUSED WITH HERITAGE PATTERNS

Exquisite crocheted cashmere throws, detailed linen scarves, and embroidered velvet clutch bags. These delicately crafted pieces are made by refugee artisans from Syria living in Jerash and in Azraq camp, working in partnership with SEP Jordan.



DELICATE, CAPTIVATING JEWELRY

This collection of intricately embroidered jewelry evokes the stories of its makers.

The Myanmar mountain pattern

is inspired by the landscapes of the Chin people while the tile designs are reminiscent of Middle Eastern motifs. Each piece is crafted in partnership with Earth Heir, by refugees from Myanmar, Syria and Afghanistan, living in Malaysia.



STYLISH FURNISHINGS WITH POPS OF REFRESHING COLOUR

This striking basket collection marries traditional techniques and patterns with energetic colour – the perfect fit for the modern home. Each basket is made by Burundian refugees in Mahama refugee camp in Rwanda, in partnership with Indego Africa.



QUIET MASTERPIECES

This timeless carpet collection mixes contemporary tastes and vintage designs. Each piece is made over many months by displaced Afghans and returnees to Afghanistan, in partnership with Arzu Studio Hope.



ECLECTIC HAND-DYED HOME TEXTILES

Playful, eye-catching home textiles, scarves and pillow cases are hand-dyed, using traditional East-African techniques, and finished by female refugees living Kenya. Each piece adds a touch of delicacy to the modern room. Crafted in partnership with RefuSHE.



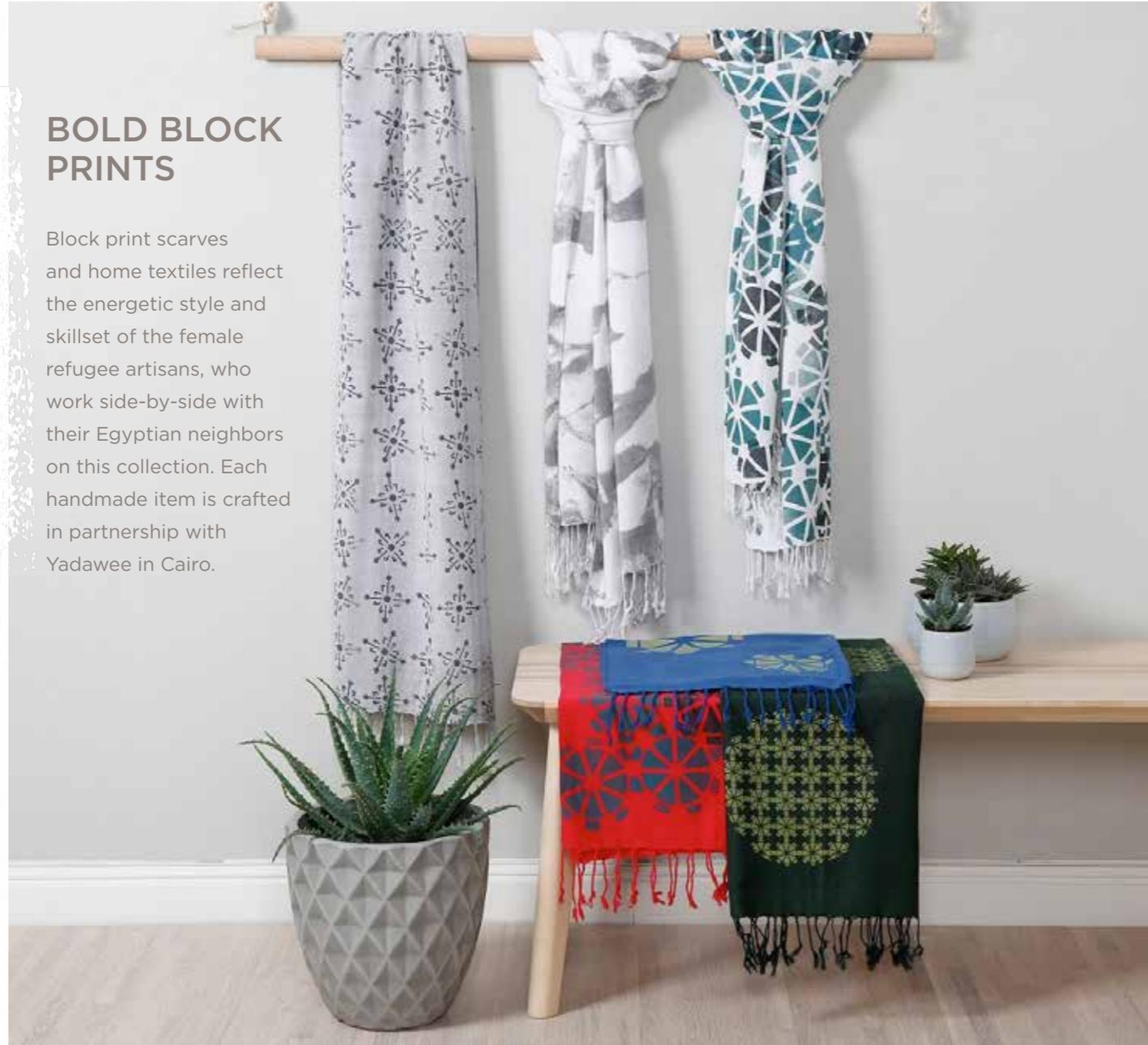
DESIGN-LED UPCYCLING

Recuperated materials are transformed into functional poufs, throw pillows and lighting with an industrial-design aesthetic. Syrian refugee artisans, working side-by-side with designers, use a blend of handiwork, oriental patterns, and upcycled fabrics to create new from old in partnership with Waste Studio in Lebanon.



BOLD BLOCK PRINTS

Block print scarves and home textiles reflect the energetic style and skillset of the female refugee artisans, who work side-by-side with their Egyptian neighbors on this collection. Each handmade item is crafted in partnership with Yadawee in Cairo.



HISTORY REIMAGINED

This collection of kilims, cushions and woodwork is made by displaced Afghans and returnees to Afghanistan, in partnership with Turquoise Mountain. The heritage-inspired kilim designs are made entirely by hand using wool from local sheep and dyes from vegetables, fruits, and flowers.



THE HOLIDAY COLLECTION



In December 2018, MADE51's Holiday Collection made its debut in London.

The Holiday Collection features a range of twelve ornaments originating from different countries around the world. Each ornament speaks to the skills and stories of the refugee artisans who crafted them. Together, they celebrate the diversity and vibrancy of MADE51.

In partnership with WeWork company, a pop-up sale of the Holiday Collection was held in select WeWork London locations and Christmas markets over a two week period. This event gave MADE51 an opportunity to test-market the ornament collection along with the shop-in-shop concept, presentation and packaging. The collection and retail package is currently being refined so it can be offered to retailers for the upcoming holiday season.

© Indego Africa/B Barb





© Ana Collection

COMING SOON

MADE51 is actively working to add new lines to the collection. Promising collaborations between refugee artisans and social enterprises are being explored in Asia, Africa, Middle East and South America.



These delightful pom-pom pillows are made by refugees from Myanmar, in collaboration with Weave Women, based in northern Thailand. The WFTO certified organization will soon join the MADE51 collection.



Crafted by Malian refugees living in Burkina Faso, in partnership with AAKS.



Crafted by refugees from Myanmar, living in Thailand, in partnership with Weave Women.



Crafted by Syrian refugees, living in Jordan, in partnership with Jordan River Foundation.



Crafted by Sudanese and Somali refugees, living in Kenya, in partnership with Bawa.



Crafted by Syrian refugees, living in Beirut, in partnership with Ana Collection.



Crafted by internally displaced South Sudanese, living in Gorom camp, in partnership with Roots.



Crafted by Syrian refugees, living in Jordan, in partnership with Tribalogy.



Crafted by Syrian refugees, living in Lebanon, in partnership with Rim 'N Roll.



Crafted by Afghan refugees, living in Delhi, India, in partnership with SalaiWali.



Crafted by Syrian refugees, living in Lebanon, in partnership with Tight-Knit Syria.



Crafted by Afghan and Myanmar refugees, living in India.



A woman from Myanmar living in Baan Mai Nai Soi Camp camp prepares the yarn that goes into each hand-loomed product.
© Weave Women / M Urgel



STRATEGIC ENGAGEMENT OPPORTUNITY

UNHCR is calling for retail and brand partners to invest in designing, developing and sourcing refugee made product lines, in collaboration with refugee artisans and local social enterprises.

CALL FOR RETAILERS

PARTNERING WITH BUYERS AND RETAIL BRANDS IS CRUCIAL TO THE SUCCESS OF MADE51. AS ORDERS ARE FILLED, REFUGEES UTILIZE THEIR HERITAGE, EARN INCOME AND LEARN NEW SKILLS.

BY SOURCING THROUGH MADE51, BUYERS:

- Gain access to a curated global connection of unique, handmade products, sourced from unusual locations.
- Order market-ready products or co-create collections that align with their brand and design concept.
- Place orders with vetted local social enterprises that have experience exporting and managing customer relationships.
- Communicate their ethical sourcing and humanitarian support as part of their brand identity.
- By including the MADE51 collection in their sourcing plans, retailers and brands have a vital role in helping refugees to achieve self-reliance.

RETAILERS AND BRANDS CAN BE PART OF THE SOLUTION TO THIS GLOBAL CRISIS



AND WE THOUGHT:
WOW HERE IS A REAL
OPPORTUNITY TO TELL A
DIFFERENT STORY ABOUT
REFUGEES AND TO CREATE
ECONOMIC OPPORTUNITY.



Matthias Stausberg

VIRGIN GROUP



MADE51 IS A COLLABORATIVE INITIATIVE

As a specialized humanitarian agency, UNHCR needs the support of industry partners, development agencies and NGOs with knowledge and expertise in areas outside our mandate to join us as strategic partners.

The contributions of our current Strategic Partners have been critical to the development of MADE51. Their exemplary contributions are opening unparalleled opportunities for refugee artisans. We welcome new partners that can help MADE51 grow and flourish.

CALL FOR PARTNERS

We are seeking support in:

- Product design
- Tech solutions
- Impact measurement
- Project funding
- Logistics
- Fulfillment
- Access to finance

OUR STRATEGIC PARTNERS



MADE51 GIVES REFUGEES THE CHANCE TO BECOME:

CONTRIBUTORS,
NOT DEPENDENTS

INDIVIDUALS,
NOT STATISTICS

POWERFUL,
NOT POWERLESS



“ WITHIN EACH PIECE LIES A STORY
OF HISTORY AND CULTURE, AND
THE CHANCE FOR A PERSON WHO
HAS FLED WAR AND PERSECUTION
TO OFFER SOMETHING OF BEAUTY
AND STYLE TO THE WORLD. ”

Filippo Grandi

UN HIGH COMMISSIONER FOR REFUGEES

www.MADE51.org