

## UNIQLO x UNHCR

### Bracelet Collaboration Impact Assessment

In 2021, UNHCR & UNIQLO celebrated 10 years of partner-ship. To celebrate the milestone, UNIQLO commissioned a special bracelet made by MADE51 artisans. The blue, red and white beaded bracelet represents the brand colors of UNHCR and UNIQLO. UNIQLO used the bracelets in 16 countries to reward customers who took action in support of refugees. The bracelet collaboration was brought to life by refugee artisans in Egypt, Kenya, South Sudan and Ethiopia using traditional South Sudanese beading techniques.

#### ORDER DETAILS

**10,978 pieces**  
ordered by UNIQLO

**14,499 pieces**  
produced in total  
(training + order)

**46%**  
order value was artisan  
payments

**\$70**  
average artisan  
payment

#### IMPACT\*

**85%**  
reported buying food

**38%**  
reported paying for  
educational expenses

**31%**  
reported paying for  
medical expenses

**31%**  
reported improving  
sending remittances  
to their families

I've seen that  
(beading) has  
supported me and my  
family. I can change  
their diet, I am able to  
buy soap for washing  
their clothes, I am also  
able to buy books and  
school materials for  
my children.

Susan, 33.

## ARTISAN INFORMATION

CAIRO

EGYPT

**354** artisans

**4** social enterprise  
partners:  
Bawa Hope, Entoto,  
Roots, Yadawee

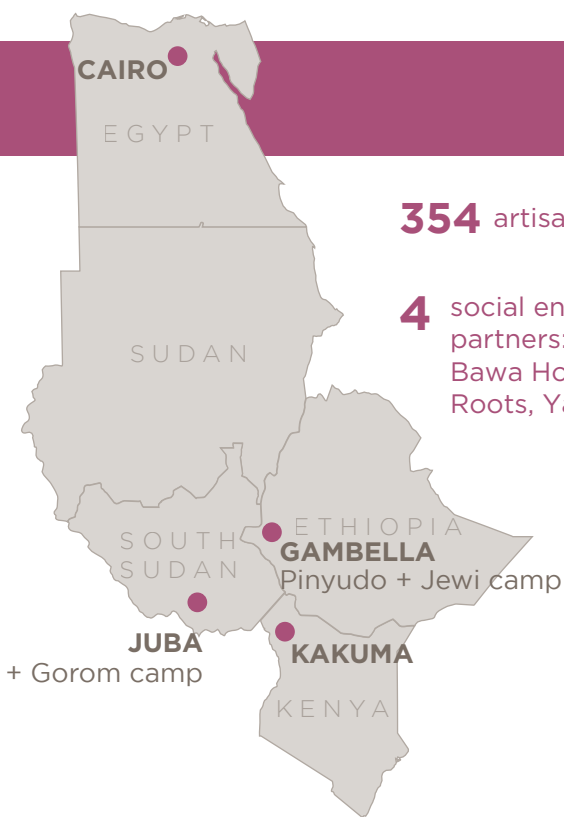
**100% women**  
most under 40

**84%**  
are the sole or primary  
income source for their  
family

**4.6**  
children on average

**37%**  
are single mothers

**2%**  
live with a disability



When we arrived here in Kenya, we  
were able to relax. I have not heard  
of fights or even the sound of guns  
again...we are safe.

-Rose, 33

\*Based on focus group study of 200 artisans



The refugee crisis in South Sudan is complex. Brutal conflict since December 2013 has left thousands dead and millions displaced.

**4 million**  
people forcibly displaced

**2.2 million**  
refugees in neighbouring countries

**72%**  
of refugees experienced food cuts

**4.7 million**  
refugees in 11 countries in the Horn of Africa and the Great Lakes region

*Data from UNHCR, 2021*

## ENGAGING IN A REGION WITH ACUTE NEED

The bracelet collaboration engaged artisan women, predominantly from South Sudan. When Uniqlo and MADE51 initiated the collaboration, it was agreed that a **key priority was working in East Africa.**

Needs in the region were already pressing, but in March 2021, **72% of refugees experienced food ration cuts** due to a funding shortfall. Recognising the relief that income could bring to refugees in this area, UNIQLO and MADE51 focused on developing a collaboration product that utilised the skill set of women in this region.

The income refugee women earned from this was primarily used to **buy food**, support their **children's education**, cover **medical expenses**, and support distant family members through **remittances**.

The importance of working together as a group is we come from diverse communities... We all work in the same place. When you don't know something, you are easily assisted and that is the goodness of the group. Now we know each other so well and we never fight or quarrel.

-Rose, 33

## CRAFTSMANSHIP

Keeping cultural traditions alive

Beading has a long history in Eastern Africa, with evidence that beads as old as 12,000 years have been found in the desert in Sudan. To this day, beadwork is a rich art that is practiced throughout the region. Differences in techniques, patterns, and use of colours are associated with differences in ethnicities and religions.

