

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

72%
of refugees experienced
food cuts

2.2 million
refugees in neighbouring
countries

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.

