



UNHCR
The UN Refugee Agency

MADE51
CRAFTED BY REFUGEES

THE MADE51 PLEDGE

A COLLECTIVE COMMITMENT TO BRING REFUGEE CRAFTSMANSHIP TO THE WORLD

UNHCR, the UN Refugee Agency, is calling upon the private sector and donors to support refugees by joining the MADE51 pledge, which will launch at the Global Refugee Forum in Geneva, Switzerland on 13 December 2023.

The MADE51 pledge urges the private sector to utilize their supply chain and core business strengths to bring positive and lasting impact for refugees. The pledge will collate the commitments of private sector companies, donors, and MADE51 social enterprise partners to drive economic inclusion of refugees in the artisan sector. The MADE51 pledge is also embedded in the UNHCR Mega Pledge on Economic Inclusion and Social Protection.

Through collective action, we aim to bring together commitments totalling:

- **15 million USD** in refugee-made product orders, enabling refugees to earn income through craft
- **5 million USD** in pro-bono support to drive greater market access for refugee-made products
- **9 million USD** in funding to help MADE51 operate and reach new countries and artisan groups

If this commitment is realized and implemented by 2027, the expected outcome is:

- **15,000 refugees** earning income working in Fair Trade conditions with social enterprises in their host countries
- **60,000** artisan beneficiaries supported through increased household income
- Over **4 million people** and **50,000 new customers** reached through products and associated stories, helping promote acceptance and public support for forcibly displaced people

ABOUT MADE51

MADE51 is a global brand that brings refugee craftsmanship to the world. MADE51 is brought to life by UNHCR, the UN Refugee Agency, and implemented in partnership with the World Fair Trade Organisation. A network of 35+ social enterprises in 23 countries are part of MADE51, together working with 3700+ artisans, 85% of whom are women. Private sector companies and retailers engage in MADE51 to create market access for refugee-made products and, in doing so they drive economic inclusion and help build brighter futures for refugees.



“These pieces are worked on wholeheartedly — they have taken a part of our soul, a part of our eyes, a part of our effort.”

- Wafaa, Syrian refugee



HOW PRIVATE SECTOR COMPANIES AND DONORS CAN JOIN THE PLEDGE

1. **Annually ordering and delivering MADE51 products with aligned storytelling** to your customer base. This can include MADE51-designed products, brand collaborations or product components. Companies and donors are also encouraged to explore cause-related marketing, corporate gifting and employee gifting.
2. **Contributing pro-bono support to MADE51's ecosystem** in areas such as marketing, design, logistics, operations or other areas of expertise.
3. **Committing to annual funding dedicated to supporting refugee livelihoods through MADE51**, to promote the growth and impact of this unique model.

WHY JOIN THE MADE51 PLEDGE

MADE51 provides a sustainable model for social and economic inclusion of refugees. By supporting the MADE51 Pledge, companies and donors will make a significant difference in the lives of refugees who need livelihoods opportunities to sustain themselves and flourish. Likewise, when companies and donors support MADE51 by bringing products and associated storytelling to the public, their customers, or their employees, they are also helping change perceptions of refugees. MADE51 showcases refugees as talented, positive contributors, helping creating greater acceptance of forcibly displaced people around the world.

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WHICH SDGs DOES THE MADE51 PLEDGE ADDRESS?



SDG 1: No Poverty

By supporting economic empowerment of refugees within a Fair Trade value chain, the pledge contributes to reducing poverty.



SDG 5: Gender Equality

85% of MADE51 artisans are women. Through MADE51, the value of women's heritage skills are recognized and monetized, allowing them to engage in a dignified livelihood and improve their position in their families and communities.



SDG 8: Decent Work and Economic Growth

The pledge supports the growth of social enterprises working with refugees, which creates decent work opportunities for refugees and host communities.



SDG 12: Responsible Consumption and Production

Procurement from MADE51 social enterprises, is a way for companies to enhance their responsible production practices, prioritizing sustainability and ethical labor.



SDG 17: Partnerships for the Goals

MADE51 is built on a collaborative model and the MADE51 pledge encourages the private sector, UNHCR and its partners, and social enterprises to work in partnership to enable the inclusion of refugees and the achievement of the SDGs.

JOIN THE MADE51 PLEDGE AND MAKE A
LASTING DIFFERENCE IN THE LIVES OF REFUGEES