

2024 Impact Highlights

MADE51 is a global initiative established by UNHCR, the UN Refugee Agency, that connects refugees to the global marketplace - enabling them to earn income, preserve cultural heritage, and share their skills with the world.



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Using an ecosystem approach, MADE51 works with local social enterprises in refugee-hosting countries to include refugees, especially women, in their business operations, offering a market-based solution that supports livelihoods and strengthens local economies.

The following data illustrates MADE51's impact in 2024:

Building sustainable livelihoods

3,460

refugee & host community artisans earned income in 2024

90%

were women

15,170

children benefitted from increased family income (estimated)

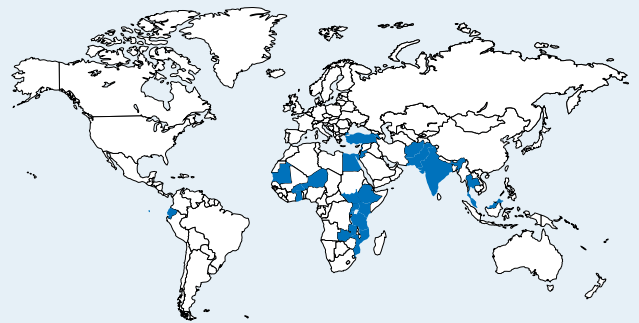
\$478,400

in total income earned by refugee and host community artisans

Enhancing skills & heritage

106 refugee artisan groups, each with unique skills

1,617 refugees & host community artisans trained by partners in artisanal techniques, product design, building stronger groups, production management, and individual financial literacy



Facilitating a global model

23 countries utilizing the MADE51 model across **6** regions

Refugee artisans from **18** countries of origin represented



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Creating market access

21

MADE51-managed marketing & sales events

11

MADE51-facilitated presentations at global events



\$723,200

in sales of MADE51 products through MADE51 commercial activities

43

retailers and companies purchased MADE51 products for retail or corporate gifting

\$616,400

in sales of refugee-made products through LSEs' marketing channels

Growing engagement

1.1 Mil

Instagram reach and active on 3 platforms

63,265

visits to MADE51 online shop

785

online customers

Mobilizing the MADE51 ecosystem

10 artisans in the MADE51 Speakers Group

38 local enterprise partners (35 social enterprises, 3 agents)

55 UNHCR staff engaged in the MADE51 Community of Practice

13 partners offering in-kind support and market access

1 lead commercial partner: Rice (Hong Kong) Ltd.

1 lead implementing partner: World Fair Trade Organization



Brand collaboration spotlight

In honor of International Women's Day, MADE51 partnered with Diane Von Furstenberg to create an exclusive Sisterhood Pouch that was sold online and in their NYC Flagship store. Each pouch was intricately embroidered by Syrian refugee women living in Lebanon, using heritage techniques and upcycled DVF fabric offcuts.



"This job has made me feel valued and important, in my own eyes. I became a contributing member in society. I don't only do the dishes, cook, and raise the kids. I do more now, and I can stand on my own feet." – Fekriya

