



MADE51

MADE POSSIBLE BY



UNHCR
The UN Refugee Agency

2024

Impact Report



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Made possible by UNHCR

In 2024, global displacement reached a record high of over 123 million people, a 6% increase from 2023 and nearly double the number of people displaced a decade ago. This devastating rise in forced displacement is driven by war, violence, persecution, and human rights abuses, exacerbated by climate change. It has created urgent humanitarian needs and highlighted the shortage of durable solutions for those forced to flee.

In response, UNHCR, the UN Refugee Agency, is working to advance the economic inclusion of refugees. MADE51 was created by UNHCR in 2018 to enable refugees, especially women, to earn income through craft.

As humanitarian needs grow, and displacement becomes increasingly protracted, there is a pressing need for solutions that foster refugee self-reliance. The artisan sector offers significant potential for impact: it is valued at over USD 906.8 billion¹ and continues to expand. It is also the second-largest source of employment in low- and middle-income countries, where 73% of refugees are hosted.

Through MADE51, UNHCR is unlocking this potential, helping refugees preserve cultural heritage, professionalize their skills and earn a sustainable income through craft.

1. International Market Analysis Research and Consulting Group, 2025. Handicrafts Market Report by Product Type, Distribution Channel, End-Use, and Region 2025-2033



© UNHCR / Ala Kheir

About MADE51

MADE51 is the world's first ecosystem that delivers a viable route to market for refugee-made products, enabling inclusion of refugees in the creative economy.

Goals

-  Uplifting refugees via income, skills and linkages
-  Boosting host economies
-  Keeping cultural traditions alive
-  Building partnerships for inclusion
-  Revealing refugees as talented contributors
-  Bringing unique goods to global markets

Global data:

Forced displacement in 2024

123.2

million people worldwide were forcibly displaced at the end of 2024 as a result of persecution, conflict, violence, human rights violations or events seriously disturbing public order

42.7

million refugees

73.5

million internally displaced people

8.4

million asylum-seekers

73%

hosted in developing countries

Facilitating a global model

6
regions

23
countries

11
new UNHCR country operations expressed interest in implementing MADE51

The MADE51 model leverages the extensive field network of UNHCR to identify refugee groups with artisanal skills. Once identified, these groups are paired with vetted social enterprise partners—businesses specializing in ethical, sustainable production and market access.

At the close of 2024, MADE51 was active in 23 countries in Asia, Europe, East Africa, Middle East and North Africa, West Africa, Southern Africa and South America.

During 2024, interest to engage was expressed in another 11 countries and will be further explored in 2025.

Building sustainable livelihood opportunities



© UNHCR / Pedro Gomes

In 2024, MADE51 engaged 3,460 artisans, including over 2,620 refugees and 835 host community members. Among them, 59 artisans with disabilities took part in MADE51 activities. These artisans came from 18 countries of origin: Afghanistan, Angola, Burundi, Central African Republic, Democratic Republic of the Congo, Ethiopia, Eritrea, Iraq, Ivory Coast, Liberia, Mali, Myanmar, the State of Palestine, South Sudan, the Sudan, the Syrian Arab Republic, Togo, and Yemen. Most flee across the nearest border and thus are hosted in neighboring countries where they live in settings that range from urban areas to rural communities, and camps. Those who are displaced within their countries of origin also fall under the protection mandate of UNHCR.

Out of the 3,460 refugee, internally displaced and host community artisans MADE51 worked with in 2024, 90% were women. Collectively, they earned \$478,400 through their involvement in MADE51 and supported an estimated 15,170 children with this income.

\$ 3,460
artisans earned income through MADE51

18
countries of origin represented

90%
of artisans were women

\$478,400
earned by artisans

15,170
children benefitted from increased family income (estimate)

Artisan spotlight:

“This is our life skill. If we know how to weave, then we can make income for the family.”

Nga-Meh started weaving as a child. Though originally from Myanmar, she now lives in Ban Mai Nai Soi refugee camp in Thailand. She learned Karenni techniques by salvaging leftover threads from her mother and creating her own small pieces. Today, her work with MADE51 sustains her family of six and helps her keep Karenni traditions alive. As the primary income earner in her home, Nga-Meh’s work empowers her family, inspires her daughters and preserves a cultural heritage at risk of disappearing due to decades of conflict.



© WEAVE Women / E Flannery

Mobilizing the MADE51 ecosystem

In 2024, MADE51 partnered with 35 local social enterprises (LSEs) and 3 local agents to bring the craftsmanship of refugee artisans to international markets. An additional three enterprises applied to become MADE51 partners, indicating the model's continued potential to scale.

35

social enterprise partners

3

local agents

55

UNHCR staff engaged in the MADE51 Community of Practice

10

artisans in the Speakers group

The Local Social Enterprise Council

The LSE Council serves as an important platform for collaboration and leadership within MADE51. Composed of elected representatives from local social enterprises, the Council enables LSE partners to contribute to decision-making, share insights, and align on key strategies to support refugee artisans. Through the Council, LSEs play a central role in shaping the MADE51 ecosystem and strengthening the connection of refugee-made products to global markets.

In late 2023, the fourth LSE Council election was held, with representatives nominated and 6 council members elected by their peers for 2024: Andrew Mutisya (Bawa Hope, Kenya), Hisham El Gazzar (Yadawee, Egypt), Nimra Umar (Pomegranate Seeds, Pakistan), Tahira

Afridi (Artisan Links, Pakistan), Timothy Straight (HDIF, Armenia) and Wacelia Zacarias (Karingana, Mozambique). In 2024, the LSE Council provided inputs on key MADE51 business developments and processes, developed virtual regional groups to facilitate information-sharing among all LSE partners, and engaged in monthly meetings with the MADE51 team. Beyond these contributions, the LSE Council also fosters fellowship and collaboration among LSEs.

A powerful example of collaboration was seen in Pakistan, where all five social enterprises came together to co-organize a collective exhibition for the second consecutive year, showcasing MADE51 products to a wider audience in Islamabad.



Ms. Philippa Candler, UNHCR Representative, inaugurated the joint exhibition at the Indus Heritage Trust shop in Islamabad



© Rwenzori Sustainable Trade Centre

Technical support for LSEs

To strengthen the capacity of local social enterprises and support the growth of new refugee artisan groups, MADE51 provided technical guidance and prioritized seed funding for training new groups and supporting product development.

In October, six social enterprise partners were selected to participate in the six-month Refugee Artisan Accelerator programme, launched in partnership with Nest and the Council of Fashion Designers of America (CFDA). The programme includes a design and production learning module with fireside chats and virtual courses led by CFDA, along with dedicated mentorship provided by designers.

“MADE51 has provided us with global visibility, market access and a platform to showcase the resilience and craftsmanship of refugee communities. This partnership has been valuable in fostering economic empowerment and meaningful connections across borders.”

Regina Shantini Rajasingam, Project Coordinator at Earth Heir

MADE51 Artisan Speakers group

The MADE51 Artisan Speakers group was launched in September 2023 to foster refugee ownership and agency within the MADE51 brand.

The Artisan Speakers group encourages knowledge exchange among artisan groups across countries and provides a platform for artisans to share their personal stories, building a shared sense of resilience and impact. In 2024, there were 10 Artisan Speakers, each one nominated by the LSE they work with or their local UNHCR focal point.

Over the course of 2024, these Artisan Speakers represented MADE51 in public engagements, both locally and internationally, in person and virtually. For example, Maral, a Syrian refugee living in Armenia, led the first MADE51 virtual embroidery workshop for a World Refugee Day event in Saudi Arabia, in collaboration with partner Art Jameel. Other events included the *Crafts in Focus Festival* in the Netherlands, UNHCR's *East Africa Economic Inclusion Working Group*, the *MADE51 Ecosystem Celebration for World Refugee Day*, and the MADE51 Annual General Meeting. Artisan Speakers also began engaging more actively in driving market access by joining kick-off calls for large orders and representing their groups at local events.

Additionally, the Artisan Speakers contributed to social media campaigns—most notably, appearing in the UNHCR International Women's Day video.

“The artisan brought a personal touch to the experience, sharing their journey and the significance and history of their craft. The personal narrative resonated with attendees, fostering a sense of community and shared purpose.”

Bayan Ashour, Visitor Experience Manager at Art Jameel



Virtual embroidery workshop at Hayy Jameel, a renowned art complex and creative hub in Saudi Arabia

UNHCR Community of Practice

The MADE51 Community of Practice for UNHCR focal points strengthens the facilitation of MADE51 at the country level by sharing best practices and building a support network for focal points across regions. The MADE51 team maintains an internal platform for resource sharing and facilitates quarterly Community of Practice meetings. In 2024, discussions in the Community of Practice focused on the pivotal role of Focal Points in enhancing refugees' meaningful participation, impact measurement, improving local market access and increasing MADE51 visibility within country offices.

Creating market access

For MADE51, sustainable impact means generating consistent sales so that refugee artisans have reliable, ongoing work. Achieving this requires a strong focus on building demand and promoting refugee-made products to retailers and consumers.

21

MADE51-managed marketing and sales events

\$723,200

in sales of MADE51 products through MADE51 commercial activities

11

MADE51-facilitated presentations at global events

\$616,400

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

43

retailers and companies purchased MADE51 products for retail or corporate gifting

MADE51 Commercial Channel

To unify refugee-made products under the MADE51 brand, in 2018 UNHCR established a dedicated commercial channel centered on themed collections, storytelling and a dedicated online shop. While social enterprises also sell directly, this channel enables MADE51 to offer a cohesive brand experience that celebrates refugee craftsmanship and cultural heritage. It broadens market access for refugee-made products and facilitates direct engagement with a global customer base.

To support this approach, UNHCR partners with Rice Hong Kong Ltd, which plays a central role in the value chain, enabling retailers and companies to

order and receive consolidated orders of MADE51 products. Rice HKL also oversees distribution through regional fulfillment partners. Having this role in the value chain also reduces the financial risk for LSEs and helps them manage their cash flow, especially for large orders.

In 2024, MADE51 products generated \$723,200 in sales through MADE51 commercial activities. Sales came from a diverse mix of online shop and pop-up shop purchases, brand collaborations, direct retailer orders and orders by UNHCR offices. This growth highlights the expanding presence of the MADE51 brand in global markets and a growing appreciation for MADE51's unique offerings.

Collectively, an additional \$616,400 in sales of refugee-made products was generated through the LSEs' own marketing channels, demonstrating the powerful impact of both routes to market.



MADE51 Booth at Ambiente trade fair in Frankfurt

Promotion to retailers through trade shows and platforms

To strengthen brand presence and connect with a global retailer audience, MADE51 actively promoted collections at high-profile trade shows and on digital platforms.

In January, MADE51 participated in Museum Connections in Paris. That same month, MADE51 showcased at Ambiente—the world's largest

B2B consumer goods event—and Christmasworld in Frankfurt. Ambiente featured 15 products by MADE51 in their trend shows and Ethical Styles space.

To further expand reach, MADE51 offered the Holiday Collection through digital wholesale platforms such as Faire, Powered by People and Orderchamp, giving retailers multiple sourcing options. MADE51 collections were also promoted through a digital booth on 'Maison&Objet and More', enhancing global visibility and accessibility for buyers.

MADE51 online shop, special collections and gifting moments

Beginning in January, MADE51 launched three Special Collections, aligned with meaningful moments and holidays: Lunar New Year, World Refugee Day and Christmas. These created unique gifting opportunities, enabling brands and companies to share MADE51 products as meaningful gifts for these occasions. Each collection was supported by coordinated storytelling campaigns that highlighted the

artisans and celebrated the cultural heritage embedded in every product. A Corporate Gift range was also promoted, offering companies a powerful way to demonstrate their support for UNHCR and refugees through ethically made gifts.

In 2024, the MADE51 online shop attracted a growing customer base, with a total of 63,265 visits and generating \$86,189 in sales of refugee-made products. These efforts were reinforced by expanding digital engagement, with over 1.1 million people reached on Instagram.

Growing engagement

63,265

visits to MADE51 online shop

1.1 Mil

Instagram reach and active on 3 platforms

Launch of the Peace Collection

The MADE51 Peace Collection was released on World Refugee Day. Featuring eight unique handmade products, each piece embodies messages of peace and hope, reflecting refugees' desire for stability and the chance to rebuild their lives amidst displacement.

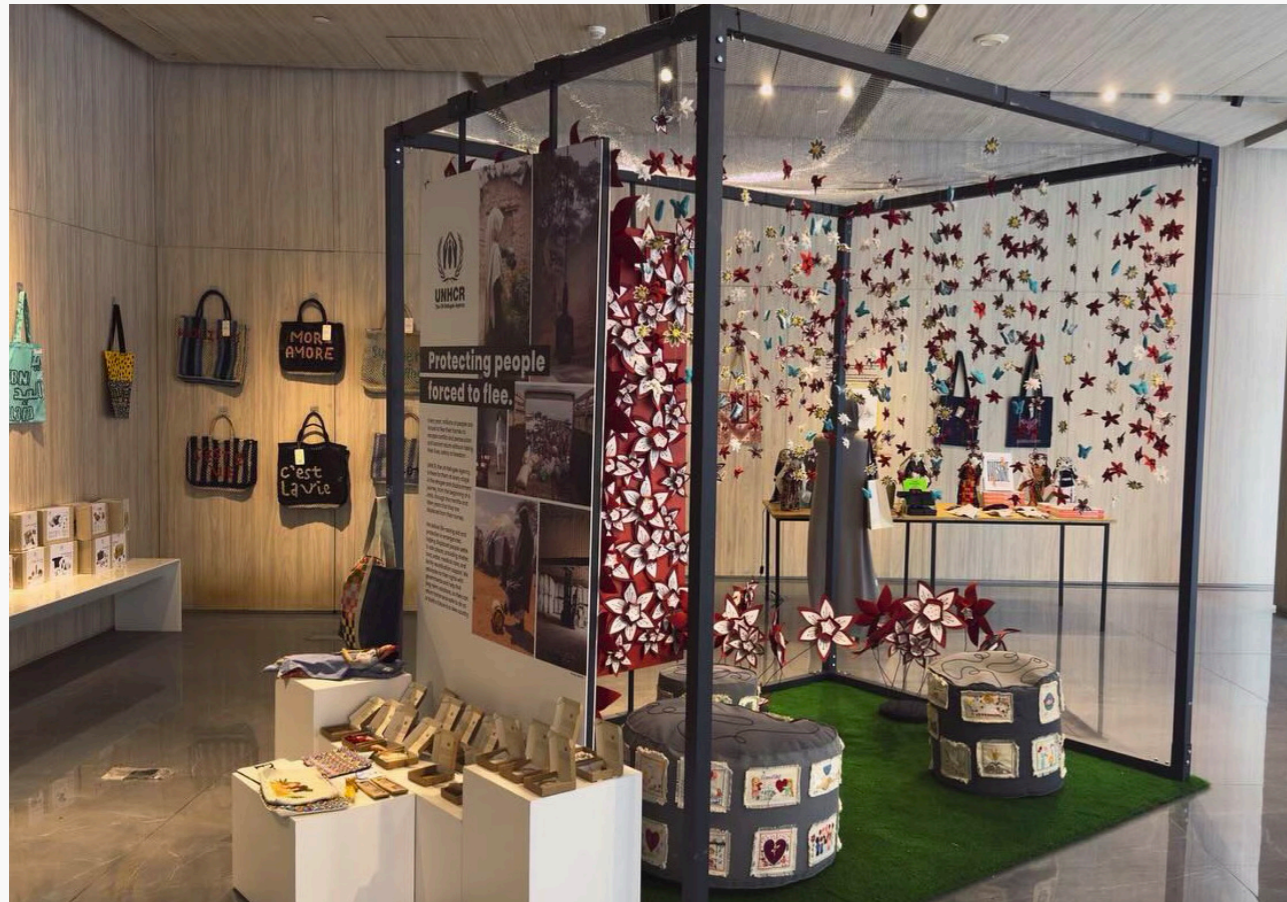


'Create Hope Away from Home' Holiday Campaign

The annual end-of-year holiday shopping season presents a significant retail opportunity for MADE51. To drive sales, MADE51 launched a communications and promotional campaign aligned with UNHCR's 'Hope Away from Home' initiative. Alongside messaging about refugee craftsmanship and personal stories, the campaign featured the Holiday Collection ornaments and décor products.

The campaign's reach was amplified by numerous UNHCR Goodwill Ambassadors and High-Profile supporters who helped connect the collection with a wide audience and generate visibility and interest.

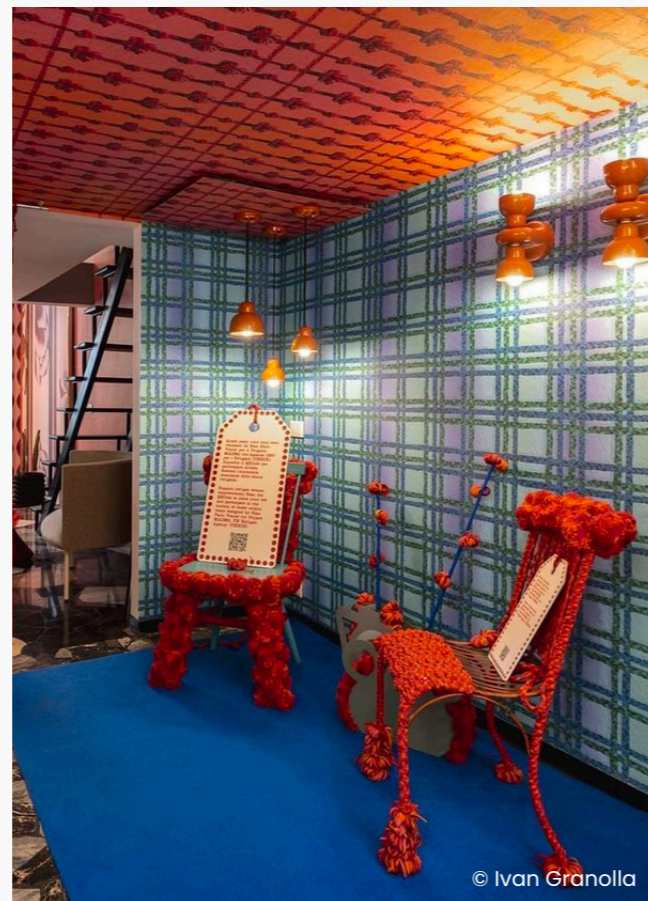




Installation *Petals for Peace*, crafted in Lebanon, features flowers made from upcycled waste fabrics, intricately embroidered butterflies, and embroidered panels inspired by children's drawings. It was showcased at Dubai Design Week in partnership with Art Jameel.

Installation pieces

To capitalize on event opportunities, MADE51 designed a series of installation pieces that showcase the diverse craftsmanship of refugee artisans. These large-scale, conversation-starting works were showcased at global UNHCR events, as well as Dubai Design Week, Milan Design Week and international trade fairs.



Installation *Making Knots* presented at Milan Design Week in collaboration with OTTO Studio that featured the creative contributions of Syrian and Afghan refugee women

© Ivan Granolla

Integration of MADE51 in high-level events

MADE51 held pop-ups at two leading UNHCR events in June, the Consultations on Resettlement and Complementary Pathways and the UNHCR Global Consultations with Non-governmental Organizations. Pop-ups continued throughout the year in Geneva at high-level events such as the Nansen awards ceremony and UNHCR pledging conference.

By featuring MADE51 products at these events, UNHCR demonstrated how the MADE51 model offers sustainable livelihood opportunities, aligning with broader discussions on economic inclusion, empowerment and long-term solutions for refugees.



MADE51 Display at the Nansen Refugee Award Ceremony



Spotlight: Brands and retailers driving economic inclusion

Throughout the year, MADE51 collaborated with renowned brands and retailers to bring refugee craftsmanship to new audiences. Notable partners included institutions such as the U.S. Holocaust Museum and Art Jameel in the United Arab Emirates and Saudi Arabia, along with multi-location US retailers such as Ten Thousand Villages, which placed significant orders for distribution across its network of stores. These partnerships played a vital role in expanding the reach of refugee-made products and connecting customers to the stories and skills behind each piece.

Pop-ups

MADE51 hosted pop-ups at high-profile global events, including the Zero Point Forum, the Singapore Fintech Festival, and the Gates Foundation Marketplace. Additional pop-ups were organized in partnership with IKEA at three stores in Switzerland, and at DLA Piper offices in Italy and Spain. These events provided opportunities to engage directly with customers.



Rice HKL at Singapore Fintech Festival

In partnership with Switzerland for UNHCR and Lagardère Travel Retail Switzerland, MADE51 ornaments were featured in the main duty-free shop at Geneva Airport- a space that symbolizes journeys and movement.

The collaboration also extended to the Geneva Christmas Market, where Switzerland for UNHCR and MADE51 jointly hosted a pop-up chalet throughout December. These activations offered travelers and locals the opportunity to connect with refugee-made products, while amplifying awareness and support for the missions of UNHCR and MADE51.



Brand collaborations

In 2024, MADE51 continued to expand its reach through impactful brand collaborations that celebrate refugee craftsmanship and share compelling stories. Supporting this strategy, Rice HKL manages the Artisan Training Fund, made possible through a partnership with Fast Retailing/UNIQLO. The fund directly benefits refugee artisans by enabling local social enterprise partners to train and prepare artisans for commercial orders, equipping them with valuable skills.



© Road to Film

MADE51 x DVF

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.

Artisan spotlight:

“This job has made me feel valued and important, in my own eyes. I became a contributing member in society.”

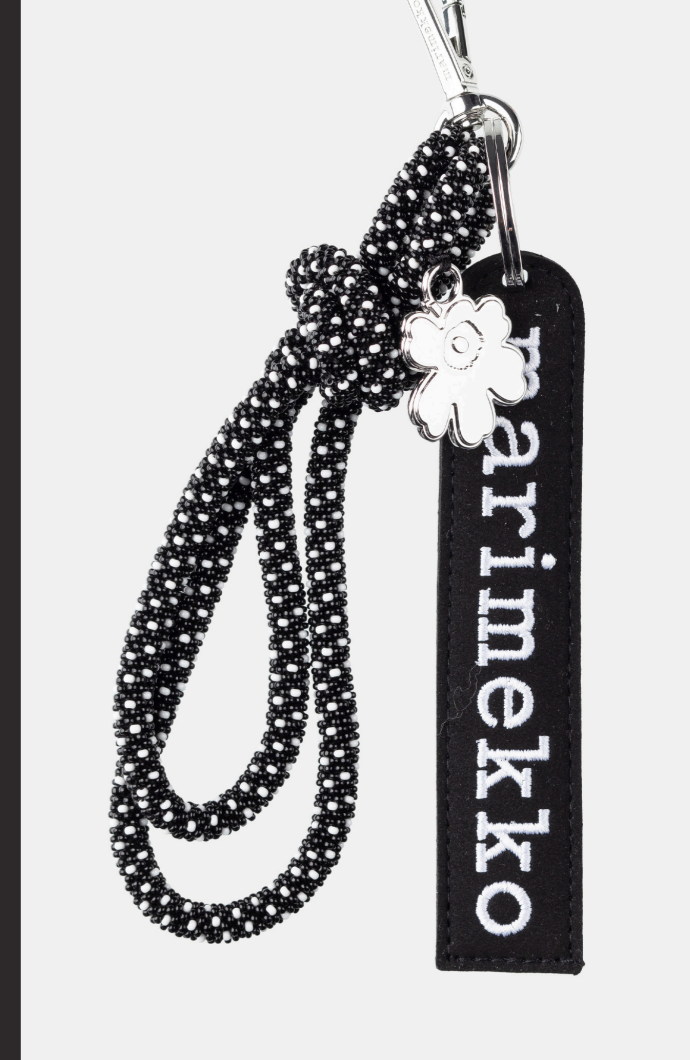
Fekriya, Expert embroiderer, refugee from Syria



© Ala Kheir

MADE51 x Marimekko

Marimekko collaborated with MADE51 on a limited edition of beaded handbag accessories, crafted by Sudanese and Ethiopian refugees and internally displaced South Sudanese. Marimekko released the products in select stores and through their e-commerce channels, and they quickly sold out.



The Container Store

In 2024, the multi-location U.S. retailer, The Container Store, collaborated with MADE51 for the second year to create an exclusive 12 Days of Christmas ornament collection. Inspired by the classic carol, each ornament was handcrafted by refugee artisans from Afghanistan, the Democratic Republic of the Congo, Myanmar, South Sudan, Sudan, and Syria.

Additionally, The Container Store generously donated profits from the collection to USA for UNHCR, further supporting refugees through essential aid and resources.



Enhancing skills and heritage

106

refugee artisan groups, showcasing diverse skills

1,617

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

By the end of 2024, 106 refugee artisan groups were working with MADE51 social enterprise partners, further solidifying their role as active stakeholders within the MADE51 ecosystem. These groups utilize a rich diversity of artisanal skills, including embroidery, basketry, beading, crocheting, silversmithing, leatherwork, brass casting, hand dyeing, wood carving and handloom weaving.

Throughout the year, these groups participated in training initiatives that enhanced their craftsmanship, product design and development, production management, quality control, group leadership, financial literacy and life skills – strengthening both individual artisans and the collective capacity of the groups.

Artisan spotlight:

“We are the Anyuak tribe in Ethiopia and beadwork is part of our tradition. Back home, we used to make belts and necklaces, covers for dried gourd squash containers that we use for milk and big ones for water, bracelets, head decorations and skirts... This beadwork helps us a lot. Income from selling beads helps us feed our kids, buy them clothes, soap and lotion.”

Hana, Ethiopian refugee artisan who has lived in South Sudan for 22 years and works with MADE51 social enterprise partner, Roots





© Ala Kheir





Design Criteria


All products are reviewed to ensure they meet the design criteria required to carry the MADE51 product label. The main criteria are:

 Unique & distinct product developed with refugee artisan groups

 Product reflects the traditional skills and heritage of the refugee artisans (This can include techniques, material, patterns, motifs, colours, etc.)

 Product meets the UNESCO definition of artisanal

 Appropriate and locally available raw materials and where possible sustainable, renewable or recycled materials are used

 Product has potential to generate a fair and reasonable wage for refugee artisans and artisan payments make up a significant part of overall product cost

Building robust ecosystem partnerships

13

partners offered in-kind support and market access

1

lead commercial partner: Rice (Hong Kong) Ltd.

1

lead implementing partner: World Fair Trade Organization

Since its launch in 2018, the MADE51 model has been supported by a dedicated network of Strategic Partners committed to helping UNHCR scale the initiative. These partners provide essential support through pro-bono services, in-kind contributions and funding – enabling MADE51 to expand its reach in global markets. Key partners include Fast Retailing (UNIQLO), Herbert Smith Freehills, Bain & Co., Brand Opus, Messe Frankfurt, Museum Connections, WageIndicator, Dubai Design Week, Art Jameel, GFTN (Formerly Elevandi), L'Oréal, Nest and the City of Geneva. Each partner brings unique expertise to strengthen the MADE51 ecosystem.

This ecosystem approach was further reinforced in 2023 with the launch of the MADE51 Pledge at the Second Global Refugee Forum in Geneva. The pledge invites private sector

actors to use their supply chains and core business strengths to create lasting, positive impact for refugees. It serves as a platform to consolidate commitments from private sector companies, donors, social enterprise partners and refugee artisans—all working toward greater economic inclusion of refugees in the artisan sector. In 2024, new partnerships with organizations such as WageIndicator and Nest were established as part of pledge commitments.

Looking ahead, companies, organizations and donors seeking to partner with MADE51 can engage through the framework of the pledge.

Alongside this, UNHCR maintained its implementing partnership with the World Fair Trade Organization (WFTO) to deliver many of MADE51's core activities.





© UNHCR / P Gomes

WFTO Summit

MADE51 participated in the biannual International Fair Trade Summit in Cape Town, where a dedicated MADE51 display was featured. Christine Gent, MADE51's Fair Trade expert, also joined a panel discussion to share insights about the MADE51 model.



Spotlight: Adhering to Fair Trade principles

The World Fair Trade Organization is UNHCR's implementing partner in MADE51. In this role, WFTO ensures that all social enterprise partners work with refugee artisan groups in accordance with Fair Trade standards.

In collaboration with UNHCR, WFTO developed the application and review process that each enterprise must complete to become a MADE51 social enterprise partner. Aligned with the WFTO Guarantee System, this process ensures that all partners operate in line with Fair Trade principles, promoting ethical production practices and transparency.

Strengthening MADE51's Fair Payment system



To ensure that all refugee artisans working on MADE51 products receive fair pay aligned with local living wage rates, MADE51 began a project in 2023 to develop new tools, guidelines and training for social enterprise partners. With support from a specialized fair payment consultant, MADE51 partnered with WageIndicator to utilize their Living Wage datasets. In refugee contexts where humanitarian support is provided, these support measures are also considered when calculating living costs to establish an equitable wage.



In 2024, the new fair payment system was rolled out remotely through eight workshops with social enterprise partners in nearly all MADE51 countries. This marked a major step forward in benchmarking artisan wages and establishing fair piece-rate pay based on local daily wage standards.

Spotlight: Brand refresh

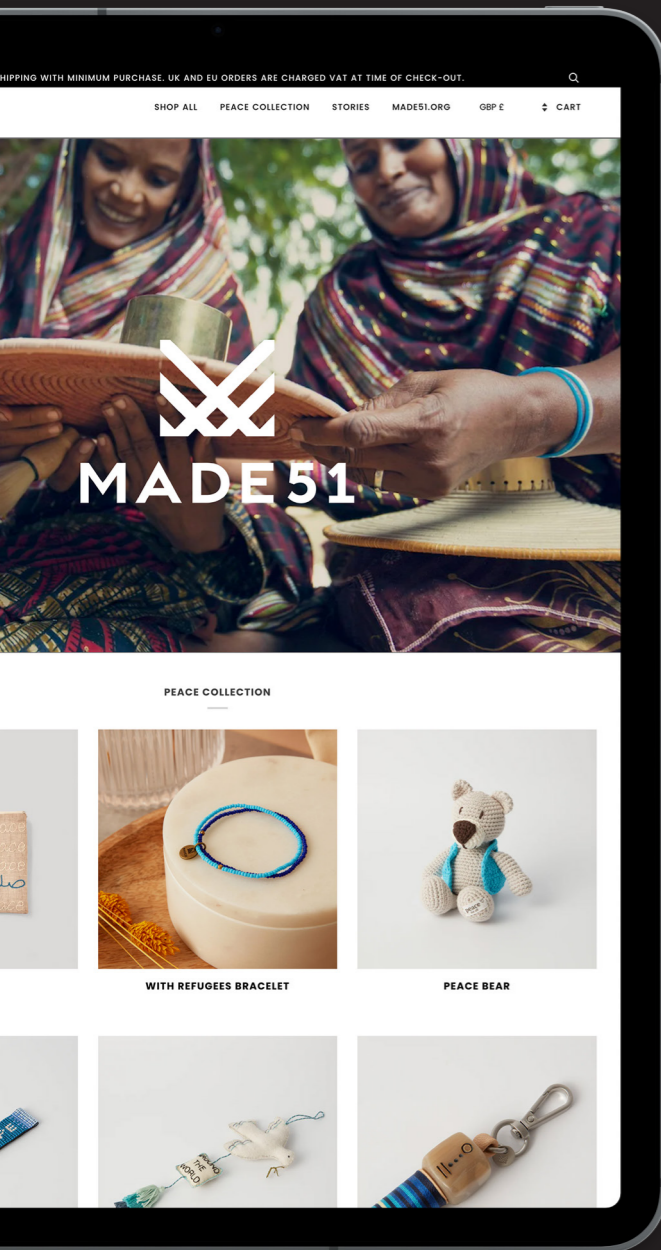
The MADE51 Brand refresh was unveiled at the Cannes Lions International Festival of Creativity- the world's largest gathering in the advertising and creative communications industry. This updated MADE51 identity and visual style was developed by Brand Opus in close collaboration with the UNHCR brand team, strengthening the visual connection between MADE51 and UNHCR.



MADE51 Global lead, Heidi Christ, had the prestigious opportunity to be a 'Secret Speaker' at the Cannes Lions International Festival of Creativity. The talk, which focused on how the MADE51 brand is creating new opportunities for refugees by re-shaping perceptions, was moderated by Nir Wegyrzn, CEO and Founder of Brand Opus.

Premiere of 'Thread of Hope'

As part of the brand refresh, an animated short film titled *Thread of Hope* premiered on June 20th for World Refugee Day at the United Nations HQ Pop-up in New York and at UNHCR Headquarters in Geneva. The film was created and written by BrandOpus and directed by award-winning collage artist Troy Browne. It features the voice of British actress and UNHCR Goodwill Ambassador, Gugu Mbatha-Raw, along with a new track from musician Bat for Lashes. The film celebrates the resilience of refugee women and creativity amidst adversity.





Advancing the SDGs and the Global Compact on Refugees

The Global Compact on Refugees provides a framework that ensures that refugees and host communities are not left behind in the progress towards the SDGs. MADE51 is directly addressing several SDGs, included below. Aligned with the mentioned SDGs, MADE51 advances the Global Compact on Refugees' objective to enhance the self-reliance and economic inclusion of refugees, including the use of innovative approaches and partnerships with the private sector.



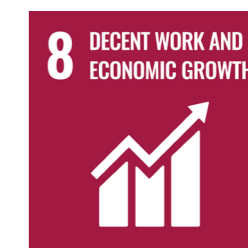
SDG 1: No Poverty

By supporting economic empowerment of refugees within a Fair Trade value chain, MADE51 contributes to reducing poverty and increasing economic opportunities for vulnerable populations.



SDG 5: Gender Equality

Some 90% of MADE51 artisans are women. Through MADE51, the value of women's heritage skills is recognized and monetized, which allows women to engage in dignified livelihood opportunities and improve their position in their families and spacing communities. opportunities for vulnerable populations.



SDG 8: Decent Work and Economic Growth

MADE51 supports the growth of social enterprises working with refugees, which creates decent work opportunities for refugees and host communities and contributes to sustainable economic growth.



SDG 12: Responsible Consumption and Production

By increasing procurement from MADE51 social enterprises, companies engender responsible production practices that prioritize sustainability and ethical labor practices.



SDG 17: Partnerships for the Goals

MADE51 is built on a collaborative model which 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.

2024 key moments

January- March

- Museum Connections Paris trade show participation
- Ambiente and ChristmasWorld in Frankfurt trade show participation
- Announcement and launch of MADE51 x DVF 'Sisterhood Pouch'
- Showcase of the MADE51 model at the World Bank Fragility Forum in Washington D.C.

April – June

- Opening of 'Making Knots' installation piece at Milan Design Week in partnership with Otto Studio
- Launch of "Solidarity With Refugees" campaign and Peace Collection for World Refugee Day
- Premiere of the animated short film 'Thread of Hope'
- Talk by MADE51 Lead, Heidi Christ, at Cannes Lions International Festival of Creativity, debuting the new branding alongside BrandOpus
- Pop-ups in Geneva at UNHCR HQ, UNHCR NGO Consultations, & Consultations on Resettlement and Complementary Pathways
- Showcase of the model and products at the UN HQ in NYC for World Refugee Day
- Pop-up and virtual embroidery workshop at Hayy Jameel in Saudi Arabia

July-September

- Pop-up at Zero Point Forum in Zurich
- Showcase of products at the WFTO Summit in Capetown and the Soko International Trade Fair in Nairobi

October-December

- Launch of "Create hope away from home" holiday campaign + engagement of Goodwill Ambassadors
- UNHCR High Profile Supporter, Karen Wazen, visits MADE51 artisans in Kakuma, Kenya
- The immersive installation piece 'Petals for Peace' crafted by Syrian refugees in Lebanon was featured at Dubai Design Week in partnership with Art Jameel
- Seed funding support for LSE partners
- Announcement and start of the Refugee Artisan Accelerator in partnership with Nest & CFDA
- Launch of MADE51 X The Container Store exclusive 12 Days of Christmas ornament collection
- Launch of MADE51 x Navarino Icons custom refugee-made ornament for their corporate festive gift collection
- Display of installation *Scraps of Life* at the Africa Roundtable on Private Sector Solutions to Internal Displacement, 'Bridging Futures: Converging for Solutions' in Lagos
- Pop-up at the Gates Foundation marketplace in Seattle
- MADE51 pop-ups at the Geneva Christmas Market and three IKEA stores across Switzerland
- Pop-ups in Geneva at the UNHCR Nansen Refugee Award ceremony, UNHCR Executive Committee (ExCom) meeting, UN Women's Bazaar, UNHCR Pledging Conference, and UNHCR HQ
- MADE51 workshop and capacity building in Egypt



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