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MADE51
CRAFTED BY REFUGEES



UNIQLO x UNHCR

Impact Assessment

On World Refugee Day 2023, UNIQLO launched two #WithRefugees products - a keychain and a bracelet - in select stores in Japan. The designs bring together the colors of UNIQLO and UNHCR, representing the long-standing partnership between these organizations. The keychain and bracelet were beaded by forcibly displayed women in Kenya and South Sudan.

ORDER DETAILS

BRACELETS

19,989
ordered by UNIQLO

21,350
produced in total
(training + order)

52%
order value was
artisan payments

\$152.50
average artisan
payment

KEYCHAINS

7,995
ordered by UNIQLO

9,192
produced in total
(training + order)

55%
order value was
artisan payments

\$155.99
average artisan
payment

ARTISAN INFORMATION

185 Total Artisans



2
social enterprise partners:
Bawa Hope, Roots

98%
women

85%
are the sole or primary income
source for their family

3.6
children on average

48%
are single mothers

2
live with a disability

IMPACT

INCOME IMPACT*

- 96%**
Reported that the income contributed to food
- 92%**
Reported that the income contributed to educational expenses
- 96%**
Reported that the income contributed to medical expenses
- 80%**
Reported the income contributed to improving their shelter and living conditions

*Artisan interviews were conducted in both countries after the production was finalized.

SOCIAL IMPACT*

- 88%**
Reported that their artisanal skills improved by being a part of this order
- 100%**
Reported that they are proud of their work on this order
- 88%**
Reported that their involvement in this order gave them a stronger sense of community with their fellow refugees

SPOTLIGHT Ann, Artisan at Roots



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Meet Ann, one of the artisans that created the limited edition UNHCRxUNIQLO #WithRefugees keychains and bracelets. She has been living in South Sudan as a refugee for over 20 years in Gorom Refugee Camp.

What is your craft? How did you learn it?

This craft making is something passed from generation to generation. You must learn (during) the time you are growing up. It was rooted in our grandparents.

When did you first participate in this group?

I am among the first members who formed the Gambella women's group, while we were still in Lologo Area upon our arrival from Pochalla in 2005.

Why is it important to you to be able to participate in production making?

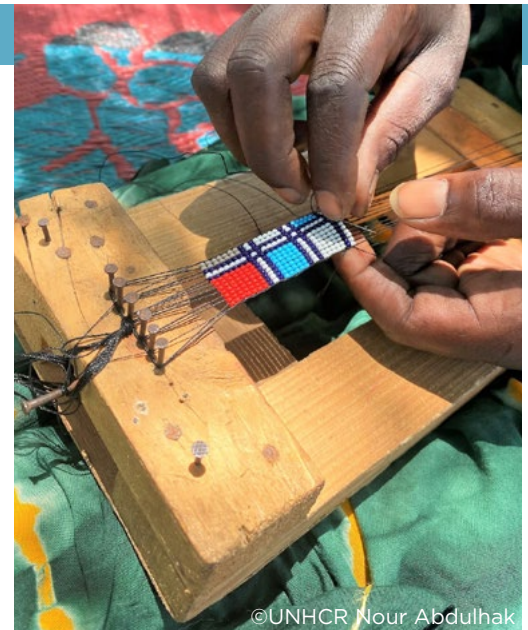
This work we do is our life now. I can say that because it has really helped us the refugee women in Gorom, especially the Gambella women. It means a lot to us.

Participating in this order for us is a source of income for our families. When these orders come and we are notified by the Roots, we feel happy.

How has your life changed since learning these skills and participating in the production, which provides some allowance for you and your family?

I can send money to my daughters in Uganda so they can pay school fees and improve their nutrition. I can afford better medical services for my family also.

When we get larger orders it motivates the women to work hard. For example, we formed a Village Saving Group. The money is in our savings and we only use it when a member of the group has a problem to support.



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