

# The MADE51 Pledge

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



The MADE51 Pledge encourages companies to use their supply chains and core business strengths to create a positive, lasting impact for refugees. It brings together the commitments of private-sector partners, donors, and MADE51 social enterprise partners to advance the economic inclusion of refugees in the artisan sector.

The MADE51 Pledge sits within UNHCR's Mega Pledge on Economic Inclusion and Social Protection, reinforcing a shared commitment to strengthening opportunities and protection for refugees worldwide.

This global initiative connects refugee artisans with social enterprise partners in refugee-hosting countries and with international buyers. Together, the ecosystem creates a viable route to market for refugee-made products, grounded in fair trade standards and UNHCR protection principles.

Through the MADE51 Pledge, companies and donors can make a meaningful difference in refugees' lives while helping shift global perceptions.

We aim for commitments of:

- **\$15 million in refugee-made product orders**, enabling refugees to earn income through their craft
- **\$5 million in pro bono support** to drive greater market access for refugee-made products
- **\$9 million in funding** to run operations and expand reach

If this commitment is realised 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 children and other dependents** supported through increased household income
- **Over 50,000 new customers** reached through products and stories, helping promote public support for refugees

Through their commitment, companies and donors will gain access to communication points, guidance, and opportunities for shared visibility. They can choose to make commitments in one or more of the following areas:

- Ordering of products from the existing MADE51 collection, and/or commissioning custom-made items through brand collaborations
- Providing pro bono support to MADE51's ecosystem in areas such as marketing, design, logistics, or operations
- Contributing annual funding to sustain MADE51 operations and expand the model to new countries and artisan groups

## 1 Expression of interest form

The first step in contributing to the pledge. This is not yet a formal commitment.

## 2 Formulate your commitment

Work with the MADE51 team to define support areas, commitment length, and communications.

## 3 Sign your commitment

Officially join the MADE51 Pledge (through your existing UNHCR agreement or a newly drafted one).

## 4 Action your commitment

Begin implementing your activities with support from the MADE51 team.

## 5 Make your commitment visible

UNHCR and MADE51 will:

- List you as a MADE51 partner on the UNHCR pledging platform.
- Include your commitment on the MADE51 website.
- Share a pledge-announcement communications pack.

## 6 Access UNHCR events & MADE51's calendar

- Participate in UNHCR briefings and fundraising events (as available).
- Join key MADE51 moments, such as World Refugee Day or the Holiday Collection launch.

## 7 Progress review

- Midway check-in to ensure progress and make any needed adjustments – together.

## 8 Impact reporting & renewing

As your term concludes, make your impact visible and determine whether to renew or expand your commitment.





MADE POSSIBLE BY



Today, more than 117 million people have been forcibly displaced by war, violence, disaster, and persecution. Of these, 42.5 million are refugees under UNHCR's mandate. When people flee, they lose their livelihoods and the futures they had planned. It doesn't have to be this way.

Having the chance to work and earn an income is one of the most effective ways refugees can rebuild their lives with dignity. Often, what they carry with them are their skills, traditions, and cultural heritage; assets they can use to regain economic independence and a sense of self-worth.

Brought to life by the UN Refugee Agency (UNHCR) in 2018, MADE51 is the pioneering link between refugee artisans and the global marketplace. In the MADE51 model, UNHCR identifies refugees with artisanal skills, supports them in forming groups, and connects these groups to experienced local social enterprise partners. Together, they develop beautifully crafted, market-ready home décor and accessories presented under the MADE51 brand.

## MADE51 purposeful artisanship

As of January 2026, MADE51 is working with 36 social enterprise partners in 23 countries in Africa, Asia, the Middle East and South America.

### Next step:

Take a look at the MADE51 Pledge, which encourages the private sector to use its supply chains and core business strengths to create a positive, lasting impact for refugees. Let's work together to find the partnership approach that best aligns with your goals.



### What our partnership can look like:

- Annual orders of MADE51 products. This can include market-ready items from the MADE51 collection or co-created products developed through a brand collaboration. Corporate gifting, employee gifting, and event orders can also be included.
- Pro bono support to the MADE51 ecosystem. Partners can contribute expertise in marketing, design, logistics, operations, or other relevant areas.
- Annual funding to strengthen refugee livelihoods. This support helps grow MADE51's reach and impact. Companies and donors are also encouraged to explore cause-related marketing, corporate gifting, and employee gifting initiatives.

Whatever form the partnership takes, MADE51 will work closely with you to make it visible to external audiences and your employee community. We provide storytelling points, quotes, impact materials, employee engagement ideas, and additional support to help you share the impact of your commitment.

### Contact:

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# Commitments made by ecosystem partners on 14th December 2023 in Geneva



The MADE51 house at the GRF showcased the beauty of refugee craftsmanship.

## Statement by the MADE51 Artisan Speaker's Group

We, the MADE51 artisans, have defined our commitment to the MADE51 Pledge. This includes:

- Building strong groups with clear leadership and solid organisational structures
- Bringing our culture and heritage into the product development process
- Working with social enterprise partners on raw-material procurement and storage, and contributing to product costing and pricing
- Reviewing and accepting orders from LSEs for MADE51 products
- Delivering high-quality products on time and according to specification
- Participating actively in the MADE51 artisan network and learning from other cultures and experiences
- Sharing information about ourselves, our lives, and our work with MADE51, each person choosing what they are comfortable sharing
- Passing on skills to the next generation and preserving our cultural heritage

**Announced at the Global Refugee Forum by Nyanachiek Padiet and Maral Shohmahlian**

## Statement by the LSE Council

We, the Local Social Enterprise (LSE) network, have defined our commitment towards the MADE51 pledge. This includes:

- Increasing the number of refugee artisans earning income by boosting sales and expanding the share of our businesses that involve refugees
- Ensuring a Fair Trade production environment that prioritises safety, dignity, and adherence to the ethical standards outlined in UNHCR's protection principles
- Participating actively in MADE51, contributing to sales growth, and strengthening engagement of both refugees and LSEs across all channels to enhance representation and encourage active involvement
- Amplifying refugee voices by portraying artisans authentically and transparently, as individuals with skills, talents, and agency, to promote positive perceptions
- Strengthening the LSE Council and wider network to support collaborative knowledge sharing, continuous exchange of insights, and the growth of a shared pool of expertise

**Announced at the Global Refugee Forum by Hisham El Gazzar of the MADE51 LSE Council**



Maral and Nyanachiek, travelling from Armenia and South Sudan, represented the MADE51 artisan network at the GRF. They met with decision makers, held live demonstrations of their skills and delivered statements throughout the event.