



**Bringing beautiful, refugee-made
products to a global market**

**MADE51 offers
an opportunity
for refugees to
earn income
through their
skills and
heritage**



SUITABILITY OF THE SECTOR FOR REFUGEES

- *Earn Income*
- *While caring for families*
- *Build transferable skills*
- *Preserve culture*
- *Create connections*
- *Women's empowerment*



Viability of Artisan Sector

~\$36B GLOBAL
HANDICRAFTS
MARKET SIZE

12% FORECAST YOY
GROWTH OF
MARKET 2018-22

2nd LARGEST EMPLOYER
IN DEVELOPING
WORLD BEHIND
AGRICULTURE

65% EXPORTS
COME FROM
DEVELOPING
COUNTRIES

women ARE THE
MAJORITY
OF ARTISANS



Slide 4

LH9

we would like to use the new slide for this but not on a yellow background - could you please revise the edited version of this on another background and incorporating this photo which we had on there?

Lisa Holmberg, 7/10/2020

THE MADE51 MODEL



1

The 5 key elements of the model



1. BUILDS ON CURRENT PROGRAMMING

UNHCR and partners have invested in crafts-based, psycho-social projects to decrease isolation and provide safe spaces through which to learn & develop



2. ENGAGES LOCAL SOCIAL ENTERPRISES



- Local Social Enterprise partners are the main market actor.
- They are linked with refugee artisan groups
- Together, they design a unique line in the MADE51 collection
- Social enterprises ensure production standards, design, quality, delivery to consumers



3. ASSURES FAIR TRADE AND PROTECTION FRAMEWORK



UNHCR Protection Principles

&

World Fair Trade Organization Principles



Slide 9

LH8

please place in a bigger picture template

Lisa Holmberg, 7/10/2020

4. UTILIZES STRATEGIC PARTNERSHIPS

BAIN & COMPANY 



“MADE51 has the ability to be a game changer – the eco-system approach is exactly the way to go about this.”

-Head of social impact, Bain & Co

“MADE51 provides a chance for our lawyers to leverage their skills and networks to help change the lives, and transform the perception, of refugees.”

-Co-Chair, HSF Impact Investment



5. PRESENTS A UNIQUE COLLECTION



**MADE51 PRODUCTS SHOW THE
HUMAN SPIRIT OF CREATORS**



RETAIL BRANDS ARE KEY TO MARKET ACCESS

- Gain access to a unique, curated global collection of hand-crafted décor and accessories
- Order market-ready products or co-create collections that align with brand/design concept
- Communicate ethical sourcing and humanitarian support as part of their corporate identity



GOALS



UPLIFTING REFUGEE ARTISANS
THROUGH INCOME, SKILLS
AND LINKAGES



REVEALING REFUGEES AS
TALENTED, POSITIVE
CONTRIBUTORS



GROWING LOCAL ETHICAL
ENTERPRISES



INTRODUCING UNIQUE
PRODUCTS TO THE
MARKETPLACE



KEEPING CULTURAL
TRADITIONS ALIVE



REFUGEES, ASYLUM-SEEKERS, REFUGEE RETURNEES and IDPs as of August 2020



ERITREA
Refugees: 201

ETHIOPIA
Refugees: 779k
IDPs: 1.82M

DJIBOUTI
Refugees: 31k

2.99m

SUDAN
Refugees: 1.1M
Returnees: 2k
IDPs: 1.89M

SOUTH SUDAN
Refugees: 307k
Returnees: 326k
IDPs: 1.67M

UGANDA
Refugees: 1.43M

RWANDA
Refugees: 144k



1.43m

144k

201k

498k

SOMALIA
Refugees: 30k
Returnees: 92k
IDPs: 2.65M

KENYA
Refugees: 498k

womencraft 
Weave. Renew. Create. Inspire.

TANZANIA
Refugees: 280k

Total number of refugees, asylum-seekers, returnees and IDPs

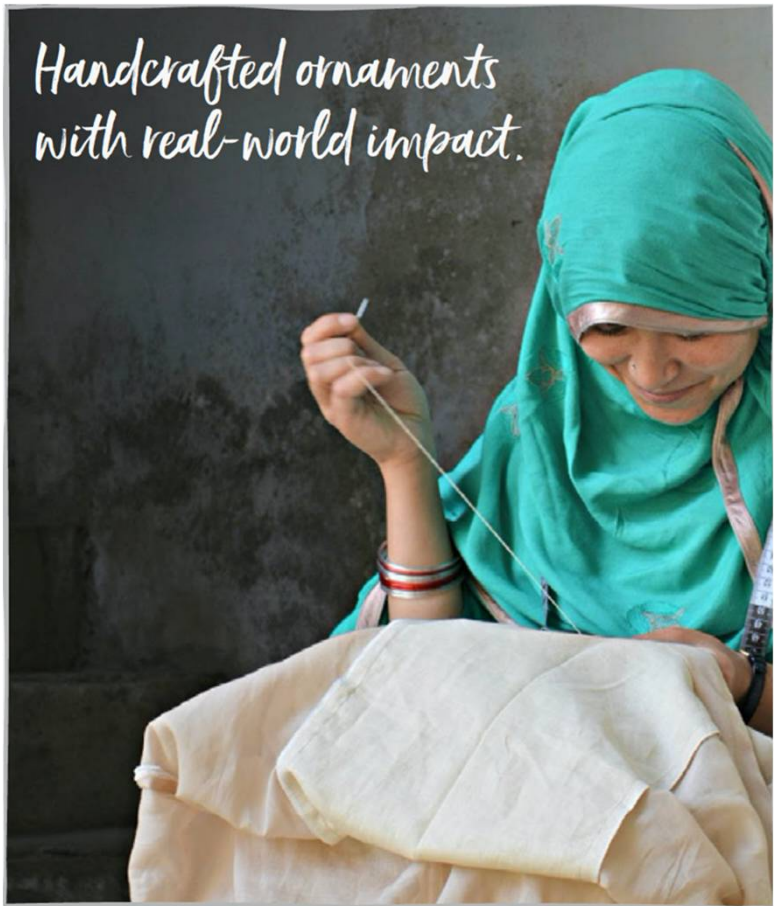
100km



indego * africa



2020 Holiday Collection



*Handcrafted ornaments
with real-world impact.*



2020 Holiday Collection





[SKETS](#) [ORNAMENTS](#) [SIZES AND MATERIALS](#) [OUR STORY](#) [FOR RETAILERS](#) [ENG / FIN / DE](#)



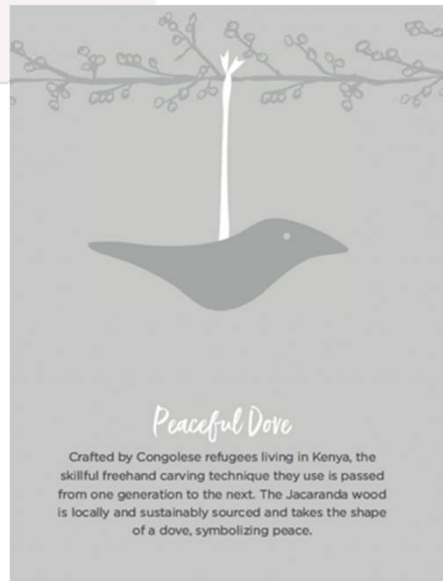
HANDWOVEN BASKETS IN VARIOUS COLOURS, SIZES AND PATTERNS.

SHOP NOW





Storytelling



Peaceful Dove

Crafted by Congolese refugees living in Kenya, the skillful freehand carving technique they use is passed from one generation to the next. The Jacaranda wood is locally and sustainably sourced and takes the shape of a dove, symbolizing peace.





Bauwa
Ethically Inspired.



www.bawahope.com



Bawa was registered in April 2008, three months after the founder Anne Nzilani visited a camp for people displaced by violence during the 2007/2008 general elections that rocked parts of Kenya and especially the informal settlements in Nairobi. Here she interacted with talented artisans who were using their skills to pass time, and decided to turn it around and teach them how to use it for economic growth.



Riots hit the Country



Baiwa

www.bawahope.com



Mission Statement/Brand Philosophy

To Create and develop Contemporary Ethnic jewellery products that satisfy the consumer's desire for Value, Quality and Fashion, whilst taking care of our environment and creating opportunities for marginalized communities.

www.bawahope.com



Baiwa

Bawa Hope has been a member of WFTO from the year 2010 and is guided by the ten Fair Trade principles



Production and Markets

Bawa Hope produces over 20,000 units of jewellery for the export market in USA, Germany, Austria, Netherlands, and Sweden. This products are produced by artisans living in the informal settlements in Nairobi. Over 50 artisans in different workshops, directly benefit from this orders. The markets have been acquired through participation in international Trade Fairs namely, Maison & Object in Paris, and Ambiente Messe Frankfurt which attracts over 100,000 visitors.





MADE 51

In 2017, Bawa Hope a partnered with MADE 51 as an LSE in Kenya, and began a series of trainings for refugee artisans both in urban and Kakuma refugee camp. In 2019 the first products were displayed in Ambiente Messe Frankfurt Germany both under Bawa hope brand and MADE 51. The reception was phenomenal and two Necklaces were selected to be in the 2020 Ambiente Trend Show, a booth dedicated to inspire and show case upcoming Trends in the design world.







Handcrafted by Refugee Artisans in Kenya

Baiwa

www.bawahope.com





Bawa

www.bawahope.com



Hand made Necklaces
by Refugee artisans in
display at the 2020
Ambiente Trend Show
in Messe Frankfurt



Baiwa



www.bawahope.com





www.bawahope.com



Bawa



www.bawahope.com



Baiwa

Impact on Artisans

- Families are fed.
- Better housing and living.
- Children go to School.
- Artisans can afford health care.
- Dignity is restored.



Bawa Hope is committed to continue working with refugee artisans to create and market handmade jewellery and bags. For this reason, Bawa has a special page for MADE 51 products on her website where customers can now purchase directly on retail. Visit www.bawa_hope.com

Together we build a flourishing world!

www.bawahope.com



Bawa

MADE51 GIVES
EVERYONE AN
OPPORTUNITY
TO BE PART OF
THE SOLUTION
TO THIS
GLOBAL
CRISIS.



MADE51 BRAND VIDEO

**THERE ARE 25 MILLION
REFUGEES ACROSS
THE WORLD**



Slide 37

LH22 would it be possible to update the video to say 26 million refugees instead of 25?
Lisa Holmberg, 7/10/2020



TIE & DYE

Congolese, Somali, S Sudanese refugees living in Kenya

