

## Invitation to the online event 'MADE51 – successfully marketing products crafted by refugee artisans'



Dear Ms. Koromina,

MADE51, an initiative of the UNHCR UN Refugee Agency, creates unique, handmade products in cooperation with partner companies and refugee artisans worldwide. On 6 November 2024, our Digital Academy will provide you with insights on the sustainable marketing and ethical production of handcrafted products by MADE51. The event is a unique opportunity for everyone who wants to transform their product range sustainably.

During the webinar, Heidi Christ, Team Leader, UNHCR, will present the initiative's business model and explain how the artisans' traditional skills are combined with modern design elements to create high-quality collections of home and fashion accessories.

In addition, Mark Kwami, Head of Product Development and Design at MADE51, and Stanley Sze, MADE51's sales partner, will explain the practicalities of sourcing and manufacturing refugee crafts. They will discuss how to ensure compliance with Fairtrade and UNHCR protection principles and show how retailers can benefit from integrating these products into their ranges despite complex supply chains.

Learn more about ethical sourcing, fair supply chains and sustainable marketing that reach the global arts and crafts market on **6 November 2024**.

Join us and feel free to pass this invitation on to your customers and colleagues. Participation is free of charge. You can follow the presentations in German and English.

**When will it take place?** On 06 November 2024, 10.00 a.m. CET

**Where?** Click here to register: [Free webinar: MADE51 - successful marketing of products crafted by refugee artisans | Messe Frankfurt](#)

The event series offers in-depth expert knowledge, inspiring food for thought and practical tips every two months throughout the year.

With kind regards

Susanne Schlimgen  
Director Nordstil

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