



## **UNSTUCK** -creating job opportunities for refugees in supply chains

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UNSTUCK is a new initiative launched in June 2021 by the Tent Partnership for Refugees to create job opportunities for refugees. Legal, decent employment is the best way for refugees to start establishing new roots, support their families, and better integrate into — and contribute to — their host communities.

UNSTUCK partners with leading brands to make sought-after products with ingredients sourced from suppliers employing refugees. The more products that brand partners sell, the more ingredients they source, the more jobs for refugees are created. Rather than the traditional "donating a share of profits" approach, UNSTUCK brands can create more inclusive societies by rethinking where they source from. The impact intends to be sustainable because it is a part of everyday business.

The model allows brands to not only take a stand on a critical social issue, but to act on it. Consumers increasingly choose brands that demonstrate concrete action on social issues. UNSTUCK helps companies make progress on their ESG goals by driving the economic and social inclusion of refugees through their day-to-day business.

UNSTUCK's efforts are currently focused in Latin America, where more than five million Venezuelans have been forced to flee violence and economic collapse. UNSTUCK has partnered with food maker Chobani to develop the initiative's first product: Chobani® & Unstuck™ Greek Yogurt Mango & Cream, made with mangos sourced from suppliers in Colombia and Peru already hiring close to 350 Venezuelan refugees. *"This is not a charity-product — we are not making a donation — but instead the purchase of the product inherently provides jobs for refugees working at our fruit suppliers,"* said Niel Sandfort, Chobani's Chief Innovation Officer.

Starting by working with processed fruit suppliers in Latin America, UNSTUCK will help its brand partners identify suppliers who are hiring or willing to hire refugees and

### PS4R Charter Alignment

This case corresponds to the 'employment' theme of the PS4R Charter of Good Practice, reflecting in particular on principles 11 on **access** and 14 on **skills**. It also refers to the 'products and services' theme, particularly on principles 18 on **partnerships** and 19 on **marketability**.

Global partners:



Confederation of Danish Industry



European Investment Bank

The EIB bank



INTERNATIONAL CHAMBER OF COMMERCE

The world business organization



UNHCR

The UN Refugee Agency



WORLD BANK GROUP



connect them to local NGO partners to help them recruit, train, and integrate refugee employees.

Link: <https://www.unstuck.org/> and <https://www.tent.org/unstuck-initiative/>

Global partners:

