



# 'CAMPER x HAFDE'

Spring-Summer 2017

ITC Ethical Fashion Initiative: Ethiopia

# CAMPER Spring-Summer 2017 Sustainability Report

HAFDE – Addis Ababa – Ethiopia

In association with the International Trade Centre’s (ITC) Ethical Fashion Initiative (EFI), CAMPER partnered with HAFDE for their Spring-Summer 2017 collection. HAFDE is a tannery and a shoes and leather goods workshop producing high-quality leather goods and shoes according to fair labour and environmental standards.

600 pairs of shoes were produced for Spring-Summer 2017 collection in two unisex styles: a sandal and a boot. Since the first order placed by CAMPER for SS16, the artisans have greatly improved their skillset and understanding of international quality requirements. Working on orders for CAMPER, artisans and also the tannery team have learnt to apply strict controls and have high quality expectations. Although further progress still needs to be made, HAFDE’s team learned how international brands operate and the necessary skillset to do business with them.



A well-deserved break for members of the stitching department



Workers removing dried tanned hides used for CAMPER shoes

The order also supported the development of HAFDE’s green leather production programme as the shoes were made using chrome free and vegetable leathers. The previous SS16 collection was made using full vegetable goat leather and this collection produced almost only with chrome free leathers (for the upper, while the insole is vegetable leather) was a first! The environmental impact of these leathers is considerably reduced in comparison to conventional chrome leathers, thus the CAMPER orders contributed towards reducing the impact of tanning on the environment and people.

## Order summary

	Spring-Summer 2017
<b>Product type</b>	Flat sandals and boots
<b># of products</b>	300 sandal pairs; 300 boot pairs
<b>Materials</b>	- Leather (HAFDE, Ethiopia) - White Rubber (imported) - EVA (imported) - Other components (imported)
<b># of workers</b>	Workers at HAFDE: 70
<b>Skills developed</b>	Chrome-free leather development Wedge heel construction Quality control standards

## CAMPER x HAFDE: A sustainable agenda

CAMPER works alongside a reputable company with a sustainable ethical agenda. HAFDE promotes sustainable practices within both its main premises and the surrounding community, with key elements of its agenda including:

- ❖ **Free water** for the surrounding community;
- ❖ **Partnership with a local school**, the Technical and Vocational Training College of Sebeta, providing young trainees with **'on-the-job' learning opportunities**;
- ❖ Donated leather school bags to **orphans** and **disadvantaged children**;
- ❖ Cooperation with NGO's to provide **education** about **key issues**, including HIV/AIDS;
- ❖ **Subsidised lunches**, ensuring workers enjoy **balanced, traditional meal**, receiving the required daily intake of energy;
- ❖ **Transportation for workers** to the various neighbourhoods they come from;
- ❖ Greening programme in the tannery, with the planting of over **100 trees** to create new **green spaces** for workers to have a break and to reduce its ecological footprint.



Free water supply at the entrance of HAFDE



Donated school bags



HAFDE green areas

## Supporting the development of a green leather production programme

HAFDE's team has been carrying out considerable research on **chrome-free leather production** for several years and is aiming to produce **fully green** leathers (free of any harmful chemicals) within the **next 5 years**, eliminating the use of all harmful chemicals (chrome and sulphides). By using full vegetable and chrome-free leathers for their shoe production, CAMPER is supporting HAFDE's greening programme as its involvement enables HAFDE to secure funding to research in this domain and demonstrates the market interest for more responsible products.

- ❖ For the CAMPER SS2017 order, HAFDE were able to develop **high quality sheep chrome free leather** that was soft, flexible and bright in colour (matching conventional chrome leather's qualities) respecting the European Union's Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) regulations;
- ❖ **Pure rubber** was also used for the soles, further abiding to REACH regulations;
- ❖ The partnership with CAMPER is key as it enables HAFDE to get its leathers tested with the most stringent quality standards (on colourfastness, flexibility, composition, etc.).



Chrome free leather developed in two colourways exclusively for CAMPER's Spring-Summer 2017 collection

## Key technical support and capacity building received

For the orders, the support and technical inputs received from CAMPER's design and technical team was **key in developing the skills and capabilities** of HAFDE workers. Interacting with CAMPER also taught HAFDE's administration team to deal with international clients. Further progress remains to be made on the overall production organisation to be able to consistently meet delivery deadlines.

The production processes are closely followed and feedback sessions are organised on quality improvements to be made, providing a continual learning experience for the workers at HAFDE.

For CAMPER's orders, all materials were **laboratory tested** and samples were continually remade until a perfect conformity sample (with perfect fitting and materials) was produced. Only then could the production process begin. Though challenging, these strict and rigorous regulations taught HAFDE's workers a lot about **precision, attention to detail** and **quality**, proving highly valuable for subsequent clients and orders. It also taught the workers to work with technical sheets and become more accountable for the tasks they perform.

Thanks to the funds received from the orders, **infrastructural improvements** were made in the workshop. CAMPER professionals advised HAFDE to replace the buffing machine, which **sped up the production chain, improved productivity and workers' well-being**. Work stations were also upgraded to assist with the fluidity of the production chain, such as trolley shelves built by HAFDE technicians. HAFDE invested in cutting knives to upgrade the quality of production as well as to improve productivity and facilitate the task of the cutting team.



## Further improvements underway

Thanks to the technical support received from CAMPER's team as well as from international and local experts, **HAFDE initiated a reorganisation of its workshop to improve working conditions and productivity**. The bag and shoe unit were separated. A whole new floor was added to the production space, the lighting and aeration of the working areas. This greatly improved the working areas as the production floor is much less crowded. In the coming months, thanks to the orders, HAFDE is also planning to hire a production manager, key operators to further increase its capacities and its own stitch down machine. Until now, HAFDE was using the stitch down machine of a partner factory but because of CAMPER's involvement and demonstrated interest HAFDE managed to secure some funding to invest in this key piece of machinery.



## Meet the artisans



### Akaru Hayilu Kirela– HAFDE’s workshop head

Akaru has been working at HAFDE since several years. He lives in Sebeta, close to the tannery with his wife and two children. Akaru is the foreman of the workshop. He knows all the steps of shoe production and is the key person to work on sampling with international clients. With his kindness and positivity Akaru ensures that there is a great working atmosphere in the workshop!

## CAMPER Spring-Summer 2017: The introduction of RISE MAP

EFI developed RISE a framework to ensure traceability, measure impact and improve sustainability across the entire production process and value chain. Within the traceability component of RISE, EFI partnered with Sourcemap, the go-to experts in supply chain mapping to launch an online traceability platform, RISEMAP. RISEMAP, launched in March 2017 aims to map the complexity of supply chains and visually showcase the production process through the use of photos and videos. Developing RISEMAP represents EFI’s efforts to further expand consumer understanding on the complexity of supply chains and encourage consumers to ask questions about the production process of goods they buy (who made them? With what materials? Were workers paid and treated fairly?) As such RISEMAP pushes consumers and brands to become accountable for the purchase and production of goods. CAMPER’s SS17 will be available on RISEMAP very soon.

## Conclusion

CAMPER’s Spring-Summer 2017 order was highly beneficial for the artisans involved and helped to expand sustainable activities at HAFDE’s while also triggering key organisational and structural improvements whose positive effects will be noticeable in the coming season.

The work ensured a regular flow of work to the artisans collaborating with HAFDE and enabled workers and trainees to refine their production skills. They learnt the skills to produce shoes of a high standard, conforming to international regulations and strict quality requirements, the rigor and attention to detail learned can also be transferred to other domains of life and work. Equipped with these new skills, several workers even decided to start their own micro enterprise. In spite of the initial challenges faced and the remaining ones, the workers greatly improved their skills and learnt how to deal with the issues faced for future orders.

Benefits of the orders also extend beyond the shoe production itself. The commitment and encouragement of CAMPER to develop full vegetable and chrome-free leathers contributed to enhancing HAFDE’s green production plans and to secure funding for research towards green leather production.

## More about the Ethical Fashion Initiative (EFI) and its work in Ethiopia:

EFI is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization. EFI links micro-producers from developing countries to the international supply chain of fashion, facilitating dignified work at a fair wage. EFI supports local creativity, female empowerment and gender equality, with an overall aim to reduce global poverty by promoting job creation and increasing the export capacities of the region in which it operates. EFI began operations in Ethiopia in 2014, working with HAFDE to provide high-quality finished leather goods and accessories to its international fashion partners. EFI is supporting HAFDE in becoming a state of the art production and training hub, to create a cluster of artisans and to achieve fully green leather production within the next 5 years.