

sass & bide

ARTISAN
FASHION
from ethical fashion artisans

sass & bide
Spring-Summer 2017
Impact Assessment
ITC Ethical Fashion Initiative: Artisan.Fashion
October-November, 2016



This order was monitored using the RISE framework – an innovative scheme developed by the ITC’s Ethical Fashion Initiative (EFI) allowing clear and objective monitoring through data analysis. Benefits of the order were recognised in terms of income and saving, education, health and nutrition, overall strengthening local enterprises and improving the standards of living for those involved and their families.



Ethical
Fashion
Initiative

ITC Ethical Fashion Initiative Impact Assessment




sass & bide, Spring-Summer 2017 order summary

sass & bide produced 350 bags in Kenya as part of their Spring-Summer, 2017 collection.

A total of 82 artisans were involved in producing the order, part of two different community groups: Rangau Designers Self-Help Group and Kazuri 200 Ltd. 76% of the artisans working on the order were women and 87% of the artisans were under the age of 40.

Different skills required to produce the order were: Stitching, brass casting, beading, bead-making, screen-printing, embroidery, supervision, preparation, packing and finishing. Nearly all artisans received some form of training to help with the production of the order.

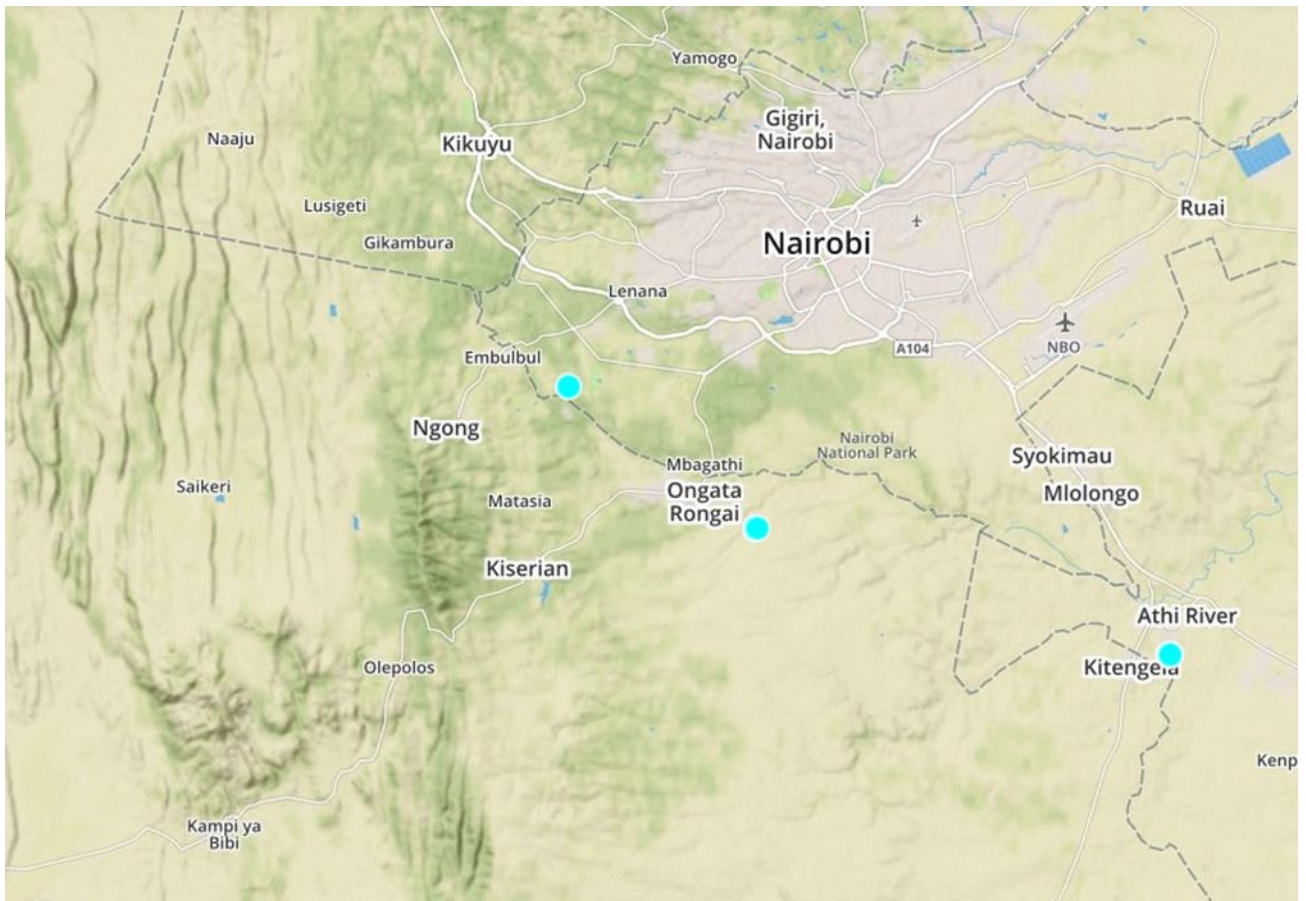
82% of the artisans used income received to fund the education of their children, dependents or their own.

| Style | Photo | Quantity | Groups involved in production |
|-------------------|---|------------|---|
| Africa Shopper |  | 150 | Artisan.Fashion EPZ Limited and Rangau Designers Self-Help Group |
| Africa Travel Bag |  | 50 | Artisan.Fashion EPZ Limited and Rangau Designers Self-Help Group |
| Africa Purse |  | 150 | Artisan.Fashion EPZ Limited, Rangau Designers Self-Help Group and Kazuri 2000 Ltd |
| Total | | 350 | |

Community groups participated in the order

| Group | Main skills used in the order | # of the participants in the order | # of Women | Trainings received |
|-------------------------|--|------------------------------------|------------|--------------------|
| Artisan.Fashion EPZ-LTD | Beadwork, preparation, stitching, screen printing, finishing, final quality control, packing | 68 | 56 | |
| Rangau Self Help Group | Brass casting | 9 | 1 | |
| Kazuri 2000 Limited | Ceramic Bead making | 5 | 5 | |
| Total | | | | |

Map of communities involved / production location



Challenges

The sass & bide Spring-Summer 2017 order was performed in October 2016; this is usually the time of harvest in Kenya. However, this year there was no harvest due to the drought as many farmers depend on rain fed agriculture. The drought intensified during the period of the order resulting in an acute shortage of food in many parts of Kenya. Focus Group Discussions revealed that the artisans who participated on the order spent more on food items than the amount they spent on other essential non-food items such as fuel and electricity.

During the sass & bide Spring-Summer 2017 order the artisans were faced with two major challenges; providing meals for their children who were starting their school. Focus Group Discussions indicated that these long holidays meant an increase in spending on food, clothes and monthly bills.

The challenges from the order were mainly working with leather and attaching ceramic beads onto pouches. External challenges were address with income received while the order related challenges were overcome through training.

Income, saving and investment



The workers received a fair and decent wage throughout the order. Many of the artisans were able to **save and invest their earnings into education, health, housing and various other commodities**, increasing their opportunities and contributing towards poverty alleviation.



- ❖ As a result of the order, artisan income increased by 2%;
- ❖ 18% of participants stated their income was higher than what they would have otherwise earned from the domestic market;
- ❖ 32% women were able to save and invest their income. These earnings were primarily invested 13% in small businesses, education, housing, livestock and poultry keeping;
- ❖ 82% of workers were able to pay all or most of the tuition fees for their children.



Skill development



To complete the order, the artisans improved and expanded their **skillsets** and received trainings. This contributes to their **income-generating prospects**.

- ❖ 95% of artisans received training and learnt new skills to complete sass & bide order;
- ❖ 3% said they felt they had advanced their career path as a result of the order.



Health and nutrition



Receiving a regular income enabled artisans to **maintain their health** due to a **regular meal and improved medical care access**, subsequently enhancing their **quality of life**.

- ❖ 100% of participants were able to provide a regular / healthy meal for their household, and 95% of workers stated that they never / rarely skipped a meal;
- ❖ 30% of artisans were able to access public / private health care while working on the order.
- ❖ 67% of artisans who experienced illness said they would not have sought the same medical without the income received from the order;

Social well-being



For most artisans, working on the order provided them with a sense of **social well-being** and improved their **life satisfaction**. Not only did the artisans work together to complete the order, but they **worked as a community** to discuss their **daily needs** and **solve pressing social issues**. This **empowered women** and **improved development**, consistent with the aims of EFI.



- ❖ 100% of artisans said they felt more confident in their daily tasks and activities as a result of the order;
- ❖ 100% of artisans felt proud of the work they had produced;
- ❖ The Sass & bide order had an overall satisfaction rate of 100%;

Meet the artisans

Leonida Okelo, 43 years old



I am a widowed mother of three. All my children depend on me to provide food, shelter, clothes education and other essential needs. We received the sass & bide order from the Artisans. Fashion which gave us hope for continued work. I used my income to pay rent and to save for future use.

Martha Kimani, 40 years old



I am a single mother of three. I was a supervisor during sass & bide SS17 order. The income from this order assisted me to pay school fees, provide healthy meals to my family and to meet medical expenses. I enjoyed working on it, my appeal is for more orders. We are confident that will meet their expectation.

Linnet Moraa, 24 years old

Richard Ochien'g, 24 years old



I am from a family of seven. I worked on sass & bide order as a preparer. The income I received assisted me to achieve many of my needs and to save. I am very grateful and would like to have more orders which offer us descent work.



I have two dependants. I worked on the sass & bide SS17 order as brass caster. I mainly produced tassel caps and brass closures for travel bag. The income from the order assisted me to buy motor powered finishing machine with which I intend to start my own business.

Mini / 'fun facts' about the order

120 minutes of three artisans to produce a bag

Used t-shirt fabric reused to make tassels while recycled brass used to make tassel caps and fasteners

Over 375 brass beads used on a single pouch

1500 of ceramic beads used for the order

Reused clothes and brass materials promoted the efforts to offset the impacts of climate

Mini / 'fun facts' about the order

95% of artisans improved their skills during the order

The order united factor which artisanal groups

Conclusion

The sass & bide Spring-Summer 2017 order was not only important in terms of providing work and income to artisans but also as a contribution to meeting new standards of social and environmental compliance in the Kenyan manufacturing industry. Work in the informal sector is a uniting factor which keeps both artisanal groups and their families glued together. The order therefore influenced the social agenda through cooperation and partnership demonstrated by sass & bide, Artisan.Fashion and the community groups.

The order also utilized waste materials such as t-shirt fabric, brass and clay soil which promoted the efforts to offset the impacts of climate change and contributed towards a more sustainable manufacturing approach. While the order may have been small, it had a positive effect on local artisans with their social and economic needs being met, as well as transforming artisans' activities into a more sustainable practice

The educational and employment opportunities for the **artisan's children** were also enhanced as a result of sass & bide spring summer 2017 order due to an **increase of income** and **greater education access**.

More about the Ethical Fashion Initiative:

The Ethical Fashion Initiative (EFI) is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization. EFI reduces global poverty by linking micro-producers and artisans to the international supply chain of fashion, facilitating dignified work at a fair wage. By collaborating with social enterprises, the EFI supports local creativity, female employment and empowerment and gender equality. Ultimately, this aims to reduce extreme poverty and increase the export capacities of the region in which it operates.

About Artisan.Fashion EP Ltd:

ARTISAN.FASHION is a social enterprise that was established in 2005 to connect Africa's artisans to esteemed luxury brands all over the world. They are the first African production company to successfully combine artisan creativity and production capability with a careful consideration for traceable social impact. Acting both as a production hub and a disseminator of work, they employ Kenyan artisans in their hub and collaborate with 17 artisan communities across Kenya to produce hand crafted materials and artefacts made with traditional skills.