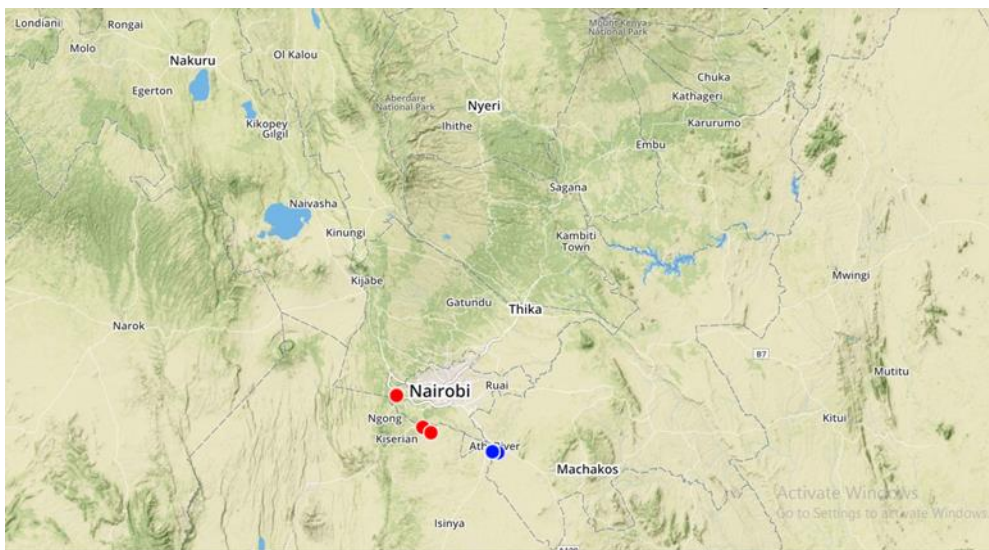


## ITC Ethical Fashion Initiative Impact Assessment

Karen Walker Autumn-Winter 2017 Order, Kenya: July – September 2016

### Karen Walker order summary

In partnership with the International Trade Centre’s (ITC) Ethical Fashion Initiative (EFI) and Artisan.Fashion, Karen Walker produced three bag styles for their Autumn-Winter 2016/17 collection with artisans in Kenya. A total of 900 units with 7270 components were produced by 132 artisans from four community groups and Artisan.Fashion - an enterprise that fosters a positive social impact for artisans through income generation and market access. Seven traditional textile and craft techniques were used for the order, including screen printing, machine embroidery, machine stitching, horn crafting, pompom making and brass casting.



*Location of rural artisan communities producing the Karen Walker order.*

The Karen Walker order was monitored using the RISE framework – an innovative scheme developed by ITC’s 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. The participants received a decent wage and worked as a community to develop their skills. Many participants were also able to send their children to school and access healthcare during and following the production. As a result, the order strengthened local enterprises and improved the standards of living for those involved and their families.

### Order characteristics

The Karen Walker Autumn-Winter 2016/17 order was produced between July and September 2016. The order had many components, including brass bells, brass rings, brass clips, pompoms and horn zips. Due to its many components, the Karen Walker order provided work and income opportunities for artisans from poor and marginalised areas of Nairobi’s informal settlement and peri-urban areas. The order was produced by 132 artisans from four community groups located outside of Nairobi and Artisan.Fashion located at the Export Processing Zone (EPZ) in Athi-River in Nairobi.

- 53% of the participants in the order were women.



- 91% of the artisans were under 40 years old.

- 9% of participants had no dependents, 60% had one to three dependents and 31% of artisans at least four dependents.

Focus Group Discussions revealed the majority of artisans were under the age of 25. Their main reason to engage in the employment opportunity was to raise money in order to further their education or career path.

KAREN WALKER AUTUMN-WINTER 2016/17 ORDER		
	Tote	300 units
	Zip Case	300 units
	Charm	300 units
	Brass Bell	310 units
	Big Brass O - Ring	950 units



	Small Brass O - Ring	950 units
	Small Brass D-Ring	950 units
	Brass Parrot Clip	310 units
	Horn Zip	950 units
	Pom-Pom	2850 units

Skills and materials

- **Manual screen printing:** This technique uses a woven mesh to support a stencil through which ink is pressed onto canvas.
- **Machine embroidery:** Stitching skill to create an embossed relief design on the fabric often used in the tailoring and dress-making trade.
- **Machine stitching:** Sewing skills learnt through training and mainly used for commercial purposes in tailoring and dress-making trade.
- **Horn carving:** Horn is first softened and made malleable with heat before being moulded into various shapes, such as spoons, scoops and combs. During the Karen Walker Autumn-Winter 2016/17 order, the horns were used to produce zips for charms.
- **Brass Casting:** In the past, brass casting was used by blacksmiths and metal casters for decoration for its bright gold-like appearance, and it was also used to produce regalia for ceremonies. During the order the artisans produced rings

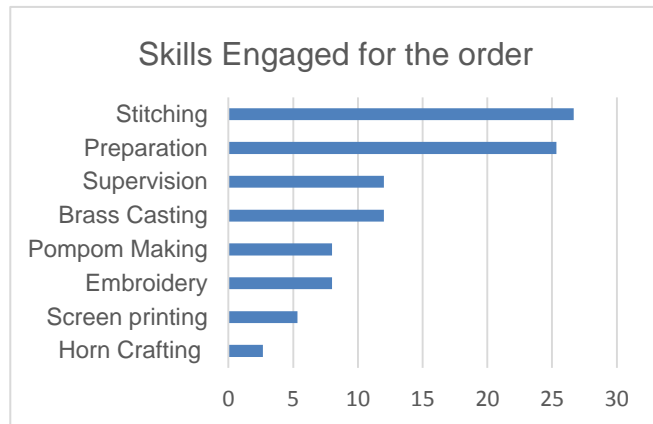


using recycled brass from scrap materials such as locks, gears, bearings, doorknobs, valves and plumbing items.

Production

Of the 132 artisans involved with the order, the following numbers were involved in each skilful stage:

- **Stitching:** 27%
- **Preparation:** 25%
- **Supervision:** 12%
- **Brass Casting:** 12
- **Pompom Making:** 8%
- **Embroidery:** 8%
- **Screen Printing:** 5%
- **Horn Crafting:** 3





Communities

Besides pompom making, the skills used during the Karen Walker Autumn-Winter 2016/17 order were acquired either through training or apprenticeship. The pompom training offered during the order helped artisans to improve their knitting techniques, which some artisans utilized to make small toys for their children. They also used the waste from yarns to make pillows for resting.

Income and saving


The artisans received different salaries depending on the skills and tasks performed and the number of days worked. Participating artisans from the Artisan.Fashion hub were salary based, while those from the community groups were paid on a piece rate depending on the numbers of perfect items produced.

 <p><b>INCOME</b></p>	<ul style="list-style-type: none"> <li>- 67% of participants stated their income was higher than what they would have otherwise earned from the domestic market.</li> <li>- 33% received similar income compared to domestic market, however they preferred to work on the Karen Walker order as it offered an opportunity for training which further developed the artisans’ skills and creativity.</li> </ul>
 <p><b>SAVING</b></p>	<ul style="list-style-type: none"> <li>- 47% of participants were able to save money from the income received through the order.</li> <li>- 20% of participants were able to invest their earnings in education, ‘merry-go-round’ women groups and small businesses. 80% of the artisans did not invest in anything during the Karen Walker Autumn-Winter 2016/17 order.</li> </ul>





Access to education

Given the high number of female artisans, income was primarily invested into education for their children. This is consistent with the aims of EFI and Artisan.Fashion, both promoting income-generating activities and empowerment for women.

 <p>EDUCATION</p>	<ul style="list-style-type: none"> <li>- 80% of participants contributed to part or of the school fees during the order.</li> <li>- 20% did not pay any school fees since they had no children in school.</li> <li>- 72% paid school fees for between 1-3 children.</li> <li>- 8% supported between 4-6 children in school.</li> </ul>
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Health and nutrition

Focus group discussions revealed that a regular income enabled artisans to maintain their health, due to a regular meal and improved medical care access.

 <p>HEALTH</p>	<ul style="list-style-type: none"> <li>- 67% of the artisans did not experience any form of sickness during the Karen Walker Autumn-Winter 2016/17 order.</li> <li>- 33% of participants experienced sickness in their household. 28% of them were able to receive treatment in medical facilities and another 5% were treated at home.</li> <li>- 25% of artisans said that they would not have sought the same treatment without the income from the order, while 8% would still visit the same facilities attributed to distance or the care offered.</li> </ul>
 <p>NUTRITION</p>	<ul style="list-style-type: none"> <li>- 95% of participants stated that with the money they earned during the order they regularly had sufficient nutrition</li> </ul>

Testimonials

**Martha Kimani, 41**

*"I am a single mother of three. I worked on Karen Walker Autumn-Winter 2016/17 order as a supervisor to machine operators. The order came at a time when my daughter had been involved in an indiscipline case in secondary school with other girls. They were fined a huge amount of money as a condition for readmission into their final year in school. I used the income from the order to meet the fine."*





**Asumpta Kanini, 32**

*“I am a mother of five. I worked on the Karen Walker Autumn-Winter 2016/17 order as an embroiderer at the Artisan.Fashion. I received good income which I used to pay rent, school fees, food and other household utilities.”*

**Edward Macharia, 28**

*“I am married with five dependants. I worked on the Karen Walker Autumn-Winter 2016/17 order making horn zips. The order was so exciting and easy as I am used to more complex horn work. I received good income which I used to pay the third term of school fees for all of my children.”*



**Eunice Achien'g, 24**

*“I am a mother of two. I worked on the pompom during the Karen Walker Autumn-Winter 2016/17 order. During the order my child was sick, so I used to report late for work. Even with the sickness of my child I still earned good income from the order which I used to pay medical bills and to offer healthy nutrition to my family. I was happy to have work.”*

Conclusion

The Karen Walker Autumn-Winter 2016/17 order provided much needed work for artisans in low income areas. The components for the order and other accessories were completed in community groups with very minimal expenses as most of the overhead costs were covered by Artisan.Fashion. People working in the informal sector, artisan clusters, home workers, micro-producers and marginalized communities are usually



vulnerable given the unregulated nature of their workplaces. In collaboration with the Ethical Fashion Initiative, Artisan.Fashion used the opportunity provided by the Karen Walker Autumn-Winter 2016/17 order to implement the RISE framework, which fostered a positive social impact and improved artisans' lives in slum areas and rural communities.

#### More about the Ethical Fashion Initiative:

The Ethical Fashion Initiative is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization. The Ethical Fashion Initiative 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 Ethical Fashion Initiative 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.

#### RISE Framework:

RISE is an innovative scheme to enable sustainable trade, social and environmental responsibility, traceability and impact. Through clear monitoring, RISE measures compliance to ensure the activities lead to a socially and ethically responsible supply chain using systematic data gathering techniques. This allows information about the product, its manufacture, stories of the artisans and the impact of the work on their lives to be shared.

#### About Artisan.Fashion:

Artisan.Fashion is a Kenyan-based social enterprise connecting Africa's artisans to recognised brands in the global fashion chain, including Vivienne Westwood, Stella McCartney and Karen Walker. Combining their creativity and production capabilities, these artisans produce high-quality products in exchange for a fair wage, fostering a positive social impact for themselves and their families. In its ninth year, Artisan.Fashion has engaged over 1,000 artisans who aim to produce over 100,000 bags and accessories per year.

