

## Impact Assessment Report

### United Arrows Earrings and Bags

#### Key Statistics

8820 units were produced

74% of the artisans employed were women

23% of the artisans saved their income and used it to pay school fees

77% of the artisans improved their skills through on-the-job training

85 artisans worked on the order

80% of the artisans were under 40

8 Community groups

100% Worker satisfaction

#### Fact File

- The bags were produced from materials sourced locally from East Africa and upcycled materials such as East African shuka and coffee sacks.
- The coffee sacks and shuka bags provided 24 days of work.
- It took 90 minutes to produce one bag and involved three artisans.

#### Skills used

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>Cutting</li> <li>Preparation</li> </ul> | <ul style="list-style-type: none"> <li>Stitching</li> <li>Side decoration</li> <li>Final quality control</li> </ul> |
|--|---|

#### Materials used

- Zips, zip pulls, loops and sliders
- Nylon and polycotton threads
- Maasai acrylic shuka fabric

## Social Impact



23% of the artisans saved their earnings, and 1% invested in education, health, nutrition, housing and small businesses.



77% of the participants received training which contributed to their income-generating prospects.



A regular income enabled artisans to maintain their health, with regular meals and improved healthcare access. Only 9% reported illness and sought treatment from public health facilities.



100% of the artisans were content with their working conditions, income and environment.

# Who made your clothes?



**Blessing Sein, 19 years old**

"I am working to supplement my mother's income. I used the income from this order to support my family with meals. Since I am not the main breadwinner, I saved most of my income, which I intend to use while attending college"

**Rachel Kainda, 40 years old**

*"I am a mother of five. I love working since it accords me respect from my family members – especially from my husband. During the United Arrows order, I worked as a beader. The income from the order was enough to meet my needs. I could also save some money for future use"*



**Emily Kerubo, 22 years old**

*"I enjoyed working on the United Arrows earrings. They were quite beautiful, which made me love my work. In addition to my income, I got training which greatly improved my skills."*

**John Wainana, 45 years old**

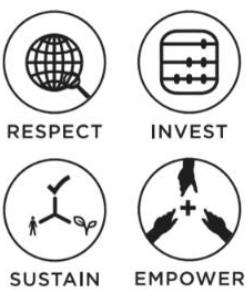
*"I am a father of four. I worked on the United Arrows Horn and Brass Earrings and the necklace pendant. The order was quite easy for me. I used the income to pay my children's school fees and met most of my household needs for the month of February."*

Join the  
Conversation...

#WhoMadeMyClothes  
#NotCharityJustWork  
#TradeNotAid



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.



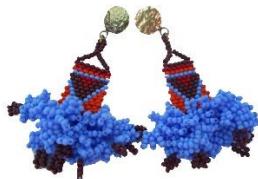
#### R.I.S.E.

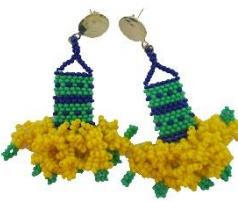
This order was monitored using the RISE framework: An innovative system from the ITC's Ethical Fashion Initiative to enable compliance with labour and environmental regulations, traceability for all processes, and a clear measurement of the impact of work on those involved in the value chain.

To access a map and see exactly where our communities are working, follow this link: [sourcemap](#)

**ARTISAN FASHION** is a social enterprise that was established in 2007 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 as a disseminator of work, they employ Kenyan artisans in their hub and collaborate with 28 artisan communities across Kenya to produce hand crafted bags and accessories made with traditional skills.

| Style  | Photo   | Quantity | Groups involved in production                           |
|--|---|----------|---|
| United Arrows<br>Bag - Blue                    |    | 100      | Ethical Fashion Artisan -EPZ Ltd.                       |
| United Arrows<br>Bag - Orange                  |    | 100      | Ethical Fashion Artisan -EPZ Ltd.                       |
| Beaded Tassel<br>Earrings – White<br>and Black |  | 100      | Bead Check Self Help Group /<br>Uchanga Self Help Group |
| Beaded Tassel<br>Earrings - Blue               |  | 100      | Sanata Women Group                                      |
| Beaded Tassel<br>Earrings - Red                |  | 100      | Bega Kwa Bega Self-Help Group                           |

|   |   |     |  |
|---|---|-----|--|
| Beaded Tassel Earrings - Yellow         |    | 100 | Gibbuni Self Help Group  |
| Horn and Brass Earrings                 |    | 100 | Cow Horn Africa Craft & Designers / Backing fitting was done at the community office |
| Horn and Brass Earrings                 |    | 100 | Cow Horn Africa Craft & Designers / Backing fitting was done at the community office |
| Horn and Brass Necklace Pendant - Black |  | 100 | Cow Horn Africa Craft & Designers / Chain fitting was done at the community office   |
| Horn and Brass Necklace Pendant - White |  | 100 | Cow Horn Africa Craft & Designers / Chain fitting was done at the community office   |

|                                      |  |             |                                  |
|--------------------------------------|--|-------------|----------------------------------|
| Bead and Brass Hoop Earrings - Black |   | 100         | Artisan Community Limited Office |
| Bead and Brass Hoop Earrings - White |   | 100         | Artisan Community Limited Office |
| Jewellery Pouch                      |  | 1000        | Sanata Women Group               |
| <b>Total</b>                         |  | <b>2200</b> |                                  |

Fig 2: Community Groups and Skills

| Group                        | Main skills used in the order                           | # of participants in the order | # of women | Training received? |
|------------------------------|---|--------------------------------|------------|--------------------|
| Ethical Fashion Artisan -EPZ | Cutting, Embroidery, Preparation, Beading and Stitching | 28                             | 17         | Yes                |
| Rangau Designers             | Brass Casting   | 9                              | 1          | No                 |

|                           |  |            |           |     |
|---------------------------|--|------------|-----------|-----|
| Cow Horn Africa Designers | Horn Crafting                                      | 6          | 0         | No  |
| Eric                      | Individual Entrepreneur                            | 1          | 0         | No  |
| Gibbuni Women group       | Beading  | 8          | 8         | Yes |
| Uchanga Women group       | Beading  | 11         | 11        | Yes |
| Bega Kwa Bega Women group | Beading  | 18         | 18        | Yes |
| Beadcheck Women group     | Beading  | 8          | 8         | Yes |
| Sanata Women group        | Beading, Screen Printing and Stitching of the Bags | 24         | 21        | Yes |
| <b>Total</b>              |  | <b>113</b> | <b>84</b> |     |