



# Karen Walker

Autumn-Winter 2017

Impact Assessment

ITC Ethical Fashion Initiative: Artisan.Fashion EPZ Ltd

December 2016-January 2017



This order was monitored using the RISE framework – an innovative scheme developed by the International Trade Centre’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.

## International Trade Centre's Ethical Fashion Initiative Impact Assessment





### Karen Walker, Autumn-Winter, 2017 order summary

Karen Walker produced 290 units of accessories with 2,385 components, in Kenya as part of their Autumn-Winter 2017 collection.

A total of 95 artisans were involved in producing the order, part of ten different community groups: Agape Hope Centre, Ambassadors of Hope Women, Beadcheck, Bega Kwa Bega, Dynasty, Gibbuni Women, Mahali pa Watoto, Rangau Designers, The Os and Ushanga Self-Help Groups. 86% 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: brass moulding, beading, pom-pom making, supervision and quality control. Nearly all artisans received some form of training to help with the production of the order.

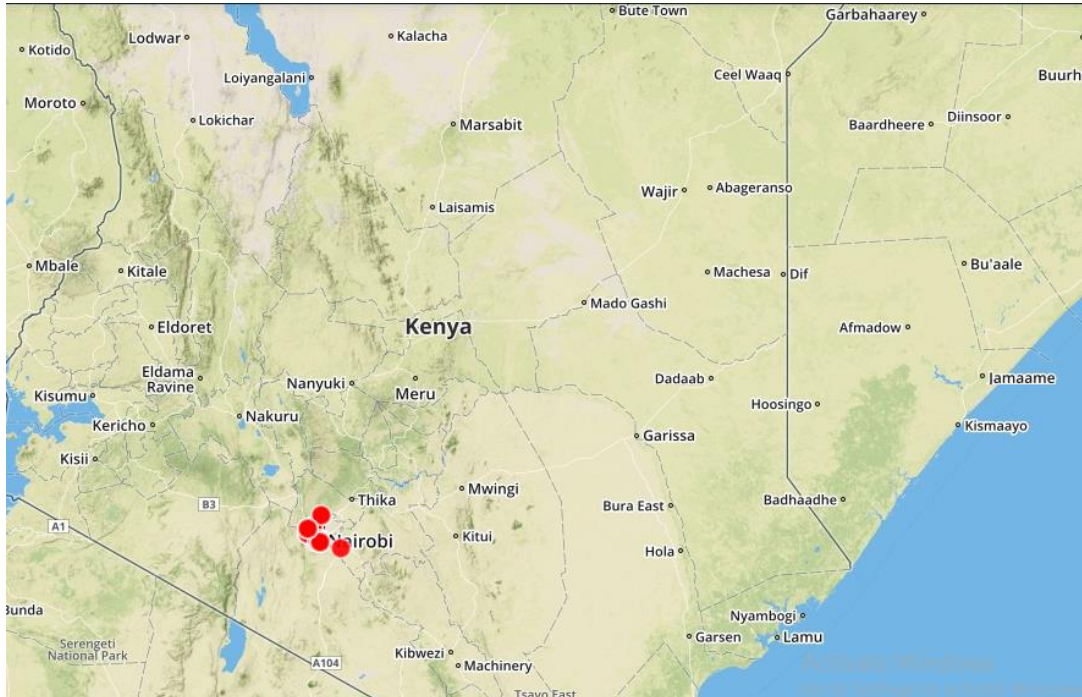
35% of the artisans used income received to fund the education of their children, dependents or their own. The order income registered low contribution towards education as it was entirely performed during December holidays.

Style	Photo	Quantity	Groups involved in production
Pom-Pom Wrap Belt		80	Artisan.Fashion EPZ Ltd, Bega Kwa Bega, Ushanga, Dynasty, Gibbuni SHG.
Pom-Pom Charm Necklace		80	Artisan.Fashion EPZ Ltd, Rangau Designers, Dynasty, Ushanga, Bega kwa Bega, and Agape SHGs.
Tassel Choker		105	Artisan.Fashion EPZ Ltd, Rangau Designers, Dynasty, Mahali pa Watoto, Ambassadors Women and Bega kwa Bega SHGs.
Tassel Earrings		105	Artisan.Fashion EPZ Ltd, Rangau Designers, Dynasty, Ushanga, Bega kwa Bega, The Os and Agape SHGs.
<b>Total</b>		<b>290</b>	

**Community groups participated in the order**

<b>Group</b>	<b>Main skills used in the order</b>	<b># of the participants in the order</b>	<b># of Women</b>	<b>Trainings received</b>
Artisan.Fashion EPZ-LTD	Final quality control, packing	3	2	No
Bega Kwa Bega	Beading and Pompom Making	17	17	Yes
Rangau Designers Self-Help Group	Brass casting	9	1	No
The O's Self Help Group	Brass Casting	3	0	No
Gibbuni Women Self-Help Group	Beading and PomPom Making	7	7	Yes
Agape Hope Centre	Beading and PomPom Making	14	14	Yes
Dynasty Women	Beading and PomPom Making	5	4	Yes
Ambassadors Women group	Beading and PomPom Making	5	5	Yes
Ushanga Women Group	Beading and PomPom Making	10	10	Yes
Beadcheck Women group	Beading and PomPom Making	10	10	Yes
Mahali Pa Watoto	Beading and PomPom Making	12	12	Yes
<b>Total</b>		95	82	

## Map of communities involved / production location



## Challenges

- ❖ The artisans who performed on the Karen Walker Autumn-Winter 2017 order experienced challenges in the pom-pom, coiling and beading production tasks. The techniques required to perform these tasks were new for the majority of the artisans which resulted in slower production times and reduced the level of income per day as it calculated based on the number of pieces produced.
- ❖ The order was performed during the month of December, coinciding with the long school vacation period. This was a challenge for the artisan who required money to support their children and other relatives who visit during these holidays. The situation was made increasingly difficult due to the drought that Kenyans had been experiencing since mid-August 2016. These circumstances meant that most artisans were experiencing an increased cost of living during the order.

## 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 23%;
- ❖ 72% of participants stated their income was higher than what they would have otherwise earned from the domestic market;
- ❖ 40% were able to save and invest their income. 29% of these earnings were primarily invested in small businesses, education and training, farming and housing;



- ❖ 35% of workers were able to pay all or most of the tuition fees for children.

### Skill development



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

- ❖ 98% of artisans received training and learnt new skills to complete the Karen Walker Autumn-Winter 2017 order;
- ❖ 5% said they felt they had developed professionally as a result of the order.

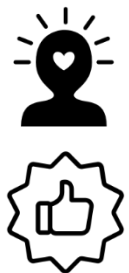
### Health and nutrition



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 and healthy meal for their household, and 93% of workers stated that they never or rarely skipped a meal. The remaining 7% cited the difficult economic situation during the order as the reason for sometimes skipping meals;
- ❖ 23% of the participants experienced sickness during the order;
- ❖ 79% of these artisans were able to access health care. The other 21% experienced mild sicknesses which did not require medical assistance; .
- ❖ 68% of the artisans who experienced sickness said they would not have sought the same medical treatment 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;
- ❖ 58% of artisans were able to provide for their families with the income from the order;
- ❖ The Karen Walker Autumn-Winter 2017 order had an overall satisfaction rate of 100%.



**Meet the artisans**

**Caro Wanjiru, 23 years old**



*I am a mother of one and am recently married. I was very happy to work on the Karen Walker Autumn-Winter 2017 order. Even though the income from the order was small, I enjoyed working with other people and appreciated the training I received. I used the pom-pom skill I developed on the order to make pompoms for my baby to play with.*

**Naomi Njeri, 36 years old**



*I am a single mother of four. Before the Karen Walker Autumn-Winter 2017 order I did not have work. I was relying on casual labour, mainly doing laundry for my neighbours who paid very little. I was happy to work on the order as it gave me back my dignity.*

**Erick Odhiambo, 31 years old**



*I recently graduated from University with a bachelor's degree in financial management. I left my profession for artisanal work as it pays me better. In addition to good income I received The Karen Walker Autumn-Winter 2017 order gave me the opportunity to improve my skills especially working at the furnace. .*

**Ladus Kaluta, 20 years' old**



*I am a refugee from the Democratic Republic of the Congo. I moved here with my family after fleeing the civil war in our country. As a refugee life is really difficult, no one offers us a job opportunity and it's difficult to meet people. I enjoyed working on the Karen Walker Autumn-Winter 2017 order as it gave me the opportunity to interact with the local community.*

### Mini / 'fun facts' about the order

It takes one artisan on average 10 minutes to make a pom-pom; a set of 6 was made in one hour.

The checker closures and charms were all made from recycled brass materials such as old padlocks and taps.

### Mini / 'fun facts' about the order

98% of artisans improved their skills through on the job training

The skills used to perform the order were also used by young mothers to create toys for their children.

## Conclusion

The Karen Walker Autumn-Winter 2017 order was reasonably small at 290 units. However, as the order involved complex components that required multiple skills, a comparatively large amount of artisans were involved. The far-reaching nature of this order meant that more artisans received an income and training opportunities. **The pom-pom was of a low value unit hence pay was lower than the norm expected by groups. Even so the groups were happy to perform on the order as it was the only source of income in December 2016 for most artisans.**

The majority of artisans who worked on the order were youths, whose intellectual curiosity and business sense developed during the order. Many of these young artisans understood the importance of their new skills and formed groups together to strengthen their employment opportunities. The order was fundamental in their recognition of this, defining a new development trajectory for these artisans.

### 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 EPZ 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.

