

R.I.S.E.

OUTPUT ASSESSMENT RESULTS

STELLA MCCARTNEY

SWIMWEAR

ETHICAL FASHION ARTISANS, KENYA,

SEPTEMBER - OCTOBER 2016



TABLE OF CONTENT

1. EXECUTIVE SUMMARY 2

2. RISE FRAMEWORK 2

3. ORDER CHARACTERISTICS 2

4. RESPECT..... 3

 4.1. General features of the production groups 3

 4.2. Details of the community groups participating in the order..... 3

 4.3. Beneficiary distribution on the map..... 4

 4.4. Cultural background of the communities / people involved in the order 5

 4.5. External conditions during the order 5

 4.6. Challenges faced by the communities 5

5. INVEST..... 5

 5.1. Skill types engaged 5

 5.2. Cultural background of the skills used in the order 5

 5.3. Techniques and skills development 5

6. SUSTAIN 6

 6.1. Social responsibility..... 6

 6.2. Environmental performance 6

7. EMPOWER..... 6

 7.1. Income and savings 6

 7.2. Access to education 7

 7.3. Health and Nutrition 7

8. TESTIMONIALS 8

9. CONCLUSION 9

Impact Assessment summary page

Client	Stella McCartney
Country of production	Kenya
Producing entity (Social enterprise)	Artisans. Fashion EPZ Ltd
Date of Production	October - November 2016
Number of styles produced	2
Number of items produced	650
Number of people involved in production	68
Number of communities involved	1
Skills involved	Preparation, Screen printing, Stitching, Supervision and Quality Control;
Materials	Cotton Canvas, Polly Cotton Twill, Ink.

1. Traceability

Raw materials required for the order	Origin of raw materials	Suppliers	Raw materials provided/purchased by
Threads	Polyester	ACA Thread South Africa	EFA- EPZ
Thread	Nylon and Polycotton	Threads India	EFA- EPZ
Screen Printing Paste (ink)	Kenya (pigments)	Inkson	EFA- EPZ
Pigment	Kenya	Desbro Kenya Limited Kampala Road	Artisan. Fashion
Cotton Canvas and Twill	Kenya	Thika Clothe Mill Ltd	EFA- EPZ
Sliders and Zip chain/tape	EPZ Changamwe	YKK	EFA- EPZ

2. EXECUTIVE SUMMARY

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. The Ethical Fashion Initiative facilitates dignified work at a fair wage. This is achieved by connecting some of the world's most marginalised artisans in Africa and Haiti with the fashion industry's top talents, for mutual benefit. The Ethical Fashion Initiative also works with emerging African designers to promote creativity and encourage local manufacturing on the continent.

Since 2010, the Ethical Fashion Initiative has been a member of the Fair Labor Association (FLA). All production processes follow a rigorous code of conduct.

The Ethical Fashion Initiative develops local creativity, fosters predominantly female employment and empowerment, promotes gender equality to reduce extreme poverty and increase the export capacities of the regions in which it operates.

3. RISE FRAMEWORK

RISE is a framework developed by the Ethical Fashion Initiative that evaluates and supports sustainability, social and environmental responsibility, traceability and impact. RISE tools allow the monitoring and evaluation of the efficiency and effectiveness of projects and identify their real economic and social impact in the supply chain. As a result of data gathering, surveys and analysis, the RISE team captures data and success stories instigated by the production of the collections.

4. ORDER CHARACTERISTICS

Style	Photo	Quantity	Groups involved in production
Spectra Yellow Beach Bag		250	Ethical Fashion Artisans EPZ Ltd
Horse Print Beach Bag		400	Ethical Fashion Artisans EPZ Ltd
Total		650	

5. RESPECT

5.1. General features of the production groups

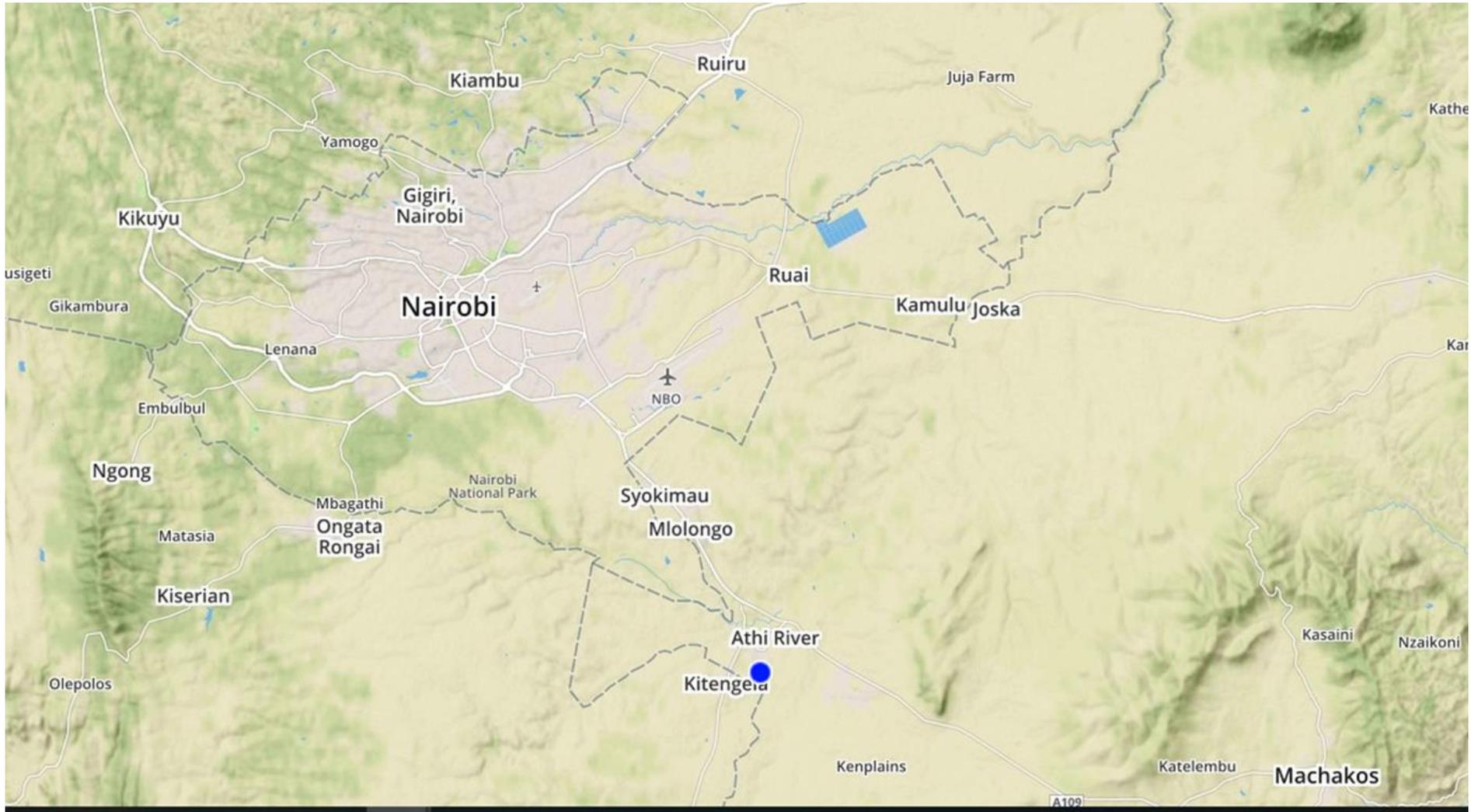
The Bendon SS17 order was produced between October - November 2016. The order provided work and income to artisans from poor and marginalised areas neighbouring the Kenya's Export Processing Zones in Athi-River.

- The order was produced by 68 artisans all from the Artisans. Fashion EPZ limited.
- 70% of the participants in the order were women.
- 84% of the artisans were under 40 years old.
- 6% of participants had no dependents, 44% had one to three dependents and 50% of artisans had four and above dependents.

5.2. Details of the community groups participating in the order

Group	Location	Year of first engagement with EFI	Main skills used in the order	# of the participants in the order	# of Women	Brief details of the community
Ethical Fashion Artisans EPZ-LTD	Athi-River	2015	Beadwork Preparation, Stitching, Screen printing, Finishing, Final quality control, Packing	68	56	Artisan.Fashion is a Kenyan-based social enterprise connecting Africa's artisans to recognized brands in the global fashion chain

5.3. Beneficiary distribution on the map



5.4. Cultural background of the communities / people involved in the order

The Stella McCartney Bendon SS17 order was performed by artisans whom despite being creative lack opportunities to work. Majority of them were women who are considered vulnerable and disadvantaged culturally as well as economically. In a region where traditions favour it is difficult for women to be engaged in a gainful employment. This renders women to engage in low paying jobs often in poor working conditions and remuneration.

5.5. External conditions during the order

The Stella McCartney - Bendon SS17 order was performed during the months that are usually marked by harvesting. However, this was not the case as many parts of Kenya experienced drought which caused severe food shortage.

5.6. Challenges faced by those involved in the order

The artisans who were involved in the order were faced with very limited options since majority of them depended on farming as alternative livelihood strategy. With the drought ravaging most parts of Kenya, the Bendon SS-17 order could not have come at a better time.

6. INVEST

6.1. Skill types engaged

 <p>SKILLS ENGAGED</p>	<ul style="list-style-type: none"> • 34% of the participants were involved in Stitching. • 8% of the participants were involved in Screen Printing. • 8% of the participants were involved in Supervision. • 50% of the participants were involved in Cutting, Preparation, packing and finishing sections of production.
 <p>TRAINING</p>	<ul style="list-style-type: none"> • 96% of the artisans involved in the Bendon SS17 order participated in training to improve their skills related to the order.

6.2. Cultural background of the skills used in the order

The skills engaged during the Bendon SS17 order were acquired either through training or apprenticeship. These are different from culturally acquired skills as they are learning with the sole purpose of using them for economic gains.

The skills such as Stitching and Hand Screen printing were learnt through training and mainly used for commercial purposes. The artisans with stitching skills are mostly engaged in the dress making business to generate the income from domestic market.

6.3. Techniques and skills development

The training offered during Bendon SS-17 order was an effort directed towards improving the skills of the artisans in order to perform the order. However, Focus Group discussions reveal that the training was not only helpful to enable a smooth production of the order but an empowerment which emboldened the artisans' engagements for the domestic market.

7. SUSTAIN

7.1. Social responsibility

All work practices of the Ethical Fashion Initiative in collaborations with social enterprises and artisans' groups adhere to the Fair Labour Code of Conduct. During the order there was an ongoing monitoring of work practices to ensure compliance to fair labour practice. There was constant feedback provided to the artisans and entities to enable improvement in all areas of work practices. The Impact Assessment questions on social responsibility give an indication of the empowerment the artisans experienced.

 <p>SOCIAL RESPONSIBILITY</p>	<ul style="list-style-type: none"> • 100% were confident and proud of their work. • 44% were satisfied with the way the order assisted them to provide for their families. 56% were not satisfied with how the order assisted them citing harsh external environment such as drought which had increased the cost of living. • 100% expressed their overall satisfaction with the opportunity to work provided by the Bendon SS17 order.
---	---

7.2. Environmental performance

Participants in the order were asked questions to provide an indication of their awareness to certain environmental issues. Raising environmental awareness during work processes enables a broader perspective on environmental responsibility and related issues to be adopted by the communities.

 <p>ENVIRONMENTAL RESPONSIBILITY</p>	<ul style="list-style-type: none"> • The Bendon SS17 order was completed using organic materials such as cotton twills, cotton canvas and water base ink.
---	--

8. EMPOWER

8.1. Income and savings

The Bendon SS17 order was done by artisans who received different income depending on the skills and tasks performed. Since it was performed entirely at Artisan. Fashion, all participating artisans received a salary throughout the order period. Focus group discussions revealed that artisans received better income from this order compared to the income received by other artisans in that sector of work, in most cases is less than the minimum and living wage. The order besides allowing artisans to perform under safe and healthy working conditions, also provided them with the opportunity to train and improve their skills. The income from the order leveraged the artisans to improve nutrition, contribute to school fees and pay rent.

According to focus group discussions, savings were encouraged by the fact that the payments were made to the bank accounts of artisans. This significantly controlled the artisans' spending patterns thus increasing their saving ability.

 <p>INCOME</p>	<ul style="list-style-type: none"> • 70% of participants were permanent employees who received same regular income while • 30% of the participants stated that their income was higher than what they would have otherwise earned from the domestic market.
--	---

 <p>SAVING</p>	<ul style="list-style-type: none"> • 40% of participants were able to save money from the income received through the order despite the hard-economic times. • 12% of participants were able to invest their earnings in education, housing and small business.
--	---

8.2. Access to education

The impact assessment questions on education indicate the benefits income has on the ability to educate the participant's children and their families. The income was a significant contribution towards sustaining the education of the children through payment of tuition fees and meeting other secondary needs (uniforms, stationary and school trips).

 <p>EDUCATION</p>	<ul style="list-style-type: none"> • The order proceeds leveraged contributions made on the education of 58 children. • 82% of participants contributed to part or of the school fees during the order.
---	---

8.3. Health and Nutrition

The Impact assessment questions related to health give an indication of the benefits that income has on health care of the participants and their families. Focus group discussions revealed that receiving regular income allows artisans to maintain a healthy status.

 <p>HEALTH</p>	<ul style="list-style-type: none"> • 28% of participants experienced sickness in their household. 24% of them were able to receive treatment in private medical facilities and another 4% in public facilities. • 24% of artisans said that they would not have sought the same treatment without the income from the order while 4% would still visit the same facilities attributed to distance or the care offered.
--	--

The impact assessment questions on nutrition give an indication of the nutritional improvement that an increased income brings to artisans.

 <p>NUTRITION</p>	<ul style="list-style-type: none"> • 4% of participants stated that with the money they earned during the order they never skipped a meal • 96% stated that they rarely skipped a meal in the period of the order. Culturally or for reasons of work majority of artisans deliberately had only one or two main meals.
---	--

9. TESTIMONIALS

<p><i>Irene Olweny</i></p> 	<p><i>I am 27 years old married with 1 child. I appreciate the opportunity I have to work. This work helped me to take care of my family in everything including health and transport.</i></p>
<p><i>Florence Masiza</i></p> 	<p><i>I am 35 years mother of four. I worked on Bendon SS-17 as a preparer. The income from the order assisted me to save through merry go round. I managed to save twenty thousand during this order which I plan to invest in buying a plot and erect a structure to use for business.</i></p>
<p><i>Alice Omondi</i></p> 	<p><i>I am 27 mother of 1. I worked on Bendon SS-17 order in the finishing section. During the order, I received training which assisted me improve in my performance as well as boost my confidence at work. The income assisted me to buy new clothes for my child and to save for Christmas holidays.</i></p>

<p><i>Sarah Adhiambo</i></p> 	<p><i>I am 23 mother of 1. I worked on Bendon order as a Sticher. The order also gave me the opportunity to train thus improving my skills. I used the techniques learnt through the order to start producing my own items which I plan to sell in the coming festive season.</i></p>
<p><i>Peter Sejero</i></p> 	<p><i>I am 34 years with 2 dependants. During the Bendon SS-17 order I worked as supervisor for screen printing section. I received descent income which I used to pay school fees for my siblings and to provide healthy meals for my family.</i></p>
<p><i>Dorcias Mutunga</i></p> 	<p><i>I am 36 years old widow and a mother of 2. I worked on Bendon SS-17 Order as supervisor to a group of stichers. I used the income from the order to support my daughter who is in a boarding school. I also paid tuition fee for my son who is in the final year of college.</i></p>

10. CONCLUSION

The income artisans received from Stella McCartney - Bandon SS17 order was very important in terms of contributing towards long-term well-being of participating individuals, their families and community at large. The order provided opportunity for the artisans to receive on-the-job training which assisted not only to improve their skills but also to build their ownership of the development agenda.

Working together also provided an opportunity for the artisans to share their issues, know more about the challenges they face and strengthened their ability to analyse and make decision that would influence

change in their lives. From the findings, it is evident that the order assisted participants to increase their technical and administrative capabilities which some artisans plan to employ in their own businesses.

**For more information contact:
Ethical Fashion Initiative, Poor Communities & Trade Programme**



efashion@intracen.org



www.ethicalfashioninitiative.org



@ITC Ethical Fashion Initiative



@ethicalfashion



@ethicalfashion1



@_ethicalfashion



Exportimpactforgood