

# R.I.S.E.

## OUTPUT ASSESSMENT RESULTS

### STELLA MCCARTNEY

### BENDON ORDER

### ARTISAN FASHION EPZ LTD KENYA

### SEPTEMBER, 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.

**Impact Assessment summary page**

<b>Client</b>	Stella McCartney Bendon order
<b>Country of production</b>	Kenya
<b>Producing entity (Social enterprise)</b>	Artisans. Fashion EPZ Ltd
<b>Date of Production</b>	September 2017
<b>Number of styles produced</b>	2
<b>Number of items produced</b>	509
<b>Number of people involved in production</b>	33 artisans
<b>Skills involved</b>	Cutting, Screen Printing, Preparation, Stitching, Cleaning
<b>Materials</b>	Cotton Canvas, Cotton Twill, Ink, Thread

**1. TRACEABILITY**

<b>Raw materials required for the order</b>	<b>Origin of raw materials</b>	<b>Suppliers, location</b>	<b>Raw materials provided/purchased by</b>
Threads	Oriental Mill Ltd	Industrial area-Nairobi Kenya	Artisan Fashion EPZ Ltd
Screen Printing Paste (ink)	Pigment Desbro Ltd	Industrial area-Nairobi Kenya	Artisan Fashion EPZ Ltd
Cotton Canvas and Twill	Thika clothe mill	Thika-Kenya	Artisan Fashion EPZ Ltd
Zip	YKK	Swaziland	Artisan Fashion EPZ Ltd
Zip pulls	Zhongshan Seram Accessories co. ltd	China	Artisan Fashion EPZ Ltd

## 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 Labour 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, focuses on the reduction of poverty, and increases the export capacities of the regions in which it operates.

## 3. ABOUT ARTISAN FASHION EPZ Ltd

Artisan Fashion (AF) of the Ethical Fashion Initiative (EFI), produced a bag collection for Stella McCartney (Bendon) in 2017 collection. 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.



*A section of artisans working on Bendon order*

Artisan Fashion has a strong social agenda that aims to improve the livelihoods of the artisans. Part of this agenda is a commitment towards fair labour conditions and the empowerment of workers. The social enterprise is based on an inclusive business model that offers job and income opportunities to informal producers from marginalised communities. An inclusive business is a sustainable business that benefits low-income communities. It is a business initiative that contributes to poverty reduction through the inclusion of low-income artisans in its value chain.



*Cutting Preparation of the Swan screen*



*Screen Printing*

#### 4. ORDER CHARACTERISTICS

The Stella McCartney Bendon order contributed to employment of **33 jobs** of which 21 were women. The order was completed at the Artisan Fashion hub located in the Export Processing Zone (EPZ) in Nairobi. Various skills were used in performing the order including cutting, hand screen printing, preparation, stitching, finishing, final quality control and packing.

The order was produced using locally sourced materials such as canvas, cotton twill, ink, and thread, however zip pulls for the order were imported from Hong Kong. The order was performed using various skills including; cutting, screen printing, preparation, stitching and cleaning.



*Stitching Stella McCartney Bendon bags*



*Cleaning bags*

#### 5. ENHANCED JOB AND TRAINING OPPORTUNITIES

The Stella McCartney Bendon order provided new opportunities and training for the artisans. Key elements included the following;

- ❖ **Free training** the results from an interview with the production manager revealed that four artisans (three women and one man) received on-the-job training for stitching during the order.

- ❖ **First Aiders and Fire Marshalls**, trained in groups of four. In the case of this order eight artisans received training in the mentioned areas. This was important in enhancing the artisan's safety in the workplace.

## 6. PRODUCT CHARACTERISTICS

**Style: Swan 309 units**



**Style: Black Beach Bags: 200 units**



## 7. MEET THE ARTISANS



### **Joan Ndeti, 33 years old**

I worked as the final quality control and cleaning coordinator for the Stella McCartney Bendon order. With the income I was able to meet my nutritional needs and pay for school fees. The order also benefited me socially as I got the opportunity to interact with other artisans from across the political divide. This was important following the annulment of the 2017 presidential election in Kenya.



### **Margaret Wamae, 38 years old**

I am a single mother of three. I worked on the Stella McCartney Bendon order as a preparer doing ironing. The income from the order assisted me to pay my rent, school fees and help to provide my children with healthy food. I also used the income to buy school items that were required for the third term of school which started in September – the period of the order.

## 8. ORDER CHALLENGES

The Stella McCartney Bendon order did not register any major challenges, however the client advised Artisan Fashion to avoid using *conta glue* during the preparation for stitching. In order to overcome this challenge the tailors learnt a new skill which improved the overall appearance of the bag.

## 9. CONCLUSION

The Stella McCartney Bendon order provided work and income to Kenyan artisans during an uncertain political period. Due to the annulment of the presidential election there were a few artisanal job opportunities available in the county. The general economic environment was notable because of the reduced number of tourists visiting Kenya and the closure of local chain stores. As a result of this the cost of living increased to unbearable levels. The income from the order provided the artisans with support during this political period.

The findings of qualitative impact assessment for the Stella McCartney Bendon order revealed that continued orders contributed towards reducing extreme poverty levels but also enabled the artisans to adopt development strategies that are gender sensitive.

## 10. 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.

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