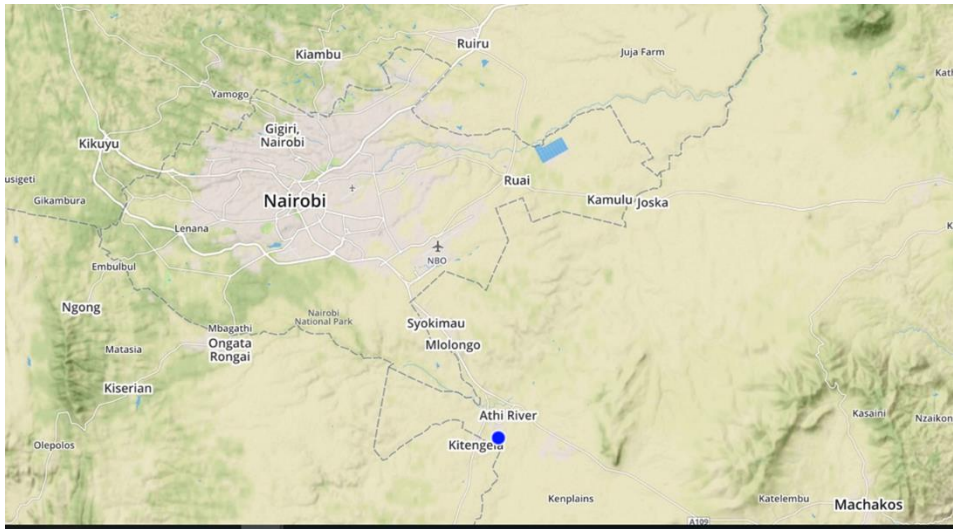


**ITC Ethical Fashion Initiative Impact Assessment**

Stella McCartney Spring-Summer 2017 Order, Kenya: October -November 2016

**Stella McCartney order summary**

For the Stella McCartney Spring-summer 2017 collection, 650 bag units were created in 2 styles by Kenyan artisans from Artisans. Fashion, an enterprise fostering a positive social impact through income generation and market access. 68 artisans were involved with the order, assisting with supervision, preparation, hand screen printing and use of traditional textile techniques.



Location of artisan communities involved with the Bendon order

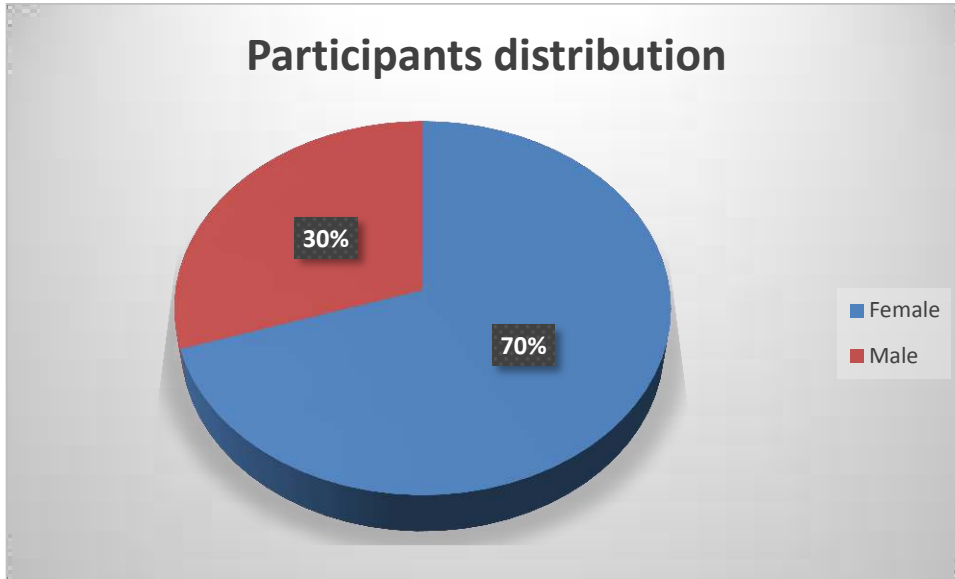
The Stella McCartney Bendon order was examined using the RISE framework – an innovative tool by the International Trade Centre’s (ITC) Ethical Fashion Initiative (EFI) allowing clear and objective monitoring through data analysis. Income and saving, education, health and nutrition benefits were noted for the artisans involved and their families, who received a fair and decent wage throughout the order. Participants developed their community skills, while many also sent their children to school and had access to healthcare following the order. Accordingly, social enterprises were strengthened and living standards rose for both the artisans and their families.

**Order characteristics**

The Stella McCartney-Bendon Spring-Summer 2017collection consisted of two bag styles, totaling 650 units produced by 68 artisans from Kenya.

- 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 from four and above dependents.





Focus Group Discussions-FGD revealed that the Bendon SS17 order was not only important in creating employment to artisans but also leveraged the artisans' effort and desire to solve their social economic and environmental problems.

SASS AND BIDESPRING-SUMMER 2017ORDER		
	Spectra Yellow Beach Bag	250 Units
	Horse Print Beach Bag	400 Units

#### Skills and materials

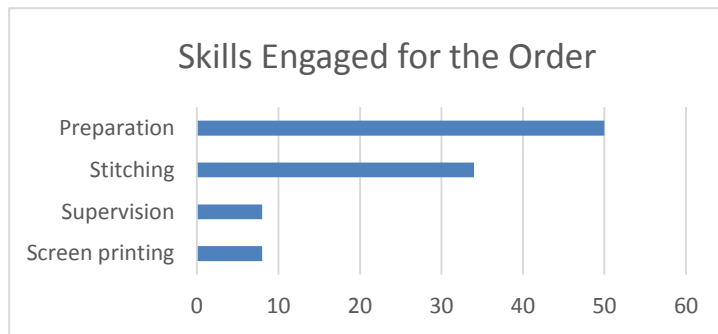
- **Stitching, and manual screen printing:** These skills have been mastered by Artisans.Fashion who have now produced over 10 collections for Vivienne Westwood.



Production

Of the 68 artisans involved with the order, the following numbers were involved with each skillful stage:

- **Preparation: 50%**
- **Stitching: 34%**
- **Supervision: 8%**
- **Screen printing: 8%**





Communities

The skills used during the Stella McCartney Spring-Summer 2017 order were acquired either through training or apprenticeship. The order engaged artisans from the slums neighbouring Export Processing Zones in Athi-River.

Income and saving




The artisans received different income depending on the skills and tasks performed and the number of days worked. The participating artisans from the Artisans.Fashion were salary based while those from the community groups were paid on a day rate.

 <b>INCOME</b>	<ul style="list-style-type: none"> <li>- 70% of participants were permanent employees who received same regular income while</li> <li>- 30% of the participants stated that their income was higher than what they would have otherwise earned from the domestic market.</li> </ul>
 <b>SAVING</b>	<ul style="list-style-type: none"> <li>- 40% of participants were able to save money from the income received through the order despite the hard-economic times.</li> <li>- 12% of participants were able to invest their earnings in education, housing and small business.</li> </ul>

Access to education

The high number of female artisans involved with the order meant income was primarily invested into education for children, fitting with one of the aims of the Ethical Fashion Initiative: to promote female empowerment and income-generating opportunities.



 <b>HEALTH</b>	<ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> </ul>
 <b>NUTRITION</b>	<ul style="list-style-type: none"> <li>- 4% of participants stated that with the money they earned during the order they never skipped a meal</li> <li>- 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.</li> </ul>
 <b>EDUCATION</b>	<ul style="list-style-type: none"> <li>- The order proceeds leveraged contributions made on the education of 58 children.</li> <li>- 82% of participants contributed to part or of the school fees during the order.</li> </ul>

### Health and nutrition

Following focus group discussions, receiving a regular income enabled artisans to maintain a healthy status due to a regular meal and improved medical care access.

### Testimonials

#### **Irene Olweny 27**

“I am 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.”



#### **Florence Masiza 35**

“I am 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.”



**Peter Sejero 34**

“I have 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.”

**Dorcas Mutunga**

“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.”

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.

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 devised by the Ethical Fashion Initiative to enable sustainable trade, social and environmental responsibility, traceability and impact. Through clear monitoring and systematic data gathering, RISE measures compliance to ensure the activities lead to a socially and ethically responsible supply chain. 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 Artisans.Fashion

Artisans.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.

