

## Impact Assessment Report Bendon Beach Bags

### Key Statistics

1,067 units were produced

62% of artisans were women

21% of artisans saved their income and used it to pay school fees

71% of artisans improved their skills through on-the-job training

28 artisans worked on the order

86% of artisans were under 40

1 Social Enterprise

100% Worker satisfaction

### Fact File

- The order did not use any solvent-based adhesives.
- The Bendon beach bags provided 30 days of work.
- It took 120 minutes to produce a bag with detailed contrast stitching.
- Each bag was made using cotton canvas grown in East Africa and woven in Kenya.

### Skills used

- Cutting
- Manual screen printing
- Preparation
- Stitching
- Side decoration
- Final quality control

### Materials used

- Zips, zip pull, loops and sliders
- Nylon and polycotton thread
- Poly viscose twill fabric
- East African farmed cotton canvas

## Social Impact



21% of the artisans saved their earnings, and 47% invested in education, health, nutrition, housing and small businesses.



A regular income enabled artisans to maintain their health, with regular meals and improved healthcare access. Only 10% reported illness and sought treatment from public health facilities.



71% of the participants received training which contributed to their income-generating prospects.



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

## Who made your clothes?



**Ann Mbithe, 30 years old**

*"I am unmarried and live with my younger sister. I am Artisan Fashion's assistant production manager. I enjoyed working on the Bendon order"*



**Lucy Wamuchi, 27 years old**

*"I am a single mother of one. I started working with Artisan Fashion as a preparer, but over time, I learned many additional skills. During the Bendon 1- 2018 order I worked as screen printer. I used the income from the order to pay school fees and monthly bills such as rent, electricity and water."*



**Oliver Muliro, 27 years old**

*"I worked on the Bendon order as a preparer. I used the income to pay my rent and to buy new clothes. I also sent some money to support my relatives"*



**Grace Wayua, 43 years old**

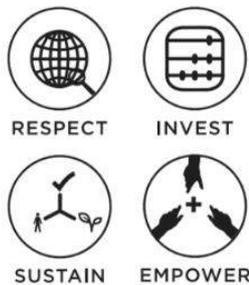
*"I am a mother of four. I worked on the Bendon 1-2018 order as a preparer. The order gave me peace of mind: I was able to save some money, pay all my monthly bills and school fees."*

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, 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.

Fig 1: Order Summary

Style	Photo	Quantity	Groups involved in production
Navy Beach Bag		567	Ethical Fashion Artisan -EPZ ltd
Zebra Beach Bag		501	Ethical Fashion Artisan -EPZ ltd
<b>Total</b>		<b>1067</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
<b>Total</b>		<b>28</b>	<b>17</b>	