

R.I.S.E.

IMPACT ASSESSMENT RESULTS

UNITED ARROWS SS16 ORDER

**ETHICAL FASHION ARTISANS, KENYA,
MARCH 2016**



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Impact assessment summary page

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| Client | UNITED ARROWS |
| Country of production | Kenya |
| Producing entity (Social enterprise) | Ethical Fashion Artisans EPZ Ltd |
| Date of Production | February -March 2016 |
| Number of styles produced | 4 |
| Number of items produced | 2040 |
| Number of people involved in production | 79 |
| Number of communities involved | 3 |
| Skills involved | Beading, Leather Craft, Sewing, Hand screen printing, Supervision and Quality control |
| Materials | Cotton canvas, Maasai shuka fabric, Beads, Leather, Cotton canvas, Seed beads, Nylon thread and Snap fasteners |

1. 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 to 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 to ensure social compliance.


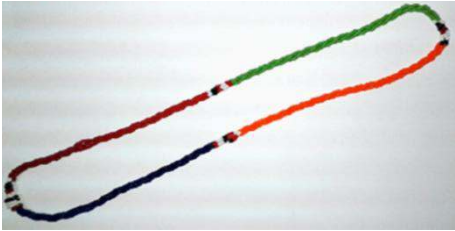



The Ethical Fashion Initiative develops local creativity, fosters predominantly female employment and empowerment, promotes gender equality to reduce extreme poverty and increase the export capacities of the regions in which it operates.

2. 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 allows the monitoring and evaluation of the efficiency and effectiveness of projects and identifies 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 information of the production of the collections for international buyers.

3. ORDER CHARACTERISTICS

| Style | Photo | Quantity | Groups involved in production |
|----------------------|---|----------|---|
| Beaded Tote Brown |  | 60 | Beadwork done in Il Kirongo, Il Ingwesi, and Olonana women groups Sewing, Finishing Quality Control and packing done at Ethical Fashion Artisans - EPZ Ltd |
| Beaded Tote ECRU |  | 60 | Beadwork done in Il Kirongo, Il Ingwesi, and Olonana women groups Sewing, Finishing Quality Control and packing done at Ethical Fashion Artisans - EPZ Ltd |

| | | | |
|---|---|--------------------|--|
| <p>Beaded Tote Black</p> |  | <p>60</p> | <p>Beadwork done in Il Kirongo, Il Ingwesi, and Olonana women groups Sewing, Finishing Quality Control and packing done at Ethical Fashion Artisans - EPZ Ltd</p> |
| <p>Narrow Necklace Multicolour Light Blue Black Orange Red</p> |  | <p>900</p> | <p>Beadwork done in Il Kirongo, Il Ingwesi, and Olonana women groups</p> |
| <p>Chunky Necklace Multicolour Blue Black & White Black & Brown</p> |  | <p>780</p> | <p>Beadwork done in Il Kirongo, Il Ingwesi, and Olonana women groups</p> |
| <p>Leather Cuff Red and Black</p> |  | <p>90</p> | <p>Beadwork done in Il Kirongo, Il Ingwesi, and Olonana women groups</p> |
| <p>Multicolour</p> |  | <p>90</p> | <p>Beadwork done in Il Kirongo, Il Ingwesi, and Olonana women groups</p> |
| <p>Total</p> | | <p>2040</p> | |

4. RESPECT

4.1. General features of the production groups

United Arrows Spring/Summer 2016 order contributed to the Ethical Fashion Initiative's concerted effort directed towards closing the gap of economic exclusion especially for female artisans. The order provided equal job opportunities and artisanal skill development enabling artisans to improve their well-being and standard of living.

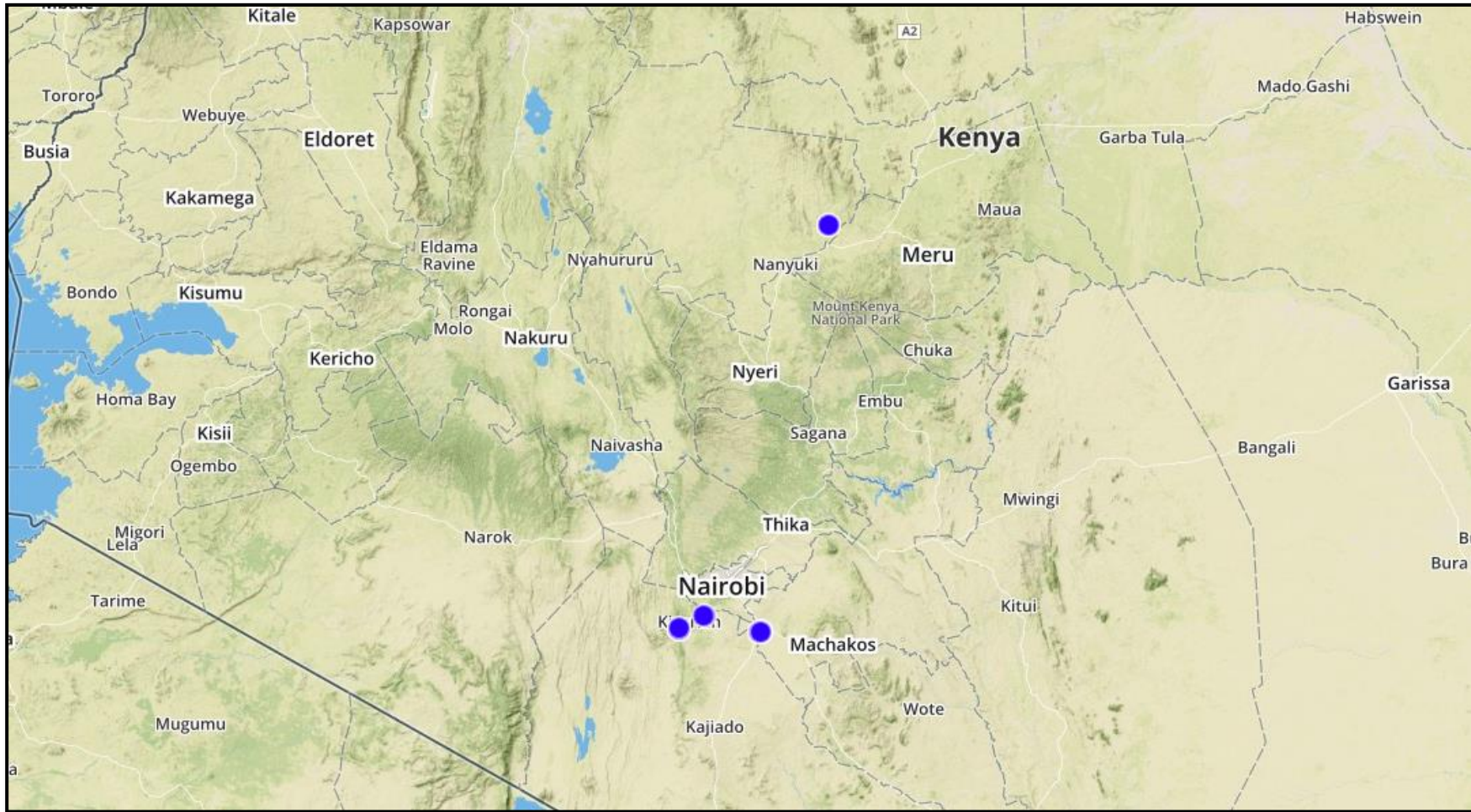
- The order was produced by 79 artisans from three different communities.
- Most of the participants were from rural areas and belong to nomadic pastoral tribes.

- 77% of the participants in the order were women.
- 88% of the artisans were under 40 years old.
- 66% of participants had one to three dependents and 29% of artisans had between four and six dependents, while 5% had seven or more dependents.

4.2. 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 EPZLTD | Athi-River | 2015 | Beadwork Preparation, Stitching, Screen printing, Finishing, Final quality control, Packing | 39 | 28 | A company employing people from marginalised areas such as the slums of Nairobi and poor neighbourhoods of Kitengela and Athi-river. |
| Il Kirongo Women group | Kibiko - Ngong | 2015 | Beadwork | 10 | 10 | Beading groups from the Kiboko area of Ngong hills united to form one big group. Kirongo is an acronym of the constituent groups which are Kiserian, Orogisho and Ngong. |
| Il Ingwesi Women Group | Laikipia | 2014 | Beadwork | 15 | 15 | A group formed to address issues experienced by women living in a very remote rural area with no basic amenities. |
| Olonana Women Group | Kisamis | 2013 | Beadwork | 15 | 15 | A group of women who first came together to address the plight of young girls who were dropping out of school for lack of sanitary towels. |

4.3. Beneficiary distribution on the map



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

The artisans who participated in the United Arrows order were mostly from marginalised communities. In order to overcome the challenges associated with economic marginalisation, many of the artisans have formed cooperatives and self-help groups which they registered with the government under the Ministry of Gender and Social Services enabling them to acquire semi-formal status. This status affords them access to capital from financial institutions such as micro-finance institutions, savings and credit co-operatives and banks. They also use their legal status to bargain for better prices, to access the market and adopt fair labour practices which in most cases are not adhered to in the informal sector.

4.5. External conditions during the order

The United Arrows Spring/Summer 2016 order was performed throughout the months of February and March 2016. This was a time in which most artisans were seeking admission into secondary schools for their children who had graduated from primary schools in 2015. For many of the artisans this meant they had to cover many costs linked to tuition fees and other scholarly needs such as boarding boxes, new school uniforms, books etc. The United Arrows Spring/Summer 2016 order provided much needed income to fulfil these lists of requirements. At the same time, the dry spell experienced in Kenya further constrained the artisans' income as the cost of fresh food has risen.



4.6. Challenges faced by the communities

The majority of the workers fulfilling the order were from the nomadic pastoralist communities. These communities usually migrate with their livestock in the dry period in search of pastures. During the United Arrows order most of the pastoralist communities were experiencing a drought. The male members of the community had migrated with animals leaving behind the young goats and sheep to be tended by the women who remained in the villages to take care of the school going children.

With increased domestic chores the beading on the United Arrows was distributed widely to ensure deadlines were met as the women also attend to livelihood tasks such as herding and milking cattle.

5. INVEST

5.1. Skill types engaged

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|  <p>SKILLS ENGAGED</p> | <ul style="list-style-type: none"> • 49% of the participants were involved exclusively in beading. • 51% of the participants were involved in beading, sewing, management and supervisory roles and other operations at the Ethical Fashion Artisans' hub located in the Nairobi's export processing zone (EPZ). |
|  <p>TRAINING</p> | <ul style="list-style-type: none"> • 57% participated in training to improve their skills related to the order. |

5.2. Cultural background of the skills used in the order

Beading is an integral cultural activity of the Maasai and Samburu tribes in East Africa. These communities are culturally known for their elegant traditional beaded jewellery that is worn as regalia during cultural ceremonies. The skill of beading is passed on from one generation to the next and used for both functional and commercial activities.


5.3. Technique and skill development

The beading technique used during the United Arrows order was challenging to some community group members. Training offered to the women ensured the order demands were met. The training was first organised for the trainers of community groups who were responsible for training their members and to monitor quality issues of the order.

6. SUSTAIN


6.1. Social responsibility

All work practices of the Ethical Fashion Initiative collaborators follow the Fair Labour Association’s Code of Conduct and are adhered to by all of the Ethical Fashion Initiative’s partner social enterprises and artisan groups. During orders there is ongoing monitoring of work practices to ensure compliance. There is constant feedback provided to the artisans and entities to enable improvement in all areas of work. The Impact assessment questions on social responsibility give an indication of the empowerment the artisans experienced.

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|  SOCIAL RESPONSIBILITY | <ul style="list-style-type: none"> • 100% were confident and proud of their work. • 100% were confident in their daily tasks. • 100% were proud of their work. |
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6.2. 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.

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|  ENVIRONMENTAL RESPONSIBILITY | <ul style="list-style-type: none"> • Focus Group Discussions revealed that the order contributed to reducing environmental degradation by participating in activities such as collecting garbage, planting trees or draining open sewers. |
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7. EMPOWER

7.1. Income and savings

The artisans received different levels of income depending on the tasks performed and the number of days worked. The pay was based on a piece rate which meant that the more pieces one produced the more income she/he received. Most of the artisans indicated that they received better income from this order compared to the income from the domestic market and alternative livelihood activities such as poultry keeping. The order allowed artisans to work under safe and healthy working conditions, and provided them with the opportunity to train and improve their beading skills.


The income from the order leveraged the artisans to improve nutrition, contribute to education fees and pay rent among other improvements. The income from the order also contributed to greater economic freedom and liberty for women in marginalised communities.

According to focus group discussions, savings were encouraged by the fact that the payments were made to the bank accounts of artisans. This enabled them to control spending patterns which significantly increased their saving ability. Some artisans used the savings to invest in small businesses and various other alternative sources of income such as poultry keeping, livestock and the running of small businesses.

| | |
|--|---|
|  <p>INCOME</p> | <ul style="list-style-type: none"> • Artisans' income increased by 1.3 – 1.5 times with this order. • 95% of participants stated their income was higher than what they would have earned otherwise on the domestic market. |
|  <p>SAVING</p> | <ul style="list-style-type: none"> • 33% of participants were able to save money from the income received through the order. • 22% of participants were able to invest their earnings in livestock, housing and business. |


7.2. Access to education

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


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|  <p>EDUCATION</p> | <ul style="list-style-type: none"> • The order contributed towards sustaining over 130 children at school. • 69% of participants contributed to all or part of the school fees during the order. |
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7.3. Health and Nutrition



The impact assessment questions related to health give an indication of the benefits that income has on the health care of the participants and their families. Focus group discussions revealed that receiving regular income allows artisans to maintain a healthy status. It was noted that the majority of the pastoralists prefer traditional medicine which is made and prescribed by traditional healers.

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|  <p>HEALTH</p> | <ul style="list-style-type: none"> • 31% of participants that experienced sickness in their household were able to seek treatment from both private and public hospitals depending on the magnitude of the illness. |
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The impact assessment questions on nutrition give an indication of the nutritional improvement that an increased income brings to artisans.

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|  <p>NUTRITION</p> | <ul style="list-style-type: none"> • 60% of participants stated that with the money they earned during the order they never skipped a meal. • 27% stated that they rarely skipped meals and another 13% stated that they sometimes skipped meals during the order. |
|---|--|

8. TESTIMONIALS

| | |
|--|--|
| <p><i>Margaret Kereya</i></p>  | <p><i>I am 32 years old and a mother of four. I enjoyed working on United Arrows beadwork. I was very happy to receive training and income from the order. I used the income to pay school fees for my children and to provide healthy meals for my family.</i></p> |
| <p><i>Makena Memusi</i></p>  | <p><i>I am 30 years old and a mother of five. The United Arrows order gave me an opportunity to work in a period when we were almost starving because of the dry spell we were experiencing. My husband had moved with the cattle and so I had to look for what to feed on with my children. I used my income to provide meals to my family.</i></p> |

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|---|--|
| <p><i>Isaac Manoi</i></p>  | <p><i>I am 23 years old, a student at a local public university studying art and theatre. I am a Maasai where cultural norms and practices indicate that beadwork is strictly a women activity. However, I joined them for United Arrows order because I need to pay my school fees without having to sell animals. I was not wrong as the work helped me raise enough money which I used to pay for my tuition fees and some for pocket money. Even after university I will continue to do beadwork since I have discovered it pays well.</i></p> |
| <p><i>Peter Lutsuta Sejero</i></p>  | <p><i>I am 31 years old and a father of one. I worked on United Arrow as the supervisor for screen printing of the tote bags. The work had very interesting designs and was enjoyable. I used the income from the order to pay for rent and to support the education of my younger siblings.</i></p> |
| <p><i>Sarah Musili</i></p>  | <p><i>I am 41 years old and a mother of four. In Kenya it is hard to find a woman of my age working. This is because one either has lost the opportunity for formal education which is very important for employment or is simply tethered at home by their husbands who want them to be confined in the kitchen and take care of children. I thank God that United Arrows through Ethical Fashion Artisans has given me that rare opportunity to work. I used my income to pay school fees and to feed my family with healthy meals.</i></p> |
| <p><i>Joseph Waithaka</i></p>  | <p><i>I am 23 years old, a father of one. Traditionally beadwork is considered a feminine activity. However, for me it is more than just work, it is my livelihood and the skill with which I am able to build my future. During the United Arrows order I worked so hard and received quite good money. I was the highest in terms of income. However, what makes me happy is the fact that I work while my classmates are still toiling looking for white collar jobs. I was so comfortable and satisfied with United Arrows work.</i></p> |

9. CONCLUSION

The immediate result from the United Arrows assessment indicates that the artisans leveraged the income received from the order to tackle complex sustainability challenges. For instance, the artisans used their enhanced credit power to pay school fees for their children securing future for them. The report also noted that some artisans used the order proceeds to save and to invest despite the harsh economic times, which is an indication that they are determined to create wealth and raise capital for development.

The fair treatment at their workplaces ensured that all had equal opportunity to work. In the report fairness is not only exhibited as a compliance measure put in place by RISE but as an enabling factor which brought benefits to all participating artisans. Working together in groups during the United Arrows order assisted artisans to build both human and social capital.

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