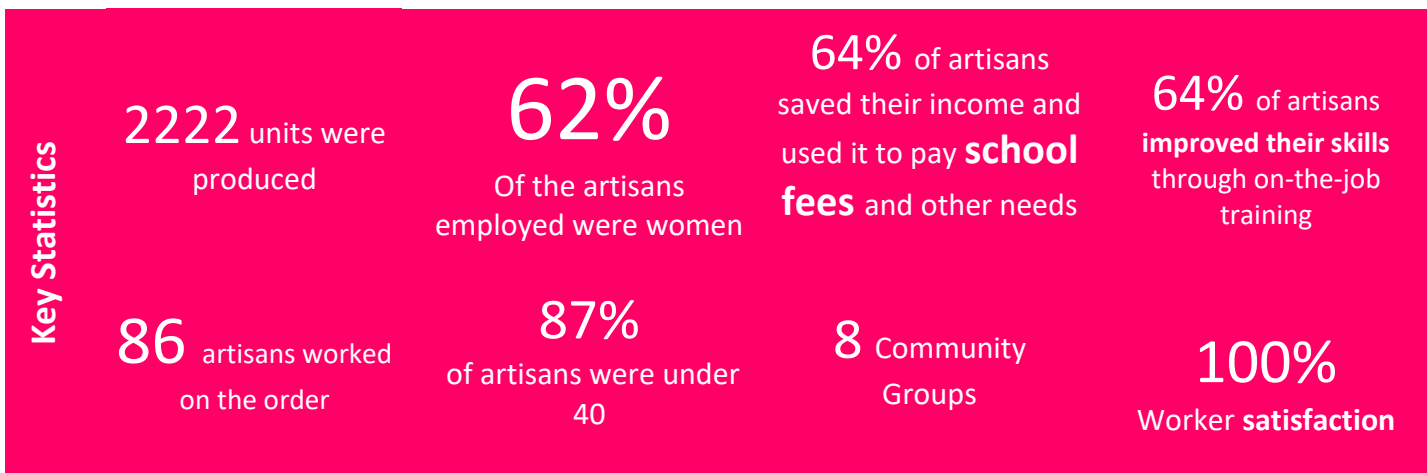


## Impact Assessment Report

### Vivienne Westwood Autumn - Winter 2018



#### Fact File

During the order, the artisans received a fire/first aid drill from the St Johns ambulance service, who trained staff on how to react in an emergency situation.

As heavy flooding was experienced in Kenya, staff was provided with clean filtered drinking water to reduce the spread of waterborne diseases.

Artisan Fashion has engaged a new artisan group to manufacture the sheet metal logos.

This collection had 2 styles that required beading. 157 beaded panels were made.

#### Skills used

- Brass casting
- Beading
- Leather craft
- Embroidery
- Manual screen printing
- Preparation
- Stitching
- Final quality control

#### Materials used

- ✓ Brass extracted from broken taps and padlocks
- ✓ Acrylic Maasai shuka, cotton canvas, Polycotton Twill, nylon webbing
- ✓ Sheet metal logo
- ✓ Recycled inner tube
- ✓ Wax cord
- ✓ Cow leather
- ✓ Cow horn and ceramic beads

## Social Impact



64% of the artisans saved their earnings, and 82% invested in education, health, housing and small businesses.



A regular income enabled artisans to maintain their health, thanks to regular meals and improved healthcare access. Only 5% reported illness and sought treatment from public health facilities.



64% 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?



**Hanna Nguyoto, 40 years old**

*"I am a mother of five. I participated in the Vivienne Westwood Autumn-Winter 2018 order as a beader. I was happy to work on the order, since at the time there was little work for artisans due to the disruptive floods in Kenya. The income from the order helped me feed my family and pay school fees".*



**Winfred Wangari, 31 years old**

*"I worked on Vivienne Westwood's Autumn-Winter 2018 order as a preparer. During the order, I was promoted to manage the stock of materials in the store. I used the income from the order to pay rent and meet all my monthly bills."*



**Rose Wanjiro, 38 years old**

*"I am a mother of two. I worked on the Vivienne Westwood Autumn-Winter 2018 order as a beader. In addition to improving my skills, the order afforded me enough income to meet my family's nutritional needs."*



**Eunice Akelo, 28 years old**

*"I am a mother of two. I worked on the Vivienne Westwood Autumn-Winter 2018 order as a beader. Beading the panel was very challenging. However, I received on-the-job training that greatly improved my beading skills".*

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, 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.

**EFI’s social and environmental compliance, impact assessment and traceability scheme**

This order was monitored using EFI’s social and environmental compliance, impact assessment and traceability scheme: An innovative system from ITC’s Ethical Fashion Initiative to **guarantee decent working conditions, respect for the environment, transparency and traceability in EFI’s value chains while measuring the direct and indirect impact of the work provided to artisan communities part of EFI’s network.**






To access a map and see exactly where our communities are working, follow this link: [www.sourcemap.com](http://www.sourcemap.com)



**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 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	Qty	Group involved in Production
ROBIN STRIPES BEADED SHOULDER BAG		98	Artisan Fashion EPZ Ltd Rangau Designers Self-help group, Beadcheck self-help group, Bega kwa bega self-help-group, Uchanga women group, Sanata women group, The O's
SWITCH SMALL RUNNER HOLDALL		398	Artisan Fashion EPZ Ltd Rangau Designers Self-help group, Kim Bronze Sculpture Studio
GREEK EYES LEATHER SHOPPER		169	Artisan Fashion EPZ Ltd

<p>ROBIN STRIPES TOTE</p>		<p>46</p>	<p>Artisan Fashion EPZ Ltd, The O's Self-help group</p>
<p>SWITCH RUNNER HOLDALL</p>		<p>332</p>	<p>Artisan Fashion EPZ Ltd, Kim Bronze Sculpture Studio</p>
<p>MAASAI SHUKA ARMY RUCKSACK</p>		<p>26</p>	<p>Artisan Fashion EPZ Ltd The O's Self-help group Rangau Designers Self-help group Kim Bronze Sculpture Studio</p>
<p>MAASAI SHUKA ARMY RUCKSACK</p>		<p>62</p>	<p>Artisan Fashion EPZ Ltd Rangau Designers Self-help group , The O's Self-help group Kim Bronze Sculpture Studio</p>

<p>MAASAI SHUKA SMALL ARMY RUCKSACK</p>		<p>98</p>	<p>Artisan Fashion EPZ Ltd Rangau Designers Self-help group, The O's Self-help group, Kim Bronze Sculpture Studio</p>
<p>MAASAI SHUKA SMALL ARMY RUCKSACK</p>		<p>155</p>	<p>Artisan Fashion EPZ Ltd, The O's Self-help group Rangau Designers Self-help group Kim Bronze Sculpture Studio</p>
<p>ROBIN STRIPES GREEK EYES CLUTCH</p>		<p>59</p>	<p>Sanata women group Olonana women Self-help group Oldanyatti women Self-help group</p>
<p>MAASAI SHUKA POUCH</p>		<p>177</p>	<p>Artisan Fashion EPZ Ltd</p>
<p>MAASAI SHUKA POUCH</p>			<p>Artisan Fashion EPZ Ltd</p>

<p>GREEK EYES POUCH</p>		<p>185</p>	<p>Artisan Fashion EPZ Ltd</p>
<p>ROBIN STRIPES PENI KEYRING</p>		<p>36</p>	<p>Artisan Fashion EPZ Ltd</p>
<p>GREEK EYES LEATHER TASSEL</p>		<p>23</p>	<p>Artisan Fashion EPZ Ltd, Rangau Designers Self-help group</p>
<p>YOGA MAT BAG - SPECIAL ORDER</p>		<p>150</p>	<p>Artisan Fashion EPZ Ltd, Kim Bronze Sculpture Studio</p>
<p><b>Total</b></p>		<p><b>2222</b></p>	

Fig 2: Community Groups and Skills

Group	Main skills used in the order	# of participants in the order	# of women	Training received?
Artisan Fashion EPZ Ltd.	Cutting, manual screen printing, preparation binding, stitching, final quality control and packing	32	16	No
Kim Bronze Sculpture Studio	Sheet Metal Craft	5	0	No
The O's Self-help group	Brass Casting	10	1	No
Rangau Designers Self-help group	Brass Casting	3	0	No
Bega kwa bega Self-help group	Beading	8	8	Yes
Bead-check Self-help group	Beading	5	5	Yes
Ushanga women Self-help group	Beading	8	8	Yes
Sanata women Self-help group	Beading	15	15	Yes
<b>Total</b>		<b>86</b>	<b>53</b>	