

R.I.S.E.

OUTPUT ASSESSMENT RESULTS

VIVIENNE WESTWOOD

ETHICAL FASHION ARTISANS, KENYA,

SEPTEMBER -NOVEMBER 2016



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Impact Assessment summary page

Client	Vivienne Westwood SS17
Country of production	Kenya
Producing entity (Social enterprise)	Artisans. Fashion EPZ Ltd
Date of Production	September – November 2016
Number of styles produced	15
Number of items produced	1731
Number of people involved in production	86
Number of communities involved	3
Skills involved	Preparation, Horn Crafting, Brass moulding, Aluminium Moulding, Leather crafting, Horn crafting, Hand Screen printing, Stitching, Supervision and Quality Control;
Materials	Cotton Canvas, Twill, Recycled Brass, Recycled Aluminium, Recycled Dhow Sail, Recycled Cans, Webbing, Cow Horn, Leather, Ink.

1. Traceability

Raw materials required for the order	Origin of raw materials	Suppliers	Raw materials provided/purchased by
Threads	Polyester	ACA Thread South Africa	EFA- EPZ
Thread	Nylon and Polycotton	Threads India	EFA- EPZ
Leather	Kenya	Sagana Tanneries Ltd	EFA- EPZ
Screen Printing Paste (ink)	Kenya (pigments)	Debros Kenya Limited	EFA- EPZ

Pigment	Kenya	Desbro Kenya Limited Kampala Road	Artisan. Fashion
Cotton Canvas and Twill	Kenya	Thika Clothe Mill Ltd	EFA- EPZ
Recycled Brass	Scrap dealers in Industrial Area Nairobi Kenya	Anthony and Alfred Brass Community groups	Community Artisans Limited
Recycled Aluminium	Scrap dealers in Industrial Area Nairobi Kenya	Anthony and Alfred Brass Community groups	Community Artisans Limited
Recycled Cans	Dandora Dumpsite	Scrap dealers at the dumpsite	EFA- EPZ
Recycled Dhow Sail	Malindi, Lamu, Kisumu, Sio-port	Fishermen	EFA- EPZ
Horn	Horn remains from Uganda	Horn Crafts Self Help Group	Community Artisans Limited
Sliders and Zip chain/tape	EPZ Changamwe	YKK	EFA- EPZ

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 Labor 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 to reduce extreme poverty and increase the export capacities of the regions in which it operates.

3. 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 tools allow the monitoring and evaluation of the efficiency and effectiveness of projects and identify 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 success stories instigated by the production of the collections.

4. ORDER CHARACTERISTICS

Style	Photo	Quantity	Groups involved in production
Dhow Sail Shopper		237	Ethical Fashion Artisans EPZ Ltd
Dhow Sail Diffle Rucksack		175	Ethical Fashion Artisans EPZ Ltd

Repopulate Venice Political Bag		104	Ethical Fashion Artisans EPZ Ltd
Siva Shopper Yoga		190	Ethical Fashion Artisans EPZ Ltd
Siva Zip Pouch		259	Ethical Fashion Artisans EPZ Ltd
Sell Cheap Leather Shopper		176	Ethical Fashion Artisans EPZ Ltd
Geometric Circle Crossbody		84	Ethical Fashion Artisans EPZ Ltd
Geometric Circle LEATHER Clutch		56	Ethical Fashion Artisans EPZ Ltd
Leather folded Plate clutch		9	Ethical Fashion Artisans EPZ Ltd

Africa Blanket Shopper		59	Ethical Fashion Artisans EPZ Ltd
Africa Blanket Buckle Clutch		48	Ethical Fashion Artisans EPZ Ltd
Africa Blanket Buckle Tech Case		65	Ethical Fashion Artisans EPZ Ltd
Squiggle Backpack Shopper		90	Ethical Fashion Artisans EPZ Ltd
Squiggle Bum bag		104	
Squiggle Pouch Zip		75	
Total		1731	

5. RESPECT

5.1. General features of the production groups

The Vivienne Westwood SS-17 order was produced between October and November 2016, providing work and income to artisans from poor and marginalised areas of Nairobi's informal settlement and rural areas.

- The order was produced by 86 artisans from three community groups and the Ethical Fashion Artisans Limited located at the Export Processing Zone (EPZ) in Athi-River.
- 51% of the participants in the order were women.
- 85% of the artisans were under 40 years old.
- 8% of participants had no dependents, 46% had one to three dependents and another 46% of artisans had from four and above dependents.

Focus Group Discussions-FGD revealed that the Vivienne Westwood 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. Majority of the artisans worked with one or more of recycled material during the order. These included Dhow Sail, Brass, Aluminium and beverage cans.

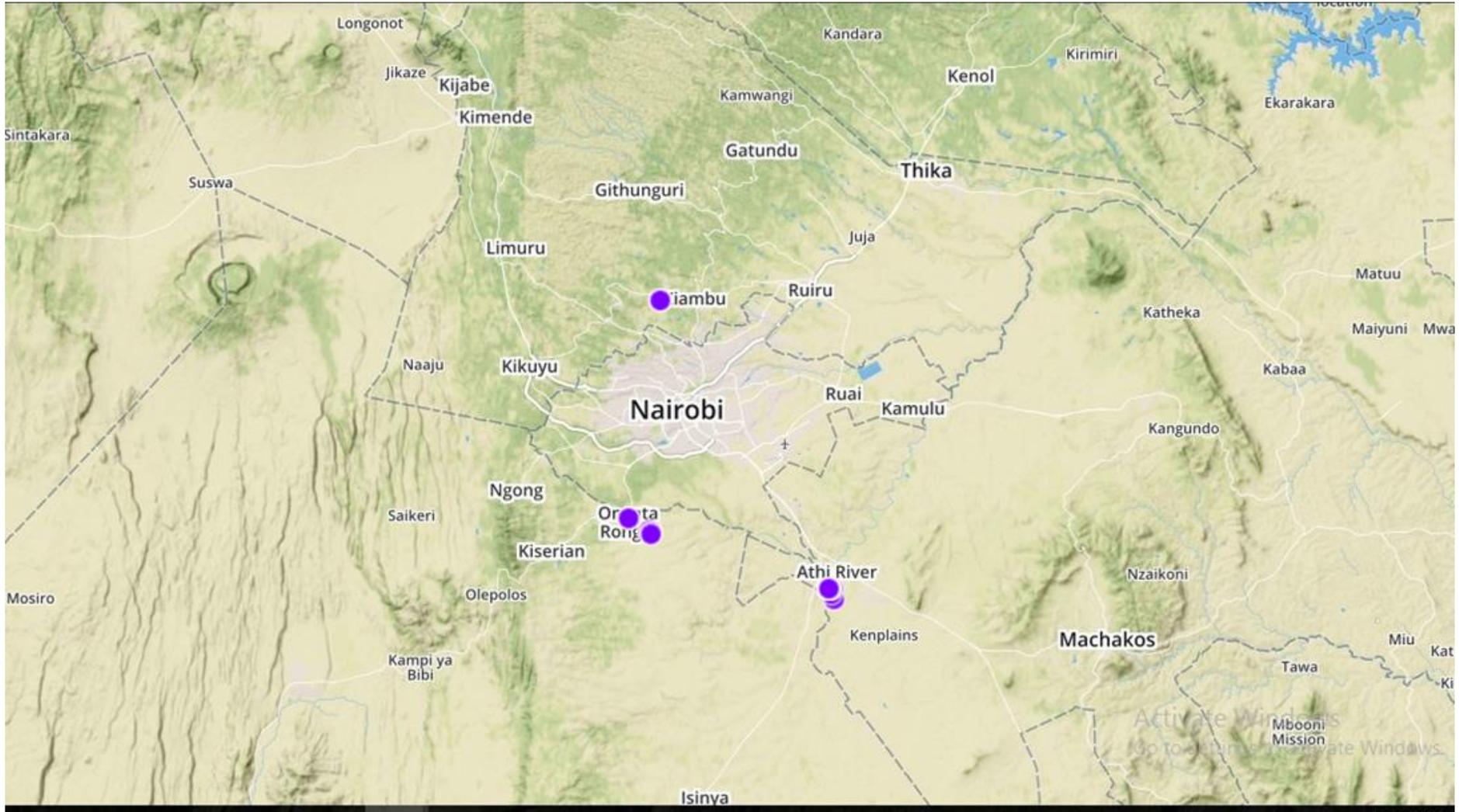
FGD further revealed that the order assisted the artisans to realize their ability to create luxury items using waste – a fact that they claimed was key to unlocking more business opportunities for domestic market.

5.2. 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
Artisan. Fashion EPZ-LTD	Athi-River	2015	Beadwork Preparation, Stitching, Screen printing, Finishing, Final quality control, Packing	68	56	Ethical Fashion Artisans LTD is a company focused on increasing positive social impact in East Africa
Cow horn crafts	Kiambu	2015	Cow horn and bone crafting	5	5	A group of highly skilled young men some of whom under rehabilitation from alcohol addiction and substance abuse.
Rangau Self Help Group	Kitengela	2013	Brass casting	9	1	Skilled brass casters organized under the leadership of an individual entrepreneur and his wife.
The O's Self Help Group	Ongata - Rongai	2015	Brass casting	4	4	The group offers apprenticeship to school dropouts and youth from poor background. They are currently in negotiation with the ministry of education – Kenya who are

						interested in imparting the brass casting skill to more young people in Kenya.
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5.3. Beneficiary distribution on the map



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

Vivienne Westwood SS-17order united artisans from diverse cultural backgrounds organized in groups known as self-help groups. Brass and aluminium casting to produce components for the bags was performed by creative artisans from Luo - Nilotic ethnic community. The Luo are river-lake nilots who were originally fishermen, however migration into towns introduced them to other livelihood activities such as brass casting.

The cow horn crafting was done by artisans from Gikuyu ethnic community well known for their industrious yet aggressive business acumen. Its however important to note that the group that worked on Vivienne Westwood SS-17 order were from Kiambu district – Kenya’s hub for coffee farming. The group however abandoned farming after realizing that horn crafting was a more lucrative venture with no politics which had riddled coffee farming.

5.5. External conditions during the order

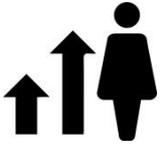
The Vivienne Westwood SS-17order was performed at a time when artisans were experiencing shortage of some materials such as born and horns. The shortage was however a result of unscrupulous middlemen who gathered horns from abattoirs and stashed them in containers for shipment to Asian markets where the demand is high. Some other materials such as dhow sail were difficult to source since the fishermen who use them have never considered the material being of value after they are worn out. As a result, the dhow sails are usually disposed off which made it difficult to collect.

5.6. Challenges faced by those involved in the order

The Vivienne Westwood SS-17 order was performed during the month of October which is usually the month of harvest in Kenya. However, this year Kenya experienced drought since August a situation that increased the cost of living caused by acute shortage of especially food. Livestock were reported dying and over 4 million Kenyans starving. This challenge affected majority of the artisans since their relatives in the village depended on them for supplies.

6. INVEST

6.1. Skill types engaged

 <p>SKILLS ENGAGED</p>	<ul style="list-style-type: none"> • 38% of the participants were involved in preparation. • 25% of the participants were involved in stitching • 17% of the participants were involved in Brass casting • 6% of the participants were involved in Screen Printing. • 6% of the participants were involved in supervision • 6% of the participants were involved in Horn crafting. • 2% of the participants were involved in Embroidery.
 <p>TRAINING</p>	<ul style="list-style-type: none"> • 98% of the artisans involved in the Vivienne Westwood SS-17order participated in training to improve their skills related to the order.

6.2. Cultural background of the skills used in the order

Horn crafting is a skill that was used notably in the Middle Ages for manufacturing some items such as drinking horns and blast (or "blowing", "winding" or Hunting) horns. In working with the horn it is first

softened and made malleable then molded into various shapes, such as spoons, scoops, combs, etc. During the Vivienne Westwood SS-17 order the horns were used to produce zip pullers for the bags.

Brass Casting - Brass is a metal alloy made of copper and zinc; the proportions of zinc and copper can be varied to create a range of brasses with varying properties

In the past the brass casting skills was found among blacksmiths and metal casters for decoration for its bright gold-like appearance and to produce regalia for ceremonies. During the order the artisans produced the VW logos and buckles using recycled brass from scrap materials such as locks, motor vehicle engine part, gears, bearings, doorknobs, valves; and plumbing items.

The skills such as Stitching, Embroidery and Hand Screen printing were learnt through training and mainly used for commercial purposes. The artisans with stitching skills are mostly engaged in the dress making business to generate the income from domestic market.

6.3. Techniques and skills development

The Vivienne Westwood SS-17 order was accompanied by on-the-job training which was instrumental in terms of increasing the artisans' creative imagination. In addition to being helpful in the smooth production of the order, the training also contributed towards improving artisans' awareness on matters environment.

7. SUSTAIN

7.1. Social responsibility

All work practices of the Ethical Fashion Initiative in collaborations with social enterprises and artisan's groups adhere to the Fair Labour Code of Conduct. During order there was an ongoing monitoring of work practices to ensure compliance to fair labour practice. There was constant feedback provided to the artisans and entities to enable improvement in all areas of work practices. The Impact Assessment questions on social responsibility give an indication of the empowerment the artisans experienced.

 SOCIAL RESPONSIBILITY	<ul style="list-style-type: none"> • 100% were confident and proud of their work. • 51% were satisfied with the way the order assisted them to provide for their families while 49% were not satisfied attributing their dissatisfaction to the ravaging drought experienced by their families in the period of the order. • 100% expressed their overall satisfaction with the opportunity to work provided by the Vivienne Westwood SS-17 order.
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7.2. 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.

 ENVIRONMENTAL RESPONSIBILITY	<ul style="list-style-type: none"> • 98% of the Vivienne Westwood SS-17 order was completed using recycled materials such as Horns, Dhow sail, scrap metals and cans.
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8. EMPOWER

8.1. Income and savings

The income received from Vivienne Westwood SS-17 order was different depending on the skills, tasks performed and the days of work. Majority of the artisans during focus group discussions revealed that they were satisfied with the income they received.

All artisans were paid through group bank accounts which encouraged savings and enhanced accountability. Operating a bank account was an inducement towards creation of wealth and control of the artisans' spending patterns.

 <p>INCOME</p>	<ul style="list-style-type: none"> • 85% of participants stated their income was higher than what they would have otherwise earned from the domestic market. • 15% of the participants did not experience income difference since they had regular employment with salary from Ethical Fashion Artisans Limited.
 <p>SAVING</p>	<ul style="list-style-type: none"> • 45% of participants were able to save money from the income received through the order. • 15% of participants were able to invest their earnings in education and skill development, farming, livestock, housing and small business.

8.2. Access to education

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

 <p>EDUCATION</p>	<ul style="list-style-type: none"> • 78% of participants contributed to part or of the school fees during the order.
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8.3. Health and Nutrition

The Impact assessment questions related to health give an indication of the benefits that income has on health care of the participants and their families. Focus group discussions revealed that receiving regular income allows artisans to maintain a healthy status.

 <p>HEALTH</p>	<ul style="list-style-type: none"> • 31% of participants experienced sickness in their household. 23% of them were able to receive treatment in private medical facilities and another 8% in public facilities. • 22% of artisans said that they would not have sought the same treatment without the income from the order while 9% would still visit the same facilities attributed to distance or the care offered.
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The impact assessment questions on nutrition give an indication of the nutritional improvement that an increased income brings to artisans.

 <p>NUTRITION</p>	<ul style="list-style-type: none"> • 3% of participants stated that with the money they earned during the order they never skipped a meal • 95% stated that despite experiencing food shortage they rarely skipped a meal in the period of the order. This was deliberate in order to save some money for future hard times.
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9. TESTIMONIALS

<p><i>Benta Awuor 38</i></p> 	<p><i>I am a mother of seven and have 4 other orphan whom I take care of. I decided to join my husband in performing this order so as to supplement family income. I worked mostly in the furnace. I was very happy to work on Vivienne Westwood order as it gave my family the money we need to settle legal fees for our son who is in his final year of secondary school and was involved in a serious indiscipline case. I pray that VW continues to send us orders since all that we own now was largely procured through VW orders.</i></p>
<p><i>Grace Imenje 35</i></p> 	<p><i>I am a mother of two. I worked on Vivienne Westwood SS-17 order as a preparation supervisor. This work was very instrumental in terms of helping me take care of my family.</i></p>

<p><i>Nickson Akhwale 22</i></p> 	<p><i>I worked on Vivienne Westwood SS-17 as a preparer. This work paid me very well. With the income, I met most of my needs and even save for my future. In particular, I was able to pay my rent and met other family needs.</i></p>
<p><i>Peter Sejero 31</i></p> 	<p><i>I am the screen printing supervisor at Artisans. Fashion. The Vivienne Westwood SS-17 helped me to develop in terms of skills and other needs. I appeal for more work so that the improvement I have hitherto experienced continue in my life.</i></p>
<p><i>George Otieno 24</i></p> 	<p><i>I have two dependent. I am an apprentice in our workshop. Vivienne Westwood SS-17 order gave me the opportunity to continue with my training of becoming a Brass caster. I care less about how much I earn because my aim is to have the skill which from my interaction with the skilled artisans reveal that it is well paying job. I am grateful that this order fostered my skill.</i></p>

10. CONCLUSION

The collaborative partnership between Ethical Fashion Initiative, Vivienne Westwood and the Artisans. Fashion is not only a strategy to champion development among poor artisans but also a cooperation that produces results. Vivienne Westwood SS-17 order provided an opportunity in which artisans who are primary beneficiaries took control of their destiny. The order initiated processes which helped artisans build ownership of their own development agenda by empowering them to take corrective actions especially towards environment.

Although it was by coincidence that the order was performed at a time when majority of the artisans were experiencing drought, its impact went beyond mere income which cushioned artisans from the harsh economic times. Vivienne Westwood SS-17 was completed almost entirely using recycled materials such as cans and scrap metals which would otherwise end up in creating mountains of landfills and sea debris thus contributing to erratic weather pattern as a result of mother nature fighting to redeem itself from human interference.

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