

Impact Assessment Report Spring - Summer 2018

Key Statistics

Total number
of units:
1,785

66%
women

90% saved for
school fees for the
term beginning January
2018

84% of artisans
improved their skills
through on the job
training

Total number of
artisans: **87**

82%
under 40

6 Community
Groups

100%
Worker **satisfaction**

Fact File

During this order artisans faced the challenge of heightened ethnic tension from the presidential elections.

Beaded panels used for coffee sack shoulder bag provided all beading artisans the opportunity to learn how to improve their creativity.

42% of this collection was produced using up-cycled materials!

It took one day for an artisan to produce one complete beaded panel.

Skills used.....

- Brass Casting
- Beading
- Cutting
- Embroidery
- Hand Screen printing
- Preparation
- Stitching
- Final quality control

Materials used.....

- ✓ Brass metals extracted from broken taps and padlocks
- ✓ Recycled coffee sacks
- ✓ Dhow sail collected from the Kenyan coast
- ✓ East African farmed cotton canvas and Maasai shukas

Social Impact



31% of the artisans saved their earnings, and 5% invested in education, health, housing and small businesses.



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



84% 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?



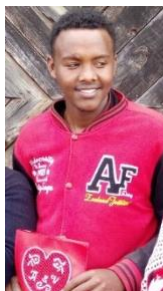
Benta Awuor, 39 years old

"I am a mother of nine children. I participated on the Vivienne Westwood spring-summer 2018 order as a brass caster working at the furnace. I was happy to work on the order at the time when there was little work for artisans following the disputed presidential election. The income from the order assisted me to feed my family".



Alice Okeyo, 43 years old

"I am a mother of four. I worked on Vivienne Westwood's spring-summer 2018 order as a preparer. I enjoyed working on the order with the up-cycled materials such as coffee sack and dhow sail materials. I used my income to pay rent, buy food and saved some to use during Christmas festivities".



Isiah Saindamo, 23 years old

"I am a father of one. The Vivienne Westwood spring-summer 2018 order gave me the opportunity to feed and to care for my young family. The order came when my wife had just given birth. I used some of the income to meet maternity bills."



Naserian Eunice, 25 years old

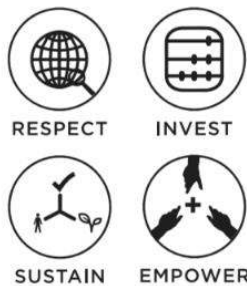
"I am a mother of three. I worked on the Vivienne Westwood spring-summer 2018 order as a beader. Beading the panel was very challenging. I received on-the-job training which greatly improved my beading skills".

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, the 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.



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: 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 |
|---------------------------------------|-------------------------------------------------------------------------------------|-----|----------------------------------------------------------------------------------------|
| Coffee Sack Duffle Bag |  | 118 | Artisan Fashion EPZ Ltd Rangau Designers Self-help group |
| Coffee Sack Runner Holdall |  | 197 | Artisan Fashion EPZ Ltd Rangau Designers Self-help group |
| Army Shuka Rucksack With side pockets |  | 109 | Artisan Fashion EPZ Ltd The O's Self-help group Rangau Designers Self-help group |
| Leather Shopper |  | 315 | Artisan Fashion EPZ Ltd |
| Get A Life Shopper |  | 231 | Artisan Fashion EPZ Ltd. |



| | | | |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Coffee sack Shoulder bag with Beaded panel</p> |  | <p>132</p> | <p>Artisan Fashion EPZ Ltd The O's Self-help group Rangau Designers Self-help group Bega kwa bega Self-help group Bead-check Self-help group Olonana women Self-help group Oldanyatti women Self-help group</p> |
| <p>Leather Pouch</p> |  | <p>211</p> | <p>Artisan Fashion EPZ Ltd Rangau Designers Self-help group</p> |
| <p>Shuka Pouch</p> |  | <p>338</p> | <p>Artisan Fashion EPZ Ltd Rangau Designers Self-help group</p> |
| <p>Dhow Sail Patchwork Shopper</p> |  | <p>134</p> | <p>Artisan Fashion EPZ Ltd</p> |
| <p>Total</p> | <p>1785</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, hand screen printing, preparation binding, stitching, final quality control and packing | 32 | 16 | No |
| The O's Self-help group | Brass Casting | 10 | 1 | Yes |
| Rangau Designers Self-help group | Brass Casting | 3 | 0 | Yes |
| Bega kwa bega Self-help group | Beading | 5 | 5 | Yes |
| Bead-check Self-help group | Beading | 5 | 5 | Yes |
| Olonana women Self-help group | Beading | 10 | 9 | Yes |
| Oldanyatti women Self-help group | Beading | 15 | 15 | Yes |
| Total | | 87 | 58 | |