

# IMPACT ASSESSMENT REPORT

Chan Luu Holiday 21

ARTISAN  
FASHION  
from ethical fashion artisans

ITC | Ethical  
Fashion  
Initiative

## KEY STATISTICS

2,025 units produced

7 artisanal groups

112 artisans



3,375 hours  
of work



84% of artisans  
were women



728 dependants



Materials used

- Beads
- Cow leather

Skills used

- Beading



25% of artisans saved from their order, and used the savings to pay for school fees

100% of artisans felt the order offered better employment and would like to receive more orders

+103% increase of income during the order compared to the artisans other occupation, mostly farming

Who made  
your  
clothes?



**Alice Wangala, 28 years old**

"I am a 28-year-old mother of 1 girl. Beading is not only my main source of income but also my passion: I enjoy making beautiful beaded products for international clients! I joined Ushindi Women Group last year and, thanks to this and the previous orders, I improved my skills and learnt how to manage my income".



**Mary Njeri, 30 years old**

"During the 7 years I have been working with Ushindi Women's group, I have been able to earn a stable income and provide for my family and my 2 children. In addition to beadwork, I own a vegetables farm. Skills such as time management and quality control, that I learnt working with Artisan Fashion, contributed also to the success of my small business."



**Ruth Mumbi, 39 years old**

"I have always lived in a slum, which comes with the challenge of few job opportunities. I earn my daily income as a cleaner or doing beadwork, which gives me a far better sense of purpose and allows me to care of my 3 children and my family. I really enjoyed working on the lapis and yellow bracelets, and I hope for more orders".



**Janet Jilo, 35 years old**

"Through beadwork, I have been able to afford school fees and basic needs for my 3 children and my family. I am grateful for the Chan Luu order, I enjoyed working on the black and turquoise short necklaces! My wish is to receive more orders, so that we can continue to empower ourselves and give a better life to our children".

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Join the  
conversation...

#WhoMadeMyClothes  
#NotCharityJustWork  
#TradeNotAid



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## The Ethical Fashion Initiative

The Ethical Fashion Initiative (EFI) is a flagship programme of the International Trade Centre (ITC), a joint agency of the United Nations and the World Trade Organization. For the Ethical Fashion Initiative, lifestyle choices impact livelihoods. EFI creates and strengthens social enterprises in emerging economies to connect discerning international brands in fashion, interiors and fine foods with talented local designers, artisans and micro-producers. Savvy investors, pro-poor champions and mindful consumers find value in a virtuous circle that creates not just premium products, but also stable, dignified work, and creative and resilient women, men and communities.

## 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, which are part of EFI's network.

## Artisan Fashion

Artisan Fashion was born in 2009, when the EFI setup a social project in Nairobi to coordinate production with marginalised communities throughout the region. As a true success story, the project has greatly expanded and in 2015, we became an independent social enterprise. Today, we work with some of the most recognisable fashion brands in the world specialising in the production of: jewellery, bags, homeware and accessories. We combine artisan creativity with a first-class production hub, and we offer our clients the opportunity to improve, trace and report on the fortunes of those involved in their production.

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