

Impact Assessment Report Lovers Knot 2019 Autumn Collection

Autumn-Winter 2019
Key Statistics

1760 units were produced

82%

Of the artisans employed were women

52% of artisans saved their income and used it to pay **school fees** and other needs

100% of artisans improved their skills through on-the-job training

147 artisans worked on the order

71% of artisans were under 40

8 artisan groups

100% Worker satisfaction

Fact File

Nearly all the artisans received some form of training to help with the production of the order.

Eight different community groups were involved in the production of the order.

The same techniques were used for the bag charms, as for the lovers knot earrings.

This order was a continuation of the previous MIMCO order, in an alternative colourway. This enabled the communities to become even more skilled with the techniques involved.

Skills used

- Preparation
- Beading
- Macramé
- Cutting
- Machine embroidery
- Stitching
- Final quality control

Materials used

- ✓ East African Cotton Canvas
- ✓ East African Cow Leather
- ✓ Imported hardware
- ✓ Glass seed beads
- ✓ Cotton wax cord

Social Impact



52% of the artisans saved from their earnings, and 94% felt the order offered better employment.



A regular income enabled artisans to maintain good health, thanks to regular meals and improved healthcare access. 15% reported illness in their families and sought treatment from health facilities near them.



100% of the participants received training which contributed to their income-generating prospects.



99% of the artisans were content with their working conditions, income and environment.

Who made your clothes?



Nancy Njeri, 46 years old

"I am a mother of four and member of Bega Kwa Bega. I have been working with Artisan Fashion for over six years. I earn a descent income, which helps me provide for my children including paying school fees. I complement my income with other odd jobs like doing laundry but the income is nothing compared to what I earn from Mimco through artisan fashion and for that I am grateful."



Joyce Orangi, 48 years old

"I am a poultry farmer and member of Sanata Women's Group. The good thing about working on Mimco orders through Artisan Fashion is that you also get time to work on other things! I work from 9 am to 4pm then go home to look after my chicken. The income from MIMCO serves as capital for my poultry business, which has really helped me expand. I am totally thankful to Artisan Fashion and Mimco."



Beth Nyambura, 26 years old

"I work with Bega Kwa Bega. Being a young mom living in the slums can be challenging. Working with Artisan Fashion has helped keep myself occupied with an activity that helps me earn money hence I can be able to support my young daughter as well avoiding bad company."



Carol Wanjiru, 26 years old

"I am a member of Ambassadors of Hope, ambitious business lady. I saved the income from Mimco through Artisan Fashion and opened a salon! It is doing well as I have also employed someone to help me when busy with Mimco job. Now I am saving to open a beauty shop next to my salon before the end of this year. All thanks to Mimco and Artisan Fashion"

**Join the
Conversation...**

**#WhoMadeMyClothes
#NotCharityJustWork
#TradeNotAid**



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. 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, which are part of EFI’s network.**



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 through traditional skills.

Fig 1: Order Summary




Style	Photo	Qty	Groups involved in production
Lovers Knot -Hip Bag		460	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group Uchanga Self-help Group Beadcheck Self-help group
Lover Knot - Pouch		550	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group Uchanga Self-help Group Beadcheck Self-help group
Bound Hoop Earrings Gold		250	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group Uchanga Self-help Group Beadcheck Self-help group
Full Flight Earrings Marshmallow		250	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group Uchanga Self-help Group Beadcheck Self-help group
Lovers Knot Earrings Marshmallow		250	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Gibbuni Self-help Group Ambassadors of Hope Self-help Group Olonana Women's group Dynasty Self-help Group Uchanga Self-help Group Beadcheck Self-help group
TOTAL		1760	

Fig 2: Community Groups and Skills

#	Group	Main skills used in the order	# of participants in the order	# of women	Training received?
1	Artisan Fashion EPZ Ltd.	Cutting, manual screen printing, preparation, binding, stitching, final quality control and packing	65	40	Yes
2	Bega Kwa Bega Self-help Group	Beading	10	10	Yes
3	Sanata Women's group	Beading	22	21	Yes
4	Gibbuni Self-help Group	Beading	5	5	Yes
5	Ambassadors of Hope Self-help Group	Macrame knotting and tassel making	15	15	Yes
6	Olonana Women's group	Beading	12	12	Yes
7	Dynasty Self-help group	Beading	4	4	Yes
8	Uchanga Self-help group	Beading	6	6	Yes
9	Beadcheck Self-help group	Beading	8	8	Yes
	Total		147	121	