Impact Assessment Report
Lovers Knot 2019 Autumn Collection

Key Statistics

**Autumn-Winter 2019**

- **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
- **147 artisans worked on the order**
- **71%** of artisans were under 40
- **100%** of artisans improved their skills through on-the-job training
- **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.**
- **100% of the participants received training which contributed to their income-generating prospects.**
- **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.**
- **99% of the artisans were content with their working conditions, income and environment.**
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

<table>
<thead>
<tr>
<th>Style</th>
<th>Photo</th>
<th>Qty</th>
<th>Groups involved in production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lovers Knot - Hip Bag</td>
<td><img src="image1" alt="Lovers Knot - Hip Bag" /></td>
<td>460</td>
<td>Artisan Fashion EPZ Ltd.  &lt;br&gt; Bega Kwa Bega Self-help Group  &lt;br&gt; Sanata Women’s group  &lt;br&gt; Ambassadors of Hope Self-help Group  &lt;br&gt; Olonana Women’s group  &lt;br&gt; Dynasty Self-help Group  &lt;br&gt; Uchanga Self-help Group  &lt;br&gt; Beadcheck Self-help group</td>
</tr>
<tr>
<td>Lover Knot - Pouch</td>
<td><img src="image2" alt="Lover Knot - Pouch" /></td>
<td>550</td>
<td>Artisan Fashion EPZ Ltd.  &lt;br&gt; Bega Kwa Bega Self-help Group  &lt;br&gt; Sanata Women’s group  &lt;br&gt; Ambassadors of Hope Self-help Group  &lt;br&gt; Olonana Women’s group  &lt;br&gt; Dynasty Self-help Group  &lt;br&gt; Uchanga Self-help Group  &lt;br&gt; Beadcheck Self-help group</td>
</tr>
<tr>
<td>Bound Hoop Earrings Gold</td>
<td><img src="image3" alt="Bound Hoop Earrings Gold" /></td>
<td>250</td>
<td>Artisan Fashion EPZ Ltd.  &lt;br&gt; Bega Kwa Bega Self-help Group  &lt;br&gt; Sanata Women’s group  &lt;br&gt; Gibbuni Self-help Group  &lt;br&gt; Ambassadors of Hope Self-help Group  &lt;br&gt; Olonana Women’s group  &lt;br&gt; Dynasty Self-help Group  &lt;br&gt; Uchanga Self-help Group  &lt;br&gt; Beadcheck Self-help group</td>
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<tr>
<td>Full Flight Earrings Marshmallow</td>
<td><img src="image4" alt="Full Flight Earrings Marshmallow" /></td>
<td>250</td>
<td>Artisan Fashion EPZ Ltd.  &lt;br&gt; Bega Kwa Bega Self-help Group  &lt;br&gt; Sanata Women’s group  &lt;br&gt; Gibbuni Self-help Group  &lt;br&gt; Ambassadors of Hope Self-help Group  &lt;br&gt; Olonana Women’s group  &lt;br&gt; Dynasty Self-help Group  &lt;br&gt; Uchanga Self-help Group  &lt;br&gt; Beadcheck Self-help group</td>
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<tr>
<td>Lovers Knot Earrings Marshmallow</td>
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</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>1760</td>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>
Fig 2: Community Groups and Skills

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