

## Impact Assessment Report Lovers Knot 2020 Collection

Spring – Summer 2020

### Key Statistics

**1380** units were produced

**89%**

Of the artisans employed were women

**61%** 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

**124** artisans worked on the order

**59%** of artisans were under 40

**7** artisan groups

**100%** Worker satisfaction

### Fact File

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

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

A new jewellery technique of thread wrapping was introduced, and successfully implemented by the artisans.

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
- Thread wrapping
- 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



61% of the artisans saved from their earnings, and 95% felt the order offered better employment.



A regular income enabled artisans to maintain good health, thanks to regular meals and improved healthcare access. 13% 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.



100% of the artisans were content with their working conditions, income and environment.

## Who made your clothes?



**Samuel Saruni 23 years old**

*“Being a Maasai young man, I am expected to have a family by now. But I chose a different path. I joined college but I have to pay my school fees because my parents do not believe in higher formal education. That is why I work part-time with Olonana womens group. Through working with them, I am able to pay for my school fees as well as cater for my other needs. I am grateful to Artisan Fashion for empowering the women and Youth of Ma’ community.”*



**Grace Sayiore, 22 years old**

*“I am thankful for the opportunity to work with Artisan Fashion because it has helped me become an independent young lady through earning income from bead work. This has helped me avoid early marriage contrary to what my Maasai community believe, that a young lady like me should already have a family. My goal is to be financially independent and empower other girls to work hard in school and break the early marriage cycle.”*



**William Ledama, 23 years old**

*“Beadwork begun as a hobby. When I was a boy, I would watch my mother make beautiful jewelry out of beads. I grew to love beadwork as years went by. Artisan Fashion is helping me realize that beadwork is a professional just like any other and I believe it will help me afford all my needs and live a better life. I plan on taking a professional course on entrepreneurship so that I can be able to manage and invest the money I get from working with Artisan Fashion.”*



**Grace Macharia, 40 years old**

*“I am a member of Gibbuni self-help group and I enjoy making orders for Artisan Fashion. The money I was paid for this order was enough to help feed my family regular meals. I am happy to also be able to pay school fees for my 3 children with the additional income I now get from the beading skills I have and the work I do with Gibbuni.”*

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		390	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Ambassadors of Hope Self-help Group Olonana Women's group Beadcheck Self-help group
Lovers Knot - Pouch		390	Artisan Fashion EPZ Ltd. Bega Kwa Bega Self-help Group Sanata Women's group Ambassadors of Hope Self-help Group Olonana Women's group Beadcheck Self-help group
Lovers Hoop Earrings		300	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 Beadcheck Self-help group
Lovers Hair Clip		300	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 Beadcheck Self-help group
<b>TOTAL</b>		<b>1380</b>	

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, manual screen printing, preparation, binding, stitching, final quality control and packing	41	30	Yes
Bega Kwa Bega Self-help Group	Beading	14	14	Yes
Sanata Women's group	Beading	26	26	Yes
Gibbuni Self-help Group	Beading	9	9	Yes
Ambassadors of Hope Self-help Group	Macrame knotting and tassel making	9	9	Yes
Olonana Women's group	Beading	18	15	Yes
Beadcheck Self-help group	Beading	7	7	Yes
<b>Total</b>		<b>124</b>	<b>110</b>	