Impact Assessment Report
Lovers Knot 2020 Collection

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.

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. 13% reported illness in their families and sought treatment from health facilities near them.

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

<table>
<thead>
<tr>
<th>Style</th>
<th>Photo</th>
<th>Qty</th>
<th>Groups involved in production</th>
</tr>
</thead>
</table>
| Lovers Knot - Hip Bag  | ![Lovers Knot - Hip Bag](image)                                        | 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    | ![Lovers Knot - Pouch](image)                                         | 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   | ![Lovers Hoop Earrings](image)                                         | 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       | ![Lovers Hair Clip](image)                                            | 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 |
| **TOTAL**              |                                                                        | 1380|                                                                                                 |
## Fig 2: Community Groups and Skills

<table>
<thead>
<tr>
<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>Artisan Fashion EPZ Ltd.</td>
<td>Cutting, manual screen printing, preparation, binding, stitching, final quality control and packing</td>
<td>41</td>
<td>30</td>
<td>Yes</td>
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<tr>
<td>Bega Kwa Bega Self-help Group</td>
<td>Beading</td>
<td>14</td>
<td>14</td>
<td>Yes</td>
</tr>
<tr>
<td>Sanata Women’s group</td>
<td>Beading</td>
<td>26</td>
<td>26</td>
<td>Yes</td>
</tr>
<tr>
<td>Gibbuni Self-help Group</td>
<td>Beading</td>
<td>9</td>
<td>9</td>
<td>Yes</td>
</tr>
<tr>
<td>Ambassadors of Hope Self-help Group</td>
<td>Macrame knotting and tassel making</td>
<td>9</td>
<td>9</td>
<td>Yes</td>
</tr>
<tr>
<td>Olonana Women’s group</td>
<td>Beading</td>
<td>18</td>
<td>15</td>
<td>Yes</td>
</tr>
<tr>
<td>Beadcheck Self-help group</td>
<td>Beading</td>
<td>7</td>
<td>7</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>124</strong></td>
<td><strong>110</strong></td>
<td></td>
</tr>
</tbody>
</table>