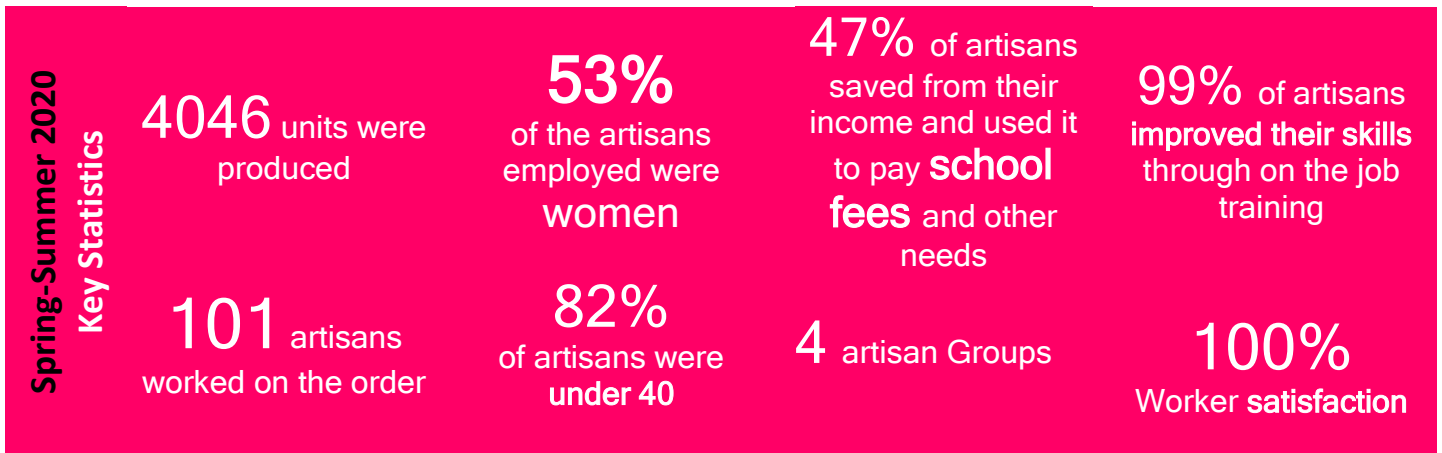






Impact Assessment Report

Spring - summer 20



<p>Fact File</p> <ul style="list-style-type: none"> The embroidery designs on three of these seasons' styles took a full day to embroider one artwork. A new embroidery technique was used for two of the styles, so training was provided for this. An element of recycled materials were used on 18 of the styles this season. 	<p>Skills used.....</p> <ul style="list-style-type: none"> Brass Casting Hand Screen printing Beading Preparation Cutting Stitching Embroidery Final quality control <p>Materials used.....</p> <ul style="list-style-type: none"> ✓ Brass metals extracted from recycled taps and padlocks. ✓ Rubber from recycled inner tube. ✓ East African Cotton Canvas ✓ East African Cow leather ✓ Recycled cow horn
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Social Impact

 <p>47% of the artisans saved their earnings, and 93% felt the order offered better employment.</p>	 <p>A regular income enabled artisans to maintain their health, with regular meals and improved healthcare access. 26% reported illness and sought treatment from public health facilities.</p>
 <p>99% of the participants received training which contributed to their income-generating prospects.</p>	 <p>100% of the artisans were content with their working conditions, income and environment.</p>

Who made your clothes?



Lucy Wamucci, 27 years old

"I have been working with Ethical fashion for three years. I am a single mom 2 handsome boys. The earnings from Vivienne Westwood order helped me provide school fees for my two boys as well as helping clear hospital bills for my mum who was recently admitted."



Grace Wayua, 43 years old

"For the past 5 years I have worked here, I have been able to provide for my family comfortably. I enjoy working on Vivienne Westwood order to Artisan Fashion because of a very good, friendly and approachable culture there. With my fellow employees...we are like one big family."



Raphael Kimani, 24 years old

"Before joining Artisan Fashion, I was a cloth Vender in Gikomba market in Nairobi, a business disrupted by the 2017 general elections. I began working with Artisan Fashion in 2019 January and since then my living standards have greatly improved. I have been able to comfortably pay my bills as well as take care of my small brother and my grandmother. I am a genuinely a happy employee."



Hudson Madegwa, 34 years old

"I was born in Mombasa county but relocated to Nairobi in search of job and indeed found it. This job has provided me with a stable salary which has helped me support my family and also save for the future."

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 with traditional skills.

Fig 1: Order Summary

Style	Photo	Qty	Groups involved in production
World Map Utility Shopper		Natural: 334 Black: 246 Sml Natural: 192 Sml Black: 165	Artisan Fashion EPZ Ltd. Rangau Designers The O's Self Help Group
World Map Pouch		Black: 291 Natural: 228	Artisan Fashion EPZ Ltd. Rangau Designers The O's Self Help Group
Motherfucker Round Shopper		Black: 197 Red: 141	Artisan Fashion EPZ Ltd. Rangau Designers The O's Self Help Group
University Shopper		Black: 87 Natural: 45	Artisan Fashion EPZ Ltd. Rangau Designers The O's Self Help Group
University Laptop Case		Natural: 20 Black: 40	Artisan Fashion EPZ Ltd. Rangau Designers The O's Self Help Group
Manifesto Propaganda Bag		65	Artisan Fashion EPZ Ltd.
Manifesto Rucksack		116	Artisan Fashion EPZ Ltd. Rangau Designers

Manifesto Hat		65	Artisan Fashion EPZ Ltd.
Punk Disposable Leather Shopper		87	Artisan Fashion EPZ Ltd. Cownhorn Africa
Punk Disposable Leather Pouch		89	Artisan Fashion EPZ Ltd. Cownhorn Africa
Punk Tits Leather Shopper		103	Artisan Fashion EPZ Ltd. Cownhorn Africa
Punk Tits Leather Pouch		84	Artisan Fashion EPZ Ltd. Cownhorn Africa
Punk Mini Tiger Shoulder Bag		131	Artisan Fashion EPZ Ltd. Rangau Designers The O's Self Help Group
Woodstock Rucksack		49	Artisan Fashion EPZ Ltd.
Woodstock Holdall		Large: 549 Sml: 475	Artisan Fashion EPZ Ltd.


Woodstock Pouch		247	Artisan Fashion EPZ Ltd.
TOTAL		4046	

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	88	53	Yes
Rangau Designers	Recycled brass casting.	7	1	No
The O's Self Help Group	Recycled brass casting.	3	0	No
Cowhorn Africa	Horn carving.	3	0	No
Total		101	54	