

Impact Assessment Report Tsavo Twist 2021

OND-2021
Key Statistics

1280 units were produced

94%

Of the artisans employed were women

45% of artisans saved their income and used it to pay **school fees** and other needs

97% of artisans improved their skills through on-the-job training

370 artisans worked on the order

47% of artisans were under 40

4 artisan groups

99% Worker satisfaction

Fact File

This order was produced by women, the majority of whom in advanced ages however, who boast of the fineness honed by years of basket weaving. This work enabled them to continue their cultural heritage.

Due to the COVID 19 pandemic, artisans found it difficult to afford basic needs such as food, proper housing and health care. These conditions may have contributed to increased health problems

All artisans who took part in production of this collection received prior training on quality requirements and necessary techniques. Training sessions were carried out observing all Covid 19 guidelines.

Skills used

- Weaving
- Cutting
- Preparation
- Binding
- Stitching
- Cleaning
- Packing
- Quality Control.

Materials used

- ✓ Palm
- ✓ Raffia
- ✓ Cow leather
- ✓ East African Cotton
- ✓ Italian Wax cord

Social Impact

45% of the artisans saved from their earnings, and 98% felt the order offered better employment.

97% 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. 39% reported illness in their families and sought treatment from health facilities near them.

73% of the artisans were content with their working conditions, income and environment.

Who made your clothes?



Mary Majina, 42 years old

“Am a mother to 2 beautiful girls. I could describe weaving as a form of therapy. Any time I feel stressed about an issue especially money, I just pick palm leaves, start weaving and Voila! I forget about all my worries and my mood is elevated instantly. I enjoyed working with Ethical Fashion Artisan on the OND palm basket order and I pray that more work will come our way.”



Elisna Gombe, 48 years old

“I am a mother to three children. My oldest daughter, in high school, learnt to weave from me. She still sits next and watch me weaving while on school holidays. If it’s not for the Mimco OND order, it would have been difficult for me to get enough school fees to send her and the siblings to school. And that, is my greatest fear as a parent.”



Mercy Wambanga, 37 years old

“Am a mother to 3 children. At first, weaving was only a hobby to me but as I continued perfecting my weaving skills, I started to monetize it. Weaving has enabled me to put food on the table for my family every day, send my children to school and support my mother who is now 72 years old. My wish is that we receive more orders so that myself and other women like me can continue to benefit.”



Loise Mangenga, 71 years old

“I have been weaving for as long as my memory can take me. Weaving is special to me because I use it to connect with my grandchildren. Every evening as we wait for dinner to get ready, my four grandchildren gather around where I am seated weaving and listen to an old folk tale. I am always grateful to Artisan Fashion for the orders. There is a story behind every basket I weave and that is what makes them special!”

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. For the Ethical Fashion Initiative, lifestyle choices impact livelihoods. EFI creates and strengthens social enterprises in emerging economies to connect discerning international brands in fashion, interiors and fine foods with talented local designers, artisans and micro-producers. Savvy investors, pro-poor champions and mindful consumers find value in a virtuous circle that creates not just premium products, but also stable, dignified work, and creative and resilient women, men and communities.

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
Tsavo Twist Tote Black		225	Artisan Fashion EPZ LTD Hadithi Community Based Organization
Tsavo Twist Mini Tote Black		225	Artisan Fashion EPZ LTD Hadithi Community Based Organization
Bind Bangle Alabaster		150	Smart Young mothers group Ushindi women group
Bind Earing Black		150	Smart Young mothers group Ushindi women group

Bind Hoop Alabaster		200	Smart Young mothers group Ushindi women group
Bind Statement Earing Black		150	Smart Young mothers group Ushindi women group
TOTAL		1100	

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	47	25	Yes
Hadithi CBO	Weaving	300	300	Yes
Smart Young Mothers group	Raffia wrapping, cutting, preparation	8	8	Yes
Ushindi Womens Group	Raffia wrapping, cutting, Preparation	15	15	Yes
Total		370	348	