Buildher

UPDATES AND HIGHLIGHTS
2022 | ISSUE 01

www.buildher.org

Hello From

Tatu Gatere

We have just been through a very intense first quarter and we are excited to head into the next Cohort of training. I would like to thank my entire team and our partners for the energy, hard work and continuous contribution you all bring to Buildher.

During this period, I have watched Buildher grow in experience and depth of impact with excitement, observing the opportunities and challenges we are navigating, as well as the inevitable successes and failures we keep meeting along the way.

Through this observation my team and I have come to reflect upon a few lessons that have shifted our growth and program strategy, reinforced our commitment to keep continuous improvement at the forefront of our development, and ensure that the way we see and measure our development gives us an accurate lense of where we are and what areas we need to improve.

I am excited to share our cohort update with you!

Tujenge Pamoja!

Our Impact to Date

208
Women graduated with accredited construction skills.

80%
Buildher artisans currently pursuing skilled roles in construction sector.

530%
Increase in income for Buildher women after 4 months of training.

$360,000
Calculated average added benefit/value for the women in the program per year

53
Total women in self-started business or independent subcontracting in construction

33
Employers implementing policy changes to incorporate gender, sexual harassment & dignified pay.

5180+
Total direct & indirect beneficiaries impacted by Buildher

92
women who have obtained NITA accreditation

Our Learning This Cohort

Transition to Work and Opportunities for Growth & Upward Mobility/ Progress

Buildher's data showed an emerging gap in artisans transition from training to employment, where trainees lacked confidence and determination moving through job applications and career transition; with prolonged periods of unemployment contributing to low self-esteem and self doubt.

In an effort to promote grit, self reliance, and motivation, the Buildher team developed supplemental learning and employability strategies to address this gap including:

The introduction of Internship requirements during the 4-month training component:
Where Buildher trainees are required to seek out paid weekend jobs during their last two months of training. This exercise has boosted trainees' confidence in seeking employment as well as negotiating work and decent pay. It's exciting to report that 90% of Cohort 07 trainees secured consistent weekend jobs as a result of this exercise.

Self Placement of Buildher Artisans with self sourced employers/ entrepreneurs:
The redesign of Buildher's work readiness training now prepares trainees to actively approach sites/ employers to secure self-placement. The Buildher placement team also developed supportive approaches, for self placed artisans including guidance and check-ins to ensure artisans are working in safe, dignified and supportive environments. Self placement has not only resulted in artisans earning increased incomes but has also resulted in trainees linking their peers to jobs.

Placement through Community employers:
An emerging pathway to employment where Buildher artisans obtain work opportunities within their settlements and communities. This pathway has shown the highest possibility to transition women artisans into entrepreneurship with most women artisans within this pathway actively saving and purchasing tools and equipment to start their own commercial workshops.

Awards

This Cohort we celebrate two awards received from WIRE Kenya's 2022 Legends and Leaders, in recognition and acknowledgement of women's leadership and contribution to the Built Environment,

Women in Real Estate (WIRE) is the industry's premier networking organisation dedicated to advancing the achievements of women in the built industry. They aim to link, encourage, equip, and empower women real estate professionals in Kenya. Wire will be an invaluable champion of the report's findings, supporting the consortium to disseminate its findings. The report can help WIRE to build its evidence base and influence current programming such as its mentor-mentee programme that targets young professionals in the built environment.

Tatu Gatere | CO Founder & CEO: Women Who Build Award

In recognition of Tatu's tremendous contribution in development and mentorship of young professionals in the construction industry.

With more than 15 years' experience in the built environment sector, Tatu has demonstrated relentless hard work and passion to support Women in construction through co-founding and leading Buildher's mission, advancing gender equality in construction while also supporting and mentoring over 300 women artisans within the last 3 years.

Jane Kiio | Artisan of The Year Award

Jane Kiio, a 50-year old Cohort 05 graduate, was recognized for her courage to challenge socio-cultural norms and choose a path in a construction profession despite stereotypes.

She has demonstrated focus and leadership, often serving as a role model & mentor who has influenced other women to join Buildher and actively establish careers in the construction sector.

Buildher Production: 2022 Collection

Buildher Products launched a number of new styles in 2022. The Kidzoh Collection (Kidzoh comes from a Giriama word “KIZURI” meaning good, beautiful or complete) was inspired by the Mwihaki Collection. Like Mwihaki she is an elegant and graceful collection that adds lighter weight accessories to our product catalogue.

We have also re-designed and relaunched the Owuok Collection through the incorporation of customer feedback and design iteration. The redesigned collection maintains its' signature beveled edge, with the addition of midcentury tapered legs, as well as a playful multi-functional design aesthetic.

Additionally, as part of our sustainability efforts in the production section, Buildher Products also launched Charcuterie Boards (round trays) under the accessory line. These boards are made from wooden off-cuts from the shop floor.

Our 2022 production focus is to increase sales, raise the standard of production quality, consistency and operational safety; while also maintaining the successful transition of women production artisans (who complete the 1-year production apprenticeship program) to high skill, high pay employment opportunities with leading value driven furniture companies across the city.

Image 1: Kidzoh Foldable Stool
Image 2: Charcuterie Boards

Meet Our Board

James Mitchell
Co-founder & Chair

Robyn T. Emerson
Board Member

Wambui Munene
Board Member

Tatu Gatere
Co-Founder & CEO

New Board Members

Sally Kahiu | Board Member
Sally is a Strategic Communications and Brand Development Advisor. She has 13+ years of experience in developing and elevating brands, advocacy communications, building sustainability strategies and stakeholder management. Her work has included working as the Head of Corporate Communications and Marketing at Kenya Association of Manufacturers (KAM). She is also the Lead Coordinator for the Association's Women in Manufacturing (WIM) Program

Joseph Kimani | Board Member
Kimani is an experienced community organizer with over 19 years of experience in community engagement, research, and development. He is the Executive Director of Slum Dwellers International - Kenya. Kimani has a Masters in Community Economic Development and has worked extensively with Civil Society Organizations in civic and political rights, peace building, economic development, governance and community organization.

Johann De Wet | Board Member
Johann has worked as an architect since the mid-nineties and is currently a Director at Boogertman and Partners, a leading African Architectural firm with offices in Johannesburg, Pretoria, Cape Town, Stellenbosch, Durban and Kenya, and projects throughout Africa and the Middle East. Johann brings a wealth of knowledge and experience of quality standards in construction, as well as key products and players in the built environment sector, in both South Africa and Kenya.

See our core team at https://www.buildher.org/team/

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TARPO

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