

## IMPACT ASSESSMENT MIMCO, DECEMBER-JANUARY 2015

The Ethical Fashion Initiative carried out an Impact Assessment during the production of MIMCO December-January 2014-2015 orders in Kenya.

Impact Assessment enables the Ethical Fashion Initiative to monitor, evaluate and provide feedback on compliance with fair labour standards and the impact the order had on people and the communities they live in.

### CORE FINDINGS

The impact of the MIMCO order on the participants was tangible: artisans earned a higher wage with which they could contribute directly to their household and/or save for the future use. In addition to increased earnings, the MIMCO order provided the artisans with the opportunity to improve their skills in order to meet the quality threshold, not only on MIMCO items but also for their own local production. The results of the order suggest that a continued investment in training, product design, and capacity building can yield substantial positive outcomes.

### GENERAL FEATURE OF THE GROUP (BENEFICIARIES)

The order was produced between December 2014 and January 2015, providing work and income to artisans from poor and marginalised areas.

- The order was produced by 293 artisans.
- Artisans were from the Ethical Fashion Africa Ltd (EFAL) Godown Hub, with 170 participants, and 8 different community groups.
- Most of the beaders were from rural areas, most of which belong to nomadic pastoral tribes.
- 93% of the participants in the order were women.
- 70% of the artisans were under 35 years old.
- The order engaged three skills levels defined by the EFAL:
  - Skilled artisans – Stitching, Embroidery, Quality Control and Supervisory Skills.
  - Semi-skilled artisans – Screen Printing and Beading skills.
  - Manual artisans – Preparation and Finishing.

### IMPACT: INCOME



- Income was dependent on the skill level engaged, the speed and productivity of artisans in a day.
- The order allowed the income of skilled artisans to increase on average by 38%
- For semi-skilled artisans the income increased on average by 22%.

### IMPACT: TRAINING RECEIVED



- 95% of artisans received training during the production of the order.
- 48% of artisans were trained in Preparation, 46% in Tailoring, 2% in Quality Control and Supervision.
- 100% of trainees reported they were able to pass on their knowledge to others.

## IMPACT: WOMEN EMPOWERMENT



- 47% of women were able to save money from the income received from the order.
- The majority of the participants working on the order were single mothers.

## IMPACT: HEALTH AND NUTRITION



- 97% of artisans reported that the money from the order enabled them to provide healthier meals for their families.
- Among the 68% of respondents that experienced sickness in their household, 68% admitted that they would not have sought the same treatment without the income from MIMCO's orders.

## IMPACT: BANKING AND CAPACITY TO SAVE



- On average, low skilled and semi-skilled artisans were able to save 19% of their income earned during the order period.

## ACCESS TO EDUCATION



- 75% of respondents contributed to all or part of the school fees during the order.
- The Focus Group Discussion (FDG) revealed that women contributed towards the education of their children more than men.

## IMPACT: ENVIRONMENTAL SUSTAINABILITY



- 40% of artisans re-used or recycled leftovers fabric to make other goods for economic gain.
- 58% of those surveyed contributed to reducing environmental degradation by deliberately participating in activities such as collecting garbage, planting trees or draining open sewers.

## IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- 98% of artisans admitted to be satisfied and proud of their work.
- 99% reported to be satisfied with the number of working hours per day.
- 90% of participants said that the money they earned during the order was enough to cover all or at least their basic needs.
- 59% of respondents were satisfied with the way the money helped them to support their family and dependents.

## ARTISAN TESTIMONIES

### Testimonials

Beth, 41



*I worked on the MIMCO order as a supervisor. The order was rich with components, included 5 skill levels. I supervised stitching, preparation and finishing sections. During the order I got sufficient disposable income which I used to meet my rent and school fees for my daughter.*

Dorcas, 45



*I am a widowed mother of two boys. The MIMCO order offered me a great opportunity to acquire knowledge on quality standards and better stitching techniques. I also got good income which I used to contribute towards meeting my son's dowry.*

Sarah



*I am a mother of one boy. The MIMCO order was very good to me as a tailor. It required high concentration and accuracy which helped me improve on my tailoring ability. I now use the tailoring skills I acquired to make dresses which I sell to get more income.*

Alice, 24



*The MIMCO order was very good to me. I worked on beadwork which included about 5300 beads on the pouch. I also worked on preparation of the bags. I received good income which I used to do my hair and to buy a new dress for Christmas.*

## CONCLUSION:

The findings indicate that the MIMCO order offered the participants the opportunity to work at different skill levels. This was particularly important for community groups usually with very few options of work. Artisans that participated in the order managed to work on more than one task increasing their income opportunities. In addition thanks to the better income received during the MIMCO order, participants were able to train especially on new beading, embroidery and stitching.

## ABOUT THE ETHICAL FASHION INITIATIVE

The Ethical Fashion Initiative is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization. The Ethical Fashion Initiative reduces global poverty by linking micro-producers to the international supply chain of fashion. The Ethical Fashion Initiative is not a charity. The Ethical Fashion Initiative facilitates dignified work at a fair wage. This is achieved by connecting some of the world's most marginalised artisans in Africa and Haiti with the fashion industry's top talents, for mutual benefit. The Ethical Fashion Initiative also works with upcoming designers in West Africa to promote African creativity and encourage local manufacturing.

In everything it does, the Ethical Fashion Initiative develops local creativity, fosters predominantly female employment and empowerment, promotes gender equality to reduce extreme poverty and increase the export capacities of the regions in which it operate.

### For more information contact:

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