

## IMPACT ASSESSMENT STELLA MCCARTNEY, SS15 - KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the production of Stella McCartney Spring/Summer 2015 from October to December 2014. 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 artisans and the communities they live in.

### CORE FINDINGS

The impact of Stella McCartney SS15 order on the participants was tangible: workers earned a higher wage which contributed directly to their household expenses while some were even able to save. In addition to a better income, the Stella McCartney SS15 order provided artisans with the opportunity to upgrade their skills to meet the quality threshold, not only on Vivienne Westwood items but also for their own local production and customer base.

### GENERAL FEATURE OF THE GROUP (BENEFICIARIES)

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

- The order was produced by 46 artisans.
- The order was produced through a Kenyan Social Enterprise, Ethical Fashion Artisans EPZ (Export Processing Zone) Ltd., headquartered in Nairobi.
- The order engaged three skills levels:
  - Skilled artisans – Quality Control, Supervisory and Stitching.
  - Semi-skilled artisans – Screen Printing.
  - Manual artisans – Preparation, Finishing, Labelling and Packing.
- 83% of the participants in the order were women.

### IMPACT: INCOME



- The order allowed the income of skilled artisans to increase on average by 3% and low skilled artisans by 37%.
- 63% of surveyed artisans reported that they earned more than they would have other ways.

### IMPACT: TRAINING RECEIVED



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

### IMPACT: HEALTH AND NUTRITION



- Among the 26% of respondents that experienced sickness in their household, 9% were able to receive treatment in private medical facilities and 17% in public facilities.
- 13% would not have sought the same treatment without the income from the order.
- 100% of artisans reported that the money from the order enabled them to provide healthier and more regular meals for their families.

## IMPACT: BANKING AND CAPACITY TO SAVE



- 37% of artisans (33% women) were able to save from income received from the order.
- On average artisans were able to save 24% of their earnings during the period of the order.
- 4% of participants (2% women) were able to invest money out of their income from the order.

## ACCESS TO EDUCATION



- On average two children per family were maintained in schools thanks to the income from the order.
- 59% of respondents contributed to all or part of the school fees during the order.

## IMPACT: ENVIRONMENTAL SUSTAINABILITY



- 58% of those surveyed contributed to reducing environmental degradation by deliberately participating in collecting garbage, planting trees or draining open sewers.

## IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- 98% of artisans reported to be satisfied with the number of working hours per day.
- 80% of artisans said that the money they earned during the order was enough to cover their needs.
- 100% of respondents were satisfied with the way the money helped them to support their family and dependents.
- 100% of artisans were confident, satisfied and proud of their work.

## ARTISAN TESTIMONIES

### Testimonials

#### **Ann Mbithe**



*I am 24 years old and I take care of my mother. In the production of the Stella McCartney order I worked as a supervisor. The income from the order assisted my family to have healthy meals, to pay rent and to improve our house's furniture.*

## Testimonials

**Irene**



*I am 22 years old and a single mother of one. I was a preparer during the Stella McCartney SS15 order. I used the income received from the order to feed my child and to save for future use.*

**Joan**



*I am a single mother of one. I had my child while I was still very young so I did not achieve my desired level of education. I plan to go back to school, so I saved part of the income for education fees for both my child and me.*

**Dorcas**



*I am 44 years old and a widowed mother of two boys. One boy has completed school while the youngest is still at school. During the Stella McCartney order I worked as a tailor and a supervisor. The order income gave me the credit power to cover all my bills and to save for school fees for the first term of 2015.*

**Francis**



*I am 34, married and a father of two. All my children are in primary school. I worked mainly on Carryover bags during the Stella McCartney SS15 order. The income from the order helped me to meet my children's nutritional needs and school fees. I also paid rent and bought new clothes for Christmas for all my family members.*

## CONCLUSION:

The Stella McCartney SS15 order consisted of 1337 units and offered the artisans the opportunity to earn a decent income, improve skills, and raise awareness on responsible use of resources and waste management.

## 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 but 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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