

IMPACT ASSESSMENT KAREN WALKER AW15 – KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the production of Karen Walker's Autumn/Winter 2015 collection, in June – July 2014, 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 Karen Walker's order on the participants was tangible: income from the order was significant to the overall budget of the workers' families. In addition to better earnings, the Karen Walker order also provided the artisans with the opportunity to upgrade their skills in order to meet the quality threshold, not only Karen Walker products but also for their own local production and customers.

GENERAL FACTS ABOUT THE ORDER

The order was produced between the months of June and July 2014, providing work and income to artisans from poor and marginalised areas.

- The order was produced through a Kenyan Social Enterprise, Ethical Fashion Artisans EPZ (*Export Processing Zone*) Ltd., headquartered in Nairobi and by the Korogocho Tailors group based in Babadogo.
- Number of people involved in production - 51 artisans.
- 79% of the participants in the order were women and 21% men.
- 79% of the workers were under 35 years old. This shows our efforts to create employment opportunities for young people.

IMPACT: INCOME



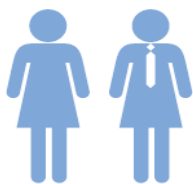
- 98% of the workers admitted that their income was higher than what they would have earned otherwise.
- Skilled workers on average doubled their income compared to previous activities.
- Semi-skilled workers earned on average 12 times as much as they had in previous activities.
- Manual labourers earned on average 18 times as much as they had in previous activities.
- 85% of the workers had enough resources to cover their basic needs and 15% were able to cover all their needs.

IMPACT: TRAINING RECEIVED



- 91% of the workers received training during production of the order. This considerably increased their production capacity and improved the quality of their work.
- 32% of the workers were trained in Tailoring, 28% in Quality Control and 30% in Preparation.
- 94% of the trainees reported they were able to pass on their knowledge to others.

IMPACT: WOMEN EMPOWERMENT



- Most women reported that working on the order earned them respect from their community.
- Testimonies indicate that income from the order was mostly used for providing food and paying for education.

ACCESS TO EDUCATION





- 62% of respondents were able to maintain one to three children in school with the earned income, and 4% four to six children.

IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- 100% of workers were confident in their daily tasks.
- 98% of workers considered they worked enough hours per day.
- 100% of workers were proud of the work they did on this order.
- 77% were fully satisfied with their work.

ARTISAN TESTIMONIES

Testimonials	
<p>Irene Olweny</p> 	<p><i>I am 23 years old and living with my parents. I participated in the Karen Walker order, working on the final quality control and finishing section. The income from this order contributed a lot to my educational savings.</i></p>
<p>Elisabeth Otambo</p> 	<p><i>I am 31 years old, a single mother and a screen printer at EFA EPZ Ltd. I worked on all the screen printing of Karen Walker bags. I was happy to work on the order and used the income to pay my rent and to feed my child in a better way.</i></p>

Testimonials

Joan Ndetei



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 and so I have used a part of the proceeds from this order for savings towards the education for both my child and myself.

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.

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