

## IMPACT ASSESSMENT KAREN WALKER 2014 – KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the Karen Walker order. This enabled the 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. Here is a summary of the EFI's Impact Assessment.

### GENERAL FACTS ABOUT THE ORDER

- The order was produced by the Ethical Fashion Africa Ltd. (EFAL), Korogocho Excellent Tailors, The Ambassadors Women, Sanata Women Self Help Groups.
- Number of people participated in the order: 170
- 96% of the participants were women and 4% men.
- 72% of the participants were between 19-35. The remaining 28% were between 36-50. This shows that the Initiative is central to creating employment opportunities for young people who would otherwise find other - sometimes dangerous or illegal - ways of earning a living.
- 87% of those surveyed indicated their confidence, pride and satisfaction levels had considerably increased.

### IMPACT: INCOME



- The order allowed the income for most workers to increase by over 40%.
- 91% of those surveyed felt happy with the income earned through the order.
- 71% of those surveyed confirmed the income earned from the Karen Walker order was higher than what they earned from other income-generating activities.
- 62% admitted this income provided a means to address pressing household needs such as education, housing, health and nutrition.
- Despite a 3.6% inflation, about 38% of the population surveyed indicated they were able to save.

### IMPACT: TRAINING RECEIVED

Participants in the Karen Walker order utilized “twisting” (a technique) to perform in the order. This technique entailed a lot of challenges in detail such as getting the right measurements, colour and tension; therefore training was necessary to enable an effective completion of the order.



- 86% of the population received training prior and during production of the order on Preparation, Quality control, Supervision and Twisting. This has considerably increased their production capacity and improved the quality of their work.

### IMPACT: HEALTH AND NUTRITION



- 98% of respondents claimed to be in good health and did not have medical expenses.
- The remaining 2% were treated either in private clinics or public hospitals.

## IMPACT: ENVIRONMENTAL AWARENESS



A majority of participants of Focus Group Discussions, especially those from Korogocho slum, claimed they were able to pay waste collectors to dispose of household rubbish. In the absence of income, participants indicated they often throw waste in the river or leave in open places within the slum.

## CONCLUSION:

This Karen Walker order proves that any work sent to poor and marginalized individuals and groups of micro-producers have both economic and social values. The economic value refers to the income and capacity building associated with every order sent to the groups. For instance, the Impact Assessment report reveals the Karen Walker order gave work to over 90% unskilled people. To complete the order, the artisans involved took part various trainings on business practices, customer relationship and quality control. These trainings certainly yield a wider impact in terms building entrepreneurial spirit. Furthermore, the income earned was also used to support education, contributed towards sustaining decent living environments and access to health services.

Social value is another important aspect which comes with every order sent to groups. Importantly, work is a unifying factor to many of the participating groups. For example, the Karen Walker order brought together many people from diverse backgrounds; some from a Korogocho group of former outlaws, struggling to productively engage in alternative livelihood activities. In a county where negative ethnicity is sensitive, work, through EFAL in collaboration with the Fair Labour Association (FLA), results to positive group organisation and cohesion to reconstruct a new social order.

## 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 Organisation. We work to reduce global poverty by involving micro-entrepreneurs in the developing world with international and regional trade.

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. It also works with upcoming designers in West Africa.

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 operates.

### For more information contact:

Chloé Mukai  
Ethical Fashion Initiative  
Poor Communities & Trade Programme  
P: +41 022 730 0501  
E: [efashion@intracen.org](mailto:efashion@intracen.org)  
Web: [www.ethicalfashioninitiative.org](http://www.ethicalfashioninitiative.org)

Facebook: ITC Ethical Fashion Initiative  
Twitter: [\\_ethicalfashion](https://twitter.com/_ethicalfashion)  
Instagram: [ethicalfashion](https://www.instagram.com/ethicalfashion)  
Pinterest: [ethicalfashion1](https://www.pinterest.com/ethicalfashion1)  
Youtube: [ExportImpactForGood](https://www.youtube.com/ExportImpactForGood)