

IMPACT ASSESSMENT CARMINA CAMPUS, SS15, KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the production of the Carmina Campus Spring/Summer 2015 order 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 workers and the communities they live in.

CORE FINDINGS

The impact of the Carmina Campus order on the participants was tangible: artisans earned a higher wage with which they could contribute directly to their household and/or save for future use. In addition to increased earnings, the Carmina Campus order provided artisans with the opportunity to improve their skills in order to meet the quality demands of the international fashion market.

GENERAL FEATURE OF THE GROUP

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

- The order was produced by 95 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 skill levels:
 - Skilled artisans – Quality Control, Supervisory and Stitching.
 - Semi-skilled artisans – Screen Printing and Beading.
 - Manual artisans – Preparation, Finishing, Labelling and Packing.
- 67.21% of the participants in the order were women.
- 58.24% of the artisans were under 35 years old.

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 artisans to increase by 1.1 to 4.6 times.
- 72.13% of the surveyed artisans said that their income was higher than what they would have earned otherwise.

IMPACT: TRAINING RECEIVED



- 100% of artisans received training during the production of the order.
- 42.62% of artisans were trained in Tailoring, 36.07% in Preparation, 11.48% in Quality Control and 4.92% in Screen Printing.
- 100% of trainees reported they were able to pass on their knowledge to others.

IMPACT: WOMEN EMPOWERMENT



- 40.98% 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



- Among the 19.67% of respondents that experienced sickness in their household, 9.84% were able to receive treatment in private medical facilities and 6.56% in public facilities.
- 95.08% of artisans said that they would not have sought the same treatment without the income from the order.
- 31.15% of artisans reported that the money from the order enabled them to provide healthier meals for their families.

IMPACT: BANKING AND CAPACITY TO SAVE



- 63.93% of artisans (40.98% women) were able to save money from the income received from the order.
- On average artisans were able to save 18% of their earnings during the period of the order.
- 18.03% of participants (13.11% women) were able to invest their earnings.

IMPACT: ACCESS TO EDUCATION



- 70% of respondents contributed to all or part of the school fees during the order.

IMPACT: ENVIRONMENTAL SUSTAINABILITY







- 59% of artisans re-used or recycled offcut material to make other goods for economic gain.
- 64.29% of those surveyed contributed to reducing environmental degradation by participating in activities such as collecting garbage, planting trees or draining open sewers.

IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- 75.41% of participants said that the money they earned during the order was enough to cover all or at least their basic needs.
- 45.90% of respondents were satisfied with the way the money helped them support their family and dependents.
- 100% of artisans were confident and proud of their work.
- 95% of respondents were satisfied with their work.

ARTISAN TESTIMONIES

Testimonials	
<p>Ann Wacuka</p> 	<p><i>I am 41 and a single mother of three. My children are happy when they see me work. Work is a source of joy and happiness to my family. The Carmina Campus SS 2015 order offered me the opportunity to work and to meet my children's needs. I also gained more knowledge in supervision during the production of the Carmina Campus order.</i></p>
<p>Joan Ndetei</p> 	<p><i>I am 28 and a single mother of one child. I am everything for my child. During Carmina Campus I worked as a supervisor. The income from the order enabled me to pay all my bills and to feed my family well. I also bought new school uniforms for my child.</i></p>
<p>Damaris Wairimu</p> 	<p><i>I am 20 years old. I worked on the Carmina Campus order as a preparer. I used the income from the order to improve my nutrition. I also paid rent for the month of February. I feel more responsible after receiving the pay for the Carmina Campus order as I can meet my needs without relying on my parents.</i></p>
<p>Florence Achieng</p> 	<p><i>I am 28 years old, married and a mother of two. During the Carmina Campus order I worked as a tailor. My income from the order was good as it enabled me to pay most of the school fees for my children. My husband respects me for my ability to contribute to our family projects and needs.</i></p>

CONCLUSION:

The findings indicate that some of the materials used to complete Carmina Campus SS15 order were reused fabrics such as *kanga* off-cuts. The *kanga* off-cuts were used to produce dragon bags. This was an example of environmental management especially to artisans from the slums of Korogocho where used fabrics are not well managed by other non-artisans from the same area.

The income from the order gave credit power to the artisans. The two months of the order were characterised by a dry spell which pushed up prices for most food items, thus those involved in production were particularly grateful for this work at a time of hardship.

In addition, the two months marked the start of term one for school children. This meant spending on tuition fees and other secondary needs such as uniforms, shoes, books etc. for parents. These payments can be a heavy burden meaning the majority of the artisan appreciated even more the

income from the Carmina Campus SS15 order. The order offered them the opportunity to enjoy sufficient disposable income with which they used to address the many needs associated with the months of January and February.

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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