

IMPACT ASSESSMENT STELLA MCCARTNEY AW 2014 – KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the Stella McCartney Autumn/Winter 2014 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 40 artisans.
- The order was produced through a Kenyan Social Enterprise, Ethical Fashion Artisans EPZ (Export Processing Zone) Ltd., headquartered in Nairobi.
- About 78% of the participants in the order were women, 22% men and 83% were under 35 years old. The order engaged three skill levels:
 - Skilled artisans – 48% (Supervising, Quality Control Management and Stitching)
 - Semi-skilled artisans – 8% (Screen printing)
 - Manual artisans – 44% (Cutting, Folding, Cleaning, Packing etc.)

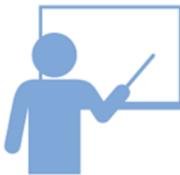
IMPACT: INCOME

The order allowed the income for most artisans to increase by over 250%, which they used to address their most pressing needs: food, health and education.



- During the order the artisans increased their salaries by 3.5 - 6 times.
- 100% of the artisans state this income was more than what they would have earned otherwise.
- 62.2% of the artisans were able to cover their basic needs while 37.5% were able to cover all their needs.

IMPACT: TRAINING RECEIVED



- 100% of the artisans received training prior and during production of the order. This considerably increased their production capacity and improved the quality of their work.
- 36% received training to perform tasks such as cutting, gluing, cleaning, tying and packing.
- 34% were trained in Tailoring and 26% in Quality Control.
- 91% of trainees were able to pass on their knowledge to others.

IMPACT: WOMEN EMPOWERMENT



- 61% of women were able to save part of their income.
- 50% of women were able to invest their earnings.
- During Focus Group Discussions, almost all the women expressed that the work has given them dignity and enabled them to earn respect from men and society.
- Thanks to the order, the women were able to budget and manage their families better as they didn't depend on their husbands or elder sons for household needs.

IMPACT: HEALTH AND NUTRITION



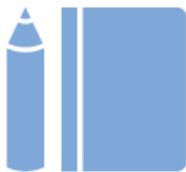
- 91% of respondents claimed to be in good health and did not have medical expenses.
- 100% had healthy meals.

IMPACT: BANKING AND CAPACITY TO SAVE



- Despite the 3.6% inflation, all artisans surveyed indicated they were able to save part of their income.

IMPACT: ACCESS TO EDUCATION



- The AW 2014 Stella McCartney order was produced in May – July 2014. This coincided with the second term for children going to school, thus parents needed of disposable income to pay school fees and sustain their children in school and at home.
- 74% of artisans contributed towards school fees of their dependents.

IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- 95% of artisans were confident in their daily tasks.
- 92% were proud of the work they did on this order.
- All respondents claimed to receive more respect as a direct consequence of their participation in the orders.

ARTISAN TESTIMONIES

Testimonials	
<p>Mercy Olando</p> 	<p><i>I am 23 years old and I live with my mother. I participated in the Stella McCartney order as a tailor. The income from the order enabled us to move into a decent house which I pay rent for. I also had healthy meals thanks to the salary received.</i></p>
<p>Joyce Wairimu</p> 	<p><i>I am 41 years old and a single parent of two school-going children. For the Stella McCartney order I worked as a supervisor. The income from the order assisted me to have healthy meals, to pay rent, to meet school fees for both children and to restock my small business.</i></p>

Testimonials

Lucy Mwaura



I am a 38 years single mother of three. I worked on the Stella McCartney order as a Quality control expert. The income from the order assisted me to meet my rent and to provide for my children.

Sarah Runjeshi



I am a mother of one. The Stella McCartney order helped me to pay rent and meals and contribute towards school fees.

CONCLUSION

The income from Stella McCartney AW 2014 order met the needs of people experiencing increased cost of living coupled with poor harvests and a looming famine. In addition to fair income, the Stella McCartney AW 2014 order's quality threshold was quite high leading to very intensive training offered to the participants. From the findings 100% of the participants reported having received training on all skills engaged in the order. This not only built their ability to produce better quality products but also boosted their levels of confidence.

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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