

Impact Assessment Kenya March – May 2016

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 and artisans to the international supply chain of fashion. The Ethical Fashion Initiative facilitates dignified work at a fair wage. This is achieved by connecting some of the world’s most marginalized artisans in Africa with the fashion industry’s top talents, for mutual benefit. The Ethical Fashion Initiative collaborates with social enterprises to foster 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.

RISE is an Innovative scheme to enable Sustainable Trade, Social and Environmental Sustainability, Traceability and Impact. The scheme has been developed to practically apply in the Ethical Fashion production supply chain and used by all its stakeholders.

The RISE scheme allows for a clear and objective monitoring of activities of artisans during production period. The overall outcome is to ensure the activities lead to a socially and ethically responsible supply chain. RISE allows for assessments of compliance in social and environmental areas as well systematic data gathering and monitoring. This enables the flow of information to those interested in learning more about the products, their manufacture, stories of the people and the impact of the work on their lives.



Beach Tote
Solid Black
967 units



Beach Tote
Solid Ecru
884 units

The collection of 2 styles included 1851 units produced by 33 artisans in Kenya.



Skills and Materials

- Hand Screen Printing – This traditional technique uses a woven mesh to support a stencil through which ink is pressed onto canvas.
- Sewing Machine Operation – Stitching skills mostly engaged in tailoring and dress making trade.

Production

- 58% of the participants in the order were women.
- 90.91% of the artisans were under 40 years old.
- 3% of participants had no dependents, 52% had one to three dependents and 45% of artisans had from four and above dependents.
- 42.42% of the participants were involved in Stitching.
- 12.12% of the participants were involved in Screen Printing.
- 3.03% of the participants were involved in Supervision.
- 42.42% of the participants were involved in Preparation, packing and finishing sections of production.

Dorcas Mutunga, 36

“I am a widow and a mother of 2. I worked on Stella McCartney order as supervisor to a group of sewers. I used the income from the Stella McCartney order to meet our household needs and to pay rent throughout the period of the order. However, I reduced my budget and deliberately skipped some meals in order to save for the school fees of my daughter.”



Ethical Fashion Artisans EPZ Ltd is a company focused on fostering a positive social impact for artisans through income generation and market access with international luxury fashion brands.



Communities

The skills engaged during the Stella McCartney order were acquired either through training or apprenticeship.



Pauline Omoloh, 27

“I am single but take care of two siblings. I trained in tailoring and dress making before getting employment at the Ethical Fashion Artisans-EPZ. During the Stella McCartney order I worked as a stitcher of the bags. The order income contributed a lot in terms of my confidence levels since I was able to afford most of my basic needs. It also gave me an occupation which is important for unmarried woman like me.”

Income and Saving

The artisans received different income depending on the skills and tasks performed and the number of days worked. All participating artisans were salary based.



INCOME

- 70% of participants stated their income was higher than what they would have otherwise earned from the domestic market.



SAVING

- 42% of participants were able to save money from the income received through the order.
- 9% of participants were able to invest their earnings in education, housing and small business.

Access to Education

As the artisans involved in the order are primarily women they invest most of their earnings into investing in the education of their children. The Ethical Fashion Initiative promotes income-generating activities for women and women empowerment.



EDUCATION

- 82% of participants contributed to part or of the school fees during the order.



Health and Nutrition

Focus group discussions revealed that receiving a regular income allows artisans to maintain a healthy status.

 HEALTH	<ul style="list-style-type: none"> • 36% of participants experienced sickness in their household. 18% of them were able to receive treatment in private medical facilities and another 18% in public facilities. • 24% of artisans said that they would not have sought the same treatment without the income from the order while 12% would still visit the same facilities attributed to distance or the care offered.
 NUTRITION	<ul style="list-style-type: none"> • 15% of participants stated that with the money they earned during the order they never skipped a meal • 85% stated that they rarely skipped a meal in the period of the order.

Conclusion:

The Stella McCartney order contributed to skilled artisans’ efforts to walk the path of sustainable social economic development. Many of the artisans who participated on the order were women most of whom have limited opportunities of engaging in a job due to lack of education or professional skills.

The order provided an opportunity for training to improve artisanal skills of all who performed on it. This did not only enhance performance during the order but also assisted the artisans to consolidate their commitment towards achieving gender equality and the advancement of women in matters development.

In addition to financial benefits there were other intangible aspects of the order. The women participants in the Stella McCartney order demonstrated an increased level of participation in all political, economic and social spheres. This indicates that the income from the order contributed in terms of achieving gender equality and the empowerment of women.

