

IMPACT ASSESSMENT UNITED ARROWS, JANUARY-MARCH 2014 KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the production of United Arrows January – March 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 artisans and the communities they live in.

CORE FINDINGS

The impact of the United Arrows order on the participants was tangible: artisans earned a higher wage with which they could contribute directly to their household and save for the future use. In addition to increased earnings, the United Arrows 2014 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 (BENEFICIARIES)

The order was produced between January and March 2014, providing work and income to artisans from poor and marginalised areas.

- The order was produced by 257 artisans from 15 different communities.
- The order engaged three skill levels:
 - Skilled artisans – Stitching, Quality Control, Supervisory.
 - Semi-skilled artisans – Beading.
 - Manual artisans – Preparation, Finishing, Labelling and Packing.
- 86% of the participants in the order were women.
- 46% of the artisans were under 35 years old.

IMPACT: INCOME



- 80% of respondents reported that they earned more than they would have other ways.
- The average daily income for the order was 1.4 times higher than the minimum wage in Kenya.

IMPACT: TRAINING RECEIVED



- 98% of artisans received training during the production of the order
- 45% were trained in Beading, 30% in Stitching, 21% in Preparation, 14% in Supervision and 2% in Quality Control.
- 86% of artisans gained social skills, such as production planning and public speaking.
- 87% of trainees reported they were able to pass on their knowledge to others.

IMPACT: HEALTH AND NUTRITION



- Among the 13% of respondents that experienced sickness in their household, 5% were able to receive treatment in private medical facilities and 8% in public facilities.
- 96% of artisans said that they would not have sought the same treatment without the income from the order.
- 91% of artisans reported that the money from the order enabled them to provide healthier meals for their families.

IMPACT: BANKING AND CAPACITY TO SAVE



- 43% of artisans (21% women) were able to save money from the income received from the order.
- 11% of participants (9% women) were able to invest their earnings.

ACCESS TO EDUCATION



- 31% of women respondents contributed to all or part of the school fees during the order.

IMPACT: ENVIRONMENTAL SUSTAINABILITY



- 48% of those surveyed contributed to reducing environmental degradation by deliberately participating in collecting garbage (32%), planting trees (8%) and draining open sewers (3%).

IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- 68% were satisfied with the way the money helped them to support their family and dependents.
- 96% were confident and proud of their work.

CONCLUSION:

Orders from United Arrows provided a steady income to the participants, enabled them access decent work, education, health and nutrition, housing and self-development. United Arrows orders have the potential to create a long lasting value-chain, linking the African creativity to the fashion desires of other continents of the world.

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. 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. The Ethical Fashion Initiative also works with upcoming designers in West Africa to promote African creativity and encourage local manufacturing.

Since 2010, the Ethical Fashion Initiative has been a member of the Fair Labor Association (FLA). With the FLA's guidance, all production processes follow a rigorous code of conduct. The collaboration with the FLA ensures our artisans are working in a safe and fair environment & assures our partners that their fashion items are ethically manufactured.

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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