

## IMPACT ASSESSMENT

### VIVIENNE WESTWOOD NOVEMBER 2011-JANUARY 2012 – KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the production of Vivienne Westwood's November 2011- January 2012 orders 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 has on people and the communities they live in.

#### GENERAL FACTS ABOUT THE ORDER

- The Vivienne Westwood order provided work to about 250 people with various skills levels: 20.8% were manual unskilled (preparation of production,) 39.6% semi-skilled (beading) and 39.6% skilled labourers (embroidery and heavy stitching).
- Six groups of micro-producers were able to work and earn an income from November to December 2011 by producing the following items: Harlequin tassels, Harlequin Bucket, Lighting shopper, Tassel bags, beaded leather pieces (I Love Crap, Do it yourself) and the Bark flower for clutch bags.

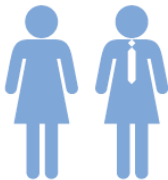
#### IMPACT: INCOME

The order allowed the income for most workers to increase by over 200%, which they used to address the most pressing needs: food, health and education.



- On average, the income of artisans increased 3-9 times depending on their skill levels.
- For 34% of the population, indicators of change included the ability to eat well and support their families' needs.

#### IMPACT: EMPOWERMENT OF WOMEN



- 70% of the women felt confident taking loans and were servicing loans.
- Another sign of empowerment is seen in the ownership of property. The assessment reveals that 35% of the Maasai women surveyed purchased property, while 25% of the same population took loans to build a new house, bought animals or paid school fees and 10% expanded their business. This demonstrates how these women belonging to deeply patriarchal societies were free to own assets thanks to their economic power.

#### IMPACT: BANKING AND CAPACITY TO SAVE



- Contrary to previous findings, in which about 29% of the population did not see the need to save, this assessment reveals that all respondents (100%) from rural and urban communities considered saving as necessary.
- 91% of the population demonstrated ability to save from the income of the Vivienne Westwood order, out of which 33% saved in assets (mostly the Maasai, who bought animals), 25% through the mobile telephone banking services and 33% using mainstream banking systems.

## IMPACT: ACCESS TO EDUCATION



- 57% of the respondents stated they had saved enough to support the education of their children for January - April 2012.

## IMPACT: ENVIRONMENTAL AWARENESS



- 20% of the population, mainly in the rural areas, previously relied on the sale of charcoal, traditional herbs and firewood. The assessment reveals that the order contributed to reducing environmental degradation with over 99% of the population who previously relied on natural resources were directly earning from the order.

## IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- For household budgeting and spending, 75% of the women now have the power to make decisions. This fact was confirmed by male respondents who admitted that women were smarter and more economically wise than them.
- All respondents claimed to receive more respect as a direct consequence of their participation in the orders. 41% of the women surveyed claimed their husbands' recognition of their contribution towards household needs was the most powerful indication of economic power over household power relations.

## CONCLUSION

The rising cost of living motivated groups of micro-producers who participated in the Vivienne Westwood order to improve their productivity, which in effect increased their levels of income by 200 – 800%. With this income, participants demonstrated not only an increase in their purchasing power but the ability to save and plan for the future, especially for the periods without EFAL orders.

## 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: [mukai@intracen.org](mailto:mukai@intracen.org)  
Web: [ethicalfashioninitiative.org](http://ethicalfashioninitiative.org)  
[www.facebook.com/TheEthicalFashionInitiative](http://www.facebook.com/TheEthicalFashionInitiative)