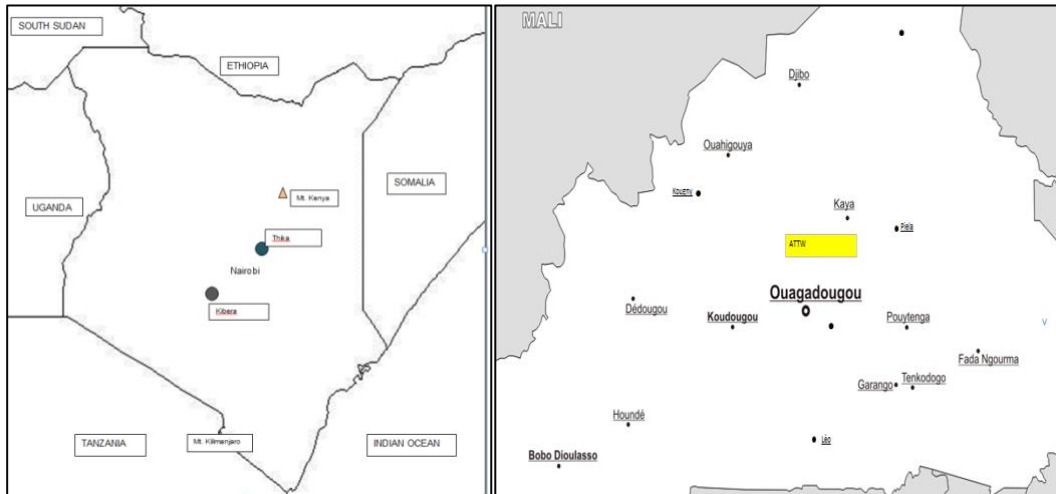




IMPACT ASSESSMENT KEY FACTS

VIVIENNE WESTWOOD ORDER – KENYA, BURKINA FASO

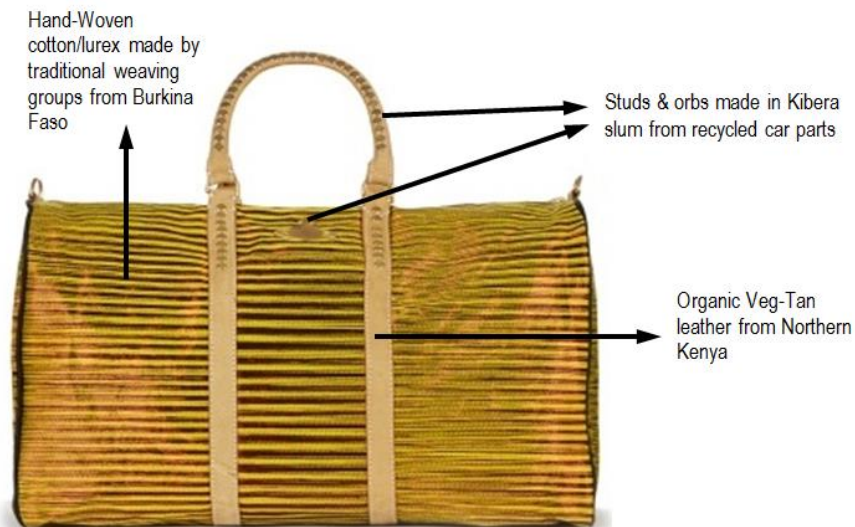


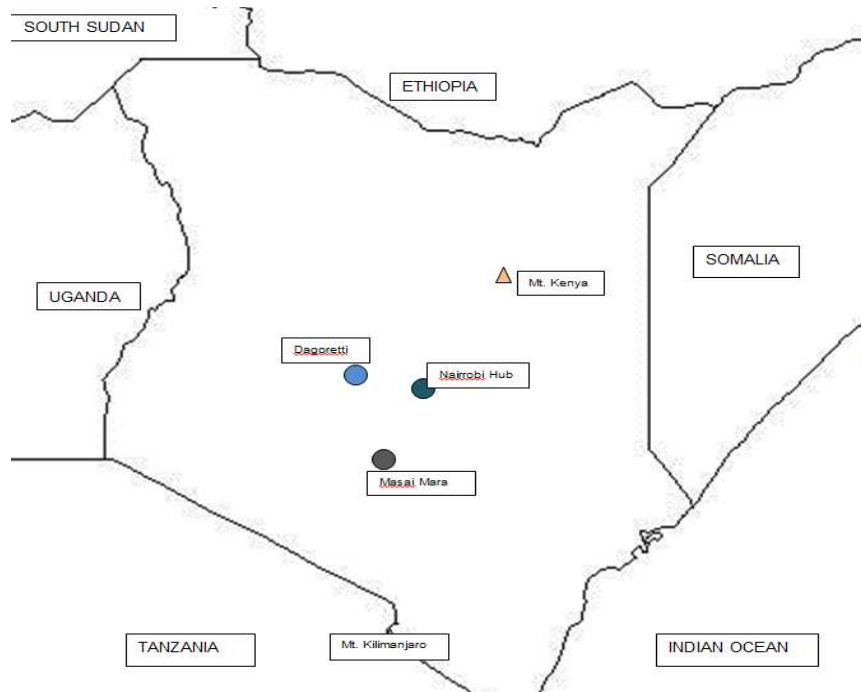
Kenya Community Map

Burkina Faso Community Map

The production of this Vivienne Westwood bag provided work to about 200 people with various skills levels in Burkina Faso and Kenya. Our surveys reveal that with this income, 35% of women from Burkina Faso surveyed purchased property, 25% took loans to build a new house, bought animals or paid school fees while 10% expanded their business. Semi-skilled urban workers on this item earned between 7-9 GBP and semi-skilled rural workers earned between 6-7 GBP per day. Unskilled workers in the rural and urban earned over 5 GBP per day.

Improvements have also been observed in terms of social and psychological well-being. For instance, 75% of the women surveyed now have the power to make decisions concerning household budgeting and spending. This fact was confirmed by male respondents who admitted that women were smarter and more economically wise than them.





Kenya community group

The production of this single clutch provided work to about 100 people with various skills levels in Kenya alone. On average, the income of workers increased by about 200%, with some groups registering on a shock level of up to 800%. Workers also increased their capacity to save and 60% stated they saved enough for one school term.

Encouraging results were also reported in terms of social empowerment. Almost all respondents claimed to receive more respect as a direct consequence of their participation in the orders. 34% 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

