

IMPACT ASSESSMENT VIVIENNE WESTWOOD AW 2014 – KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the production of Vivienne Westwood's Autumn/Winter 2014 collection, in April – July 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 people and the communities they live in.

CORE FINDINGS

The impact of Vivienne Westwood's AW 14 order on the participants was tangible: workers earned a higher wage which contributed directly to their household expenses while some were even able to save. In addition to a better income, the Vivienne Westwood AW14 order provided artisans with the opportunity to upgrade their skills to meet the quality threshold, not only on Vivienne Westwood items but also for their own local production and customer base.

GENERAL FACTS ABOUT THE ORDER

The order was produced between the months of April and July 2014, providing work and income to artisans from poor and marginalised areas.

- The order was produced by 145 artisans from 6 different communities.
- 72% of participants in the order were women and 28% men.
- 80% of artisans were under 35 years old.
- The order was produced through a Kenyan Social Enterprise, Ethical Fashion Artisans EPZ (*Export Processing Zone*) Ltd., headquartered in Nairobi.
- The order engaged three skill levels defined by EFA:
 - Skilled artisans – Stitching Operations, Embroidery and Supervisory Skills.
 - Semi-skilled artisans – Screen Printing; Beading and Brass Casting.
 - Manual artisans – Preparation, Finishing and Packing.
- 70% of artisans reused or recycled materials in this order, thus making them more aware of environmental issues.

IMPACT: INCOME



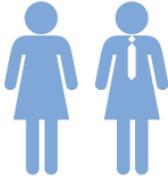
- 99% of artisans admitted that their income was higher than what they would have earned otherwise.
- On average, skilled artisans doubled their income compared to previous activities.
- Semi-skilled artisans earned on average four times as much as they had in previous activities.
- Manual labourers earned on average more than eight times as much as they had in previous activities.
- 75% of artisans had enough resources to cover their basic needs, 25% were able to cover all their needs.

IMPACT: TRAINING RECEIVED



- 83% of artisans received training during production of the order. This considerably increased their production capacity and improved the quality of their work.
- 42% of artisans were trained in Tailoring and 26% in Quality Control.
- 96% of trainees reported they were able to pass on their knowledge to others.

IMPACT: WOMEN EMPOWERMENT



- Most women reported that the money from the order enabled them to provide healthy meals for their families and dependents.
- Focus Group Discussions revealed that women better at saving and budgeting for the family than men.

IMPACT: HEALTH AND NUTRITION



- 88% of respondents claimed to be in good health and did not have medical expenses.
- 99% of those with medical expenses reported they would not have sought the same treatment without the income received from the order.
- 64% of artisans had healthier meals.

IMPACT: BANKING AND CAPACITY TO SAVE



- 92% of artisans were able to save money for their family.
- 73% of artisans were able to invest money out of their income from the order.

ACCESS TO EDUCATION



- 31% of respondents were able to maintain one to three children in school with the order income, and 59% four to six children.
- 66% of respondents contributed to half or more of school fees with the received salary.

IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- 100% of artisans were confident in their daily tasks.
- 99% of artisans were proud of the work they did on this order.
- 98% of artisans were satisfied with their work.
- 97% of artisans were satisfied with the way the money helped them to provide for themselves and their family.

ARTISAN TESTIMONIES

Testimonials

Beth Musau Ndunge



I am 40 years old and a single mother of one girl. I participated in the Vivienne Westwood AW 2014 order as supervisor and Team Quality control staff. Income from the order enabled me to eat a healthy diet and to make provision for my daughters' school fees.

Testimonials

Martha Kimani



I am a 37 years old single mother of three: two boys and one girl. My boys really eat a lot; they have a generous appetite for virtually everything. Without income I would starve them. I worked on Vivienne Westwood AW 2014 order as a team leader and a tailor's supervisor. The income from the order enabled me to meet their food needs and to save to pay for school fees of the third term, which begins in September.

Ann Mbithe



I am 24 years old and I take care of my mother. For the Vivienne Westwood AW 2014 order I worked as a supervisor. The income from the order enabled my family to have healthy meals, to pay rent and to improve our house's furniture.

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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