

IMPACT ASSESSMENT—
VIVIENNE WESTWOOD
ORDER- KENYA,
S/S 2012

POOR COMMUNITIES AND TRADE
PROGRAMME, THE ETHICAL
FASHION INITIATIVE

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1. EXECUTIVE SUMMARY

Ethical Fashion Africa Ltd. (EFAL) carries out regular order-based and biannual general Impact Assessments aimed at measuring the impact on the beneficiaries involved in the ITC's Ethical Fashion Initiative and its activities. In addition to monitoring, analysing, and evaluating projects, the department carries out data collections which are used to measure both qualitative and quantitative impact of ITC / EFAL activities among individuals and groups of micro-producers involved.

This is the report of Impact Assessment covers seven primary aspects:

- Income and shock levels
- Empowerment of women
- Environmental awareness
- Housing situation
- Banking and capacity to save
- Access to education
- Social and psychological well being

2. BACKGROUND OF THE ASSESSMENT

The last quarter of 2011 was a difficult economic period for Kenya with inflation exceeding 19%. The spiralling cost of living had a great impact, especially on marginalized communities in the rural and impoverished urban settlements.

This is the context in which the Vivienne Westwood order was received. The order provided work to about 250 people with various skill levels ranging from manual unskilled (preparation of production) to semi-skilled labourers (beading) to skilled labourers (embroidery and heavy-stitching etc.)



These 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.

This Impact Assessment revealed that the working levels of participating groups increased in reaction to the difficult economic times ahead. The piece-rate payment system motivated workers to increase productivity and earn more, particularly within the Ambassadors of Hope Women's group on the outskirts of Nairobi and the Sanata Women from Gilgil. When working for the domestic market, these women earn KSH150 - 300 per day, while with the VW order they earn an average of KSH 500 - 700 daily (a 90% increase to their income).



3. METHODOLOGY OF THE STUDY

This Impact Assessment was carried out between November 2011 and January 2012 to measure the impact of the VW order in the communities involved. The methodology, defined by ITC/EFAL, mixes quantitative and qualitative research methods. These methods include structured questionnaires and use the Social Impact and Economic Impact Assessment matrix.

4. GENERAL FEATURE OF THE GROUPS

The assessment was carried out in five groups out of six that participated in the order.

Table 1. Production groups

Group	Tasks performed	# of people	Quantities	Location
Ambassador of Hope S.H women	Tailoring Tassle bags (Harlequin, Lighting and Tassel)	17	219	Waithaka Nairobi
Enduata Nalepo Women	Beading Do it Yourself	20	20	Ngong
Olda Nyati Women	Beading Do it Yourself and I Love Crap	40	260	Kajiado county
The GoDown Hub	Tailoring Tassle bags (Harlequin, Lighting and Tassel) and Clutch bags.	140	1,811	GoDown-Nairobi
Sanata Women Self Help	Tailoring Tassle bags (Harlequin, Lighting and Tassel)	10	1,237	Gilgil
Sabuto Women	Beading Bark flower clutch	20	110 pairs	Laikipia

4.1. GENDER DISTRIBUTION IN THE ORDER

- 72% of workers were women and 28% men, of which 75% were between 30 - 40 years old.
- Among the women, 75% revealed that previously the men were the bread-winners of the households; however with the order they took the role of feeding household members.
- 91% of workers were married and 8.3% single or widowed.

- 83.3% supported between 2-5 children in addition to other dependants.
- 25% of the workers received pre-primary (8.3%) and primary (16.7%) education. 58.3% received secondary education and 16.75% had college level of education. The assessment reveals little correlation between the level of education and skilled expertise.



4.2. SKILLS LEVELS ENGAGED

20.8% of workers were unskilled and engaged in cutting, gluing, cleaning, tying and packing. 39.6% were semi-skilled and 39.6% skilled workers¹. These two groups engaged in beading, embroidery and heavy stitching.

An important number of skilled workers are involved in jobs requiring very low skill-levels when not working on these orders: 33% revealed working for laundry services or salons to earn a living, often earning less than the minimum wage for decent living.

5. ORDER IMPACTS

5.1. INCOME AND SHOCK LEVELS²

This VW order allowed the income for most workers to increase by over 150%, which they used to address the most pressing needs: meals, health and education.

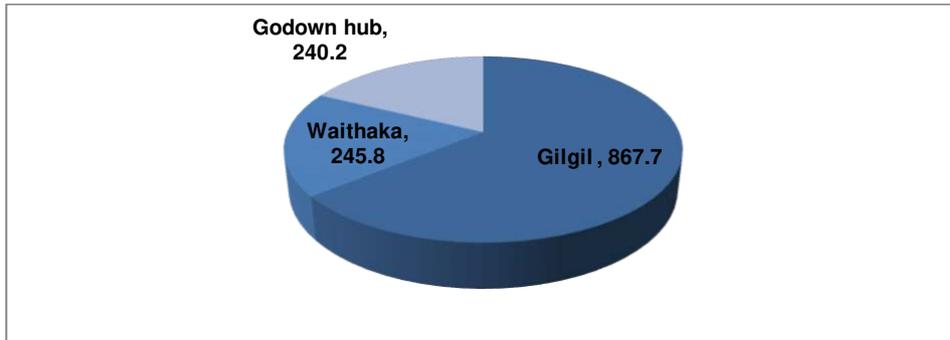
- In the order, 39% of the skilled population earned over KSH600 per day and some up to KSH1,000 per day.
- Semi-skilled urban workers earned between KSH400-500 and semi-skilled rural workers earned between KSH200–400 a day. Rural and urban unskilled earned over KSH200 per day.
- For community groups, especially those in rural settings, wages are based on the piece-rate system. Thus, the difference in remuneration is not only based on the skill levels but also on working hours and productive capacities. For example, some worked less than three hours a day (mostly because of household chores to attend), thus earning less than those who spent more than six hours a day.
- On average, the income of workers increased by about 200%, with some groups registering on a shock level of up to 800%.

¹ All the skills engaged at EFAL are graded as Level A, B, and C. Level A covers tasks that require skilled expertise e.g. tailoring and embroidery, Level B covers semi-skilled tasks which in most cases are culturally learnt e.g. beading and sisal weaving and Level C skills are mainly manual and cover workers engaging at preparation and finishing stages of production.

² The shocks represent the difference between the participants' income earned from the domestic market and the income earned through EFAL, i.e. the economic growth made available through the PCTP's intervention. The tool also reveals the value of these shocks for the participants according to their specific backgrounds.



Figure 1. Vivienne Westwood shock value skill level A



Workers with skill level A increased their income by 240 to 800, equivalent to 50% to 700% increase in income levels.

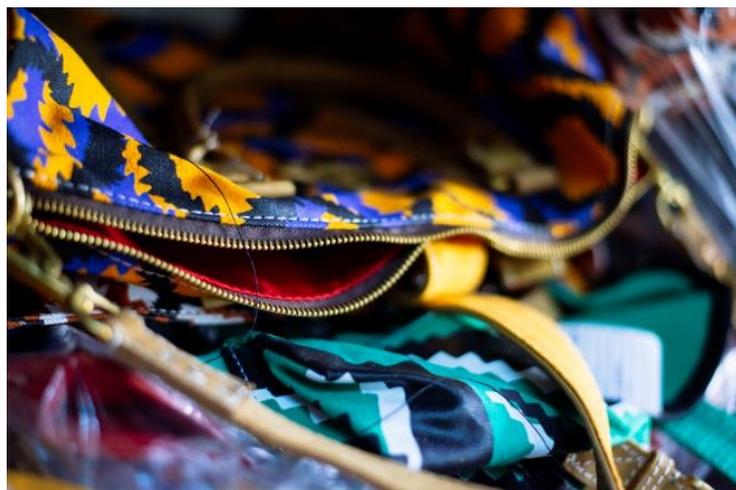


Figure 2. % shock skill level A

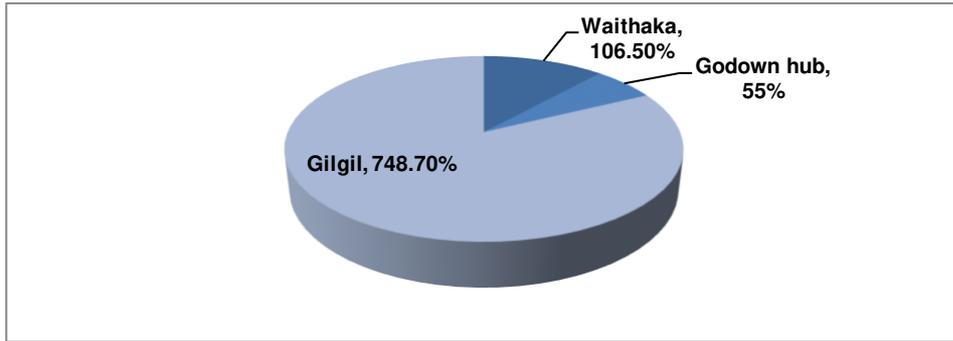
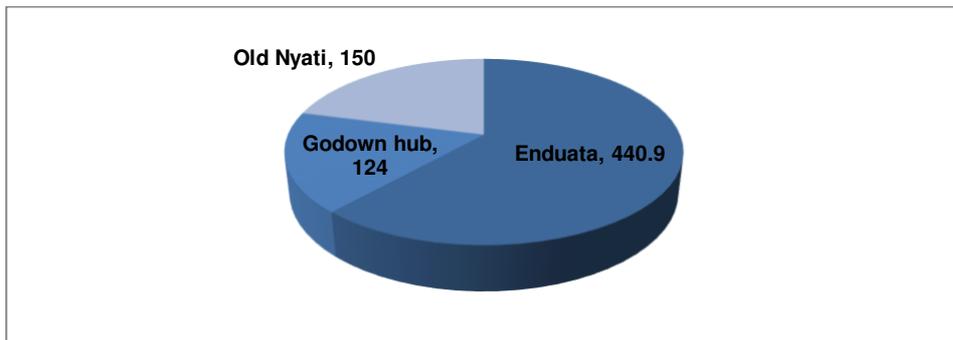


Figure 3. Vivienne Westwood shock value skill level B



Workers with skill level B increased their income by 120 to 400, equivalent to 30% -400% increase in income levels.

Figure 4. % shock skill level B

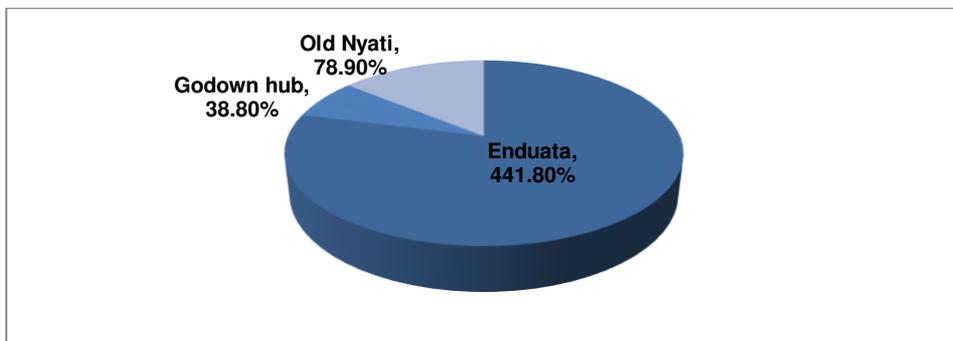
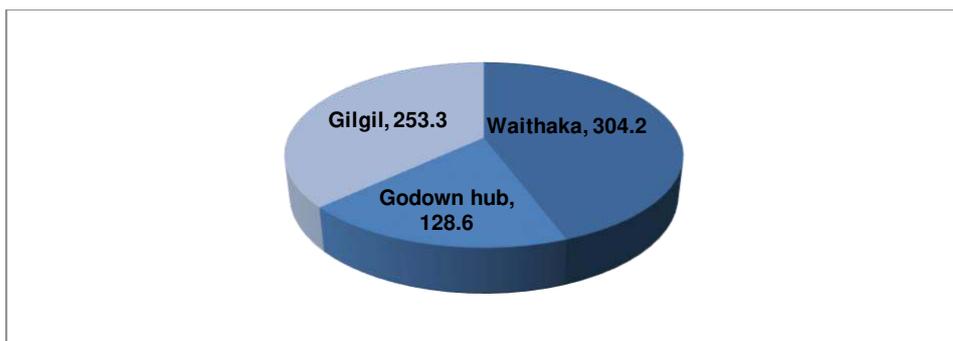
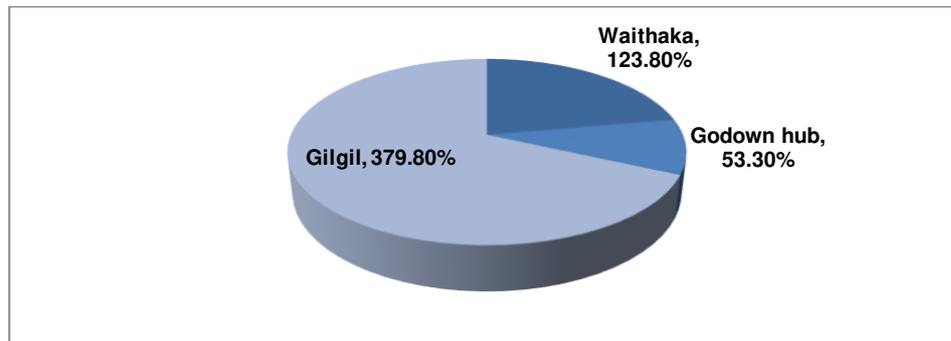


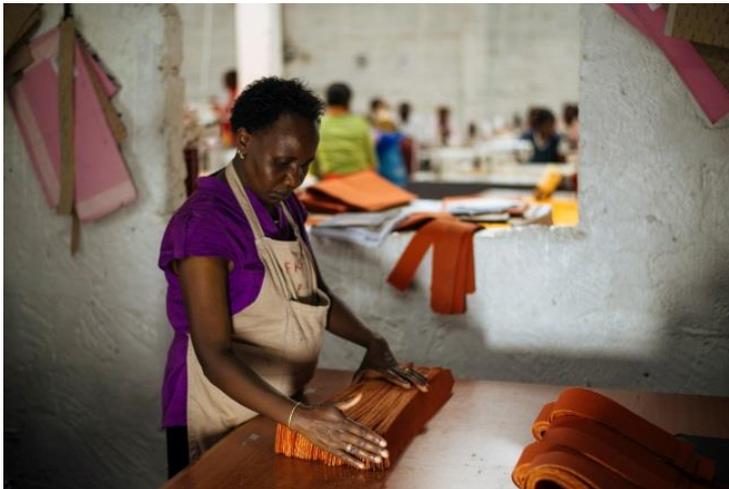
Figure 5. Vivienne Westwood shock value skill level C



Workers with skill level C increased their income by 120 to 300, equivalent to 50% - 350%.

Figure 6. % Shock Level C

- This is the result of work sent to micro-producers which was completed within three months. Some groups, e.g. Gilgil, managed to save a third of their total earning intended to sustain themselves in the periods without orders.
- The work was sent to the micro-producers taking into account restrictions of their environments, such as the difficulty to work outside of their homes. To manage this, overheads were settled by EFAL which included a Payment of group supervisors, transport of materials and collection of the finished products.
- Over 50% revealed having no or a negligible transport expense as the work was facilitated within their neighbourhoods.
- For 34% indicators of change included the ability to eat well and support their families' needs.



- 8.3% believe they are able to manage their household medical conditions better. A woman from the Ambassadors of Hope Women's Group nursing her HIV positive daughter expressed an important qualitative difference in managing this condition. From the work and income generated, she can meet nutritional needs and send her daughter to a professional medical centre.

5.2. EMPOWERMENT OF WOMEN

- The assessment reveals that 70% of the population of women felt confident to take loans and were servicing loans with the Cooperative Bank or the Kenya Women Finance Trust (micro-finance lending institution), their only collateral being the other group members.
- This marks a change as women were previously barred from accessing loans and many did not qualify because of lack of resources for deposits or because they could not be guaranteed by their husbands.
- Another sign of empowerment is seen in the ownership of property. The assessment reveals that 35% of the Maasai women surveyed purchased property, while 20% of the same population took loans to buy land, built a house or bought animals. This demonstrates how these women belonging to deeply patriarchal societies were then free to own assets due to their economic power.



5.3. ENVIRONMENTAL AWARENESS

20% of the population, mainly in the rural areas, previously relied on the sale of charcoal, traditional herbs and firewood. This economic activity has a direct consequence on the environment as trees are cut to burn charcoal or to get firewood. The assessment reveals that the order contributed to reducing environmental degradation. With over 99% of the population who previously relied on natural resources are now directly earning from the beadwork.

5.4. HOUSING

- There are indications that the increased orders have a positive effect on workers housing conditions.
- About 5% of the urban dwellers revealed that the income from the VW order enabled them to move into better homes.
- About 1% of the rural population built new houses and 5% of the same population purchased water tanks to cater for water shortages

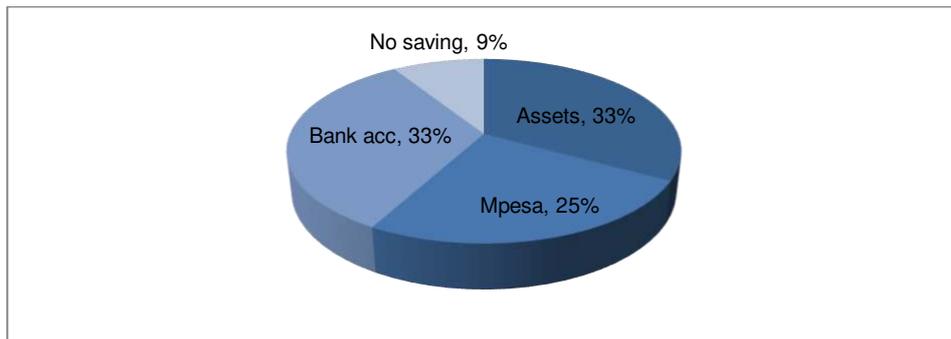


5.5. BANKING AND CAPACITY TO SAVE

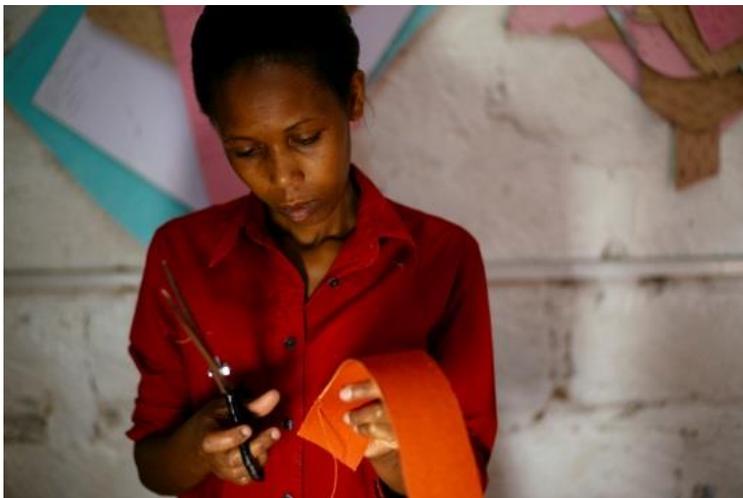
The capacity to save is a direct result of the continued intensive community education and training offered by EFAL. Another contributing factor is the benefits linked to the registration of the groups and the encouragement of EFAL to remunerate groups through banking services.

- Contrary to previous findings (November 2010), in which about 29% of the population did not see the need to save, this assessment reveals all respondents from rural and urban communities considered saving as necessary.
- 91% of the population demonstrated ability to save from the income of the VW 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 (most were assisted by EFAL to open an accounts with Equity Bank).
- 9% did not save at all, citing bank charges and inaccessibility of the services as the major reason for their decision.

Figure 7. Saving



5.6. ACCESS TO SCHOOL



The entire population surveyed before the order claimed to have difficulties in meeting school fees with some having given up the education of their children. However, through this order a number of respondents expressed confidence in meeting scholarly needs for the following school period. 57% stated they saved enough to support the education of their children for January until April 2012.

One respondent (31 years old), for example, indicated in the baseline survey that school fees had been her greatest challenge. After the order she has prioritised school fees in her saving plan. She divided her income in three: 33% for school fees, 25% on meals and the rest to expand her business.

5.7. CHILDREN SENT TO SCHOOL

- 47.2% of the surveyed population had no children in school, 34% could afford to send 1-2 children to school, 15% had three to four children in school and about 3.8% Managed to support the education of five to six children from the VW order (period between Jan until April 2012).

- 83% spend under KSH3000 on school fees per term (three to four months). This refers to government schools where basic education is free or subsidised. Thus, education is available to those who can pay the subsidised cost.³
- Those who opt for private schools pay over KSH5000 and 16.7% spend KSH4500 - 6000 on school fees per term (three to four months).

5.8. SOCIAL AND PSYCHOLOGICAL WELL-BEING

- 50% of the population stated that major decisions (e.g. marriage of the daughter) are taken by men and 16% were taken exclusively by the women, while 33% consulted their spouses.
- 41% of the respondents linked this distribution of power to cultural and social beliefs, while 33% attributed this to economic power.
- 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 economically wiser 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.

6. 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 also the ability to save and plan for the future, especially for the periods without EFAL orders.

³ Even with the subsidized cost there are many other secondary needs that may keep the children out of school, for example uniforms, wild animal (Laikipia), lack of meals, cultural beliefs etc.