

IMPACT ASSESSMENT

VIVIENNE WESTWOOD –
SPRING/SUMMER 2014 ORDER,
KENYA

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1. Executive summary

The International Trade Centre (ITC) is the focal point in the United Nations system for technical co-operation with developing countries in trade promotion and is a joint agency of the United Nations (UN) and the World Trade Organization (WTO). ITC's mission is to help developing countries and transition economies, and particularly their business sector, to fully realize their export potential and improve their import operations with the ultimate goal of achieving sustainable development. Within ITC, the Poor Communities Trade Programme (PCTP) aims to reduce global poverty by involving micro-entrepreneurs in the developing world with international and regional trade. The Ethical Fashion Initiative (EFI) is its operational arm. The Ethical Fashion Initiative is not a charity. It facilitates dignified work at a fair wage. It does so 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. It also satisfies the fashion world's wish to be more fair.

The Ethical Fashion Initiative supports artisanal manufacturing in the informal sector. In Kenya EFI has created a business support infrastructure based on a central hub, called the Ethical Fashion Africa Ltd (EFAL). EFAL / EFI carried out an Impact Assessment during the Vivienne Westwood spring/Summer 2014 order. This enabled the 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. Here is a summary of the Impact Assessment.

This impact assessment covers three primary aspects:

- Background of the Assessment
- General Feature of the Groups
- The impact of the Order

2. Background

The Ethical Fashion Initiative is dedicated to helping disadvantaged micro-producers change their lives. Through our network, some of the poorest people in the world have access to an income that benefits their entire community. We collaborate with a network of self-managed, artisanal groups who together make up an extended 'multicraft workshop', which sprawls across a vast geographical area.

Each of the diverse groups we work with adheres to the same quality standard, and is supported by a team of technical supervisors. The Ethical Fashion Initiative provides the business infrastructure to enable these micro-producers to thrive. We also manage the groups' logistics, from product development to production and dispatch. It is up to each group to select its management from within.

Central to the Ethical Fashion Initiative are product development and production hubs that double as physical places and business entities. The largest of these, through which all African production passes, is called Ethical Fashion Africa Ltd (EFAL), a company that co-ordinates the work of all community micro-entrepreneurs to ensure standards match fashion production everywhere else in the world. All EFAL profits are reinvested back into the business.

Table 1:Total Order Per Style

Style code	DESCRIPTION	QTY
1A	SQUIGGLE ARMY RUCKSACK	78
3A	SQUIGGLE STEAMER BAG	119
6	SQUIGGLE WEEKENDER	84
N/A	SHOULDER STRAP	30
1B	BOGOLAN WEEKENDER	61
3B	BOGOLAN STEAMER BAG	85
10	SQUIGGLE SHOPPER	181
5	SQUIGGLE GYM BAG	170
23	SQUIGGLE HANDBAG	129
14	SQUIGGLE LAP TOP CASE	70
16	SQUIGGLE ZIP POUCH	200
17	SQUIGGLE POUCH	116
1B	TIGER STEAMER BAG	68
4	TIGER SHOPPER	66
11	ARCTIC SHOPPER	232
12	TIGER SHOULDER BAG	37
15	TIGER I PAD CASE	49
19A	LEATHER SQUIGGLE CLUTCH	49
19B	LEATHER LEOPARD CLUTCH	44
18A	SQUIGGLE CLUTCH	115
18B	LEOPARD CLUTCH	112
13	ADRIAN DUFFLE	160
24	ANCHOR SMALL SHOPPER	96
10	SEX SHOPPER	214
9	GABRIEL SHOPPER	282
	SMALL SQUIGGLE SHOPPER	72
SS14-FRBRDY_S00	BRADLEY MANNING SHOPPER	145
	GREY TIGER SHOPPER	102
	3D METAL ORB KEY RING	43
22	HEART KEY RING	15
22	BEADED OVAL KEY RING	15
22	TASSLE KEY RING	2
21	BEADED PINS (DOUBLE ORBS)	14
21	BEADED PINS (SKULL)	17
21	BEADED PINS (ORBS)	11
21	BEADED PINS (ARM & CUTLASS)	20
21	BEADED PINS (INSECT)	16
Total		3319

The Spring/Summer 2014 order gave work directly to 278 people, with very wide range of beneficiaries. See table 2 below;

Table 2. The groups in the order

#	Ambassadors of Hope Women	17	Waithaka
1	Godown hub	88	Nairobi
2	Jiamini	10	Thika
3	Kibera Art Centre	15	Kibra
4	Korogocho Excelent Tailors	20	Babadogo
5	Sanata Women	60	Gilgil
6	Ebulbul	25	Ngong
7	Satubo Women	23	Laikipia
8	Bega Kwa Bega	20	Babadogo
9	Total	278	

EFI baseline survey indicates that the average household size of the participating groups is 5.5 per family. Thus work given to an individual member of the participating groups implies an income to address not just own pressing needs but for other family members.

2.1. Methodology for carrying out IA

To ensure the Ethical Fashion Initiative achieves its goals, the programme follows a rigorous Performance, Compliance, Monitoring and Evaluation protocol. This enables the initiative to monitor, evaluate and provide feedback on compliance with fair labour standards and the impact the Initiative has on people and the communities they live in.

A research team gathers data on living standards, income, social problems, gender status, community health, sanitation, environmental problems, ability to pay for medical expenses and children's education before and after each order. Independent inspectors assess, with scientific rigour and objectivity, the change generated in the community groups who participate in orders. The data demonstrates real impact on the lives of those involved in the Initiative, especially artisan women, in ways which are both encouraging and surprising; from the increase in fresh food for families, to the ability of artisans previously so marginalised that officially they do not exist, to gain recognition under the law.

To assess the impact of the EFAL orders on the communities groups involved in the various activities, the Social Responsibility team uses a unique methodology. This initial methodology, inspired by the considerations expressed in previous paragraphs, is a detailed questionnaire, which was developed by the Social Responsibility team in collaboration with local experts such as academics, nutritionists, social workers and international specialists such as the Fair Labour Association. The methodology to measure impact of the EFAL is based on the capabilities, livelihood and well-being of the workers involved in the programme.

Each respondent is asked to answer to the same set of both closed and open ended questions from the IA Questionnaire. EFAL collects data with tablets and uses Open Data Kit (ODK) collect software.

In some cases of specific social context, a moderator - usually the group supervisor or social worker - organizes Focus Group discussions with the interviewees and records the key findings.

To assess the impact the baseline and follow-up surveys are conducted with both beneficiaries and a control group (who had not participated in the programme). This permitted attribution of the differences between answers from the two groups to the programme.

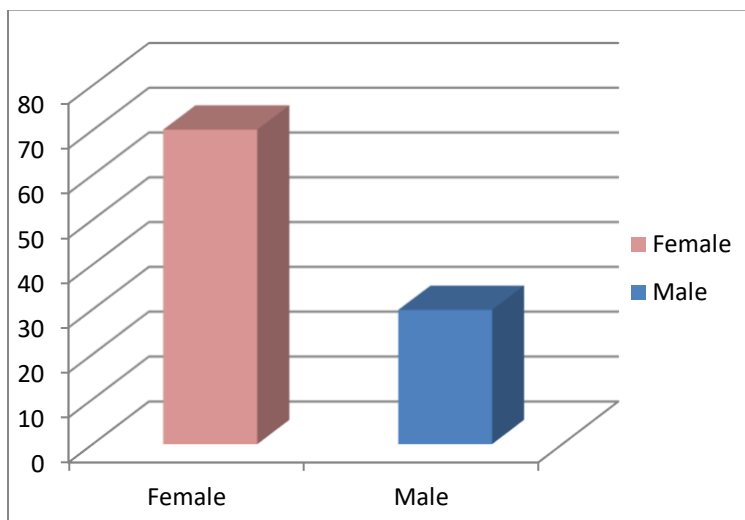
Finally, to ensure the case-specific needs of this ever-changing area of work, the Impact Assessments Methodology is subject to continuous improvement, as various issues come to light in the complexities of inclusive business operations in developing countries.

3. General features of the group

3.1. Gender distribution in the survey

The participation in the Spring/Summer 2014 Vivienne Westwood order was 70% female of the surveyed population and 30% men see figure 1 below.

Figure 1. Male and Female Participation in the order



66% of the surveyed population was between 19-35 years, 34% was between 36-50 years. The findings reflect the reality in the Kenyan population in which youth unemployment is a growing problem. Youth unemployment constitutes 70 percent of total unemployment in the Kenya¹. It means that the population that would otherwise remain unemployed found work with the Vivienne Westwood order.

3.2. Skills engaged

The Vivienne Westwood orders had several components; this allowed for several people to be engaged at various levels of production. From manual labour (such cutting, iron, gluing and attaching), semi-skilled labour (screen printing hand printing, and beading) to skilled labour (stitching, quality control etc).

¹ <http://safariafricaradio.com/index.php/business/1869-report-finds-youth-unemployment-in-kenya-dire>

Figure 2. Vivienne Westwood hand printing at the hub

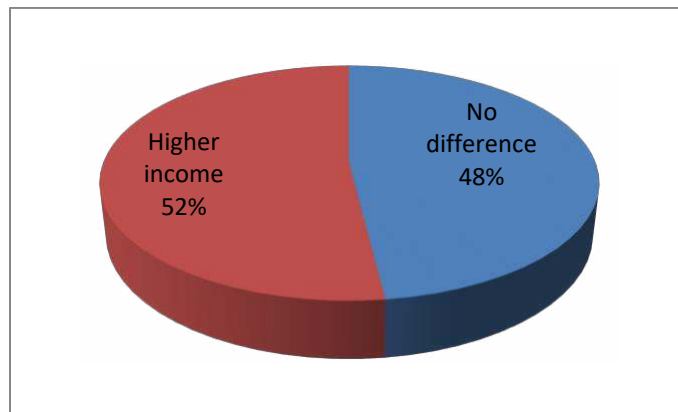


4. Impact

4.1. Income

The average period of the Spring/Summer 2014 Vivienne Westwood work was one month. The average daily income in the period of the order was USD 6; this was equivalent to KSH 479 daily across all skill levels. The average income in the whole period of work was USD 140.24 per person. The income received from the order was higher than the income the participants received before from other sources of income. 52% stated that their income in the Vivienne Westwood order was higher compared to their income from other sources while 48% did not see any difference.

Figure 3. Income Difference



4.2. Empowerment of women

53% of the surveyed population indicated that the proceeds from the order enabled them to do improvements in their households. 47% had not done any household improvement. The survey also revealed that 12% of the population invested their income in various investment projects, 2% paid their then current medical expenses 26% paid other debts while 40% paid tuition fee for their school going children and 20% saved.

This is «Quote» I have worked on Vivienne Westwood orders for three years now since 2011, It is my joy to report to you that I have had the most of my income in this period. Our land is very dry and being a Maasai woman the only source of income is from the sale of milk from cattle and goats. When the animals move with our spouses in search of pasture all due to frequent droughts, we Maasai women remain behind to take care of our children. During this period we remain without income a situation which also forces our children to be out of school. Now that I work at least twice every year on Vivienne Westwood orders I have learnt how to save and to use my saving in the dry period. My children are throughout the year in school and I no longer cut down trees to burn charcoal for sell.

Mama Saitoti – maasai mother



Figure 5. Children coming back from school in the heart of dry Maasai land

4.3. Health and Nutrition

4.3.1. Health

The findings reveal that 73% of the surveyed population did not experience any sickness while 27% did experience some ailments. Majority of the ailments were reported from children among whom 4% suffered fever or flue, 10% reported infectious diseases, 3% injuries and the rest 10% were other sickness. Some of the ailments were treated in private (9%) and public (9%) hospitals, others went to public (1%) and private (4%) clinics and the rest 4% sought other alternative means such as herbs. The medical bills were as table 1 below

Table 3. Medical Bills

Medical Bill	Percentage (%)
No sick	73
Less than 100	1
101-500	8
501-1000	6
1001-1500	3
1501-2000	3
2001-2500	1
2501-3000	1
above 3000	4
Total	100

The participants were also happy with their working hours with 94% feeling that they worked enough hours, 2% felt not working enough hours while the rest 4% indicated having worked too many hours.

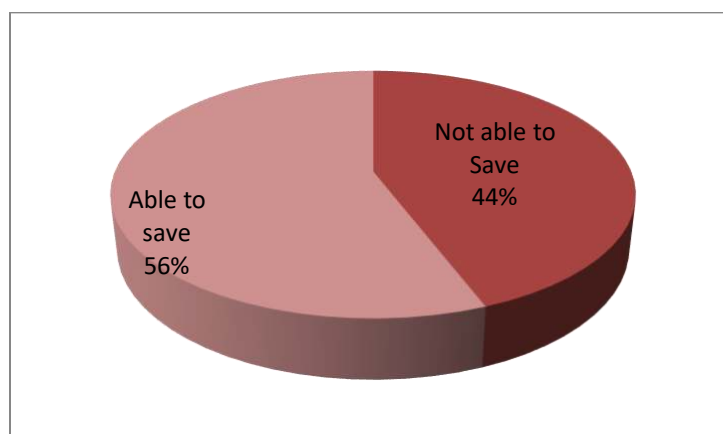
4.3.2. Nutrition

41% of the surveyed population indicated that their families ate better during the order, 38% did not realise any difference eating the same even with the order while 21% had deliberately reduced the portion of their meals in order to save for the period without the order.

4.4. Banking and Capacity to save

A total of 56% of the surveyed population indicated that they were able to save despite the high cost of living, while 44% could not. This is positive note given that a baseline survey carried out at the beginning of 2013 revealed that up to 70% of the sampled population for the baseline did not save.

Figure 6. Ability to Save



The total saving (by the 38% of the population surveyed) was on average KSH 500 (USD6.1) in the entire period of the order.

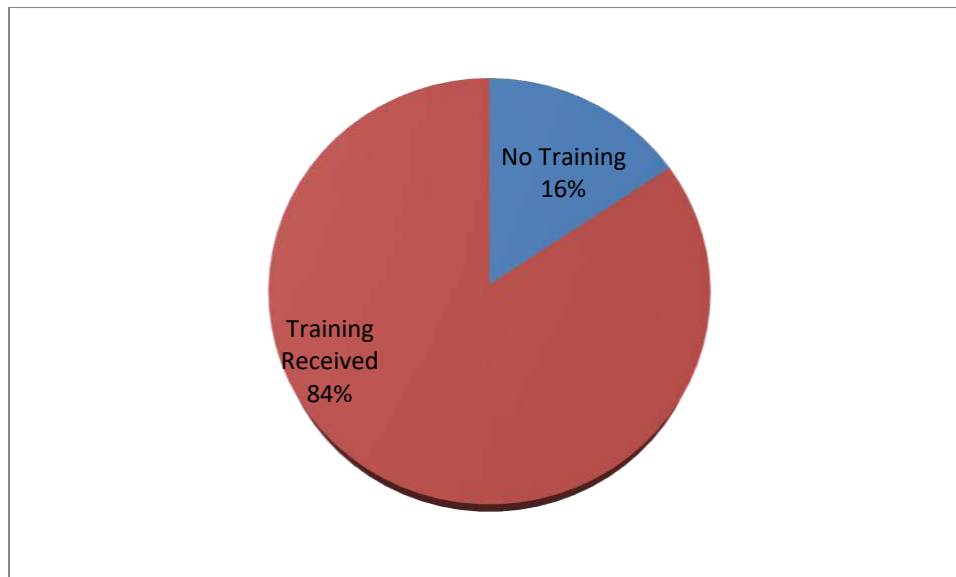
Table 4. Savings made in the order

Saving In the order	Percentage (%)
No savings at all	62
Less than 500	16
501-1000	6
1001-1500	2
1501-2000	6
2001-2500	3
2501-3000	4
above 3000	1
Total	100

4.5. Training received

In the Spring/Summer 2014 Vivienne Westwood order 84% of the population surveyed revealed having undergone training to enhance their technical skills. The rest 16% did not undergo training as they had already learnt well their skills to perform on the orders.

Figure 7. Training Received



4.6. Social and Psychological well being

During the Vivienne Westwood order 14% of the population surveyed stated that they were very happy with their pay. The rest of the surveyed population 86% was happy in general with the work and pay. Their level of confidence in the work was even higher where 79% of the population felt very confident with 21% moderately confident.

Pride was also rated very high as 74% of the population felt proud of what they do while 26% were proud. However when it came to provision of basic needs 9% was very satisfied while 53% of the population was satisfied with the level of providing to their families, 1% was indifferent while 37% was unsatisfied.

It was however a different story with regards to general satisfaction in life where 51% were total satisfied, 47% satisfied while the rest 2% of the population surveyed was yet to be satisfied.

4.7. Environmental awareness

Vivienne Westwood SS/2014 order provided a great encouragement towards environmental care. The linings of Vivienne Westwood bags are done from used shirts which many may have already thought as valueless. To make a luxury item from what would otherwise pass as a waste is something very surprising to especially slum communities like Kibera and Korogocho where heaps of rubbish are common to become part of landscape. Moreover FGDs reveal that Maasai women who previously relied on burning charcoal to earn a living are no more engaged in that business thanks to regular Vivienne Westwood orders.

5. Conclusion

The Spring/Summer 2014 Vivienne Westwood order proceeds went beyond mere provision of income to strengthening the development processes among the poor community groups who participated in it. Based on the finding, the order gave the participants not just the opportunity to improve their skills and increase their income but also become responsible for the transformation of their lives. The findings further reveal that through work and the Fair Labour code of conduct, majority of the participants in Vivienne Westwood orders are now working in a dignified manner in which their human struggles are rewarded.