

IMPACT ASSESSMENT VIVIENNE WESTWOOD, SS15 KENYA

The Ethical Fashion Initiative carried out an Impact Assessment during the production of Vivienne Westwood SS15 October 2014 – January 2015 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 artisans and the communities they live in.

CORE FINDINGS

The impact of the Vivienne Westwood SS15 October 2014 – January 2015 order on the participants was tangible: artisans earned a higher wage with which they could contribute directly to their household and/or save for future use. In addition to increased earnings, the Vivienne Westwood SS15 order provided artisans with the opportunity to improve their skills in order to meet the quality demands of the international fashion market.

GENERAL FEATURE OF THE GROUP (BENEFICIARIES)

The order was produced between October 2014 and January 2015, providing work and income to artisans from poor and marginalised areas.

- The order was produced by 265 artisans from 9 different communities.
- The order engaged three skills levels:
 - Skilled artisans – Embroidery, Brass casting, Quality Control, Supervisory and Stitching.
 - Semi-skilled artisans – Screen Printing and Beading.
 - Manual artisans – Preparation, Finishing, Labelling and Packing.
- 76% of the participants in the order were women.
- 70% of the artisans were under 35 years old.

IMPACT: INCOME



- Income was dependent on the skill level engaged, the speed and productivity of artisans in a day.
- The order allowed the income of skilled artisans to increase on average by 13%
- For manual artisans the income increased on average by 20%.
- 71% of surveyed admitted that their income was higher than what they would have earned otherwise.

IMPACT: TRAINING RECEIVED



- 83% of artisans received training during the production of the order
- 24% of artisans were trained in Preparation, 21% in Quality Control and 21% in Stitching.
- 79% of trainees reported they were able to pass on their knowledge to others.

IMPACT: HEALTH AND NUTRITION



- Among the 25% of respondents that experienced sickness in their household, 12% were able to receive treatment in private medical facilities and 11% in public facilities.
- 11% of artisans said that they would not have sought the same treatment without the income from the order.
- 91% of artisans reported that the money from the order enabled them to provide healthier meals for their families.

IMPACT: BANKING AND CAPACITY TO SAVE



- 57% of artisans (36% women) were able to save money from the income received from the order.
- On average artisans were able to save 11% of their earnings during the period of the order.
- 29% of participants (20% women) were able to invest their earnings.

ACCESS TO EDUCATION



- 72% of respondents contributed to all or part of the school fees during the order.

IMPACT: ENVIRONMENTAL SUSTAINABILITY





- 73% of artisans re-used or recycled leftovers materials to make other goods for economic gain.
- 74% of those surveyed contributed to reducing environmental degradation by deliberately participating in activities such as collecting garbage, planting trees or draining open sewers.

IMPACT: SOCIAL AND PSYCHOLOGICAL WELL BEING



- 96% of artisans were satisfied with the number of working hours per day.
- 82% of participants said that the money they earned during the order was enough to cover all or at least their basic needs.
- 71% of respondents were satisfied with the way the money helped them to support their family and dependents.
- 100% of artisans were confident and proud of their work.
- 96% of respondents were satisfied with their work.

ARTISAN TESTIMONIES

Testimonials	
<p><i>Winfred Wangari</i></p> 	<p><i>I am 27 years old and hold a diploma in Business Management and I live with my parents. My father is sick with cancer. I worked on VW SS15 order as a supervisor to the group of embroidery women. I used my income to support my father and to feed the family.</i></p>
<p><i>Damaris Wairimu</i></p> 	<p><i>I am 20, not married, taking care of my mother and two brothers. During the Vivienne Westwood SS15 order I worked as a preparer. The income from the order assisted my family to have healthy meals, to pay rent and to improve our house's furniture.</i></p>

<p><i>Liberator Irungu</i></p> 	<p><i>I am 30 years old, married a mother of two. All my children eat well and are in school all thanks to my work. I worked on Vivienne Westwood SS15 order as a tailor. The income from the order allowed me to buy a sewing machine with which I want to start a tailoring and dress making business.</i></p>
<p><i>Julia Wanjiru</i></p> 	<p><i>I am 34 years old, married and a mother of one. I was very happy to work on the Vivienne Westwood order as it satisfied my needs and gave me the opportunity to utilize my talent of screen printing. I supported my husband in contributing for school fees and saved some money for future household use.</i></p>
<p><i>Gladys Mukula</i></p> 	<p><i>I am 23 years old, married and a mother of one. During the Vivienne Westwood SS15 order I worked as a preparer of bags. I was happy to work on the order and used the income to pay rent, school fees and transport to and from work.</i></p>
<p><i>James Otieno</i> <i>Leader, supervisor and trainer of Korogocho Excellent Tailors SHG</i></p> 	<p><i>Vivienne Westwood SS15 has given us good income and offered the opportunity for career and skill development to the group members who all hail from the squalid slum of Korogocho. Some of the participants in the VW order once worked in the dumpsite which is next to the slum. Although they worked with waste, they admit that the VW's use of recycled material such as brass metal and used fabric (e.g. clothes and leather offcuts) is a superior way of engaging in a sustainable business</i></p>

CONCLUSION:

Vivienne Westwood ordered **5302** units to be produced for SS15 season. The order was done during the months of October 2014 and January 2015, directly providing work and income to 265 artisans from poor and marginalised areas. From the quantitative findings and the qualitative data gathered through interviews, fieldwork and testimonies, it is evident that the collaboration between EFI and Vivienne Westwood demonstrates an innovative and global partnership which reduces poverty in developing economies. This is a partnership built on the richness of designs and their relevance to the artisan skills available in a low income country such as Kenya.

In addition to income the VW SS15 order provided the participating artisans with the opportunity to further develop their skills to meet the quality threshold not just on Vivienne Westwood items but also for their own local customers. The findings further show that VW SS15 also enables the participants to appreciate the environmentally-friendly usage of recycled materials such as brass, leather offcuts and used clothing to create new items.

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. 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. The Ethical Fashion Initiative also works with upcoming designers in West Africa to promote African creativity and encourage local manufacturing.

Since 2010, the Ethical Fashion Initiative has been a member of the Fair Labor Association (FLA). With the FLA's guidance, all production processes follow a rigorous code of conduct. The collaboration with the FLA ensures our artisans are working in a safe and fair environment & assures our partners that their fashion items are ethically manufactured.

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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