

<b>Institution:</b> Brunel University London		
<b>Unit of Assessment:</b> 4 Psychology, Psychiatry and Neuroscience		
<b>Title of case study:</b> Improving Inner Wellbeing in Developing Nations		
<b>Period when the underpinning research was undertaken:</b> 2010-2014		
<b>Details of staff conducting the underpinning research from the submitting unit:</b>		
<b>Name(s):</b> Dr Stanley O. Gaines, Jr.	<b>Role(s) (e.g. job title):</b> Senior Lecturer in Psychology	<b>Period(s) employed by submitting HEI:</b> 03/2001-present
<b>Period when the claimed impact occurred:</b> 2014-present		
<b>Is this case study continued from a case study submitted in 2014?</b> N		

### 1. Summary of the impact (indicative maximum 100 words)

Brunel research led Traidcraft Exchange, a major NGO, to begin to assess the impact of its programmes on the wellbeing of participants and to change its development delivery strategy to make increasing women's empowerment a major objective of its development programmes in Africa and South Asia. This followed their involvement in the East Africa Honey Programme, spanning Kenya and Tanzania, where significant gains in the empowerment of women were identified, along with improvements in women's (and to a lesser extent men's) wellbeing, using concepts and a methodology previously developed by Dr Gaines and colleagues for use within Zambia and India. Traidcraft Exchange are now using the model developed by Gaines and colleagues to evaluate all their programmes, placing wellbeing and women's empowerment at the centre of their work.

### 2. Underpinning research (indicative maximum 500 words)

Gaines was the Deputy Director of the Wellbeing and Poverty Pathways (WPP) Research Project, an ESRC/DFID funded study that ran from 2010 to 2014. Gaines and collaborators collected and analysed quantitative and qualitative data on individuals' economic circumstances and inner wellbeing among participants in Zambia (developing a prototype of the inner wellbeing inventory) in 2010, and India (developing a revised version of the inner wellbeing inventory) in 2011. Given the longitudinal nature of the study, additional quantitative and qualitative data were collected from the same participants in Zambia (using the final version of the survey) in 2012, and the same participants in India (again, using the final version of the survey) in 2013.

Gaines and colleagues published several papers and book chapters (R1-R6), based on systematic literature reviews and original empirical findings within the WPP Project. 2 of the empirical papers proved to be especially important in setting the stage for NGOs' subsequent adaptation of the inner wellbeing survey and accompanying model for use in documenting the positive effects of intervention efforts in Bangladesh, India and Tanzania. Specifically, Gaines's solo-authored paper on the final version of the inner wellbeing survey in Zambia (R1) and co-authored paper on the initial and final version of the inner wellbeing survey in India (R5) demonstrated that individuals' inner wellbeing within remote villages of developing nations was best captured by acknowledging individuals' distinctions among their experiences within 7 domains (economic confidence, agency/participation, social connections, close relationships, physical/mental health, competence/self-worth, and values/meaning).

The conceptual work that Gaines and collaborators undertook within the WPP Project represents a major contribution in its own right. In particular, Gaines's co-authored review of prior academic and practical approaches to wellbeing (R4) not only offers a critique regarding inadequate generalisability of research within the "global North" (mostly developed nations) but also

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introduces a novel perspective on wellbeing that is informed primarily by scholarship and research from the “global South” (mostly developing nations). Nevertheless, results of empirical research from the WPP Project (e.g., R1, R5) go beyond setting the stage by providing the “added value” of multidimensional measures of inner wellbeing with evidence of high construct validity, as demonstrated by applications within the “global South” nations of India and Zambia.

The conceptual and empirical innovations from the WPP Project need not be applied solely to “global South” nations. A basic assumption underlying the WPP Project (i.e., inner wellbeing can be conceptualised and measured as individuals’ thoughts and feelings about what they can do and be) places Gaines and colleagues’ inner wellbeing survey and model within a tradition of viewing wellbeing from an optimal-functioning or “eudaimonic” perspective that is associated with Aristotle and other ancient Greek philosophers. However, the WPP Project is unique in its use of qualitative pilot data from villagers within modern-day Zambia, as part of the source material for quantitative measures of the 7 inner wellbeing domains within India and Zambia. Clearly, the WPP Project is anchored in the “global South.”

**3. References to the research** (indicative maximum of six references)

R1: Gaines, S. O. (2014). Evaluation of the inner wellbeing model in Zambia. *Psychology of Well-Being*, 4(16). doi:10.1186/s13612-014-0016-5

R2: Gaines, S. O., Jr., & White, S. C. (2014). Developing nations and developing surveys: Measuring inner wellbeing in Zambia and India, 2010-2013. In L. T. B. Jackson, D. Meiring, F. J. R. Van de Vijger, E. S. Idemoudia, & W. K. Gabrenya Jr. (Eds.), *Toward sustainable development through nurturing diversity: Selected papers from the Twenty First International Congress of the International Association for Cross-Cultural Psychology*. Melbourne, Florida: International Association for Cross-Cultural Psychology. Available via Web site: [http://www.iaccp.org/sites/default/files/stellenbosch\\_pdf/stellenbosch\\_for\\_tablet\\_pdf.pdf](http://www.iaccp.org/sites/default/files/stellenbosch_pdf/stellenbosch_for_tablet_pdf.pdf). Pages 55-62 chapter 7.

R3: White, S. C., Devine, J., Jha, S., & Gaines, S. O., Jr. (2010). *Religion, development and wellbeing in India*. (Working Paper 54. Religions and Development Research Programme.) Birmingham, UK: University of Birmingham.

R4: White, S. C., Gaines, S. O., & Jha, S. (2012). Beyond subjective well-being: A critical review of the Stiglitz report approach to subjective perspectives on quality of life. *Journal of International Development*, 24(6), 763-776. doi:10.1002/jid.2866

R5: White, S. C., Gaines, S. O., & Jha, S. (2014). Inner wellbeing: Concept and validation of a new approach to subjective perceptions of Wellbeing-India. *Social Indicators Research: An International and Interdisciplinary Journal for Quality-of-Life Measurement*, 119(2), 723-746. doi:10.1007/s11205-013-0504-7

R6: White, S., Marshall, N., Jha, S. and Gaines, S. O., Jr. (2014). Wellbeing assessment in practice: Lessons from Wellbeing and Poverty Pathways. In Rowley, J. (ed.), *Wealth-ranking in international development* (pp. 111-126). Rugby: Practical Action Publishing.

**4. Details of the impact** (indicative maximum 750 words)

Traidcraft Exchange was created in 1986 as an international NGO (complementing the trading company of Traidcraft plc), quickly establishing itself as “the UK’s only development charity specialising in making trade work for the poor” (E1, p. 1). By 2019-20, Traidcraft Exchange were reporting annual expenditure of GBP3,400,000 (versus a somewhat lower annual income of GBP3,100,000), with more than 26,000 people benefiting in Africa and more than 268,000 people benefiting in South Asia (E2). Furthermore, between 2019 and 2020, women comprised most of the participants within Traidcraft Exchange’s development programmes across Bangladesh, India, Kenya, Namibia, Senegal and Tanzania (E2).

One of the major goals that Traidcraft Exchange identified in its 2011-2014 Strategic Report was to “prioritise the needs of women in our programmes and activities” (E3, p. 3). During the 2010-2014 Wellbeing and Poverty Pathways (WPP) Project that Gaines and colleagues were running

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in Zambia and India, Traidcraft Exchange began to consult with Gaines and his colleagues concerning the conceptualisation and measurement of inner wellbeing among women and men in Bangladesh, India, Kenya and Tanzania (E4). Although the WPP Project was not designed to address women's empowerment in developing nations *per se*, Gaines and colleagues had made it a point to collect data from single-mother households as well as dual-parent households in Zambia (whereas single-mother households were virtually unknown in India). Moreover, Gaines and colleagues took note of gender dynamics (and, in some instances, gender tensions) among their participants in Zambia and India. In any event, the working relationship between Traidcraft Exchange and the WPP Project proved to be serendipitous: Traidcraft Exchange documented that – as a direct result of their honey development programme in East Africa – not only did female as well as male beekeepers' inner wellbeing (measured via an adapted survey) increase significantly (overall, and especially within the agency/participation domain); but female beekeepers' inner wellbeing increased to a *greater* extent than did male beekeepers' inner wellbeing (E5).

Honey production is one of the biggest sectors of agriculture in East Africa; and Traidcraft Exchange reported that, via the East Africa Honey Programme, they had helped more than 9,400 beekeepers across Kenya and Tanzania between 2010 and 2015 (E5). Thus, the positive impact of the development programme (as documented by the adapted version of Dr Gaines and colleagues' inner wellbeing survey) literally reached thousands of households in East Africa; Traidcraft Exchange concluded that, by the end of 2015, their Beekeeper Economic Empowerment in Tanzania (BEET) programme in particular (which ran from January 2013 to December 2015) had exceeded their goals of directly affecting 13,800 people (i.e., well over the target of 2,760 beekeepers and their families) (E6). Consequently, Traidcraft Exchange's success with improving inner wellbeing among female beekeepers in East Africa had led them to adopt an even more ambitious set of goals regarding women's empowerment: “[S]ituate women's empowerment within our broader strategy and agenda; communicate our commitment to women's empowerment; and ensure that women's empowerment continues to be a priority” (E7).

Outside of East Africa, Traidcraft Exchange pointed to promising outcomes of their Going Green programme (which originally ran from January 2014 to December 2018), which was not explicitly designed to promote women's empowerment within the sustainable textile industry in the Indian subcontinent (affecting more than 24,000 workers, disproportionately represented by women) but has been re-evaluated in light of women's increased prominence in leadership roles (E8) – a change in power dynamics that also had been identified in the East Africa development programme (E5). Unfortunately, systematic data collection (e.g., use of an adapted version of the inner wellbeing survey from Gaines and colleagues) did not occur during the Going Green programme. As a result, Traidcraft Exchange have announced plans to conduct a follow-up development programme in India (following the success of the East African honey industry programme) that will be more purposeful in terms of methodology (E8).

As other UK-based international development charities such as Tearfund begin to adopt the concepts and methodology that Gaines and colleagues pioneered regarding inner wellbeing (E9), the legacy of the WPP Project endures within various development programmes that Traidcraft Exchange have completed: “The model of inner wellbeing developed by the WPP was both aligned with Traidcraft's conception of ‘flourishing’ and applicable within our programme work. We decided to adopt the model and to base our assessment methodology on the WPP survey approach” (E10, p. 78). In closing, the link to women's increased empowerment in the Global South was fortuitous, yet impactful.

### 5. Sources to corroborate the impact (indicative maximum of 10 references)

(E1) Traidcraft Exchange (2014). *An introduction to Traidcraft*. Kingsway, UK: Traidcraft Exchange. Retrieved 10 December 2020 from <https://www.traidcraft.co.uk/media/d9574cac-07b8-43f7-97f8-ed231852138d>

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(E2) Traidcraft Exchange (2020). *Impact report 2019/2020*. Kingsway, UK: Traidcraft Exchange. Retrieved 10 December 2020 from <https://traidcraftexchange.org/s/Impact-report-19-20-online.pdf>

(E3) Traidcraft Exchange (2014). *From fair to flourishing – Strategic plan 2011-2014*. Kingsway, UK: Traidcraft exchange. Retrieved 10 December 2020 from <https://www.traidcraft.co.uk/media/6527c745-a101-4b42-840c-db02e709aa43>

(E4) Corroborating letter from Traidcraft Exchange

(E5) Traidcraft Exchange (n.d.). *East Africa Honey Programme briefing*. Kingsway, UK: Traidcraft Exchange. Retrieved 10 December 2020 from <http://www.traidcraftexchange.org/honey-briefing>

(E6) Traidcraft Exchange (2016). *The Traidcraft Exchange Report and Financial Statements for the Year Ended 31 March 2016*. Kingsway, UK: Traidcraft Exchange. Retrieved 10 December 2020 from <https://traidcraftexchange.org/s/Traidcraft-exchange-signed-accounts.pdf>

(E7) Traidcraft Exchange (2019). *A Strategy for Women's Empowerment in Trade and Supply Chains*. Kingsway, UK: Traidcraft Exchange. PDF provided. Retrieved 10 December 2020 from <https://traidcraftexchange.org/traidcraft-in-depth/2019/3/8/iwd-2019-a-strategy-for-womens-empowerment-in-trade-and-supply-chains>

(E8) Traidcraft Exchange (2019). *Sustainable Textiles briefing*. Kingsway, UK: Traidcraft Exchange. Retrieved 10 December from <https://static1.squarespace.com/static/59242ebc03596e804886c7f4/t/5d52d46ec00ad8000158c2b9/1565709475110/Sustainable+Textiles+Prog+Briefing+High+Res.pdf>

(E9) Corroborating letter from Tearfund

(E10) Spencer, E., Williams, G., & Stevens, L., (2014). Traidcraft: Assessing human flourishing. In S. C. White, with A. Abeyasekera (eds.), *Wellbeing and quality of life assessment: A practical guide* (pp 77–98). Rugby: Practical Action Publishing. <https://doi.org/10.3362/9781780448411.006>