

# COMMUNICATION ON ENGAGEMENT (COE)

Asociación Civil Hecho por Nosotros

Period covered by this Communication on  
Engagement: January 2021 - December  
2022



HECHO POR NOSOTROS



*Fabric of Change*



*animaná*

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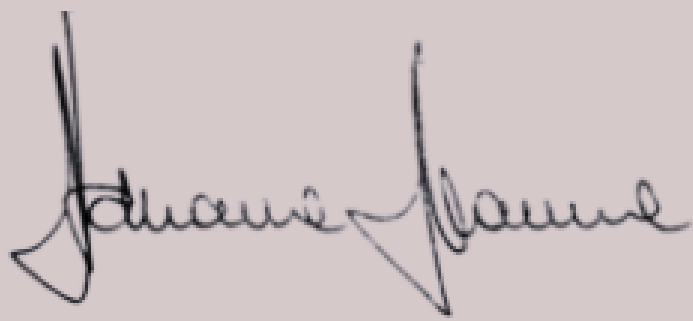




# Part I. Statement of Continued Support by the Chief Executive or Equivalent

To our stakeholders, On behalf of Hecho por Nosotros, I am pleased to confirm that our NGO reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. We welcome feedback on its contents. Our actions are embedded in collaborative models towards achieving a sustainable and resilient future, creating awareness and exemplifying in principle and actions. In the present Communication on Engagement with the United Nations Global Compact, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,



Adriana Marina

Founder of Hecho por Nosotros Buenos Aires, AUGUST 2023





# Introduction



# ABOUT US

Hecho por Nosotros (HxN) is a non-profit organisation with the ECOSOC consultative status that wants to achieve systemic change. One of the main goals of HxN is to provide access and resources to future generations through creative industries. This way, we would not only reinforce systemic change, but we would also strengthen the bond we have with each other, the planet, nature, and trade.



**\*Micro, Small and Medium-sized Enterprises**



# Our purpose and partners

Since its foundation in 2009, the NGO Hecho por Nosotros (HxN) has been contributing to a sustainable systemic change in the textile and fashion industry. We empower and connect all its stakeholders towards a better, sustainable paradigm.

Our core focus lies in our collaborations with artisans from Patagonia and the Andes. Over 14 years, HxN has had a direct impact on the lives of more than 8,100 artisans and 330 MSMEs\*.



**\*Micro, Small and Medium-sized Enterprises**



# Our purpose and partners

Meanwhile, we work in collaboration with all actors impacting the value chains of the industry. Through an increasing digital presence and the conduct of online training, the NGO has expanded its work worldwide. Our collaborations have now extended to Asia and Africa. The work of HxN has been rewarded with various recognitions and new alliances. We are particularly proud of its consultative status at the United Nations Economic and Social Council (UN ECOSOC) obtained in 2016.

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por Nosotros





# Our purpose and partners

The NGO has also created strong and long-lasting partnerships through fellowships with organizations such as Ashoka, the IKEA Foundation, the Cordes Foundation and Women in Stem Entrepreneurship (WISE). Additionally, our network of prominent universities worldwide has considerably expanded over the years.



HxN is driven by the ambition to universally share sustainable concepts and practices. We co-create dialogues accessible to everyone and transmit a comprehensive and inclusive understanding of the issues at stake in the journey towards sustainability. Our main languages are English, Spanish and Portuguese, but our collaborators and partners could easily make this list way longer.



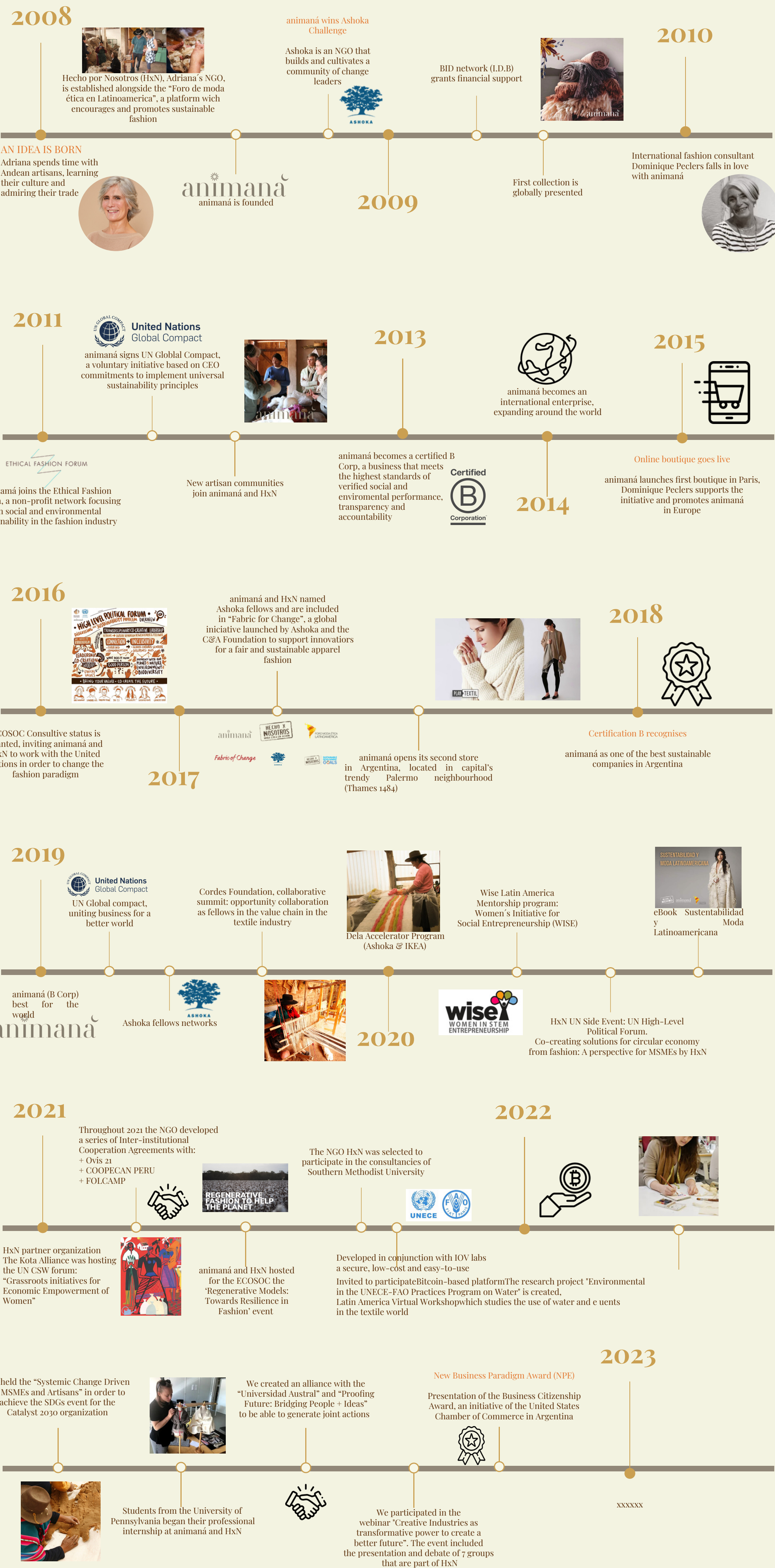


# Part II. Description of Actions





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# Our main activities

HxN stands out, mainly, for carrying out the following activities:

- Capacity building for MSMEs, notably benefiting communities of artisans. We help them connect with markets, and revalorize the quality and the added value of their local products for exportation purposes
- Research programs in support to the adoption of sustainable production and consumption practices
- Workshops, training sessions and webinars raising awareness about sustainability and sharing the narratives behind the production of fibers and garments
- Training about design, and environmental and social issues (e.g. circular and regenerative models, sustainable innovation, fair prices)
- Guidance in the design of higher education programs and courses
- Testing of solutions that support good practices throughout the industry's value chains.



# Our new range of projects

The NGO has been recently striving to diversify its range of tools. The objective is to generate more impactful outcomes, such as through the development of digital solutions. Therefore, HxN is now supporting the use of new digital technologies to the benefit of impactful collaborations. These innovations gather stakeholders around sustainable solutions: transparency and traceability valorizing sustainable supply chains, financial inclusion of artisan communities etc.

Our new alliances and projects make us more resilient than ever to continue addressing challenges. Count on us to further help the industry's stakeholders to make the right decisions towards sustainable production & consumption models.





# Our lines of action

We promote pragmatic solutions with a real impact, tackling problems at their roots. The collaboration of actors such as consumers, designers, producers, brands, policy-makers and investors can lead to the adoption of true sustainable practices for a better world.

We understand that the model currently dominating the fashion industry goes against the concept of sustainability. It is marked with linearity, opacity, pyramid subcontracting, plastic-derived materials, fast-fashion etc.

These production and consumption practices lead to the exploitation of humans and to high negative externalities impacting the environment.

Our work towards a new paradigm is organized between four lines of action:

- Capacity Building
- Co-Creation
- Institutional Advocacy
- Research

In this report, you will learn about our activities and projects over the 2020-2021 period, as well as their associated outputs.

# Capacity building

HxN developed and strengthened the skills and knowledge of the fashion and textile value chains stakeholders. Our capacity building was mainly aimed at producers from micro and small-sized businesses, and at consumers. Our internal collaborators represent a wide network worldwide, they also benefited from this range of activities. We managed to reach each type of relevant actors through 60 webinars, 5 workshops, 3 editions of our newsletter, the development of 9 tools for MSMEs, and an active communication in our blog and social media. The increased digitization of all activities worldwide over the last two years has helped us reach a highly diverse and numerous audience.



# Co-creation

HxN collaborators concentrated their efforts towards expanding the NGOs range of activities within its co-creation pillar. The consultancy program included SMEs from Latin America, Africa and India who participated in a diversity of projects. These enterprises were already working the field of sustainability, and some of them towards triple bottom line impact. The consultancy program is intended to help them improve their management, scale up their businesses, reach new customers, and align with brands requirements such as design & certifications. We successfully supported them in optimizing their positioning in new markets. In some cases, we helped them create new business units.





# Institutional advocacy

Our collaborations with high-level organizations and field experts definitely helped advance the agenda of sustainable development. HxN raised awareness, organized dialogues, and collaborated with key organizations. The NGO brought visibility to the grassroots and to sustainability challenges.

Our 2 own side-events at the UN High Level Political Forum (HLPF) in 2020 and 2021 totaled 25 breakout rooms discussions and over 440 attendees, with an increase diversity in expertise and refined topics. Our collaboration with the UN has also deepened and include and upcoming pilot project in the field of transparency and traceability. As regard the World Economic Forum, our collaboration included 2 participations in WEF events, and the intervention of 2 experts in our HLPF Side-Events.

# Institutional advocacy

We have reached new milestones with organizations supporting business development and export: new partnerships and the co-organization or participation in 3 webinars.

Lastly, in the wake of COP 26, our workshop on climate action linked environmental challenges to concrete examples to follow to address them. The level and diversity of expertise among the participants captured the relevance of our ecosystem.

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# Research

HxN has been gradually increasing its research activities.

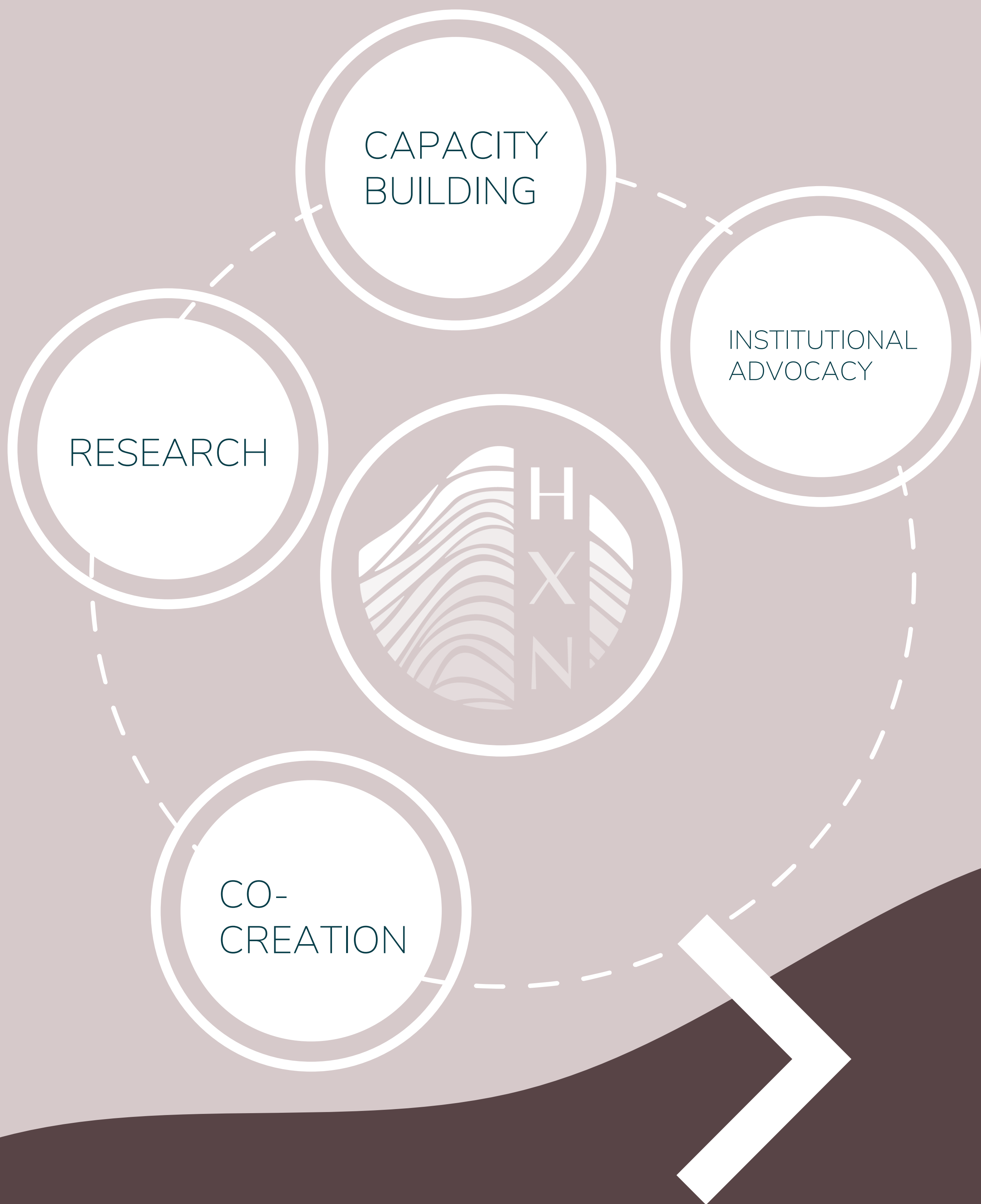
The current lines of research are considered to be pivotal for a systemic change within the fashion industry.

Additionally, each team is encouraged to carry out identify potential research themes. Over the period reported, more than 20 volunteers took part in our research activities. There are already several projects in development associated to each line of research.

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CAPACITY  
BUILDING



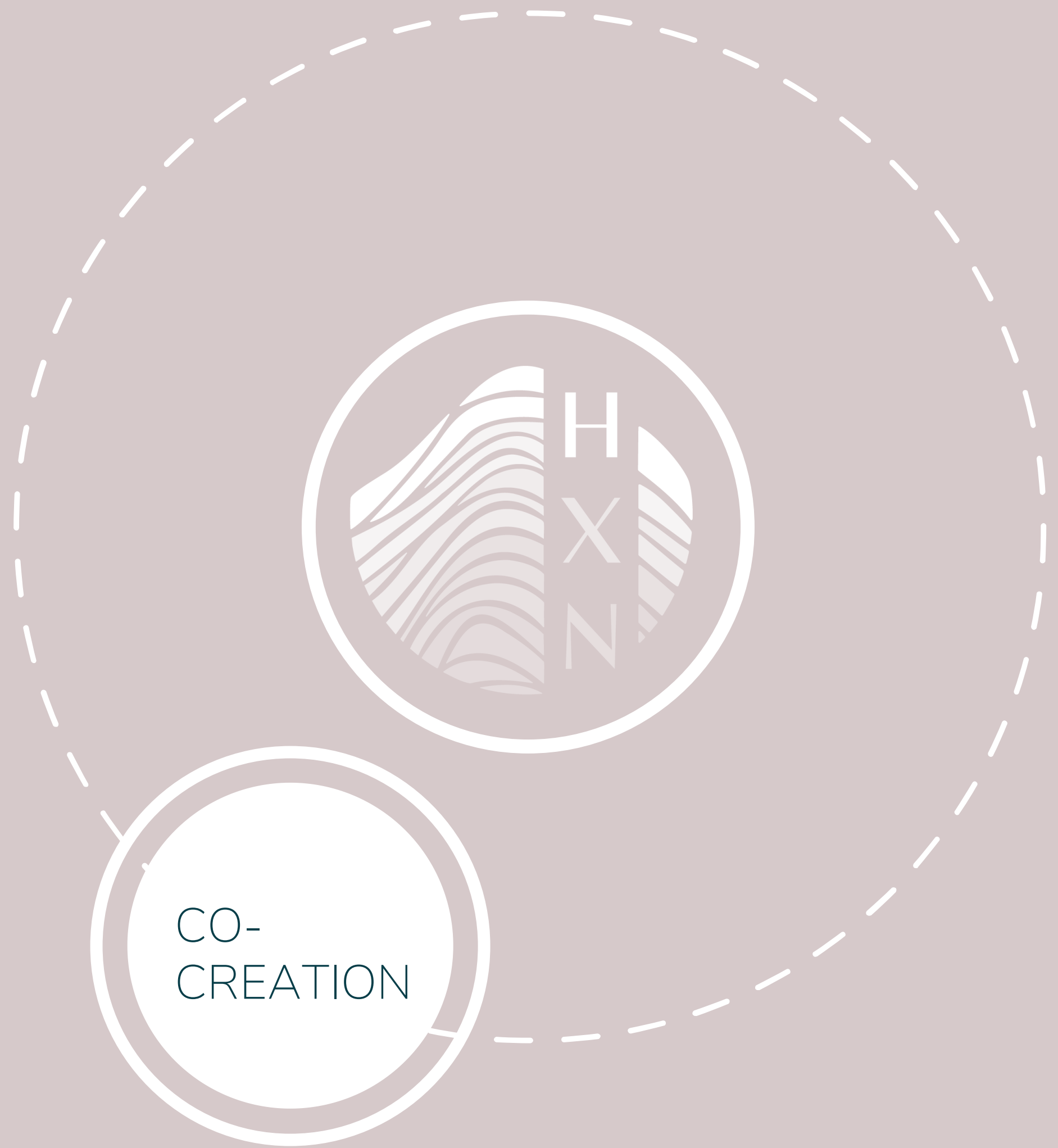
- 60 Webinars
- 5 workshops
- 3 editions of our newsletter
- 9 tools available for MSMEs
- blog & social media

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- o 2 own side-events at the UN High Level Political Forum totalling 25 breakout rooms and over 440 attendees.
- o 2 participations in WEF events
- o intervention of 2 WEF experts and 2 UNECE collaborators in our events.
- o key milestones with 3 key organisations supporting business development & export.



- o 8 SMEs and 5 countries from Latam, Africa and Asia in our consultancy program.
- o 10 areas of impact from business model to branding.
- o stakeholders: producers, artisans and designers.
- o 2 participations in other institutions initiatives: Wise (BID) and Dela Globalizer (Ashoka and IKEA).





- o 4 publications.
- o 4 new relevant lines of research.
- o 2 surveys.
- o ongoing research on regenerative practices and ESG risks.
- o 4 podcasts.
- o attendances to conferences.

# January 2021

January 3. Webinar Defining Sustainable Fashion (Ellie Cotlar) (It's a recording for the fundamentals, but can be referred to as a webinar for impact) On January 3rd, we participated in the webinar "Defining Sustainable Fashion," a session that delved into the broad spectrum encompassed by the term sustainable in the fashion industry. This led to questions about equality in various sustainable processes. It's important to distinguish between having some sustainable components versus labeling an entire garment as 100% sustainable. These inquiries and challenges formed the basis of the session, emphasizing the need to establish an action plan to attain sustainability goals for the fashion industry.

January 5. Webinar Waterless Indigo Dyeing: Tejidos Royo's Denim Revolution Jose Royo, Sales Director of Tejidos Royo, Valencia-Spain, presented a webinar on "Waterless Indigo Dyeing," explaining the company's efforts in manufacturing its products by incorporating a technology that eliminates the need for water in the dyeing process of pants. This marks a significant step forward in terms of sustainability. Royo highlighted the company's vertically integrated economic process, working with fabrics made from cotton, lyocell, and recycled materials. Tejidos Royo aims to revolutionize the industry by prioritizing traceability and sustainability.

January 27. Webinar An Introduction to International Standards and Certifications and a roadmap to HxN best practices Speakers: ELLA PETERS (Team Leader) Student in International Development Management ANNE BOONSTRA MSc in International relations & Diplomacy ANAVI SHRINKE MSc in Environment, Politics and Society EMELIE HAKANSSON LL.M. in Business Law On January 27th, we participated in the webinar "Standards and Certifications," which covered various subjects, including the four areas of business sustainability: Environment, Human Rights, Labor Rights, and Anti-Corruption.

January to March - HxN - Expert Review for Circular Economy Institute / Circular Fashion Expert Group The Circular Economy Institute (CEI) is a global educational platform dedicated to promoting the circular economy. In contrast to the linear model of production and consumption that leads to fast discarding, the circular economy presents a solution to protect the environment and human health. With the challenges posed by population growth, resource depletion, and pollution, transitioning to a circular economy is vital. The CEI's mission is to establish high standards in the circular economy field, nurturing international leadership for the shift from a linear to a circular economic system. The institute offers seminars, training, webcasts, and publications to keep alumni and stakeholders informed about developments in the circular economy industry.



# February 2021

February - Artisan Conversations Begin / Arts and Crafts University / Artisan Training In the month of February, the artisan conversation was initiated through the Toolkit Igniting Circular and Sustainable Fashion through collaboration platform. This conversation serves as a virtual meeting ground for artisans from Argentina, Bolivia, and Peru, engaging with eco-designers from around the world and experts from various fields such as marketing, finance, and communication. The objective is to exchange knowledge and learn within the community.

The platform offers a range of options including short training sessions, webinars, an incubator and e-coach, an online library, events, and partner activities. Over the coming months, work will continue on this new initiative as part of Hecho por Nosotros' Arts and Crafts University program, with virtual meetings taking place on Thursdays.

February 25 - Webinar DeepTalk: On the Importance of Transparency DeepTalk is a series of talks featuring national and international speakers aimed at contributing to the industry by sharing cases, understanding sustainable consumption trends, ethical responsibility in companies, and digital marketing strategies for fashion brands, specifically. Adriana Marina was invited as a speaker to participate in this webinar, the goal of which was to encourage a structural change in companies. The case of Hecho por Nosotros alongside Animaná was shared, outlining the formation of the network, providing examples of challenges and progress over these +15 years of experience in the sustainable system. The webinar was organized by Be Disobedient - a creative consulting company focused on the denim industry.

# March 2021

March 17 - UN CSW Forum "Grassroots Initiatives for Economic Empowerment of Women" HxN partner organization, The Kota Alliance, hosted an event titled "Grassroots Initiatives for Economic Empowerment of Women" as part of the NGOCSW Forum on March 17 from 12:30 pm to 2 pm. Adriana Marina presented the work of Hechos X Nosotros in sustainable fashion and her collaborations with social enterprises and artisan communities. She shared both success stories and challenges faced in her projects over the past year.

March: Conclusion of the First Cycle of the Challenges Program Through the HxN toolkit online consultancy project, we reached 3,800 artisans and vulnerable individuals indirectly. Below are details of each consultancy:

First results of the Consumer Behaviour project: Provide details.

Cooperation Agreement with Anáhuac University, Mexico [↓](#)

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# April 2021

Cooperation Agreement with Ovis 21 [https://docs.google.com/document/d/1MEXTkczQGGWsn9n6e5D65-XMm\\_9qdUcH/edit](https://docs.google.com/document/d/1MEXTkczQGGWsn9n6e5D65-XMm_9qdUcH/edit) Ovis 21 S.A. is a certified B corporation with 18 years of experience in education, technical assistance, monitoring, and verification of land regeneration. They have built a collaborative network in South America that includes producers, professionals, and industries, impacting over 1 million hectares. Ovis 21 serves as the Argentine node for the Savory Institute, a global organization dedicated to large-scale grassland regeneration.

April 7 - Webinar Rethinking Design and Art Systems of the Future On April 7th, we had the opportunity to engage in a conversation with Ana Andrade, who explored the concept of "Rethinking Design and Art Systems of the Future." Ana discussed her work with artisans in Brazil through the startup Veredas, where they design and create handcrafted ethnic textiles. She emphasized the importance of creating new projects related to craftsmanship, designing systems that enable their dissemination, fostering collaboration among designers, artisans, and individuals in the fashion world, and transforming challenges into solutions.

April 6 - UN Event: Regenerative Models: Towards Resilience in Fashion

<https://www.eventbrite.com/e/regenerative-models-towards-resilience-in-fashion-tickets-146599441877>

Hecho por Nosotros (HxN) and its sister social enterprise animana hosted the "Regenerative Models: Towards Resilience in Fashion" event for the ECOSOC Youth Forum's 10th anniversary. This event focused on regenerative models in the fashion industry, connecting young leaders in sustainable fashion. The discussion was led by Jennifer Fisher, HxN UN Ambassador and founder of Fisher Clay Group. The panel featured:

- Adriana Marina, Founder & President of Hecho por Nosotros and B-Corp Animaná
- Radhika Shah, Co-President Stanford Angels & Entrepreneurs
- Sarah Gresty, BA Fashion Course Leader Central Saint Martins
- Yoann Regent, Biodiversity and Animal Welfare Specialist at Kering

The event showcased leaders designing systems for regenerative, equitable, and sustainable societies. Experts discussed building resilient businesses in the fashion industry that align with Sustainable Development Goals.

April 9-11 - Consultancy with Southern Methodist University Hecho x Nosotros was selected to participate in consultations with SUM. MBA students from the university worked intensively over the weekend, analyzing marketing strategies for the toolkit platform with a focus on young entrepreneurs.

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# April 2021

April 14 - Sustainable Development Forum (La Rural) At the 15th Sustainable Development Forum, renowned speakers shared successful experiences in sustainability. Adriana Marina was invited to participate in a panel discussing modernization's role in transitioning to a new model. The panel explored innovation's importance in sustainability, the journey to ethical fashion, B Corp principles, and the role of technology in inclusion.

April 14 - Faculty of Economic Sciences, UBA Adriana Marina was invited to participate in a conference titled "Management of Triple Impact Companies." Discussions revolved around the definition of a Triple Impact Company, its environmental impact, social impact, and why having a purpose of triple impact/common good is essential.

April 19 - Webinar at Anáhuac University (Mexico) Adriana Marina presented the Toolkit Hecho x Nosotros Igniting Circular and Sustainable Fashion through Collaboration at the University of Anáhuac. The webinar aimed to exchange knowledge between global perspectives and local wisdom.

April 22 - Webinar Conscious Consumption Hecho x Nosotros and animaná participated in the Global Shapers Community Buenos Aires conference cycle. The event discussed the advantages of a circular fashion model for conscious consumption and its environmental and cultural benefits.

April 23 - Workshop Sustainable Fashion and Design: How to Be a Conscious Consumer This workshop provided insights into the fashion industry, trends, and the evolving needs of conscious consumers. The aim was to shed light on issues related to sustainable fashion consumption, emphasizing ethical and planet-friendly practices.

April 23 - Fashion Revolution Week

April 23 - Consumers, Collaboration & Consumption: the 3C's for Innovative Solutions in the Fashion Industry This event brought together specialists from different countries and areas of expertise to discuss efficient and innovative solutions to challenges in the fashion and textile industry. Leaders in sustainability explored the roles of consumers and collaboration in achieving Sustainable Development Goals.



# May 2021

Cooperation Agreement between the Special Production and Services Cooperative of Andean Camelid Producers Ltd. and the Civil Association Hecho por Nosotros of the Argentine Republic  
[https://docs.google.com/document/d/1J3FZbjCuLuHO2Airh\\_nCElVEvqSv73vn/edit#](https://docs.google.com/document/d/1J3FZbjCuLuHO2Airh_nCElVEvqSv73vn/edit#)

May 3 - Technology: Bridges Between Indigenous Cultures and Fashion Industry  
<https://www.eventbrite.com/e/technology-bridges-between-indigenous-cultures-and-fashion-industry-tickets-150634877975#> Hecho x Nosotros and animaná will host an event on The Role of Technology in Creating Bridges Between Indigenous Cultures and the Textile, Deco home and Fashion industry The event will highlight leaders who are designing systems and technologies to support and empower Indigenous communities. The panel will feature expert voices discussing ways in which governments and institutions can provide Indigenous communities access to design, intellectual property management, business support, financial resources, and capacity-building programs. The panel will discuss what technologies can preserve, democratize, and enhance indigenous cultural heritage and create bridges with the textile and fashion industry.

Technology as a Bridge for Indigenous Cultures and Their Legacy in the Textile World In a recent meeting, we discussed how blockchain can preserve, democratize, and enhance indigenous cultural heritage. On May 3rd, we had the opportunity to host a webinar focused on understanding the role of technology in indigenous cultures and its impact on the world of fashion and textile arts. The event was moderated by Tricia Langman, a representative of Hecho por Nosotros, designer, and educator; Dr. Kayinke Sena, Director of Indigenous People of Africa Coordinating Committee; Giacomo Tabacco, Cultural Anthropologist; Adriana Marina, Founder and President of Hecho por Nosotros and animaná; Katen Bush, Co-owner of Kate+Maouche; Nichole Zethelius, Head of Sustainability for CGI Consulting Scandinava; and Joellen Nicholson, VP University Impact, Social Impact Advisor, HxN Advisor.

May 8 - Fairleigh Dickinson University EMBA Panel: Innovation & Sustainability in International Business  
Moderator: Andres Cruz Quijano, CEO & Co-founder at Torrenegra Accelerator Other panelist: Juan David Gomez, CEO & Co-founder at Waykana May 31 - Interns from Puentes Abroad (3 - Jessica, Kristina, and Pei): working on the toolkit, Fundamentals, and Designer's course. Until July 31.

May - End of the Scoping Phase of IKEA Mentorship Programme

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# June 2021

June 3 - (Internal) Webinar Introduction to Regenerative Models and Natural Fibres Have you ever heard of Regenerative models in the Fashion Industry? This approach implies reconsidering different parts of the Industry, from consumer choices and behavior to waste and material management and recovery. Regenerative models are also connected with business innovation and new production models, related to Sustainable Agriculture and the exploration of different alternatives in methods and materials. Natural fibers, for example, are an alternative to synthetics that not only save water and energy but also offer a more sustainable choice in terms of their value chain. A regenerative approach considers the environment as a whole, aiming to minimize negative impact while striving to restore what has been altered in the ecosystem to produce.

June 7 - 6 PM UK Time Hecho por Nosotros collaborated with Newnham Environmental Justice Society in a Design Thinking Workshop at Cambridge University.

The workshop was led by HxN collaborator and program coordinator Tricia Langman, along with a group of advisors and collaborators from Hecho por Nosotros, experts in sustainability and circularity in the textile and fashion industry.

The event provided students with an opportunity to learn about the design thinking process using Hecho por Nosotros challenges as case studies, encouraging reflection on problems within the fashion and textile industry. Mentors and participants collaborated to find solutions through the design thinking process, analyzing the industry's various issues and challenges.

Solutions were formulated around technology and traceability, particularly focusing on how technology can be a useful tool to promote intersectionality and traceability within artisan communities; scale-up business models for artisans, considering the significance of ancient sustainable traditional techniques and the challenges artisans and MSMEs encounter when scaling up; and educational tools, specifically addressing barriers in the circular and sustainable educational tools provided by Hecho por Nosotros for rural artisan communities, as well as utilizing intersectionality and collaboration as key elements for achieving social inclusion in rural areas.

June 17 - China's International Sustainable Fashion Forum Founder Adriana Marina delivered a powerful message to China's International Sustainable Fashion Forum on Advanced Functional Fibers, the country's first conference focused on sustainable textiles, on June 17. The one-day forum was a highlight of Shengze Fashion Week's 23 events, which brought together 300 companies to showcase new technologies, processes, and fabrics. "In this moment, we are all facing the Covid problem but it is a huge message and opportunity that nature gave us in order to rethink our way of consuming and producing fashion," she said, emphasizing the role of local value chains in the global market. "It's an opportunity to rethink the fashion industry and to co-create the future." Marina appeared alongside other thought leaders in the industry, including the UN's Michael Stanley-Jones, who emphasized that it's time for the fashion industry to move from discussion to action.

June 22 - Internal Webinar: Regenerative models in the Fashion Industry: Camelid's fiber Latin American Camelids are a family of mammals concentrated mainly in four countries: Bolivia, Peru, Argentina, and Chile. Their low environmental impact and soft fibers make them an interesting target when thinking about sustainable fiber production. The camelid value chain is beneficial as well, including a variety of local people and businesses at different stages and improving native communities. Alpaca, Vicuña, and Guanaco fibers can enhance the sustainable textile industry potential of these South American countries, both locally and internationally. In this webinar, you can learn more to get to know them better.

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# July 2021

Cooperation Agreement between FOLCADEMY and Hecho por Nosotros Civil Association of the Argentine Republic FOLCAMP is an intensive educational experience in teams where young people learn to perform in the most demanded roles in the tech world through a real technology project for NGOs: Scrum Master, UX, Front and Back Developer.

Establish an institutional framework to enhance the development of joint actions and establish a strategic alliance that strengthens institutional capacities regarding the promotion of technology development, co-creation, learning, and knowledge exchange with the aim of creating the MVP of the NGO's virtual platform with donated hours for the learning of the Folcademy team members.

July 9th: HPLF 2021 HxN Side Event On Friday, July 9th, at 1:00 pm ET, Hecho por Nosotros (NGO) will host a side event at the High-Level Political Forum 2021 titled Building Resilient Circular Supply Chains by Empowering Grassroots Action: Collaboration as a tool for achieving SDGs in fashion. The event will highlight dynamic leaders discussing the role of capacity-building, digital tools, technology and ed-tech, business models, and innovation to promote inclusive, transparent, and circular value chains.

The discussion will be followed by lab sessions in breakout rooms led by experts in sustainability and circularity in fashion, encouraging in-depth dialogue on the different challenges faced by hand workers, MSMEs, and producers in the industry.

July 15th: Regenerative Models in the Fashion Industry: Cotton Fiber (Internal webinar)

July 29th: Conscious Consumption Webinar

The webinar explained what Fast Fashion is and its effects – high demand, low prices, shorter lifecycle. The consumer's factors at the moment of consumption were discussed: Cultural, social, personal, and psychological factors. The term "Greenwashing" was explained, which is an advertising strategy that talks about a company's environmental commitment but isn't always 100% transparent in sustainability. Specific examples from H&M were given. Data from a program called Lifestyle Monitor was discussed, showing consumer interest in the differences between types of factories. The differences between Organic and Conventional Cotton and Recycled Polyester and Virgin Polyester were explained. Some good practices for consumers to reduce environmental impact when buying clothes were presented. Sustainability labels and certifications in companies were presented, noting that not all companies have been able to certify even if they meet the requirements. Examples of brands/companies that do meet sustainability standards were provided.

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# August 2021

3.8. Circular Fashion Mode Project: Meeting I The idea of the project is to divide it into 4 meetings, the first Tuesday of each month, where information, dialogue, and debate will take place, concluding with a workshop in the 4th meeting. In Meeting I, environmental impacts of fashion will be discussed, along with how to be a conscious consumer. The fashion industry is the second most polluting industry globally and the second-largest consumer of water after agriculture. The textile industry, including fast fashion, was explained, where prices are lowered along with production quality, leading to increased production and waste. Consumer factors during purchases were explored, including cultural, social, personal, and psychological factors. Consumer interest when purchasing, as well as the growth graph of sales and GDP, were explained. The production process and value chain of the textile sector were detailed, highlighting environmental impacts and percentages in each production and commercialization step. CO2 emissions and energy consumption throughout the production phases and projections for 2050 were presented. A proposal for solutions for both producers and consumers based on the circular economy was presented, along with a proposal for a sustainable fashion industry.

5.8. Artisan Training On Thursday, August 5th, the first virtual conversation with artisans from Huánuco, Peru, took place. This initial encounter served as a space for familiarization with the communities and initial recognition of the preferences and interests of the attending teams. Around 60 people attended the meeting, and an interactive dynamic was established. The conversation started with each participant presenting their activities, techniques used, and the size of their communities. The initial theme was a workshop on developing product proposals based on a concept taught by Leila Zubin with Adriana's organizational support. This marked the opening of Module 1 of the program. Participants showed enthusiasm for the project and expressed interest in acquiring tools to approach their activities as businesses that can be inserted into the market.

10.8. Artisan Training On Tuesday, August 10th, the second virtual conversation with artisans from Huánuco, Peru, took place. General concepts of revaluing their ancestral techniques were reinforced, and a review of the program's modules was conducted, briefly explaining each one. Around 25 people attended the meeting. The conversation began with an explanation of how to conduct the performance indicator survey. Training focused on developing masks, their functionalities, and technical construction, led by Paula Ruiz Dias. Two artisans expressed strong interest in developing masks using their weaving techniques and asked to connect to address specific doubts about adapting their weaving to mask production.

25.8. Artisan Training On Wednesday, August 25th, the third virtual conversation with artisans from Huánuco, Peru, was held. Around 25 artisans, leaders, and representatives of associations participated. They shared their concerns, products, and needs, and discussed how we could assist them. Concepts of revaluing ancestral techniques were reinforced. An introduction was conducted by Nilda, presenting HxN collaborators present at the conversation, which boosted artisans' confidence and willingness to participate. Topics such as product design to expand and diversify offerings were discussed, with interest shown in color workshops. The market was also mentioned, and artisans expressed interest in expanding their reach. International markets, networks, and content creation were mentioned. Participants eagerly showcased their creations on camera. Lastly, artisans were asked to provide contact information for exploratory interviews in the following week to gather data for developing workshops tailored to their interests and needs



# September 2021

CHINA Jun Han: Lanka Marketing & Consulting

Adriana was invited by Jun Han to speak about HxN at "WTMC," becoming the first Argentine speaker at WTMC. In the video, she discusses the fibers used by Animaná and their manufacturing techniques. She emphasizes the benefits of these fibers, sustainability, and sustainable models in fashion. She also addresses the Covid problem as an opportunity to rethink consumption and production methods. Furthermore, she highlights the need to reconsider business models that the world demands.

The video concludes with an invitation to the "International Fashion Forum of Regenerative Functional Fibers" in China.

**1.09 Artisan Conversation** The session began with a team presentation. A short workshop on color theory and combinations was conducted, discussing how to choose colors based on customer types. The first part of the workshop on Methods for Business Formalization in Peru was led by engineer Alejandro Rodríguez. Artisans enthusiastically participated, and a task activity was assigned in which they considered what colors they would use to sell to a specific continent, for example, "Asia." They thanked for the training, leaving their contacts without being asked. Different and varied color proposals were received from artisans to target specific export markets through chosen colors. The response was positive and enthusiastic, with 20 tasks submitted.

**7.09 Circular Fashion Mode Project: Meeting II** The second meeting was held in collaboration with Global Shapers Bs As for conscious consumers. The topic discussed was "Best practices for responsible and conscious consumption." A recap of the first meeting and the proposed solutions for reduced environmental impact were presented. Information about different textile materials—natural, synthetic, and organic—was provided, along with the pros/cons of each type. Chemicals used in finishing and garment care were discussed, along with their potential health and environmental effects. Good practices for choosing garments, smart washing and care, and the challenges of traceability in textiles were also covered.

**08.09 Artisan Training** On September 8th, the meeting was attended by 40 artisans. The Regional Director of Foreign Trade and Tourism of Huánuco expressed gratitude for Hecho x Nosotros' training. He announced that the regional government would issue a certificate to artisans with 80% attendance. A second part of the color workshop was conducted, addressing color from fibers, creative processes, color presentation, 2022 color trends, and market segments based on style needs. Sustainable entrepreneurship was focused on, emphasizing the importance of listening to customer needs. A task activity was assigned to start planning a textile catalog based on chromatic scales, yielding positive and accurate results. 20 tasks were submitted.

**15.09 Artisan Conversation** The meeting was attended by 38 artisans. A workshop on Methods of Business Formalization II was conducted, covering types of companies, registration entities, and requirements. The second workshop focused on requirements for business growth and the benefits of having a tax identification number. Questions were answered, and artisans shared experiences and sought solutions. A task activity was assigned for artisans to identify three reasons for formalizing their business and the type of company they would choose.  
**21-21 Sept. HxN participates during the UNECE workshop 21-23 September 2021 in Milan (Italy) - UNECE-SDA Bocconi Workshop - Accelerating action for the sustainable and circular garment and footwear industry of the future (hecho por nosotros)**

**22.09 Artisan Conversation** 30 artisans attended. A workshop on optimizing fabric design was led by textile designer Tamara Olmos, focusing on planning fabric collections and drawing weave structures on paper. A financial management workshop covered determining financial needs, funding sources, costs, and benefits. A task to list available financing providers in the country was assigned.

**29.09 Artisan Conversation** 35 artisans attended. Introduction to the CANVAS model and defining value propositions were discussed. Setting prices and highlighting the perceived value of their crafts were explored. Activities were assigned for artisans to create their CANVAS business model and identify the strengths of their value proposition. Many activities were completed and submitted.

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# October 2021

.Impact Team: We aim to acquire a set of indicators to provide each team with better guidance when planning their outputs. Obtaining indicators for HxN is challenging due to the focus being primarily on activities. These indicators will facilitate team monitoring and self-assessments of their progress. The idea is to have general indicators and specific ones for different areas: Capacity building, co-creation, research, and advocacy, initially. This team, with new collaborators, has held multiple meetings to understand the activities conducted and the value chain associated with HxN's work.

HxN Brazil: The team has been revamped, focusing on understanding Brazilian artisans and their regional economies. Interviews have been conducted, and plans for workshops with artisan networks to build partnerships are underway. A page has been created and can be accessed on the HxN website.

Tools for MSMEs Latam: The tools are finalized and under review. As mentioned last week, we aim for higher quality to make the tools suitable for publishing on Moodle. We are also setting up a podcast page, with circular economy podcasts almost ready. The page can accommodate podcasts from other teams with different topics.

05.10 Circular Fashion Mode Project: Meeting III: The third meeting was conducted in collaboration with Global Shapers Bs As for conscious consumers. The topic was "Greenwashing: What it is and how to recognize it in fashion brands." The 17 Sustainable Development Goals signed at the UN in 2015 were presented, encompassing social, environmental, and economic development. These goals align with the Circular Economy to achieve responsible consumption, extended product life, and optimized production chains.

Greenwashing is the result of misleading advertising and marketing strategies that sometimes omit important information with unverifiable traceability. Positive and negative examples of companies engaging in greenwashing were discussed. Identifying greenwashing cues was outlined, such as researching advertised statistics, understanding production conditions, recognizing that "natural" doesn't always mean environmentally friendly, and verifying certifications. Investing in brands with a holistic approach was recommended.

06.10 Artisan Conversation Huánuco 28 artisans attended. A workshop on creating a textile catalog was conducted, highlighting the importance of showcasing a range of products, from threads and fabrics to clay. The workshop emphasized the value of presenting a variety of offerings to clients at fairs, demonstrating the range artisans can produce. An Instagram-focused workshop on Introduction to Social Media was conducted by Estefanía Calderón.

7.10 Invitation to Join BRICS ALLIANCE WOMEN An invitation was extended to join one of the five thematic groups within the BRICS Women's Business Alliance (BRICS WBA), a network of women entrepreneurs from Brazil, Russia, India, China, and South Africa.

13.10 Artisan Conversation Huánuco 38 artisans attended. A workshop on technical sheets for meeting local and international customer requirements was conducted. The importance of clear and organized business operations was emphasized. The production planning workshop, led by Daniela Montano Trigo, covered the time required to create a product using a poncho as an example. Related activities were assigned.



# October 2021

.On October 15th, Animaná and Hecho por Nosotros participated in the IXEL 2021 Fashion Forum on sustainable production systems. The discussion focused on successful formulas for regional sourcing, cooperative development, fair regional trade, and equitable chains.

Panelists:

- ADRIANA MARINA, Argentina, Founder of Hecho por Nosotros and director of sustainable design brand ANIMANÁ.
- ALICE OTEGUI, Uruguay, Designer and creator of CALMO @calmoslow, a slow fashion brand working with artisan communities and fair trade. Moderator: LAURA NOVIK, Designer, researcher, and founder of RAÍZ DISEÑO.

19.10 Conversation at FADU (Faculty of Architecture, Design, and Urbanism) Topic: Fair Trade and Export to China. Speaker: Adriana Marina, Animaná

Adriana Marina's journey and experiences that led to creating the sustainable brand Animaná were presented. The functions and challenges of Animaná and Hecho x Nosotros were explained. The role of technology in sustainability and transparency was discussed, along with the value chain of natural fibers and their contribution to systemic change. The reasons for exporting Animaná products were presented, along with the partnership with Ashoka to close Animaná's sustainability cycle. Challenges faced by local producers and manufacturers were highlighted. The journey of Animaná's international expansion through fashion shows and boutiques was detailed.

22.10 Webinar: The Future of the Sustainable Fashion Industry

26.10 Internal Webinar: Hecho por Nosotros Climate Action: Integrating Global Value Chains in the Creative Industry The fashion industry's contribution to climate change and environmental degradation was discussed, along with the need for action to achieve a zero-carbon future by 2050. A workshop focused on regenerative models, waste management, technology's role, and other topics like gender equality and impact investment.

25.10 Webinar: Certification Team Lead by Ella A webinar led by Ella Peters focused on creating events through Eventbrite, flyers, marketing, and updating the presentation for the new "hxn branding." This was necessary for our external webinar presentation.

27.10 Design for Humanity Congress at Anáhuac University, Mexico Adriana Marina was invited to participate in the 18th International "Design for Humanity" Congress at Anáhuac University on October 27th. She joined a panel discussion on sustainable fashion.



# November 2021

.02.11 Circular Fashion Mode Project: Meeting IV: The fourth and final meeting, organized by Global Shapers Bs As for conscious consumers, addressed the topic "Workshop: What to do with textile discards." A feedback survey link was shared. The relationship between individuals and products was explained, along with tips for preventing and repairing garments to extend their lifespan (e.g., removing fabric pills, using needles to secure loose threads). The Furoshiki technique of reusing fabric for gift wrapping was introduced, and examples of Buenos Aires-based ventures utilizing textile discards were provided, including Ce'Clothes, Berde Indumentaria, and Chúcará Arg.

02.11 Participation in Peru's Fashion Forum. Promperú. Adriana presented and shared the Animaná story during the forum. The forum's intention was to showcase how to create a purpose-driven company that integrates value chains and artisans. HxN focuses on understanding value chains and utilizing technology for this purpose. Animaná and HxN work hand in hand to promote sustainability in the fashion world. They consider suppliers as partners, work with their capacities, knowledge, techniques, and maintain good communication and ancestral learning. Animaná has a strong international presence physically and online.

In value chain integration, various aspects are considered: natural fibers, sustainable design, training, marketing, and generating an international voice. The presentation discussed creating a company that considers workers, society, environment, and customers in a 360-degree approach. The showcased business model has significant social impact and has received international recognition. Over 6 years, Animaná collaborated with UNECE on traceability and transparency, showcasing a commitment to local culture, natural fibers, and genuine sustainability. The challenge lies in differentiation in the fashion world. HxN co-created tools and courses to educate responsible consumers and providers and established a co-creation area to enhance processes. This open ecosystem invites all sectors to participate, share, integrate, and provide feedback to promote best practices. Technology is a crucial tool for connecting with the market and integrating sustainability seamlessly.

11.11 Webinar on Setting MSMEs up with tools for driving sustainable practices Participation in systemic change was encouraged, and registration details were shared.

18.11 1st Ibero-Latin American Design Congress by the Argentine Chamber of Fashion During this event, prestigious professionals delivered presentations, providing an excellent platform for exchange among those interested in fashion and design. The four-day congress focused on five thematic areas:

- The business of clothing and fashion
- The identity of clothing and design
- Sustainability in fashion
- Communication in the clothing industry
- Fashion and government policies



# December 2021

.06.12 UNECE-FAO Latin America Virtual Workshop - Accelerating action for a sustainable and circular garment & footwear industry: innovations for inclusive cotton value chains More than 100 experts and industry actors from the entire region participated in a vibrant and informative event, sharing best practices, approaches, and perspectives to advance sustainability, circularity, and transparency in the garment and footwear sector. This was achieved through partnerships, coordinated efforts, and innovative solutions.

The presentations from panelists are now accessible on the event's webpage, and a news article highlighting key takeaways from the workshop has been published on the UNECE website.

14.12 27th edition of CII's annual flagship event 'The Partnership Summit' PANEL Circular Economy: Building Partnerships for the Transition The Confederation of Indian Industry (CII), in collaboration with the Ministry of Commerce and Industry, Government of India, organized the 27th edition of CII's annual flagship event, 'The Partnership Summit,' digitally held from December 13 to 15, 2021.

Mr. Piyush Goyal, Minister for Commerce and Industry, Textiles, and Consumer Affairs, Food and Public Distribution, Government of India, served as the Chairman of the Summit. The theme for this year's Partnership Summit was "Partnering for Building a New World: Growth, Competitiveness, Sustainability, Technology."

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# January & February 2022

HxN and B Corp Animaná are striving to implement sustainable practices in supply chains, promoting collaboration among diverse stakeholders and fostering circular economy initiatives. These practices encompass material reuse and recycling, the adoption of sustainable business and production practices, all of which collectively aim to reduce environmental impact. It's crucial to recognize that these models necessitate a cultural and operational shift within businesses. Their successful implementation hinges on the commitment and collaboration of all supply chain participants. This is why our current system seeks investment and partnerships to enhance technology and marketing efforts with actors to expand within the Latin American and global markets. For businesses, this presents a significant opportunity to co-create the path toward becoming agents of systemic change.

- Youth x Youth collaborators engaged in a webinar titled "Sustainable and Ethical Fashion: Certifications and Market Trends." The agenda primarily revolved around eco-certifications accessible to sustainable fashion companies and industries. The World Sustainability Organization, an NGO focused on safeguarding critical habitats and endangered species globally through certifications like Friend of the Sea and Friend of the Earth, discussed best practices. These practices encompass elements like responsible waste management, avoidance of toxic compounds, environmental protection, and social impact in workers' treatment.
- In collaboration with IOV labs, we are developing a highly secure, cost-effective, and user-friendly platform for the new global economy. Based on the Bitcoin network, this toolset enables the creation and protection of growth, laying the foundation for a new global financial system. Through this platform, people worldwide will have the ability to establish digital identities, build reputations, form and execute agreements, and engage in commercial transactions without intermediaries. Building upon these concepts, we believe it's pertinent to develop digital identities through NFTs, serving as a new tool to generate a scoring mechanism that opens doors to financing for individuals currently excluded from the traditional banking financial system. This exclusion results in a lack of quick and affordable financing for producers.



# March 2022

- Activities for students from the University of the Netherlands visiting Argentina for an internship in May/June have been defined.

HxN and B Corp Animaná are committed to implementing sustainable practices within supply chains, promoting collaboration among various stakeholders, and fostering a circular economy. These practices encompass material reuse and recycling, the adoption of sustainable business and production practices, all aiming to reduce overall environmental impact. It's important to recognize that these models necessitate a cultural and operational shift within businesses. Their successful implementation relies on the collaboration and commitment of all participants in the supply chain. Hence, our current system is seeking investment and partnerships to enhance technology, marketing efforts, and collaboration with actors to expand within the Latin American and global markets. This presents a tremendous opportunity for companies, aligning with the NGO HxN to co-create the pathway to becoming agents of systemic change.

- All training materials for artisans have been uploaded to Moodle.
- March 9: Forum of the Countries of Latin America and the Caribbean on Sustainable Development 2022.
- On Wednesday, March 9, HxN and Animaná organized a parallel event during the Forum of the Countries of Latin America and the Caribbean on Sustainable Development 2022, focusing on sustainable fashion. The aim was to gain insights into how technological tools can empower local communities. The event consisted of three main sections, where experts and professionals from various sectors shared their perspectives on closing the inequality gap and building a fraternal network using digital tools. Invited guests included Joan Antoni Mele, director of the "Dinero y Conciencia" foundation. Speakers included Radhika Shah, Ilán Melendez Lugo, Tricia Langman, and Lucie Lamandé. The Animaná team, some artisans from Huánuco, and representatives from impactful sustainable companies in Latin America also participated. A summary of the event can be found in the "Shorter - Summery event CEPAL 2022.docx" document.
- The LATAM team is compiling a database of bibliographical material to serve as a reservoir of information for future research. Volunteers are encouraged to generate new research and contributions based on the shared material, which can contribute to creating new documents related to the value chain in the fashion industry in Latin America.



# March 2022

- 1-18: Participated in the SIDE EVENT AT THE 2022 ECOSOC YOUTH FORUM "COVID-19 recovery: Youth taking action for a sustainable future". HxN's proposed theme for the event was: "Youth for Youth - Hecho x Nosotros - Leading Change Through Collaboration in Regenerative Models". Topics covered included Technology Tools, Blockchain, Transparency & Traceability Storytelling, and Decentralized Finance for Integrating Consumers with Value Chains.
- 3: Development of Capacity-Building courses in Huánuco through the Moodle platform. Topics covered included textile techniques, business, marketing, circular entrepreneurship, and context-specific tools.
- 4: Initiation of the research project "Environmental Practices Program on Water" which examines water usage and effluents in the textile industry. The program aims to empower community stakeholders and enhance efficient water use and wastewater treatment through co-creation and interdisciplinary efforts.
- The Environmental Practices in Water Program of HxN collaborates with small communities, artisans, and SMEs, partnering with experts in Engineering, Design, and Sustainability to improve water and raw material usage, exploring natural wastewater treatment methods such as constructed wetlands and biodigesters.
- The program conducted its first case study in a confirmed rural community, aiming to collaborate for responsible water use and positive impact on a local community.
- 2: Participated in the webinar "Investing in Locally led Rural Resilience with Willy Foote". The main theme was financing small agricultural entrepreneurs worldwide, addressing topics such as economic and financial education from a young age and Root Capital's workshops for individuals or groups seeking credit.
- The Youth for Youth group established a TikTok account to engage with young audiences, creating content related to sustainable fashion industry.
- 4: Defined guidelines for generating various webinars/workshops by the Youth Team scheduled for May/June, involving students who are interning.
- Windesheim College students attending the Earth Day sustainability event at Universidad Austral, participating in discussions with lawmakers and sustainability leaders on Argentina's sustainability restrictions and laws.
- Meetings held with Avina for potential collaborations.
- 7: Meeting with Camilo Herrera of "Luz por litro" (Liters of Light): Lighting communities using their own technology through private sector funding.
- Initial discussions with Natura and Avon (Guadalupe Perez Tornelli, Claudia Restrepo, Romina Altamore) about a potential partnership for Avon's "Fashion and Home" brand.
- Design of the Hecho Por Nosotros newsletter, communicating key projects and upcoming events to the community.
- Capacity building session at Media Pila, assisting women at the foundation with textile design and production tools.
- Presentation of the chapter on HxN and Animaná in Universidad Austral's book. The book showcases case studies of successful implementation of the regenerative model, with Hecho por Nosotros and Animaná representing a positive case in the creative industries.



# April 2022

- 1-18: Participated in the SIDE EVENT AT THE 2022 ECOSOC YOUTH FORUM "COVID-19 recovery: Youth taking action for a sustainable future". HxN's proposed theme for the event was: "Youth for Youth - Hecho x Nosotros - Leading Change Through Collaboration in Regenerative Models". Topics covered included Technology Tools, Blockchain, Transparency & Traceability Storytelling, and Decentralized Finance for Integrating Consumers with Value Chains.
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# May 2022

- HxN and B corp animaná aim to implement sustainable practices in supply chains, promoting collaboration among different actors and fostering circular economy principles. These practices can include material reuse, recycling, adoption of sustainable business and production practices, with the goal of reducing overall environmental impact. It's important to note that these models require a shift in culture and business practices, and their success hinges on the collaboration and commitment of all stakeholders in the supply chain. Therefore, the current approach seeks investment and partnerships to improve technology, marketing, and collaboration with actors to expand in the Latin American and global markets. This offers companies a significant opportunity to join hands with the HxN NGO to become catalysts for systemic change.
- Collaboration with UP and Salamanca universities for the creation of a notebook to be published in 2023. These universities invited HxN to contribute to the notebook, showcasing a living example of how to create a sustainable value chain based on regenerative models.
- Partnership with municipalities in Rio Negro to develop an application that educates artisans and small producers in the region about good practices.
- Conducted the event "Systemic Change Driven by MSMEs and Artisans in Order to Achieve the SDGs" for Catalyst 2030. This event fostered dialogue and shared challenges in financing MSMEs and creating inclusive value chains.
- Youth team interviewed winners of the redress design award.
- Adapted UN advocacy Programme Document to summarize HxN's journey within the United Nations, for analysis and sharing with potential partners.
- Created a newsletter to update the ecosystem participants on ongoing activities and upcoming events.
- Welcomed Paulo Vasconi Speroni, Coordinator of Youth Leadership and Innovation at PRME (United Nations Global Compact), to the ecosystem for collaboration in various UN events.
- Conducted a series of webinars alongside 4 students from Windesheim University in the Netherlands, discussing issues within the fashion industry and potential alternative solutions. Covered topics included systemic failures in the fashion industry and regenerative fashion models with natural fibers.
- The Youth x Youth group continued their "2022 Conversation Series," focusing on "Caring, Repairing, and Renewing: Second-Hand Clothing in Colombia and Peru." This series aims to engage the audience through Instagram Live discussions, fostering awareness and participation in sustainable fashion topics.
- The "Creative Industries in Latin America: Stories of Co-Creation, Sustainability, and Local Development" theme kicked off the series, sharing experiences and challenges of the fashion industry's transition to fair and sustainable practices in LATAM.



# June 2022

- June 6: Students from the University of Pennsylvania began their professional internship at Hecho Por Nosotros and animaná. This internship opportunity is provided through collaboration with the Puentes group, offering personalized, meaningful, and immersive experiences.
- Hecho por Nosotros joined the Catalyst 2030 platform, a global movement of individuals and organizations committed to achieving the United Nations' Sustainable Development Goals (SDGs) by 2030. Within Catalyst 2030, HxN participates in the Waste group, working towards waste minimization; the MSME group, which focuses on including microenterprises in global markets; and the Fashion group, dedicated to reducing the negative social and environmental impact of the fashion industry.
- Hecho Por Nosotros and Animaná presented a mobile training platform to the National University of Rio Negro. This platform facilitates training programs and resources for artisans and eco-designers worldwide. Its specific objective is to "enhance ethical production capacity and market access through an online platform that enables artisans to learn trade skills. Artisans also receive virtual badges that provide market credibility and access to credit."
- Partnership with Universidad Austral was established to generate collaborative actions. The aim is to create an ecosystem of collaboration similar to the one found at HxN University.
- June 9: Participation in the 9th Sustainable and Circular Fashion Conference. Within the framework of this conference organized by Slow Fashion Next, Adriana Marina, on behalf of Hecho por Nosotros, engaged in an insightful discussion regarding the Sustainable Development Goals related to the biosphere. Experts from various fields exchanged ideas on the theme of regenerative models, focusing on "Regenerating: Animals and Vegetation, The Perfect Equation."
- June 14: Participation in the PRME Global Students Summit 2022. Paula Díaz and Victoria Verone represented Hecho por Nosotros in a webinar on "Circular Economy and Creative Industries: The Case Study of Sustainable Fashion in Local Communities." The organization's initiatives to achieve systemic change in the textile, leather, and fashion industries were highlighted. Hecho Por Nosotros promotes circular and sustainable fashion through collaboration involving all stakeholders, aiming to bring education, technology, traceability, and transparency to artisans, producers, and micro, small, and medium-sized enterprises (MIPYMEs).
- June 14: Guanaco Roundtable with the Ministry of Production, Environment, and over 20 professionals, aiming to establish sustainable guanaco management in Patagonia.
- Partnership with IDEA to create a joint workshop.
- The Youth for Youth team conducted a survey to study consumption habits among Generation Z. Collaborating with the Consumer Behavior team, the Youth for Youth team created a survey targeting Generation Z to understand their consumption patterns and the role of sustainability in their clothing choices.
- Alliance with Proofing Future: Bridging People + Ideas, established through Sebastian Klemm's participation in the HLPF 2022 event.



# July 2022

- Partnership with Proofing Future: Bridging People + Ideas. Sebastian Klemm, founder of Proofing Future, became part of the Hecho por Nosotros ecosystem after participating in the HLPF 2022 event.
- "Emerging Regenerative Models in the Creative Industries: EdTech in the Hands of MSMEs for Collaboration, Inclusivity, and Decentralized Financing" event was held at the United Nations' High Level Political Forum. This event took place under the theme of "Building back better from the coronavirus disease (COVID-19) while advancing the full implementation of the 2030 Agenda for Sustainable Development." It featured collaborative activities where professionals from various parts of the world and professions voiced possible solutions, focusing on vulnerable populations such as women, indigenous peoples, and artisans, at the foundation of industries. The event discussed what's needed to build regenerative and resilient business models. The importance of true collaboration involving stakeholders for systemic change was emphasized.
- On July 15, Adriana Marina presented at CODITEX (Colloquium of Textile Research). Her presentation was titled "Regenerative Models and Creative Industries: Fashion, Design, and Craftsmanship," together with Andrea Lopez de Romaña and Edison Benites Leiva, who showcased the NGO's capacity-building activities. Edison shared the guanaco case.
- "Textile Design Techniques" course via Moodle for artisan leaders in Huánuco. This month marked the start of the pilot program with a group of leaders from Huánuco to test Moodle technology with them. The pilot course covers "textile design techniques" and includes live Zoom sessions for support. Additionally, courses are being developed based on five axes: Textile techniques, business, marketing, circular entrepreneurship, and tools according to the local context.
- Adriana Marina gave a masterclass for the Circular Economy Innovation diploma at Universidad Austral. The opportunity was used to share insights on achieving a sustainable value chain throughout the production process.
- Adriana Marina in #AudiTalks. Adriana presented the work developed by Hecho por Nosotros and animaná in the Audi talk series.



# August 2022

On Thursday, August 4th, the YOUTH for YOUTH team organized the event "Textile Waste as a Resource and Opportunity for Social Impact" in collaboration with the design studio Cromosoma. The event provided a horizontal and collaborative space where discussions revolved around the social and employment-generating aspects of clothing. Topics included behaviors and consumption patterns within the slow fashion movement, as well as strategies for extending the lifespan of our clothing. The event featured the participation of:

- Natsue Kiyama: Co-Director of Cromosoma Social Design Studio
- Agostina Martino: Co-Director of Cromosoma Social Design Studio
- Noelia Ponce de León: Founder of Cromosoma Social Design Studio

# September 2022

- On Monday, September 19th, the panel on "Creative Industries and Sustainable Models" took place in a virtual conference, delving into the holistic collaboration among stakeholders involved in systemic change.
- Creative Industries and Collaboration: Mylene Rizzo, B-Corp Animaná, and NGO Hecho por Nosotros: Collaborative Co-Creation for a Better World. Within this collaboration between the company Animaná and the NGO Hecho por Nosotros, involving graphic intervention, embroidery was incorporated into product photographs that promote creativity and value the original products of South American indigenous communities.

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# October 2022

Hecho Por Nosotros was part of the Intergovernmental Negotiating Committee event in Punta del Este, Uruguay, organized by the United Nations Environment Programme (UNEP). UNEP is responsible for monitoring six of the United Nations' 17 Sustainable Development Goals. During this first session, the Committee developed an international and legally binding instrument on plastic pollution in terrestrial and marine environments. UNECE, social entrepreneurs, brands, and universities shared the voices of local communities from around the world.

# November 2022

On November 12th, in Sharm El-Sheikh, Egypt, Hecho por Nosotros supported UNEP and the Global Fashion Agenda in their event titled "Circular Systems for a Net Positive Fashion Industry." Influential industry leaders gathered at the Green Zone amphitheater and discussed the holistic path towards a circular fashion system, from circular design to business models and recycling, to citizen behavior. According to the Global Fashion Agenda, there has been significant improvement from 2018 to 2019 in social and environmental performance. However, fashion companies are not implementing sustainable solutions as quickly as they should. They are not effectively countering the negative aspects of the industry and, as usual, are still far from being sustainable. Through collaboration and co-creation, Hecho por Nosotros presents a new way of thinking about industries.

Closing of the first stage of "Manos del Monte," the artisans' group.

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# December 2022

On Tuesday, December 6th, the webinar "Creative Industries as transformative power to create a better future" took place. The event featured presentations and discussions from 7 groups that are part of HxN: Agricultural families; artisans; Creative industries; Youth 4 Youth; Direct and decentralized financing; Toolkit; Water; UN and Gender. The webinar had speakers from various parts of the world, including Latin America, Africa, and India. Both experts and collaborators participated in this event. Each group participated in a "break room" where current challenges and solutions for traditional fashion problems were discussed. As a year-end reflection, the actions of each group were considered, new challenges for 2023 were discussed, and the positive impact of creative industries in shaping a truly sustainable new model was highlighted.

The Waste group held its webinar to conclude its project, in which data on waste in the global fashion industry and possible solutions were collected. These solutions included:

1. Clothing exchange
2. Encouraging the growth of sustainable industries
3. Clothing rental
4. Clothing recycling
5. Increasing the purchase of used clothing

Animaná and HxN received the Business Citizenship Award, an initiative promoted by the American Chamber of Commerce in Argentina (AmCham) since the 1990s, which celebrated its 24th year. In the New Business Paradigm (NPE) category, which aligns with the latest trends of the new economy, the award recognizes companies that, in addition to generating necessary capital returns, create value for society, people, and respect ecosystem integrity in an equivalent manner



A woman wearing a wide-brimmed hat and a dark jacket is shown in profile on the left side of the image, looking towards a group of sheep. The sheep are in a field with dry grass and some green shrubs. In the background, there is a hillside with more vegetation under a clear blue sky. A large, stylized blue logo is visible in the top right corner.

# Part III. Measurement of Outcomes



HECHO POR NOSOTROS



# Capacity building

## Goal

Providing various stakeholders with knowledge and skills to thrive and act towards a sustainable textile and fashion industry. As regards the grassroots, we particularly help them access new markets and encourage the resort to alternative materials and design-thinking.

## Description

The actors in our ecosystem who benefit from this capacity building are MSMEs, consumers and designers. Our internal collaborators are also part of the audience, most of them are experts or students in relevant fields. HxN activities and tools will be detailed throughout this chapter.



# Capacity building

## Impact

IN 2021 and 2022 we have reached a great variety of actors along the textile and fashion value chains. We have provided them with information and space for dialogues, notably regarding new perspectives and upcoming changes in the industry. We guided the attendees of our events to help them take the best decisions.

Beside our regular range of capacity-building activities, several teams of HxN have been working on our Toolkit project: Igniting Circular Fashion through Collaboration. .



# Capacity building

1. Our capacity building activities
2. Webinars
3. Workshops
4. Our tools for MSMEs
5. Blog & Social media.





# Our capacity building activities

Our capacity-building activities are divided as follows:

## Webinars

Engaging our ecosystem through online events to capacitate and deliver ideas and tools.

We aim at large audiences and interactive, dynamic events with active Q&As.

## Workshops

Events dedicated to specific topics to share information and knowledge. For instance, our workshops include brainstorming and interactive learning. They are a great space to adopt problem-solving perspectives and to connect with other stakeholders.



# Webinars topics

In 2021 and 2022, more attention was drawn to the sustainable production & consumption practices within the fashion industry, mainly regarding the environment. Most of the webinars were about sharing sustainable practices, the environment and sustainability in fashion.



The sharing of sustainable practices topic is about the experience of entrepreneurs towards the adoption sustainable practices. The environment category includes webinars referring to risks and opportunities to protect the environment (e.g. regenerative agriculture and alternative methods to care for the environment). The sustainability in Fashion category refers to webinars where the concept of sustainable fashion was defined and discussed, including its components and external variables.

# Webinars topics

	Webinar example 1	Webinar example 2
Topic	Standard And Certifications	Natural Fibers
Objective	Introducing tools/ resources to MSMEs to help them reach sustainability-conscious consumers and access fairer prices for products.	Guiding consumers towards sustainable, eco-friendly decisions, and help spreading awareness about the origin of the fibers in our clothing.
Format	1 external / 1 internal	1 external session
Additional activities	Presentation of certification processes and criteria to help MSMEs navigate through the various existing standards and certifications on sustainability.	Case study to propose methods in the supply chain of a company to improve positive impact.
Participants	8 professionals from diverse working/ knowledge areas.	4 professionals from diverse working/ knowledge areas.
Attendees	Designers, university students, fashion entrepreneurs, consumers.	Designers, university students, fashion entrepreneurs, consumers.



# Workshops

## Workshops about sustainable consumption in 2021

	Example 1	Example 2
Partnership	ECOTECE: a Brazilian institution promoting sustainability in fashion and conscious dressing.	Global Shapers: a global community of young people committed to improving the state of the world, inspiring them and connecting them with opportunities
Format	HxN participated in this online event during a whole week.	A workshop per month for 4 months.
Theme	Sustainable fashion & decoration and how to be a conscious consumer: <ul style="list-style-type: none"><li>● Fast-fashion model and negative impacts</li><li>● Conscious consumption alternatives</li><li>● Actions &amp; businesses supporting conscious consumption</li><li>● Ethical, clean and humanized fashion value chains</li><li>● Sustainable tourism: interaction with fashion consumption.</li></ul>	Sustainable fashion and conscious consumption: <ul style="list-style-type: none"><li>● Fast fashion vs. slow fashion</li><li>● Environmental and social impacts of fast fashion</li><li>● Conscious consumption alternatives</li><li>● Ethical, clean and humanized fashion value chains</li><li>● Greenwashing and how to detect and avoid it</li><li>● How to repair and take care of personal clothes.</li></ul>
Participants	4 professionals	100 people, mainly from Buenos Aires.
Attendees	This event impacted close to 100,000 people in 64 Brazilian cities and engaged over 500 clothing brands.	Participants admitted to having learned about the environmental and social impact of fast fashion, which could lead them to acquire better consumption habits.
Post-event material	-	The attendees were invited to add data on a dedicated website: <a href="https://modomodacircular.wixsite.com/proyecto/">https://modomodacircular.wixsite.com/proyecto/</a> .

LA ONG HECHO X NOSOTROS Y ANIMANÁ B CORP. EN COOPERACIÓN  
CON GLOBAL SHAPERS BUENOS AIRES INVITAN A UN CICLO DE WORKSHOPS SOBRE MODA SOSTENIBLE:

## Buenas prácticas para un consumo *responsable y consciente*

ADRIANA MARINA



Fundadora de la ONG Hecho  
x Nosotros y animaná B Corp

LUCIA MAYORAL



Lic. y Prof. en Ciencias  
Ambientales

NICOLE ODESSKY



Diseñadora  
de Indumentaria

M. NOHELIA GUTIERREZ

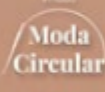


B.Sc Desarrollo Textil y  
Marketing

7 de Septiembre 19:30 GMT-3



animaná



SHAPING  
FASHION



wise



## The Environmental Impact of Fashion

HOW TO BE A CONSCIOUS CONSUMER?

First Meeting



TUTORIALS

### Needle and thread in hand

Instructions on how to repair or how to  
reinvent a piece of clothing into a  
completely new one.

[See more](#)



DIRECTORY

### Know where to go

List of sustainable fashion  
startups, second-hand businesses,  
tailors and repair workshops.



RESOURCES

### Learn more

Books, videos, documentaries,  
podcasts and leading figures in the  
world of sustainable fashion

NGO Hecho  
por Nosotros





## Workshops about artisanship and entrepreneurship

### Example 1

Title	Strengthening the capabilities of an artisan community in Huanuco, Peru
Objective	Co-creating sustainable value chains through: <ul style="list-style-type: none"><li>→ Maintaining, preserving, strengthening and diffusing the cultural wealth of handicraft producers</li><li>→ Preserving ancestral textile production techniques</li><li>→ Creating business units.</li></ul>
Format	<ul style="list-style-type: none"><li>• Virtual format</li><li>• Weekly meetings for three and a half months in 2021</li></ul>
Theme	5 Modules <ul style="list-style-type: none"><li>• Techniques for textile design</li><li>• How and why to start a business?</li><li>• The tools of small businesses and artisans: the local context</li><li>• Marketing strategies</li><li>• Circular entrepreneurships: generating triple impact</li></ul>
Participants	5 team members
Attendees	50 textile artisans
Results	Great learning was observed among the participants. There was greater participation and interaction in the first modules than in the last ones. The participants had to complete tasks and deliveries, and interviews were also conducted. The full project report can be viewed <a href="#">here</a> .



## Workshops about sustainable fashion and textile industries

### Example

Title	Systemic change, social innovation, and sustainable development
Objective	Gathering contributions from entrepreneurs, scholars, and professionals in order to solve current problems.
Format	<ul style="list-style-type: none"><li>• Online Event</li><li>• Open lab and dialogue among participants</li><li>• Use of Design Thinking tools</li><li>• From October to December 2020</li></ul>
Theme	The role of creative industries in sustainability.
Participants	14 mentors of HxN, about 20 people in total working on this workshop.
Attendees	70 from different Latin American countries.
Results	<ul style="list-style-type: none"><li>• 7 teams with a final video featuring the conclusions</li><li>• 1 <a href="#">Article</a></li></ul>



# Our Tools for MSMEs

## Proposal

This series of tools will be soon available on our Moodle platform and integrated in the HxN Toolkit.

- Guiding MSMEs to scale-up their businesses in a sustainable manner
- Teaching how to integrate, communicate on and track circular practices
- Providing practical tools, simple and easy to use
- Focusing on the Latin American business culture

# Our Tools for MSMEs

## Target group

### ARTISANS / MICRO ENTERPRISES

This category usually works from home. Typically, they have 1 to 10 people (often family members) organized and working together with few resources. They need tools really easy to understand and implement.

### SMALL & MEDIUM-SIZED ENTERPRISES

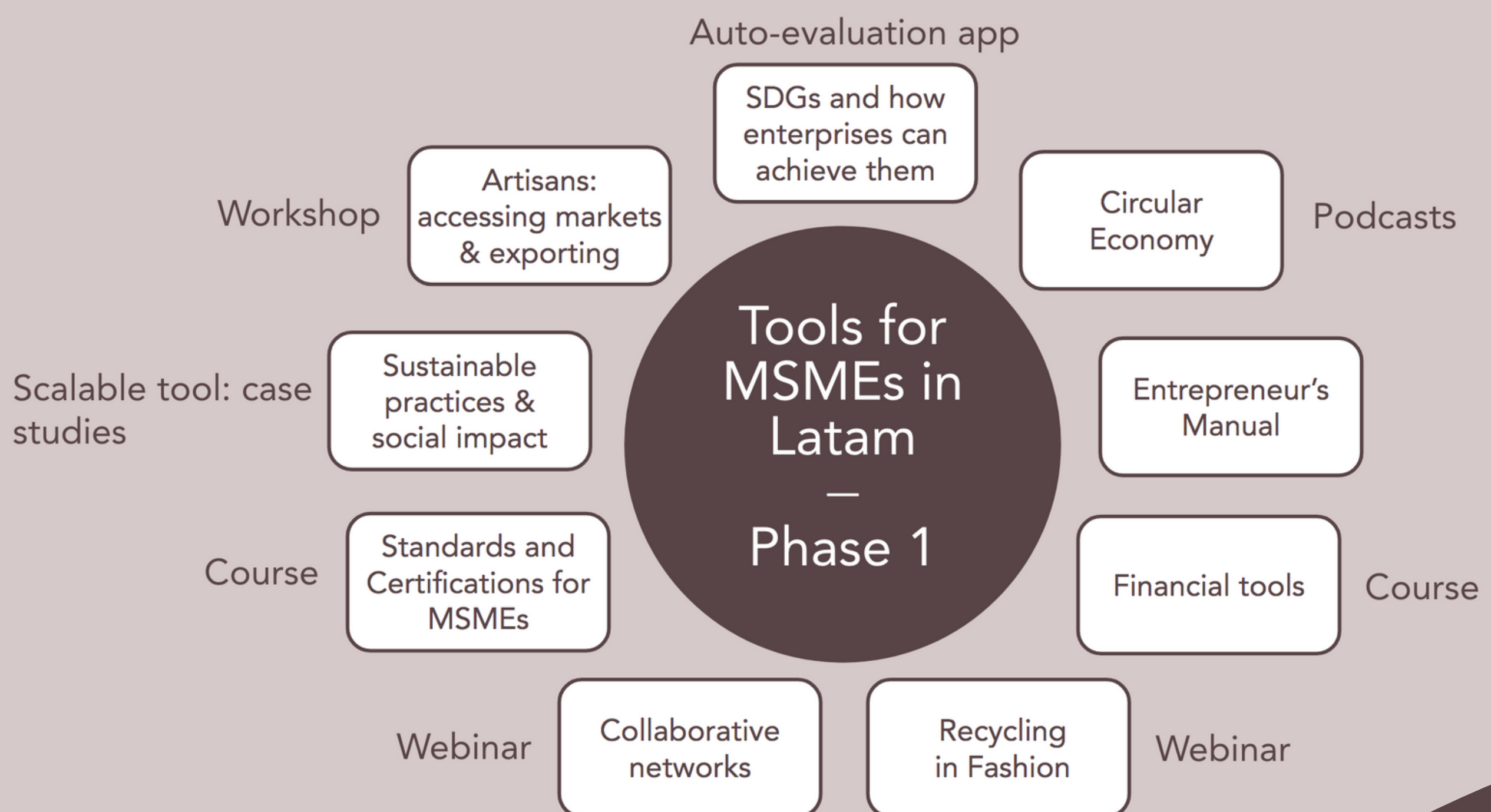
Enterprises/ organizations of over 10 people with basic knowledge of collaborative work and business skills. They are usually disconnected from the fashion industry.

### BIG ENTERPRISES

Big companies, usually already aware of the industry standards and certifications, probably already certified. We want to promote hybrid bridges and models among the stakeholders of the Fashion industry ecosystem in order to create new businesses between SMEs and big companies. The HxN Toolkit was created to this end.



# Our tools list: completed projects & work in progress



# Available tools: description

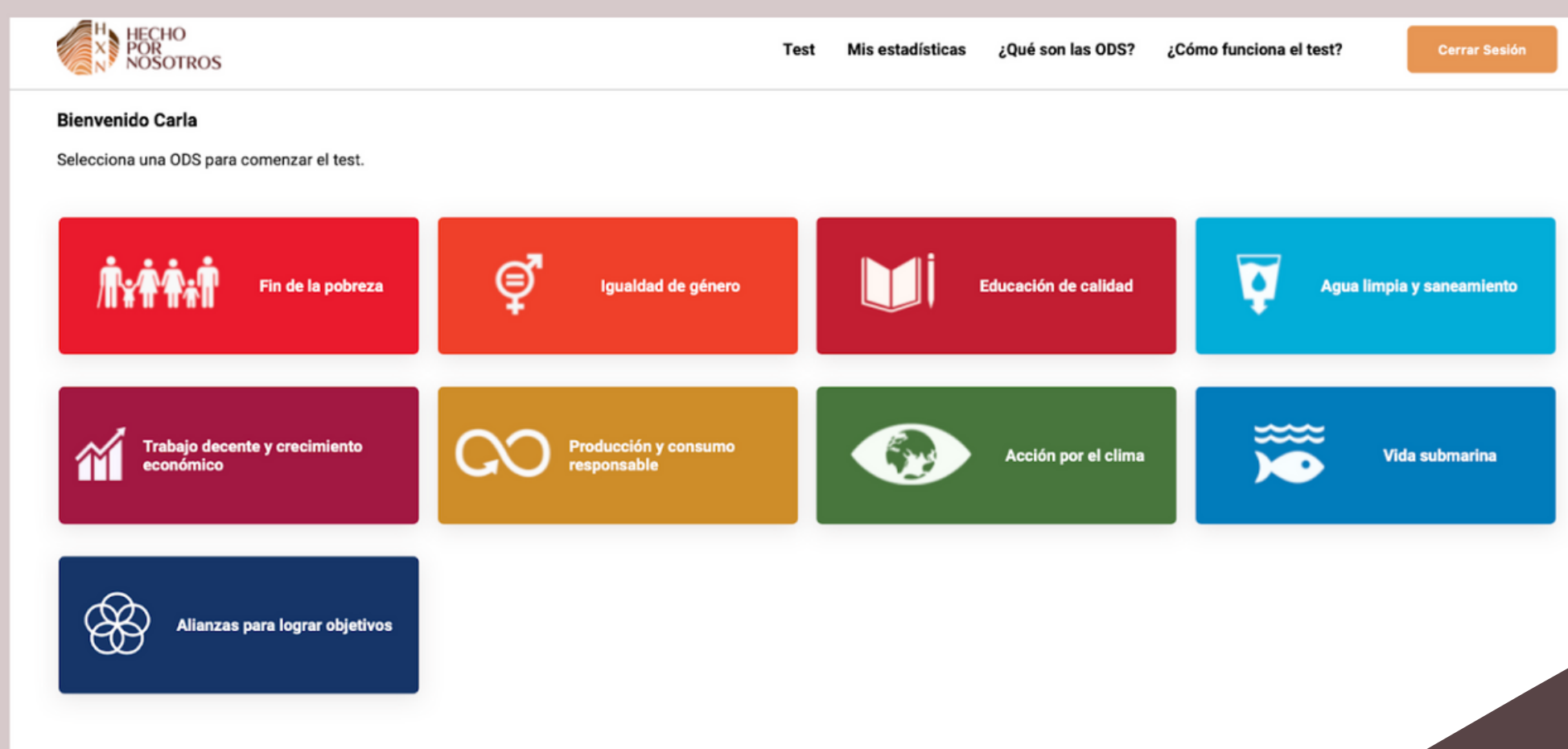
SDGs and their implementation in MSMEs

The 17 Sustainable Development Goals and their indicators help us measure and address the climate and social challenges that the world is experiencing. All sectors of society must be committed towards the goals: governments, civil society, companies and other institutions.



Many companies have heard of the SDGs but are not aware of what they are and how important it is to put them into practice in business.

This tool is intended to help companies self-assess their practices, by taking into consideration the SDGs and their own impact on the quality of people's lives, the environment and more.



# Blog & Social Media.

## Our blog

In 2021 and 22 HxN published more than 100 blog posts. Our blog is a channel of influence to share the history of HxN as well as content about sustainable fashion, our projects, activities and partnerships. Most of our publications are written in English and some of them include versions in Spanish and Portuguese.



We publish articles on:

- Sustainability (e.g. a series of articles on SDSs in Fashion, or about natural fibers and sustainable consumption)
- HxN events (organization and participation in webinars, conferences, workshops, roundtables, seminars etc.)
- HxN & Animaná's missions and activities

[www.hechoxnosotros.org/blog](http://www.hechoxnosotros.org/blog)

# Social media

Hecho por Nosotros further impacts its community worldwide through social networks. Most of them are institutions and professionals from the fashion and textile industry, changemakers organizations, sustainability professionals, universities, students, MSMEs, retail experts, designers, intergovernmental organizations, etc.

**The social media active presence of our CEO Adriana Marina has also reached strong visibility and influence. Her LinkedIn account has been serving as a great channel of advocacy for the grassroots and HxN's projects.**

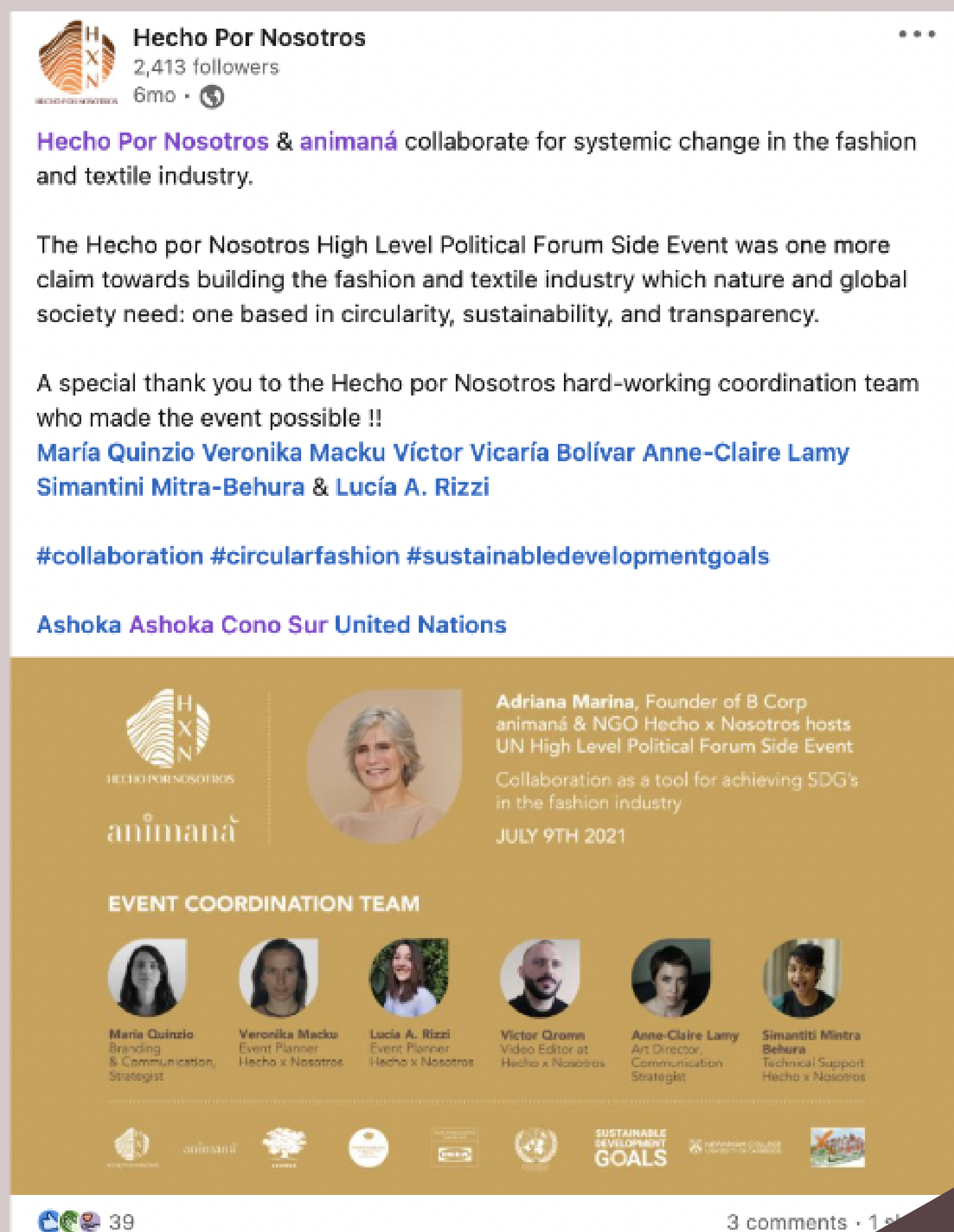


# How do we impact through social networks?

The example of HxN's LinkedIn page:

- sharing our events (programs, links, recorded videos etc.)
- presenting our projects, collaborations & activities
- giving access to our solutions
- publishing calls to action
- raising awareness
- recruiting new volunteers.

# How do we impact through social networks?





# B. Institutional advocacy

## Goal

Giving voice to the grassroots in high-level institutions, thereby including their narratives, good practices and needs in decisive dialogues.

## Description

At HxN, most of our efforts fall into the category of advocacy for the grassroots and sustainable practices in the textile and fashion industry.

Meanwhile, through institutional advocacy, our activities are specifically aimed at decision-making institutions (e.g. intergovernmental organizations) and business networks. Our institutional advocacy efforts are mainly visible through our ECOSOC Consultative Status. Meanwhile, this canal of impact includes more projects. Our expansive network of stakeholders and collaborations enable us to reach and gather a diversified range of decisive actors.



## Impact

Through Institutional advocacy, we:

- give visibility and legitimacy to the grassroots through bottom-up processes: we want to include them in the shaping of the future fashion & textile industry
- interact with decisive actors to learn about the industry dynamics
- connect with multi stakeholder projects to cocreate solutions.

# UN ECOSOC Consultative Status

HxN obtained its consultative status with the Economic and Social Council of the UN (United Nations) in 2016. Under its Charter, ECOSOC may consult with NGOs concerned with matters within the Council's competence, such as labor rights, social and economic development, and environmental issues. The expertise of HxN is mainly asked regarding topics such as no poverty, indigenous communities or youth as well as achieving the objectives of the 2030 Agenda.



**This** status, currently attributed to 6110 NGOs, provides access to different high-level international forums to promote HxN philosophy, to raise awareness about the most pressing issues within the fashion industry and to join efforts with other organizations.

Connections are made with UN bodies and organizations such as ECLAC, UNECE, UNCTAD, ITC etc. Since 2016:

- 30+ formal events organized under the ECOSOC consultative status with 50-200 attendees for each event
- Hundreds of HxN's partners and collaborators involved in total

# UN High Level Political Forum (HLPF) Side-Events

The HLPF is the main United Nations platform on sustainable development. It has a central role in the follow-up and review of 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) at a global level. The Forum meets annually under the auspices of ECOSOC for eight days, including a three-day ministerial segment, and every four years at the level of Heads of State and Government under the auspices of the General Assembly for two days.



# HxN HLPF Side-Events in 2021

2021

*Building resilient circular supply chains by empowering grassroots action - Collaboration as a tool for achieving SDGs in the fashion industry - July 9, 2021*

## Objective

Providing guidance on the role of handworkers, MSMEs and cooperatives in building resilient and ethical value chains.

## 2021

- Collaboration among stakeholders for a systemic change: mindset shifts and actions around sustainability
- Empowering grassroots: listening to them and filling their gaps (tech, added-value extraction etc.)
- Funding the leverage of best practices and technological innovation
- Capturing grassroots' sustainable added-value
- Educating consumers





# 2021 Side-event at the ECOSOC Youth Forum

The Economic and Social Council (ECOSOC) Youth Forum is an annual initiative of the President of the Council. It is a key platform where young people can contribute to policy discussions at the United Nations with collective ideas, solutions and innovations.

**In 2021, the 10th ECOSOC Youth Forum was held under the auspices of the ECOSOC President H.E. Mr. Munir Akram.**

# United Nations Economic Commission for Europe (UNECE)

The United Nations Economic Commission for Europe (UNECE) is one of five regional commissions of the United Nations. It facilitates greater economic integration and cooperation among its member countries and promotes sustainable development and economic prosperity.



UNECE and UN/CEFACT jointly launched an international framework initiative with key industry stakeholders to enhance transparency and traceability in sustainable value chains from the garment and footwear industry.

## Objectives

The project Enhancing Transparency and Traceability of Sustainable Value Chains in the Garment and Footwear Sector aims at improving the management of value chains in order to address their sustainability hotspots and to enable sustainable production and consumption patterns.

## Description

Jointly implemented with the ITC and ILO over the period 2019-2022, the project is setting up a multi-stakeholder policy platform, developing policy recommendation, traceability standards & implementation guidelines, and building capacity and conducting pilots on the project deliverables. Contribution of Hecho x Nosotros  
The NGO was called upon to contribute to this multistakeholder program by sharing its expertise on the grassroots and Latin America and to collaborate on a pilot project.



# main areas of collaboration of HxN in the UNECE project

## Consultative participation since 2016

- At least 1 monthly meeting with the participation of 10 HxN experts, including founder Adriana Marina, and UNECE members (24 meetings in 2020)
- Attendance to 1 workshop per year to close the project annual activity  
→ 2021: 3-day UNECE-SDA BOCCONI Regional Workshop [Accelerating action on sustainability and circularity in the garment and footwear sector with innovations that deliver on due diligence and informed consumer choice](#) aimed at industry stakeholders.
- Participation in UNECE-FAO Latin America Training Workshop [Accelerating action for a sustainable and circular garment & footwear industry. Innovations for inclusive cotton value chains](#) (December 6, 2021)  
→ Adriana Marina presenting the regional context
- Participation of UNECE experts in our HLPF Side-events 2020 & 2021 as well as in our 2021 Workshop on Climate Change *Collaboration with the Grassroots towards Climate Action* to present Transparency and Traceability-related topics

## Pilot project (upcoming)

Using the blockchain technology and the UNECE toolbox to formulate, track and trace sustainability claims of a camelids sustainable value chain

Objective: implementing a scalable project that put T&T technology into the hands of the grassroots

Along with these institutions, HxN co-organizes and participates in events such as conferences or congresses and collaborates on concrete projects through HxN Proof of Concept Animaná. Most of these organizations have recognized the 14-year efforts of Animaná and HxN through dedicated awards.

## Goal

To promote responsible business conducts and practices, to give visibility to sustainable entrepreneurship and business opportunities and to participate in the integration of sustainable businesses in regional and global value chains.



# Co creation

## Goal

Textile and fashion markets worldwide have enormous potential in terms of sustainability. However, in Latin America and Africa, local enterprises with good practices (e.g. based on holistic systems) are striving to grow and integrate value chains. Our challenge is to foster collaborative networks and share tools to enable transparency between the chain of production and the consumer. Our work in Latin America and Africa provides alternative solutions to the smallest actors of the textile and fashion industry.

## Description

**HxN is co-creating initiatives and programs in collaboration with other institutions to boost the adoption and implementation of new production paradigms in the industry.**

## Impact

Through the NGOs consultancy program, HxN has been improving, scaling-up and designing actions with several MSMEs around the world. We helped spreading sustainable and circular business models in the fashion industry: not only looking for investment returns but also searching for a holistic impact on social, economic and environmental development.



# HxN Co-Creation Consultancy Highlights

## Beginning

The program started in October 2020, with 4 companies from Latin America, Africa and India.

## Companies

Until November 2021, 8 companies have been part of this program, they were either consolidated SMEs or start-ups.

## Collaborators

Approximately 60 HxN worldwide collaborators have joined these teams, supporting with strategic consultancy sessions, research, design, prototyping and graphic design.

## Main Consultancy practices

Branding, fashion design, business strategy, finance, networking, commercial channels, research.

# Research

## Goal

We identify good production and consumption practices in fashion and textile value chains.

## Description

HxN began with research activities mainly focused on artisans and their use of natural fibers. Currently, we are collecting, analyzing, interpreting and presenting data that can be useful to different stakeholders. The research scope has been extended to additional areas in the fashion and textile industry.



HxN is co-creating initiatives and programs in collaboration with other institutions to boost the adoption and implementation of new production paradigms in the industry.

## Impact

Our research impacts individuals and organizations as we orient them in the adoption and implementation of better practices.



# Next steps



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# Capacity-building:

- developing online and on-site activities
- strengthening HxN communication and social media presence
- integrating the results of our 2021 surveys on artisans

# Co creation:

- developing tools with new formats
- further developing our app project
- integrating financial inclusion

# Institutional advocacy:

- Strengthening the NGOs participation in dialogues promoting South-South alliances
- Creating new collaborations under our UN ECOSOC Consultative Status
- Collaborating in the impact investments field, sharing our vision and giving voice to committed institutions

# Research:

- Expanding our fields of research to new relevant topics
- Fine-tuning current topics (e.g. consumer markets)
- Replicating efforts to cover new strategic locations
- One of our core ambitions is to identify and assess with precision the needs of artisans. Therefore we will be intensively enhancing and deploying artisans surveys. We will also continue our work to create ESG risks manuals and a regenerative fashion set of indicators



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# Our next impact report: what to expect

The elaboration of this report reinforced our ambition to improve our internal organization and to set new objectives as well as impact indicators for our next issue. Meanwhile, stay tuned and follow us on social networks to learn more about HxN's projects and milestones!

# Our network



HECHO POR NOSOTROS

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Certified



Corporation



WE SUPPORT



SUSTAINABLE  
DEVELOPMENT  
GOALS



FORO MODA ÉTICA  
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#bws | B Women  
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# Follow our projects



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[www.hechoxnosotros.org](http://www.hechoxnosotros.org)