

Impact report



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a few words

animaná - Hecho por Nosotros

Today it is widely accepted that there is a need to change the status quo of our production and consumption models. This is everyone's responsibility and we at *Hecho por Nosotros* and *animaná* have focused on weaving a diverse network of actors during the past ten years to **identify and test solutions for a systemic change in the textile and fashion industry.**

Hecho por Nosotros and *animaná* believe that the textile and fashion industry have great potential to promote circular nature-based practices that respect the environment and evolutionary processes as well as impulses the development of communities across their value chains by promoting just compensation and building up their capacity.

During the past decade we have worked with textile communities, actors who are at the base of the camelid fiber value chain in Latin America. The most important takeaway from our direct work with these actors is an increased understanding of the technical and social barriers which these cooperatives and SMEs confront in their effort to connect with actors in the fashion industry's ecosystem. The disconnection between SMEs and global value chains is a huge part of the problem and creating these links should be a part of the solution.

We also recognize that to find sustainable, long term solutions its necessary to include different actors of society such as academia, international organizations, the public and private sectors but most importantly civil society and communities. Because of this, throughout the years we have complemented our direct work by creating multidisciplinary spaces that can lead to holistic impact models.

This 2019, we have channeled the experience of professional collaborators to impulse our efforts and impact. Throughout the year we have had exchanges, worked in ways to use technology to scale good practices and solutions, and have advocated for the integration of sustainability principles into global business models. We have also contributed to high caliber projects with actors such as the UN and the World Economic Forum where we highlighted the perspective of cooperatives and SMEs.

Everyone, especially in our role of consumers, should be involved in promoting systemic change. Our decisions can transform the incentive structure so that the ecosystem of innovations and ESG business models thrive. We must trust in collaboration and dialogue and understand that these long processes require our passion and perseverance but give way to great opportunities and the betterment of our global society.

Together we are creating medium and long-term solutions that will transform the **Sustainable Development Goals 2030** from an agenda to a living fabric that can transform our systems. As a part of our family, we invite you to read about our 2019 achievements.

Adriana Marina

Founder of Hecho x Nosotros & animaná

about us

animaná is a social enterprise, B Corp, which represents an alternative to the current fashion industry where we incorporate circularity and inclusivity throughout our value chain. We work very closely with communities and natural fibers of Patagonia and the Andes, combining ancestral techniques with contemporary design to create sustainable luxury products. We were awarded this year **Best for the World title by B-Corp in two categories: changemakers & community.**

Hecho por Nosotros is a nonprofit with consultative status in **UN ECOSOC.** We do capacity building for communities of artisans across Patagonia and the Andean region to connect them to global markets, advocacy at the local, national and international level and research to promote a shift in the current fashion paradigm and counter-culture to fast fashion. We are currently focusing resources on enhancing transparency of Latin America textile value chain with the use of technological tools in order to generate value added out of good productive practices. We are fellows of ashoka, cordes, c&a foundation.

Since 2009, we have contributed towards a systemic change in the fashion industry, our non-profit organization's goal is to reach a more sustainable and inclusive industry and in order to achieve this we focus on the artisans' work. Nowadays, we work with artisans from Argentina, Peru and Bolivia. In the life-span of the organization, we have made an impact on the **lives of more than 7,500 artisans and small and medium enterprises by giving them access to workshops and connection to global markets.**

We understand, that the existing fast fashion model is not only completely against sustainability, but also exploits human and environmental resources by many times profiting off of child labour, human trafficking and unlivable wages. This is what many of us as consumers, would rather not see.

Our work is to promote a systemic change of this industry and achieve an inclusive circular fashion model, and we believe that there is a chance to achieve this goal is by helping artisans to create products that are made of good raw material quality and also are competitive in the market.

OUR DREAM

To collaborate in the creation of a new fashion industry paradigm that:

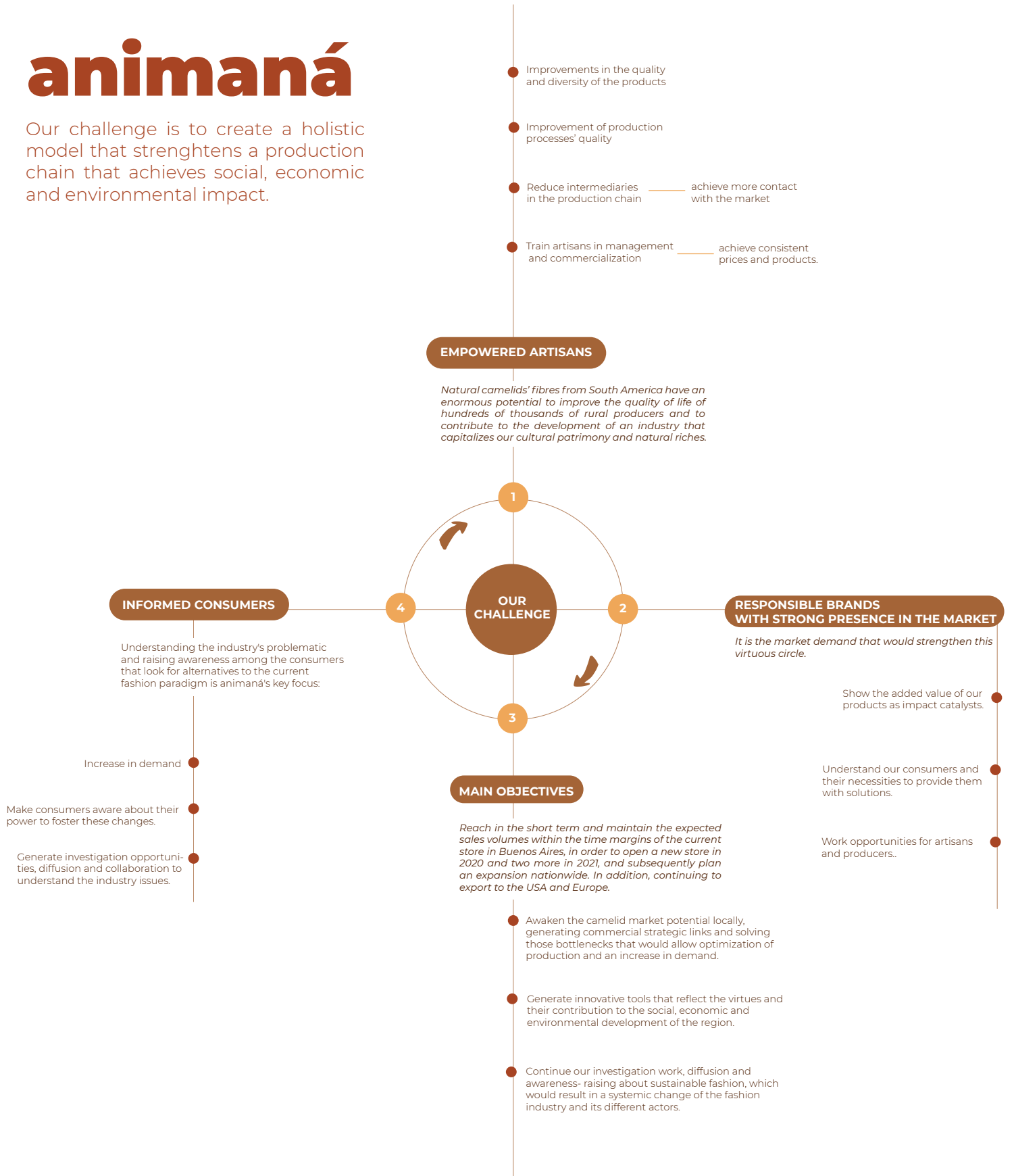
- Redeems the value of the camelid fibers' riches from Patagonia and the Andes.
- Generates opportunities for hundreds of rural artisan producers, SMEs and local cooperatives.
- Creates unique, competitive products for consumers, who look for quality and elegance that generate a social and an environmental impact.
- Promotes natural, eco-friendly and 100% sustainable processes.
- Recovers ancestral artisanal techniques, which merge the region's cultural diversity with modern and timeless designs.

HECHO X NOSOTROS



animaná

Our challenge is to create a holistic model that strengthens a production chain that achieves social, economic and environmental impact.



What we want to achieve

● GENERATE SOCIAL IMPACT

With more than 10 years of experience, we have managed to impact the lives of 7,500+ artisans and producers. We annually commercialize more than 4,000 products that are created by the artisans, respect the environment and generate a source of regular income. Our training workshops in design combine the current fashion tendencies and artisanal work with camelid fibers. These systemic changes translate to a higher quality and product commercialization. Development of the camelid fiber industry as a source of employment, socio-economic development and sustainable consumption of our natural wealth.

● ECONOMIC GROWTH

Our experience with diverse stakeholders places us in a strategic position to solve bottlenecks and achieve competitive products, which beyond generating an impact, have a real and constant demand. Our commercial success allows us to reinvest resources in advancing our impact and perfecting our products, generating a circle of commercial success. Our outstanding positioning allows us to add value to our native and unique fiber in a market with consumers highly interested in luxury, elegance and quality.

In addition, the need of increasing a fair salary for every worker and equal opportunities for communities and entrepreneurs.

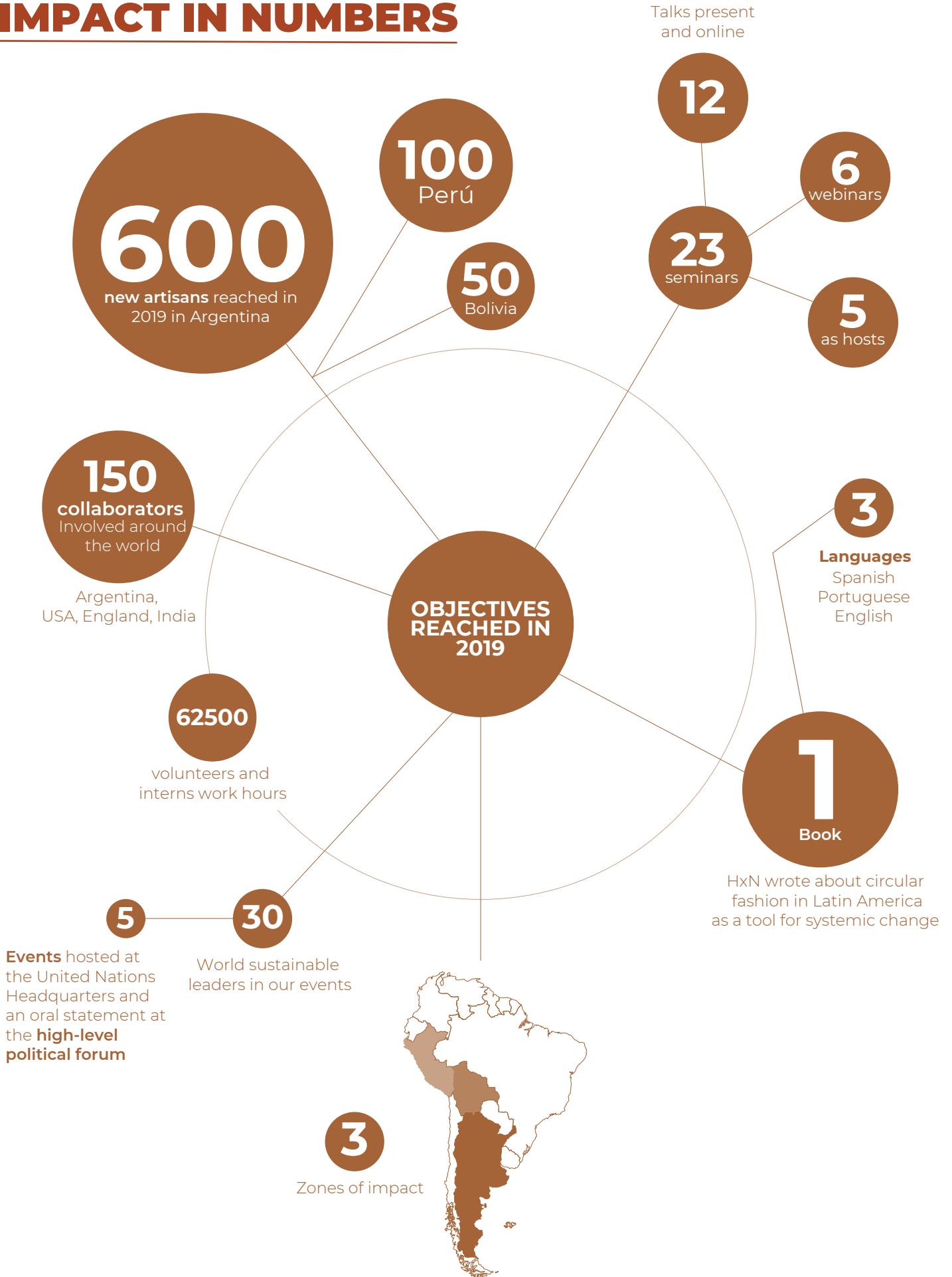
● CONTRIBUTE TO THE ENVIRONMENT

The production processes of our camelid fibers are 100% organic, and made by using natural products that capitalize the regional animal and plant wealth. The camelid fibers are 100% natural and do not consume non-renewable resources, which derive from plastic from petroleum. For their quality and resistance, our garments have significantly longer lives compared to other products, reflecting their timelessness and universality. The natural fibers products need significantly less washing, making each wash a lot less resource-intensive. Synthetics have a very large degradation time, whereas natural fibers, when coming from the nature self, are biodegradable. The promotion of ancestral techniques generate the outcome of an eco-friendly and long-lasting product besides giving voice and tools to artisans and entrepreneurs.

● RAISE AWARENESS AND EDUCATE

Inform the consumer to create new responsible manners when buying new products. Everyone of us should know all the work that involve the clothes we are wearing. Promote new paradigms, interests behind every garment.

IMPACT IN NUMBERS



The problem with Fashion Industry

THE CURRENT PARADIGM



The global textile and accessories industry (including garments, clothing, footwear and luxury fashion), currently holds a value of USD 3 trillion, 2% of the global GDP (Global Fashion Industry 2017). Still, workers receive low salaries and work under dreadful conditions.



The textile industry is responsible for 10% of the global carbon footprint and is the 2nd most contaminating industry of freshwater resources (Fashion United 2016).



Among 1.3 million factories in the supply chain of the fashion industry- Only 2% have some sort of labor or environmental standards initiative (International Labor Organization 2015).

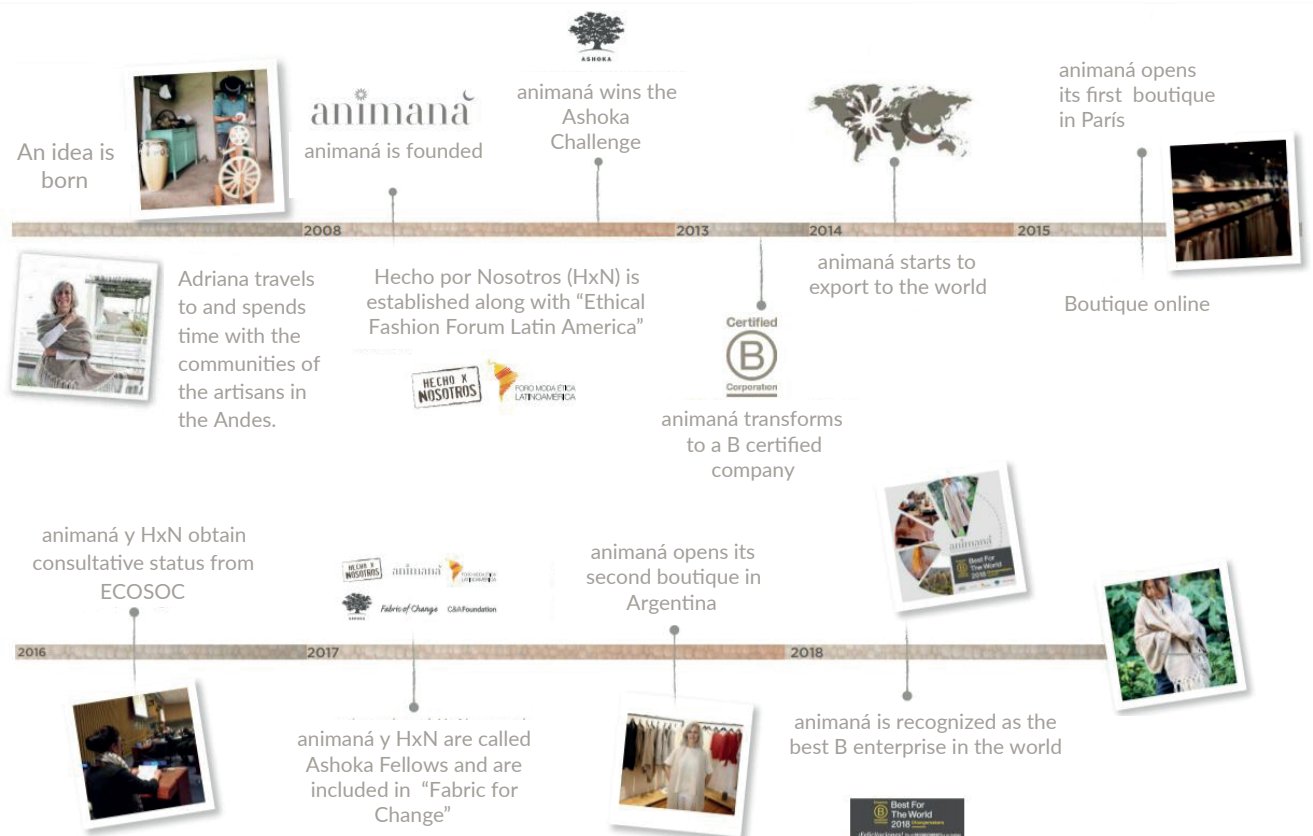


In 2014, between 60-75 million persons were employed in the global textile, clothing and footwear industry. 85% had no formal protection and worked in precarious working conditions (ILO 2014).



The USA disposes 11.3 billion kg of textile garments per year, 86% finishes in the garbage. This number has grown 40% between 1999 and 2009 and will continue increasing each year (Council Textile Recycling 2009).

10 years of Hecho x Nosotros & animaná



2019 Annual review

<p>January</p> <p>2019</p>	<p>● Puentes Abroad</p> <p><i>Hecho X Nosotros received a two months intern from The University of Pennsylvania 's Global Research and Internship Program (GRIP)</i></p> <ul style="list-style-type: none"> - Meeting of the HxN London team - 2 Meetings of the HxN New York team - 2 Meetings of the HxN New YorkBuenos Aires team 	<p>● 57th Session of the Commission for Social Development York</p> <p><i>Hecho por Nosotros organized a panel of experts discussed challenges and possible solutions to generate a possible impact on the inclusive fashion industry.</i></p>
		<ul style="list-style-type: none"> - 14th / ONU (New York) - 28th / animaná: Systemic Change, Sustainability and Fashion - 2 Meetings of the HxN London team - Meeting of the HxN New York team - 4 Meetings of the HxN Buenos Aires team
<p>March</p> <p>2019</p>	<p>● Globalearn</p> <p><i>Hecho X Nosotros hosted the first encounter of the series of lectures about Systemic change, sustainability and fashion</i></p> <ul style="list-style-type: none"> - 4-5th of March / <i>International Conference, University for the Creative Arts (Surrey, UK)</i> - <i>Sustainable innovation, a path to 2030: Sustainability, Business Models, Innovation and Design (talk)</i> 	<p>● 4th of April - UNECE (Geneva)</p> <p><i>Advancing traceability and transparency of sustainable value chains in the garment and footwear sector</i></p> <ul style="list-style-type: none"> - 11th / <i>animaná (Buenos Aires)</i> - <i>Systemic Change, Sustainability and Fashion II</i>
	<ul style="list-style-type: none"> - 22nd / <i>Fashion Institute of Technology (New York)</i> - <i>Fashion Critic for Sustainable Fashion Project</i> - Delegates of Hecho x Nosotros were invited by Profesor Steven Cutting. - 2 Meetings of the HxN London team - 2 Meetings of the HxN New York team - 4 Meetings of the HxN Buenos Aires team - Meeting of the HxN New Dehli team 	<ul style="list-style-type: none"> - 13th / <i>Alianza con Manos Del Salado.</i> - <i>Hecho X Nosotros started an association with the cooperative group Manos del Salado from General La Madrid (Greater Buenos Aires)</i> - 26th / <i>Animaná (Buenos Aires)</i> - <i>Systemic Change, Sustainability and Fashion III</i> - <i>In the framework of Who Made my Clothes by Fashion Week Revolution</i> - 30th / ONU (New York) - 18th session <i>United Nations Permanent Forum on Indigenous Issues</i> - 2 Meetings of the HxN London team - 3 Meetings of the HxN New York team - 3 Meetings of the HxN New York Buenos Aires team
<p>May</p> <p>2019</p>	<p>● Magazine interview</p> <p><i>interview for the magazine <i>Economía Uruguay</i> - "A través de nuestra ropa"</i></p> <ul style="list-style-type: none"> - 19th / <i>Sustainable Consumption Festival Sustainability and Fashion</i> - 28th / <i>Opportunity Collaboration</i> - We lead a talk about the value chamber and sustainability in the fashion industry. 	<p>● University of San Diego</p> <ul style="list-style-type: none"> - 11th / <i>Animaná (Buenos Aires)</i> - <i>Systemic Change, Sustainability and Fashion V</i> - Special Guest for the Plastic Month Ailen Ortiz from <i>GEA Sustentable</i>
	<ul style="list-style-type: none"> - 30th / <i>UN Women</i> - <i>New tools for salary measurement for business</i> - 30th / <i>Animaná - Systemic Change, Sustainability and Fashion IV</i> - Meeting of the HxN London team - 3 Meetings of the HxN New York team - 3 Meetings of the HxN New YorkBuenos Aires team - Meeting of the HxN Latin-American team 	<ul style="list-style-type: none"> - 13th / <i>Museum of Popular Art José Hernández (Buenos Aires)</i> - <i>Colloquium: Proyecto Pertenencias with Clara de La Torre and Diana Dai from Manto and Luz Azpajou and Alejandra Gottekki from Cubreme</i> - <i>We host an event in collaboration with Ashoka and YPO</i> - 18th / <i>European Development Days (Brussels)</i> - <i>Various organisms (UNECE, ITC, EC, DG, DEVCO) participated in a debate.</i> - 25th / <i>Interview with Fashion United</i> - 3 Meeting of the HxN London team - 2 Meetings of the HxN New York team - 5 Meetings of the HxN Buenos Aires team

2019 Annual review

<p>July</p> <p>2019</p>	<p>● 20th - Micro, little and middle business day</p> <p><i>Animaná and Hecho por Nosotros</i> were present to debate about the state of the global market and the interactions between the different actors and members that are in it. In the path of sustainability, and particularly to present the experience and tools of the SMEs and how these contribute to achieving the <i>Sustainable Development Goals</i>.</p>	<p>● 23th - Article about Hecho Por Nosotros by Holly Stanley for The Bubble</p> <p>The article from <i>The Bubble</i> about <i>Hecho por Nosotros</i> work called "<i>Hecho Por Nosotros</i>", the <i>NGO Fighting for Fairer Fashion</i>" was published.</p>
<p>2019</p>	<ul style="list-style-type: none"> - 20th / <i>European Union s journeys for the development</i> - 19th / United Nations´ HLPF oral statement animaná was recognized as a best for the world B corporation in 2019. - 25th / Article about Animaná by <i>Eco Estilo</i> - 2 Meetings of the <i>HxN London team</i> - 3 Meetings of the <i>HxN New York team</i> - 3 Meetings of the <i>HxN New YorkBuenos Aires team</i> 	<ul style="list-style-type: none"> - Meeting of the <i>HxN London team</i> - Meeting of the <i>HxN New York team</i> - 3 Meetings of the <i>HxN New YorkBuenos Aires team</i> - Meeting of the <i>HxN New Dehli team</i> - Meeting of the <i>HxN Latin-American team</i>
<p>September</p> <p>2019</p>	<p>● animaná won B companies price as Best B Companies of 2019</p> <ul style="list-style-type: none"> - 4th / We attended to the 4th edition of <i>Negocios con el Mundo</i> - <i>Festival Fiis / Adriana Marina</i> gave a talk at the <i>Filarmonic of Buenos Aires</i> about B companies 	<p>● Mention of Animaná´s work in a Bcorp article</p> <p>animaná´s work was mentioned at the article "<i>Best For The World Companies Work to Clean Up the Fashion Industry</i>".</p>
<p>2019</p>	<ul style="list-style-type: none"> - 13th / Article about Animana published by <i>La Nacion</i> The article about Animaná from the Argentine newspaper <i>La Nación</i> called "<i>Animaná: revalorizar las raíces y exportar sustentabilidad</i>" - 14th / Talk at the <i>B Companies</i> meeting We were invited by <i>The B System</i> to give a talk about fashion and sustainability at the B companies meeting in Buenos Aires. - 19th / Talk about <i>Hecho por Nosotros</i> work at <i>Raggio Technical Institute</i> - 27th / <i>Feria Puro Diseño</i> - 2 Meetings of the <i>HxN London team</i> - 2 Meetings of the <i>HxN New York team</i> - 3 Meetings of the <i>HxN New YorkBuenos Aires team</i> 	<ul style="list-style-type: none"> - 2 Meetings of the <i>HxN London team</i> - Meeting of the <i>HxN New York team</i> - 4 Meetings of the <i>HxN New YorkBuenos Aires team</i> - Meeting of the <i>HxN Latin-American team</i>
<p>November</p> <p>2019</p>	<p>● 7th - World Economic Forum</p> <p>We joined the newly formed "<i>Design with Responsible Intent</i>" initiative. The aim was to share insights and facilitate the exchange of ideas to divulge the importance of sustainable practices with budding designers. The initiative will convene business leaders, designers, educators, and civil society across the fashion value chain to accelerate the adoption of responsible design</p>	<p>● 3rd of December - United Nations Economic for Europe (UNECE)</p> <p>As part of the <i>UNECE</i> (United Nations Economic for Europe), <i>Hecho por Nosotros</i> is involved in the new project for enhancing transparency and traceability of sustainable value chains in the garment and footwear sectors.</p>
<p>2019</p>	<ul style="list-style-type: none"> - 28th / Webinar Circular Fashion in Latin America - 13th / <i>SAP Next-Gen</i> (New York) <p>We hosted a panel discussion on how to upscale MSMEs, replicating sustainable production models, to create systemic change in the fashion industry. We shared the discussion with Andrew Moose, from World Economic Forum; Sandra MOERCH-PETERSEN, Chief Content Director at <i>SAP Next-Gen</i>; Joshua WILLIAMS from <i>Parson School of Design</i>; and Lilian Liu from <i>Futerra</i>.</p>	<ul style="list-style-type: none"> - animaná´s 10 years cocktail - 3 Meetings of the <i>HxN London team</i> - 2 Meetings of the <i>HxN New York team</i> - 6 Meetings of the <i>HxN Buenos Aires team</i> - Meeting of the <i>HxN Latin-American team</i>

2020 our future

WEBINARS → In 2020 we are aiming to host around 30 webinars for artisans and academics. Hosting 10 intern webinars (que son intern webinars?), 6 for Latin America, for B Women and 8 for artisans.

BOOK → Our book its almost ready, written in Spanish, English and Portuguese. However, we are seeking funds to publish it.

COMMUNICATION → Throughout the past 10 years we have achieved spectacular things. However, our communication area keeps struggling to inform everything we do around the world. In 2020, we are looking forward to improving our communication area to gain more visibility for our work.

PLATFORM → Nowadays, HxN it is developing a platform to unite artisans, designers and brands. The point of this project is to create a space for artisans where they can connect to global markets and showcase their practices and work which would allow them to gain visibility.

EVENTS → In 2020 we expect to host over 10 events around the globe, including 5 at the UN Headquarters.

NEW PARTNERSHIPS → Although HxN already has X partnerships, in this new year we are looking forward to establishing new partners with universities, NGOs and companies.

ADUBA → At the time, we are creating a new master program in sustainable development with the University of Buenos Aires that will be launched at mid-year.

FORMAL WORKERS → Nowadays, HxN has a lot of collaborators spread around the globe. However, we are looking forward to adding at least 3 formal workers for the NGO.

OUR CONCLUSION

As we have been doing for over 10 years, we keep on working to achieve a systemic of the fashion industry. This has been a long journey in which we had learned a lot from HxN 's friends and collaborators that are spread around the globe. Every day we keep on growing and we are faithful that because of our hard work and trajectory, in 2020 we can achieve all our goals and to overcome our current limits..

USEFUL INFORMATION & LINKS

interview for the magazine Economía Uruguay -
"A través de nuestra ropa"

<https://issuu.com>

Opportunity Collaboration event →

https://www.instagram.com/p/Bx23Ge_Dhwz/
https://www.instagram.com/p/Bx23Ge_Dhwz/

Interview with fashion united →

<https://fashionunited.co/Buscada/Orden-creciente?searchphse=all&searchword=adriana%20marina>

Interview with Eco Estilo →

https://tn.com.ar/estilo/lo-ultimo/eco-estilo-conoce-animana-la-marca-que-cuida-el-trabajo-artesano-los-animales-y-el-planeta_981219

Article The Bubble →

<https://www.thebubble.com/hecho-por-nosotros-sustainable-fashion>

Articles La Nacion →

<https://www.lanacion.com.ar/economia/animana-revalorizar-raices-exportar-sustentabilidad-nid2287530>

<https://www.lanacion.com.ar/economia/comercio-exterior/comercio-justo-la-empresa-social-de-productos-textiles-que-fabrico-souvenirs-para-el-g-20-nid2250749>

<https://www.lanacion.com.ar/economia/fibras-guanaco-consolas-audio-dulce-leche-sin-nid2284553>

<https://www.lanacion.com.ar/economia/animana-revalorizar-raices-exportar-sustentabilidad-nid2287530>

<https://www.lanacion.com.ar/economia/desafiopequenos-gigantes-la-estrategia-de-los-emprendedores-argentinos-que-apuestan-a-la-exportacion-nid2290948>

Article B Corp →

<https://bcorporation.net/news/ethical-fashion-brands-solving-global-issues-exploitative-labor-environmentally-harmful>

<https://craftsmanship.net/argentinas-textile-crusader/>

<https://medium.com/@SAPNextGen/generating-inclusive-growth-for-sustainable-fashion-d06ae216b04e>

G20 → presents https://www.youtube.com/watch?v=LJ0qK4_2N94

UN EVENT → (HLPF side event) <https://www.hechoxnosotros.org/post/side-event-at-un-unlocking-the-potential-of-msmes-to-contribute-to-the-sdgs-through-fashion?lang=en>

Thank you!

I would love to share with you the projects that both organizations are spearheading. If you would like to see more information you could access our
websites: [animaná - HXN](#)
youtube channel: [YouTube animaná](#)
instagram: [@animaná](#), [@hechoxnosotros](#)

animaná

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NOSOTROS