



HECHO POR NOSOTROS

animaná

NGO Hecho por Nosotros  
B-Corp animaná

# animaná: travelling the journey of change



animaná  
Caring about the people of Patagonia & Andes

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# About

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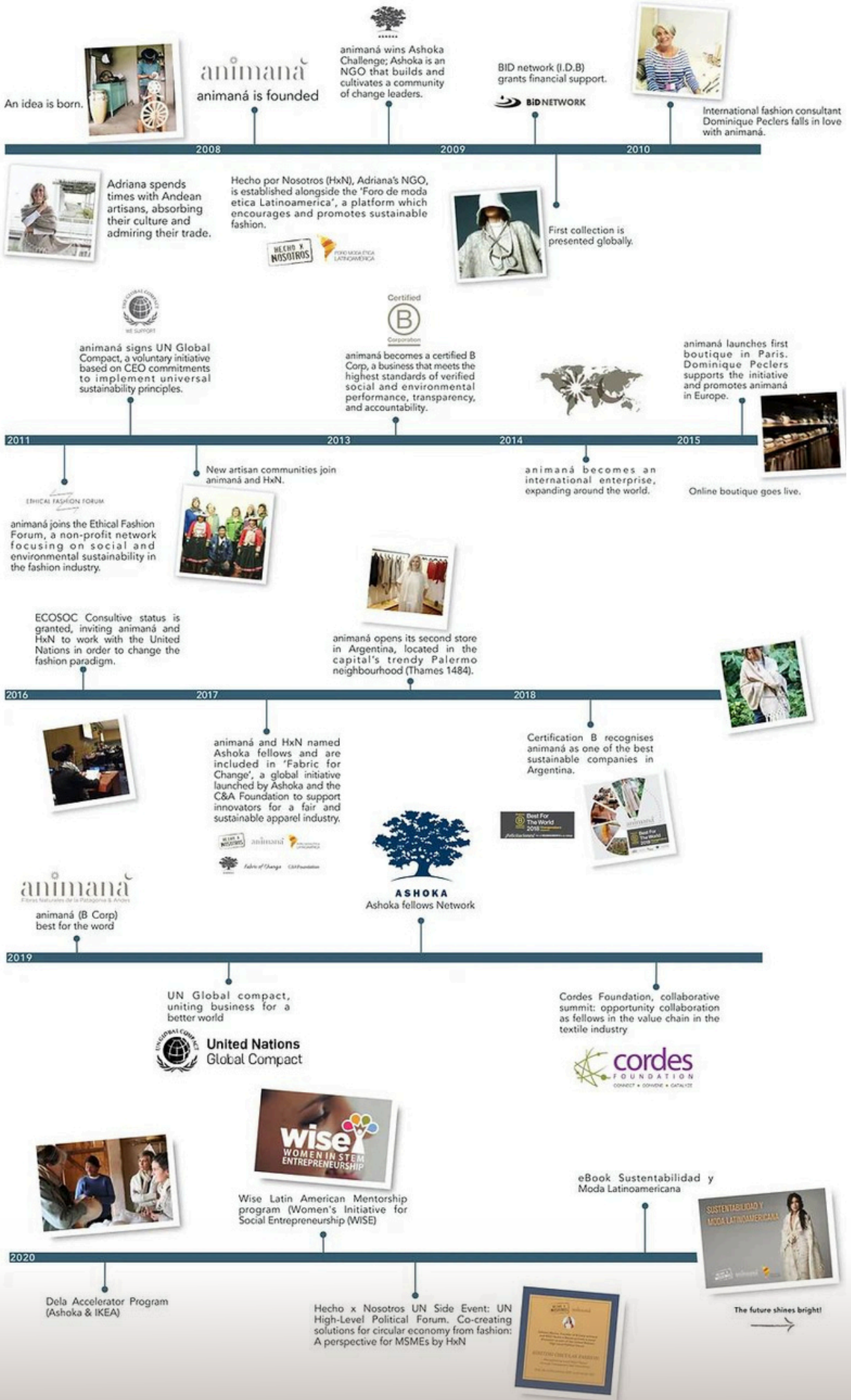
Animaná is a social enterprise & B Corp, that represents an alternative to the fashion industry, working with the principles of sustainability, transparency and traceability. Our vision is to be a bridge between the inhabitants of big cities and the artisans of the Andes. We have been working closely with the communities, and always using fibers from Patagonia and the Andes. Likewise, we combine ancestral techniques with contemporary designs to create luxury products.

Hecho por Nosotros (HxN) is the sister no-profit arm of animaná. With consultative status at the United Nations in the Social and Economic Council, HxN gives the tools to artisan communities in Patagonia and the Andes region, so they can create connections and launch their products to the global market. HxN aims to fight for the local product to be exported internationally and we conduct research programs that promote change in the textile and fashion industry. Also, HxN works to improve the transparency of Latin American textiles in their value chains in order to create added value and raise consumer awareness. We are associated with Ashoka, IKEA, CORDES, WISE, Universities in Latin America and the world, among others.

*“A reimagined Economy where technology advances, and empowers the business and knowledge of artisans, producers and MSME often marginalized in the global fashion economy, validating their wisdom, sustainable techniques, processes and natural fibers contributing towards an inclusive model based on sustainability, circularity and co creation”*



**Adriana Marina, Founder of animaná & HxN**



# Key appearances in media national and international:

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**Forbes Magazine**  
circularity models



**Crafman Ship**  
Textile crusader



**G20 present**  
designated for official gifts



**MEDIUM**  
Generating Inclusive Growth for Sustainable Fashion



**La NACIÓN**  
B Corp - triple impact companies



**EI CRONISTA**  
stories that inspire



**BBVA**  
Historias de Valientes



**REDACCIÓN**  
How the textile industry is transform

*animaná* and **HxN** combines a way that allows to strengthen organic models with creative and rooted in profound common human values that are unchangeable, and it is in this pursuit of acknowledging and celebrating the richness and potential found within communities, that we find it essential to highlight the inherent strengths that contribute to their distinct identity and sustainable practices.

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# Certifications & awards

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## **UN - Fashion 4 Development (2009)**

Through a partnership with the UN, we have visited and collaborated with more than 100 artisans during 7 months. Sociologists, anthropologists, and fashion designers worked together, creating fashion with identity, culture, and history. The final products were shown in the headquarters of the UN in New York.

We were selected to participate in the **Business in Development Network program - BiD Challenge Argentina (2009)**, a training and mentoring program for sustainable organizations to develop their business model.

We participated in the **BiD Network Women Entrepreneurs (2009)**, finishing among the top 20 most interesting projects.

We were selected to participate in **Ashoka's Changemakers Challenge (2009)** for innovative social change projects.

We were selected to participate in the **Commitment 2.0 Competition - recognising the best technological ideas on an online platform that solve a social problem (2009)**

In 2011, Mathilde Georget, a renowned textile designer joined us via the **UNESCO Program "Equity for Applied Arts"**. For 8 months, Mathilde lived with 20 Andean artisan communities in Peru and Argentina.

We entered the **UN Global Pact (2011)**. With more than 12 000 participating

organizations, it is the largest corporate social responsibility initiative globally. Its objective is to mobilize the business sector, educational institutions and civil society organizations to comply with ten universally accepted principles for human rights, labor and environment.

We started our partnership with **Ethical Fashion Forum (2011)**, acting as a reference for sustainable fashion from Latin America.

We won the **Mecenazgo cultural** award (2015, 2016, 2017, 2021). It is a financial support of the **Ministry of Culture of Buenos Aires** to promote cultural projects.

We became **Ashoka's Fellows (2017)**. For more than 35 years, **Ashoka** has built and nurtured the largest network of leading social entrepreneurs in the world.

We became **C&A Foundation's Fellows (2017)**. **C&A Foundation** supports and drives initiatives that have the potential to transform the fashion industry.

We became **CORDES Foundation Fellows (2018)**. It is a family foundation focused on social entrepreneurship, impact investing and the economic advancement of women.

**Best for the World: Changemakers award (2017, 2018, 2019)**. Every year, B Lab recognizes the top-performing **B Corps** creating the greatest impact through their businesses. Honorees are recognized for having the highest environmental, community, customer, worker and overall impact by earning a score in the top 10% on the **B Impact Assessment**.

# Certifications & awards

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**UNESCO Latin American and Caribbean week (2018).** We have been invited by the **Permanent Delegation of Argentina** to show local sustainable products made by artisans from the Andes, following ethical fashion principles, promoting awareness about culture heritage and strengthening the principles of fair trade.

We have been recognised as the best social firm by the **Chamber of commerce of France in Argentina (2018).**

Best for the **Community B Corps** award (2019). By investing in communities, we work every day to build a shared, sustainable prosperity for all.

We won the **ICBC Foreign Trade award** (2019) that recognizes our capacity for innovation, long-term sustainable job creation, and international trade.

We won the **The New Entrepreneur Paradigm AmCham award (2020)** that recognizes the best companies working towards a more sustainable future (American Chamber of Commerce).

We were selected to be part of **WISE Latin American Mentorship (2020)** - **Women in STEM Entrepreneurship** 3 months programme. Wise programme runs **IAE Business School** together with **IDB (Interamerican Development Bank)**, through a collaboration with **BID Lab**.

We have been chosen as models for systemic change in the **Ashoka Globalizer international Council** as part of the **Dela Accelerator Program (2020)**, jointly run by **IKEA** and **Ashoka**.

We won **Business Citizenship Award** from **AmCham** (United States Chamber of Commerce in Argentina). As part of the **New Business Paradigm 2022**, we have made, together with other Award-winning participants, a video recognizing the importance and urgency of taking action against climate change, sharing our professional experiences and our commitment to sustainability.

Chosen as a case study to be included in the **UNEP** report "**Sustainability and Circularity in the Textile Value Chain: A Global Roadmap**", our work was valued for integrating circularity into business models and craft practices, which was achieved through training programmes and tools that facilitate access to global markets.

*animaná and HxN are endorsed by BCorps, Adriana Marina is fellow of ASHOKA Fellow, GlobalizerX, Cordes and Fabric of Change by ASHOKA and C&A Foundation, Ikea foundation form Dela all programs advancing and uniting sustainability actions, and we are consulting for sustainable fashion industry and sustainable development at the local, regional and international level (local governments, Argentina G20 Presidency, UN bodies such as ECLAC-CEPAL, UNIDO, UNECE, UNCTAD, ECOSOC-DESA).*

# animaná: a case of study



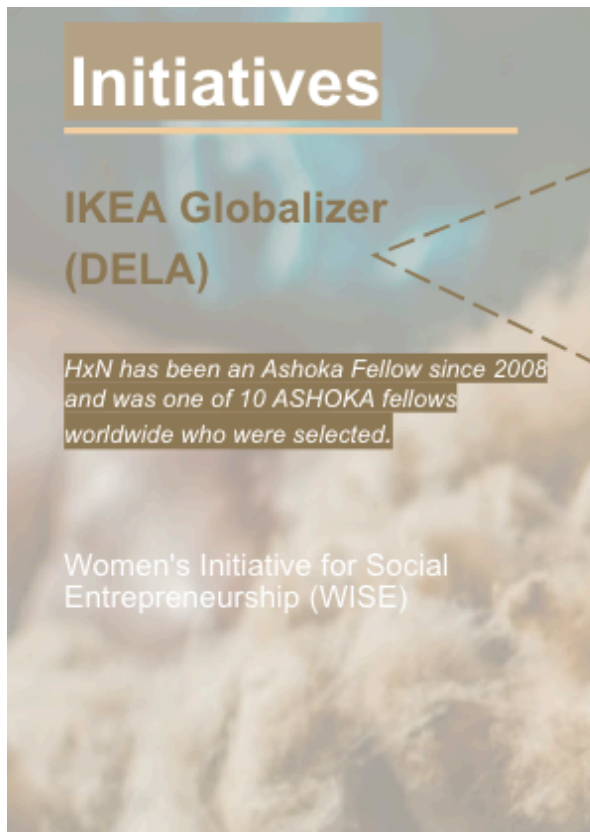
With this institutional organisation, animaná & Hecho por Nosotros, managed to create a model that works on the entire value chain of the products, in transparency, traceability and strengthening of good practices. This ranges from shearing for the subsequent production of natural fibres, design as an element in the creation of long-lasting, contemporary and timeless products, to the marketing of clothing, decorative items and accessories. We also work to raise awareness among all actors, from producers, designers and consumers, so that they become fundamental elements in the change towards sustainable production and consumption. From the NGO we carry out projects for the empowerment of artisans and micro-entrepreneurs with a great team of professionals. These projects are designed especially for each community we work with, so that cooperatives and SMEs can train, specialize and strengthen their business models through exchanges between universities, professionals and experts from different areas.

All this work has allowed animaná to be a brand that has been taken as a success story and a model for systemic change. You can find the UNEP report at the following link (our mention is on page 44):

[Report PNUMA](#) 



# experience & track record



We are excited to announce that HxN has secured a place on the **Dela Accelerator Program** co-created by **Ashoka Globalizer** and **IKEA Social Entrepreneurship**.

Together, **IKEA Social Entrepreneurship** and **Ashoka** work with social entrepreneurs and learn from their work and approaches while supporting them to achieve a bigger impact. In Swedish 'Dela' means 'to share'. That's exactly what the **IKEA Social Entrepreneurship B.V.** and **Ashoka accelerator** is all about. The accelerator program supports leading social entrepreneurs whose solutions redefine the underlying root cause of social problems.

We will be working with **IKEA** and **ASHOKA** experts to develop our strategy for systemic change, emphasizing the toolkit project, along with other initiatives.



- We organized the event "Regenerative Models and Innovation as a Means to Foster the Circular Creative Economy" for the **High-Level Political Forum 2023**. The main objective of the event was to showcase initiatives that drive innovation, foster inclusive financing, and promote regenerative models to enhance the sustainable development of the creative industry.

- animaná and Hecho por Nosotros framed in the 62nd Session Of The Commission For Social Development organized the event: "**Weaving Wisdom into Digital Metamorphosis: Fostering Inclusive Digital innovation, Growth and Regenerative Models**" with Radhika Shah as co-hoster.

[Report](#) 

# UNESCO Perú – animaná

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Our task consisted of informing the finalists about the challenges that animaná faced (and currently faces) in consolidating itself as part of a movement that advocates for sustainable fashion and the circular economy. Additionally, we shared the impact that our projects generated in the communities with which we directly work, through the HxN Toolkit.



# ProUSAR – Colombia

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Adriana Marina was one of the international participants in the project by the German Society for International Cooperation in Colombia, within the framework of the PROUSAR project. Her role was as an expert in the textile field.



# animaná in partnership with the academy

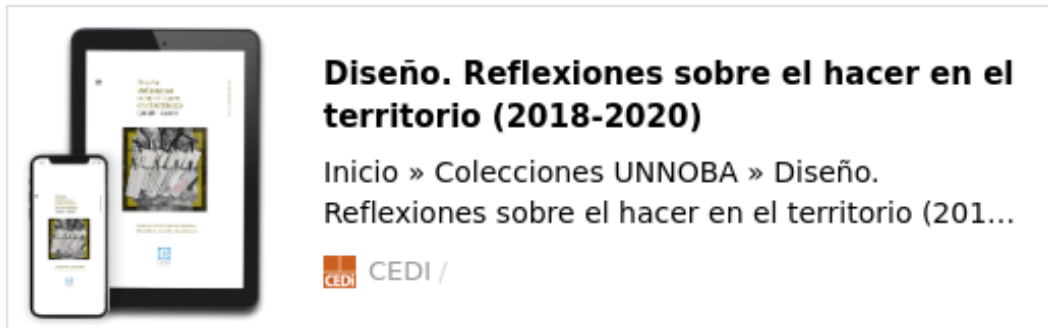
With a co-creative approach, animaná, along with its sister organization, focuses on experimentation and prototyping through the HxN University as well as partnerships with other universities and academic spaces. The aim is to integrate active learning through practice and generate a positive impact for all.

- ▶ University of El Salvador: Within the Bachelor's Degree in Artisanal Product Design, with the support of animaná and Hecho por Nosotros, students applied the graphic thinking methodology (Design Thinking) to conduct research on innovative virtual teaching methodologies for groups of artisans in rural areas. The project made a significant contribution to the training and support of artisans in Central America, especially in El Salvador.
- ▶ We have a collaboration agreement with Universidad Siglo 21 for the joint implementation of academic activities.
- ▶ We managed to expand our knowledge networks through our contact with La Salle University, Oaxaca.
- ▶ We have written a series of academic articles:
  - [UP Salamanca](#)
  - [Reddit](#)
  - [Austral](#)
  - [Springer](#)
- ▶ As part of our holistic and comprehensive approach, the Gender Team wrote an article for publication in the Research Journal of the University of Palermo and the University of Salamanca 2024, titled “Advancing Gender Equity in Latin America: Impact of the HxN Toolkit on the Empowerment of Women Artisans”.



# Design: Reflections on Making in the Territory (2018-2020)

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We began the elaboration of the Hecho por Nosotros Book, which describes the milestones, progress, and projects developed within the Hecho por Nosotros and animaná ecosystem during the period 2022-2023.

As a guest author, Adriana Marina, founder and director of animaná and Hecho por Nosotros, participated in the production and writing of 'Creative Industries and Regenerative Models in Latin America' within the book. There, the experience of animaná and Hecho por Nosotros was shared.

“ In animaná's ethical fashion model, women occupy a central role: they represent 85% of the weavers. From this model, artisans and their families obtain various benefits, both economic and personal. Consequently, the migratory rate of young people to cities decreases by offering them a viable and respectful way to earn a living while maintaining the traditions of their community. For animaná, it is important to work towards sensitizing society to sustainable development, increasing empathy towards conscious dressing, and expanding the demand for ethical fashion worldwide.” (pp 110; 2023)



United Nations  
Global Compact



C&A Foundation  
Fabric of Change





Tap here and read our last impact report!



animaná  
Natural Fibers from Patagonia & Andes