



animaná

NGO Hecho por Nosotros & B-Corp animaná
Side Event "Igniting Regenerative Models"
CCW2023

“Empowering Indigenous and Creative Economies - Advancing Sustainable Development through Technology and South-South Collaboration”

HxN Side Event during the UN Permanent Forum on Indigenous Issues



Event Objectives

- Acknowledge the importance of promoting sustainability within Indigenous economies and creative industries.
- Highlight the power of technology and encouraging South-South collaboration as a way to create new opportunities.
- Demonstrate how animaná focuses on protecting ancient design and weaving practices.
- Present the Huánuco case study regarding the use of accessible finances to overcome the barriers faced by women in the creative industries.

Words from our founder

Adriana Marina, founder of HxN and animaná, states that Indigenous economies and creative industries are a way of preserving the cultural heritage and wisdom of communities while encouraging economic growth and social welfare. HxN has implemented business capacity-building programs for female artisans, Indigenous women, and female mirco-producers to help them penetrate the local economy.

These are the communities that can give us the key to comply with the SDGs, since respect for life and coexistence with the environment are at their core. The SDGs that were presented as key in this matter were:



Participants



Adriana Marina
Hecho por
Nosotros and
animaná
founder



Anita Thomas
Chairperson for The
NGO Committee on
Financing for
Development



Jason Jacobs
Kaitiaki &
Director at Te
Mana Consortium
and Indigenous
Commons



**Tricia
Langman**
Desing Thinking
Especialista &
HxN
Representative



Olinda Silvano
Artist & Leader
of theShipibo-
Conibo
Indigenous
community



Leon Kaushik
Founder & Chief
Community
Officer,
WeaveMatrix
Social



**Jorge Simon
"Paco" Díaz**
Former
President at
COOPECAN-
Peru



Paula Ruiz Díaz
Designing with
Intention Lead
HxN



Jess Arana
HxN Collaborator



Ximena López
UN SDGs & ECOSOC Leader

Participating Entities



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Return to the Roots: Ancestral wisdom

The First Peoples of the world possess invaluable knowledge about sustainable practices and have transmitted it from generation to generation. The land they live on is ancient and holds a special place of importance to them. All their practices are based on traditional knowledge, values, priorities and needs that must be met without causing harm or destruction to nature.

Their ultimate goal is to maintain the ancestral environment and reproduce that same environment for years to come.

Urbanization, current societies, governments and people have a lot to learn from these communities. Indigenous Peoples set examples of sustainable practices. How have they achieved it? Their lifestyle is completely dependent on the harmonious relationship they have with nature. If they continued as we did, climate change, biodiversity loss, and increased pollution would accelerate. Indigenous Peoples have maintained a balance against the damage caused by urbanization.

Nature's decline is unprecedented and is occurring at a faster rate than estimated. According to a 2019 report by the United Nations-backed Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES), the world is shrinking at a faster rate than at any time in human history.

The health of ecosystems and species is rapidly deteriorating. It is delicate because the foundation of our economy, technology and social paradigms depends on the health and existence of the ecosystem. The report found that around 1 million animal and plant species are threatened with extinction, many within decades, more than ever in human history. For Indigenous Communities, the rate of deterioration and decline has been less severe compared to other communities experiencing it in general.

The ancestral knowledge and the traditional practices of the Indigenous Communities have amalgamated practical methods to balance the use of natural resources, such as water, fertile soil, food and medicines, without compromising them for the future.

Jason Jacobs invited us to reconnect with our ancestors and the power of the intergenerational change of small actions, and we thoroughly explored the concepts of:

Conservation

Indigenous Peoples are connected to the environment. The environment is part of the life they lead and the ecosystem in which they live. The environment is not perceived as an isolated element. It is part of who they are. Natural resources, such as forests and rivers, are considered part of themselves, so they conserve and protect them.

Traditional practices

Their cultural practices have been adapted to different climatic regions. From the Andes to the prairies of Kenya and the extremely cold climates of northern Canada, Indigenous Peoples have a way of adapting to the environment without waiting for the environment to adapt to them, they coexist without destroying, and nature gives them what they need. without asking for anything in return.

crucial biodiversity

Indigenous Peoples not only preserve the environment, but are also responsible for maintaining 80% of the world's biodiversity. The gene pool of plant and animal species is immense and rich, and is found in the rivers and grasslands of its ecosystems. Protecting and preserving it is part of its essence.

Lifestyle

Their lifestyles already include sustainable practices and respect for the environment. Soil preservation, erosion reduction and water conservation are daily practices. If these practices are adopted by people around the world, it will make a difference. Not only will climate change be mitigated, but it will also be more feasible to achieve the Sustainable Development Goals.

animaná

The company is one of the HxN's biggest projects and it has achieved a network of 8.100 artisans, 330 Micro-, Small- and Medium-sized Enterprises (MSMEs), and over 10.000 Latin American small producers throughout the year.

animaná uses the natural fibers of camelids and sheep in its production, which are proven to be good for our well-being and health. These are renewable resources with a carbon-neutral footprint. They are breathable, lightweight, thermal fabrics, that are also 100% biodegradable. The company also uses native Peruvian cotton with over 5.000 years of crop history over white cotton.

Artisans apply ancient techniques when spinning the fibres by hand and dye them with pigments obtained from native plants. Industrial spinning is also used, but only with natural colors or natural dye fabrics and without using chemical products. The entirety of the production process of natural fibers, including product transformation and exportation, is an important element of the development of local communities.

The low-cost production process is key for developing economies in regions like the Andes. HxN helps Indigenous communities and fights hunger, poverty, and environmental destruction by using these natural fibers.

Huánuco Case Study

MSMEs, artisans, and associations led by Indigenous and rural women in Huánuco, Peru, were given the opportunity to access financing through an innovative approach. The pilot project was aimed at knocking down some of the barriers women faced in the creative economy sector, such as the difficulties to access financing from formal financial entities.

Latin American female employment is known for its gender gaps. Women have lower salaries and higher rates of informal employment and unemployment than men, which leaves them at a disadvantage. These gender gaps and vulnerabilities are reinforced by other elements, such as belonging to an Indigenous community, living in rural areas, or having low incomes.

The case study shows how innovative technologies and circularity give potential new opportunities for the empowerment of women in vulnerable communities. By using blockchain technology and cryptocurrency, women could access free and fair financial services. The project provided women led MSMEs with the financial freedom needed to help close socioeconomic and cultural gaps faced by these Indigenous, rural and developing communities.

However, there are still challenges and risks that must be faced to ensure equality and the inclusions of these communities in a developing regenerative model of creative industries.

Conclusions

Firstly, it is necessary to develop capacity-building programs as a way to help those in need, given they could develop their skills and use emerging technologies and circularity for the benefit of their businesses.

Secondly, Indigenous perspectives and voices must be present in organizations led by Indigenous communities and their participation in the decision-making process.

Thirdly, we must guarantee the implementation and equal distribution of circularity and innovative technologies, as well as keeping the position, duties and livelihood of women, small producers, artisans, and Indigenous people.

Finally, it is important to confront the existence of the digital gap. Access to technology and digital alphabetization are crucial for understanding the benefits of innovative technologies and circularity.

At HxN and B-corp animaná, we want to promote these changes by including people who matter, such as: Indigenous and rural communities, consumers, businesspeople, producers, academics, and students. To close inequality gaps, marginalized communities must integrate circular, regenerative, and sustainable economic and productive models. Yet they must not leave their culture, values, and traditions to do so. We want to achieve this goal by inviting more people to work with us towards systemic and global change.



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