



HECHO POR NOSOTROS

animaná

NGO Hecho por Nosotros
B-Corp animaná

“Inclusive Digital Transformation and entrepreneurship: How to Ignite the Circular Creative Economy”

HxN Side Event during High Level Political Forum
2023



Event focus:

A values-driven social economy

This year represented a pivotal juncture for knowledge acquisition and reinvigoration of endeavors, strategies, and partnerships, aiming to advance consistently, significantly, and in alignment with the 2030 Agenda and the Sustainable Development Goals. The current assessments, fueled by the impact of various industries, including notably the textile sector, evoked not only concerns but also a resounding call to action—a concerted effort that had to embody and integrate principles of environmental sustainability, regeneration, innovation, and collaboration.

Within the framework of the United Nations' High-Level Political Forum in 2023, focused on the crucial theme of "Accelerating the recovery from the coronavirus disease (COVID-19) and the full implementation of the 2030 Agenda for Sustainable Development at all levels," the esteemed Argentinian NGO "Hecho por Nosotros," with ECOSOC status at the UN and a strong commitment to driving systemic change in the value chains of the textile industry, was proud to co-organize a distinguished side event titled "Inclusive Digital Transformation and entrepreneurship: How to Ignite the Circular Creative Economy?".

This exceptional gathering was co-convened by Ashoka Fellow Adriana Marina, Founder of animaná and Ngo Hecho por Nosotros, who transformed the creative industry in the global south, along with Radhika Shah, Co-President, Stanford Angels & Entrepreneurs & Co-Chair of The Breakthrough Alliance of the United Nations Joint SDG Fund, a prominent community builder & impact investor from the tech innovation world of Silicon Valley, Gerónimo Frigerio and Tricia Langman, Hecho Por Nosotros Managing Partner & Leader of Ed-tech and Innovation.

Event Objectives

The objective was to explore how digital transformation could catalyze innovation and ignite the circular creative economy. By bringing together entrepreneurs, Micro-, Small and Medium-sized Enterprises (MSMEs), as well as large enterprises and multinational corporations (MNCs), technology experts, market influencers, and policymakers, the event aimed to facilitate a collaborative and catalytic dialogue and ignite tangible actions towards sustainable development in the creative industry and beyond.

The key themes, such as the inclusive systems changes that could be achieved by responsibly leveraging the transformative power of tech innovation combined with an entrepreneurial mindset, the role of digital technologies in streamlining production processes, and the successful implementation of circular models and nowadays practices, highlighted the importance and key areas for inclusive finance, and opportunities from regenerative models in driving innovation and fostering sustainable development in the creative industry. In this event we share the three main areas of digital transformation to ignite the circular creative economy (1) shifting consumption patterns, (2) improved practices and (3) infrastructure investment.



Event Summary

Discussions focused on the underpinnings of inclusive digitalization as a challenge to undertake with a global vision and climate change perspective. Disseminations also explored how to boost a circular economy that opened the gates of formality for micro, small, medium, and large enterprises alike. Finally, the parties engaged in a discussion on how to implement policy innovations that could boost entrepreneurship in a digital environment, fostering a global e-business climate that could facilitate wealth and job creation. Specific ideas on how to design innovative and implementable ideas and policies were explored. The event aimed to foster networking opportunities, inspire concrete actions, and contribute to the collective building of a more inclusive and sustainable creative economy.

Co-convened by



Adriana Marina
Founder of HxN
and animaná



Radhika Shah
Stanford Angels
& Entrepreneurs



Gerónimo Frigerio
GF Consulting
Group

Participants



Ato Quayson
Stanford University



María Teresa Pisani
UN Economic
Commission for Europe



Christa Williams
Citi Impact Fund



Kerry Bannigan
Fashion Impact
Fund



Jeff Cole
Center for the Digital
Future



Temina Madon
Agency Fund



Pranav Khanna
Hecho por Nosotros
Partner, LOA Labs



Alejandra Luzardo
Interamerican
Development Bank



Bruna Elias
UN Global
Compact



Anshu Gupta
Founder of Goonj and
Gram Swabhimaan



Edison Benites Leiva
Hecho por Nosotros
partner



Laura Giadorou Koch
HxN Partner
Women4Solutions



Iván Petrella
Bunge and Born
Foundation



Siamanda Chege
President of The
Chege Village



Taburai Chirume
Co-Founder at
ONEOF EACH



Luca Brunello
UNECE Sustainable
Supply Chains TBC



Tricia Langman
Hecho Por Nosotros
Managing Partne



Sebastián Feinsilber
Coordinator of SME Int.
Ministry of Economy



Agustín Pandolfini
IOV Foundation



Gabriel Rio Zambrano
Founder of Altitud and
Cricket Textile



Luis Guzman
Hecho por
Nosotros partner



Salomon Raydan
Ashoka Social
Entrepreneur



Andrea Nallim
Founder of Reciclarg,
Recycling Technology



Efraín Martel Santiago
Economy specialist



Eleazar Guevara
Founder of
NOVABORI

Participants



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animaná
Consultant



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Universidad
Austral



Iván Fernández
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at D'Addario



Javier G. Quintero
Education Specialist



Constanza Connolly
Co-founder of Keidos
Impacto Legal



Gautam Malik
Founder of Jaggery:
Reimagining Waste



Julia Salas
Hecho por
Nosotros partner



Mayra Molina
Facultad FLACSO -
Ecuador



Pili Luna
Creator of the brands
Vos Honduras



Fernanda Mierez
Partner at Beccar
Varela Law Firm



Pashim Tewari
Technical
Director AILSG



Akshit Sharma
Member of
Conserve India



Suhail Mehraj
Connecting Dreams
Foundation



Oswaldo Rivas
Global Shapers



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Hecho por Nosotros
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Paula Peña
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Catalyst 2030 Latam



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Director of DiTI S.
Program UNC



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Pablo Lecuona
Director and founder
of Tiflolibros



Florencia Tuchin
Journalist-Specialist
Sustainability



Ximena López
Gender Equality
Team HxN



Gisella Benenatti
General Coordinator
at HxN



Paula Ruiz Díaz
Design with
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Rocío Renna
General
Coordinator at HxN



**Gabriela
Samaniego**
HxN collaborator

Participants



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Project Leader at HxN &
Circular Economy



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Waste Management
Team HxN



Luna Perich Paglia
Waste Management
Team HxN



Aleksandra Mengüverdi
Sustainable Fashion
Design Production



Catalina Ospina
Gender Equality
Team HxN



Aastha Singh
Hecho por Nosotros
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Lilia Parisi
Hecho por Nosotros
Collaborator



Jess Arana
HxN Collaborator



Adriana Romero
HxN collaborator



Daniel Piña Ahumada
Hecho por Nosotros
collaborator



Elina verde estrada
Peruvian Artisan
Community president



Gladys Rojas Albarracín
Leader of Andean
Community



**Danna Gabriela
Gómez**
HxN collaborator



Fresia Lacruz
Hecho por Nosotros
collaborator

Main Session Report

How to Ignite the Circular Creative Economy? Perspectives from UN, Policy makers, Creative Industry leaders and more

After a few words of welcome, the first dialogue of the event was initiated by Adriana Marina, founder of Hecho por Nosotros and animaná who extended an open invitation to advance this systemic change in order to connect profoundly with our values and see how we can re-convert and improve the world and the system we live in.

On the other hand, Radhika Shah, Co-President of Stanford Angels & Entrepreneurs, points out that it's important to respect the dignity of all and not think of nature as a resource to exploit rather than a relationship as that of a trustee.

In order to continue the dialogue with the guests, it was then the turn of Olivia Chassot, Associate Economic Affairs Officer at United Nations Economic Commission for Europe (UNECE). Who explained that at UNECE they have been focusing on sustainable value chain management. Highlighting two trends: First, the lack of trust and greenwashing, and second, the need for data transparency. Those problems are being addressed through certification, so traceability ensures that the data collection at the product level is accurate and reliable all along the life cycle. It is also a kind driver for circular evaluations to support the life extension of the product and at the end of the life of the products.

Finally, Chassot highlighted some sustainability policy recommendations on the need for a regulatory framework to prevent the negative impacts on the population's health, biodiversity and the environment, establishing legislative reviews to limit the entry of textile waste, introducing information requirements on imported use of textile with mandatory recycling targets, and investment in recycling infrastructure. Also, set in place could be to incentivize more circular business models through subsidies and lastly developing engagement strategies with economic partners, and updating trade agreements, could be another entry point to better address textile waste for the next steps.

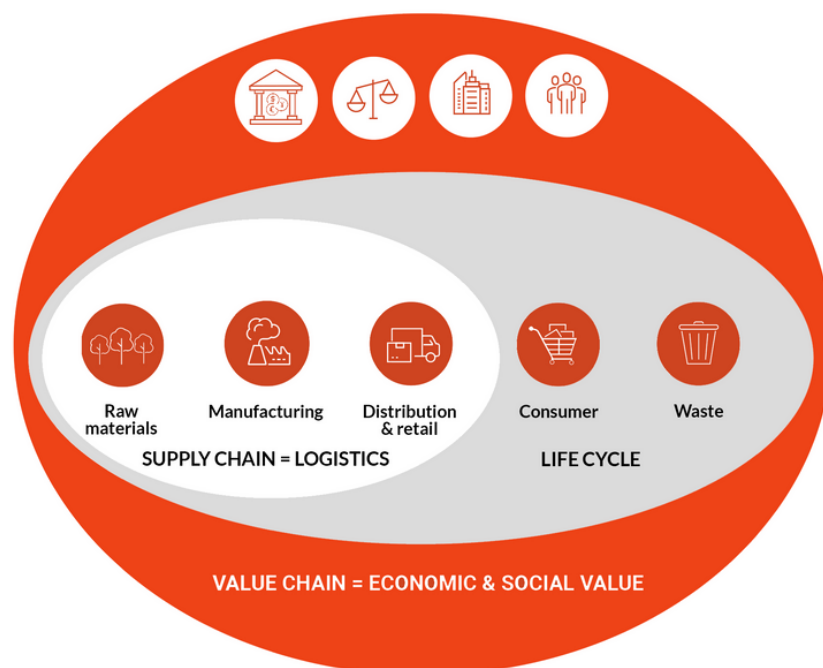
Alejandra Luzardo is a leader in innovation and creativity at the Inter-American Development Bank (IADB). From her experience in the creative sector within the bank, she remarked that it is not enough to have regulations in place; we also need to educate and raise awareness about sustainability. This is because many people do not understand the importance of sustainability or how to comply with sustainability regulations. For this reason, the IADB works with both the government and the private sector to ensure that startups and entrepreneurs are aware of sustainability issues and are able to comply with sustainability regulations to create a diverse sector with common goals as shown below. This diagram highlights how diverse sectors have common attributes to collectively work towards achieving sustainability objectives.



The next speaker was Jeffrey Cole, founder and director of the World Internet Project, a long-term longitudinal look at the effects of computer and Internet technology, which is conducted in over 35 countries. Cole begins by talking about the importance of digital transformation. The speaker talks about how COVID-19 was a major digital transformation event. About some of the winners and losers coming out of COVID-19. They say that labor was one of the biggest winners, as there is now a shortage of labor and wages are going up. They also mention that cash has come close to disappearing in many societies, which raises equity issues. He highlighted that digital technology has helped to deal with this crisis, but it has not eliminated it. Finally, the speaker concluded that the digital divide has morphed from those who have no access to the internet to those who do not have sufficient broadband.

Closing the first segment of the main panel was Ato Quayson, Chair African Studies Department at Stanford University. Who begins by talking about the importance of education in promoting sustainability. He says that education can help people to understand the value of sustainable fabrics and fabrication and to move away from the dependency on second-hand clothing. To further explore this idea, Ato talks about the role of sewing machines in Africa. They say that sewing machines were introduced by Christian missionaries in the 19th century and that they helped to unlock the creative potential of African women. However, the speaker argues that the sewing machines were also used to promote factory-manufactured fabrics, which displaced locally-produced fabrics.

About the potential for using sewing machines to promote sustainability in the fashion industry. The speaker argued that the government could give contracts for school uniforms to local sewing co-ops, which would help to train women in sustainable fabrics and fabrication. This would also help to reduce the dependency on second-hand clothing. In conclusion, Ato highlighted that universities can play a role in promoting sustainability in the fashion industry by working with local communities. He argues that universities and businesses should think locally, rather than trying to translate global concepts to the local level to create economic and social value. In order to reach this economic and social value, it's necessary: (1) to be aware of the logistics and supply chain (raw material, manufacturing and distribution), (2) to be conscious of the product's life cycle (consume and waste).



Main Session Report

2. How to Ignite the Circular Creative Economy? Grassroots led Local Actions, Global Impact- Perspectives from Academia & Development Agencies

The second segment of the main panel was conducted by Radhika Shah, Co-President of Stanford Angels & Entrepreneurs. The main goal of this dialogue was to explore the essential elements and strategies required to fuel the growth of a circular creative economy and advancing sustainable development and Agenda 2030 achieving the sustainable development goals which tackle the grand challenges of our times globally by 2030.

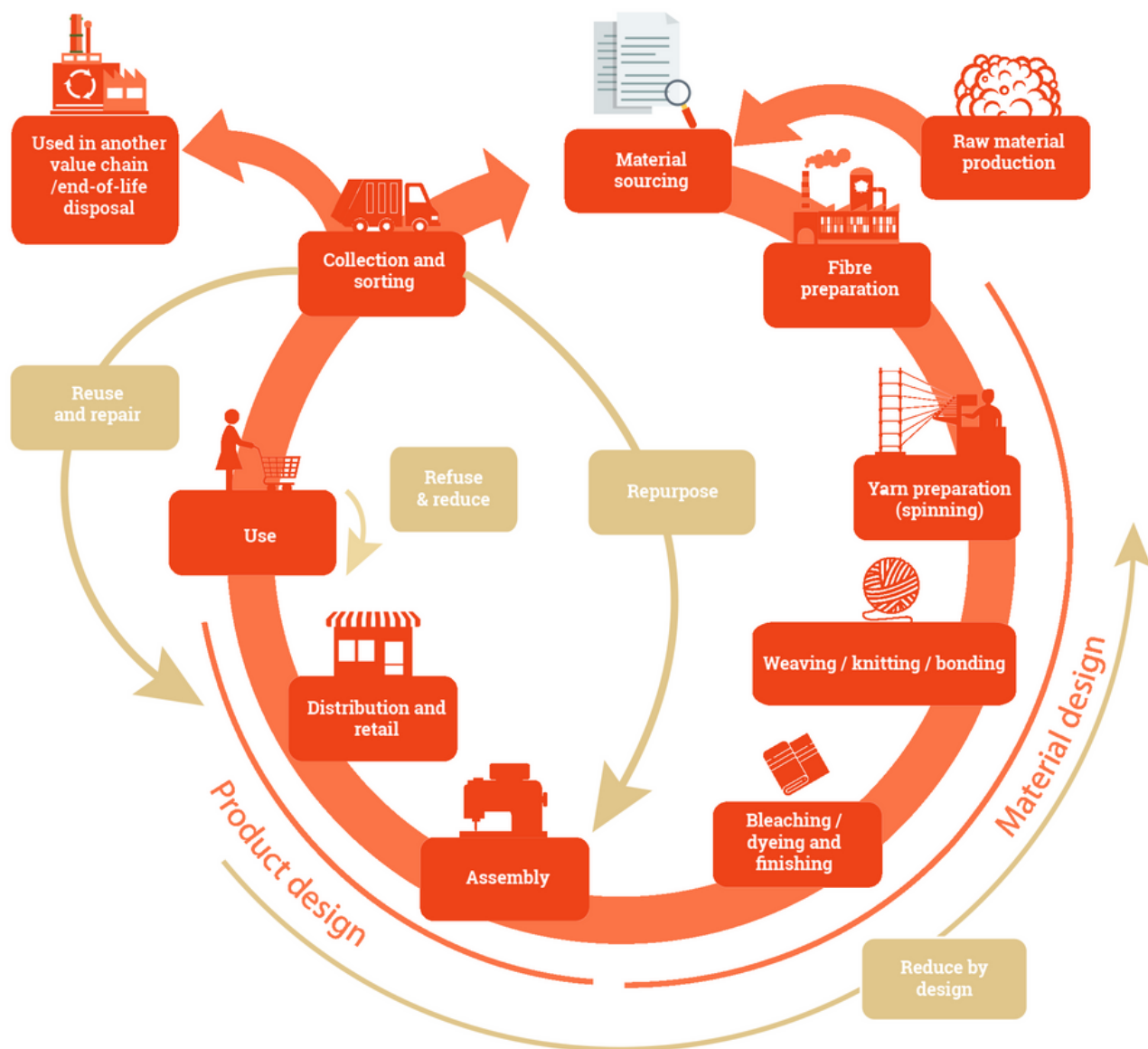
The first speaker was Christa Williams, a principal investor at City Impact Fund. The City Impact Fund is a \$500 million impact investing fund that focuses on climate resilience, the future of work, financial inclusion, and social infrastructure. Williams was asked about the key challenges in scaling impact investing from funding the grassroots industries. One of the key challenges of scaling impact investing is that it requires long-term commitments from investors. Another challenge is that impact investors are still investors, so they need to see a financial return on their investment. However, there are impact investors at all levels of the financing stack, and they are willing to invest in early-stage companies with the potential for long-term impact.

Christa Williams believes that circularity and sustainability are essential to the creative economy. Companies that want to manufacture high-quality products that will last for years need to work with artisans instead of machines. Circular models also extend the lives of products, which can increase their value over time. As City Impact Fund continues to invest in the creative economy, they will look for companies that are using sustainable supply chain models. They believe that this is the future of the creative economy.

The next panelist was Temina Madon, co-founder of the Agency Fund. The fund is grounded on the idea that everyone could use additional coaching, therapy, guidance, advice, and insights as they navigate the world, but no one more than people who have been marginalized in the mainstream economy.

The fund looks for ways to deliver insights that people may not be able to access themselves, either through a frontline worker or through technology. In addition to coaching and support, the fund is also investing in digital services that can help small businesses insert into more complex supply chains. These services include business registration, supply chain management, inventory management, and accounting. Finally, the speaker explains that the fund believes that automation can free up small entrepreneurs to focus on the interpersonal aspects of running a business and as a result to be able to take care of a circular production (example of a circular system below).

Figure 2: Representation of activities in a circular textile value chain.



Source: UNEP (2019). Circularity Platform.

The last speaker for the main panel was Anshu Gupta, founder of Goonj, a non-governmental organization that focuses on clothing as a basic but unaddressed need. The speaker posed the problem that there is a huge amount of unused material in the world, and it often ends up in landfills. This material could be used to solve problems in communities, but it is not being used effectively. For Gupta the solution is to create a new system that allows people to earn money by solving problems in their communities. This system would use secondhand goods as a currency, and it would give people the dignity and agency they need to make a difference. On the one hand, the benefits of this system include reduced waste, empowered communities, increased dignity, and improved problem-solving skills. On the other hand, the challenges of this system include changing people's mindsets about secondhand goods, overcoming logistical challenges, and ensuring that the system is fair and equitable.

Main Session Report

How to Ignite the Circular Creative Economy? Funder & Entrepreneurial Perspectives: Bridging Funding, Digitization, Sustainability, Agency & Dignity

The moderation of the final segment was conducted by Pranav Khanna, Director of Strategic Initiatives at Lower Labs. Khanna highlighted the importance of policy in the circular creative economy. He argued that policy can help to address some of the biggest challenges in the economic system, such as inequalities, youth engagement, and digital transformation.

The first speaker in this segment was Bruna Elias from the UN Global Compact. She discussed the key strategies that the UN Global Compact realized to support the circular economy and the challenges in promoting digital transformation, encouraging businesses to adopt those circular business models such as product-as-a-service sharing economy platforms and various other closed-loop business models. Another key strategy is innovation and rethinking product design. How we could create low impact with low impact materials within the production phase. Other key strategies are collaboration and partnerships between businesses, governments, NGOs, people, and research institutions to exchange knowledge, exchange best practices and work together on those circular economy initiatives. Also, the important role of investment and research on innovations related to circular supply chains. Finally, she added that we know that governments play a critical role in promoting the circular economy through supportive policies and regulations.

For Bruna Elias, the key challenge in promoting digital transformation is how to ensure widespread access to the digital infrastructure and connectivity particularly when we're talking about developing countries and underserved regions. But, throughout the research, the UN Global Compact discovered that the SMEs are ready and willing to scale their engagement in sustainability, but they need targeted and meaningful content and initiatives, but some of the opportunities that we see are the digital transformation of how those SMEs are embracing digital technologies and platforms like chat CPT or artificial intentions and this can open up to new markets, and give them access to global markets that they never had access to before.

Finally, she added that the UN Global Compact is looking forward to capitalizing on digitalization, leveraging new scaling ideas, and piloting new projects with SMEs.

During his intervention, Adriana, founder of HxN, was asked What she would ask policymakers to focus on? The answer was three words: collaboration, co-creation, and education. Then she added: “One more word is to have this systemic approach because we are in a world where this fragmentation occurs inside of us, in our value chains and also in the solution, so this approach of co-creation and collaboration brings these tools of systemic point of view.”

Finally, it was the turn of Tricia Langman, Hecho por Nosotros Partner. She thinks digital technologies could connect entrepreneurs and consumers on a global scale breaking down barriers and creating new opportunities by leveraging digital platforms entrepreneurs can access markets resources and knowledge that was previously out of reach as we've seen with covid.

Tricia mentioned education is going to be the key and we must educate both the entrepreneurs and the consumers about the benefits and potentials of digital innovation in the creative Industries. In this journey towards secularity digital transformation in Hecho por Nosotros (HxN) has created a toolkit. This toolkit provides entrepreneurs in marginalized communities with the knowledge and resources they need to adopt circular business models and by equipping them with the necessary tools we empower these communities to build sustainable and resilient businesses. Moreover, the toolkit also emphasizes gender parity and inclusivity in the entrepreneurship space. HxN recognizes that empowering women and marginalized groups is essential for sustainable development and fostering inclusivity. Exploratory graphics below.

Labs/breakout rooms Summary

In the following pages we dive into the LABS dynamic participation where professionals from all around the world developed a specific topic related to the challenges we face as a global society when it comes to sustainability.

The LABS were:

- *LAB 0 -Inclusive Digital Transformation and Entrepreneurship: How to Ignite Circular Creative Economy?*
- *LAB 1- HxN Digitalization and Direct Financing*
- *LAB 2 - HxN on Transformative Education for Sustainable Development*
- *LAB 3 - HxN on Circularity in Action to build regenerative models*
- *LAB 4- HxN on Women and girls, an approach to Sustainable Development through the lens of Gender Equality.*
- *LAB 5-HxN Global Innovation and Best Practices in South Asia*
- *LAB 6- : HxN Igniting the Circular Creative Economy: Collaboration in Latin America*
- *LAB 7- HxN Global Innovation and Best Practices in Africa*
- *LAB 8- HxN on Empowering Youth for Sustainable Leadership*
- *LAB 9 - HxN Igniting the Circular Creative Economy: co creation*
- *LAB 10- HxN Catalysing the Circular Creative Economy in Latam*
- *LAB 11 - Sustainable pledge: Animaná and Hecho por Nosotros*
- *LAB 12- : HxN Igniting the Circular Creative Economy: Global Co creation in the fashion industry*



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HIGH-LEVEL POLITICAL FORUM 2023

Inclusive Digital Transformation and entrepreneurship: How to Ignite the Circular Creative Economy?

Wednesday, July 19, 2023, from 1:00 to 2:30 PM.

Free Entrance <https://lc.cx/vmmqwO>

LAB 0

STi policy can set the pace and direction of scientific production, technological learning and innovation, and solve failures, allowing a transition towards radical social and economic transformation.

TECH INTEGRATION



The STi policy cycle is made up of five stages that cover preparation, design, implementation, and monitoring, evaluation and learning.

7 AFFORDABLE AND CLEAN ENERGY



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



11 SUSTAINABLE CITIES AND COMMUNITIES



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LAB 2

EDUCATION

Education must empower all learners with the knowledge, skills, values and attitudes to live cooperatively, be flexible, think critically, respect diversity, care for the environment, and be actively involved in finding solutions, both locally and globally.

IDEAS

Education policy provisions exist to support transformative education, yet awareness and implementation by education practitioners are weak.

Learners' happiness, health, and well-being impacts their readiness to learn and achievement of learning outcomes.

4 QUALITY EDUCATION



LEARNING



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LAB 3

How can businesses do their part to make things right?



#CIRCULARITY

"While circularity is appealing in theory, discrete, brand-specific initiatives in the fashion industry have no chance to upend the established linear system."



"Given the urgency, it is well past time to concede that market-led voluntary solutions will not adequately address negative environmental externalities."



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LAB 4

GENDER

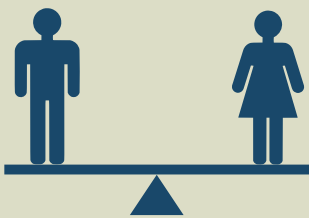
Ensure women's full and effective participation and equal opportunities for leadership



Gender equality is a fundamental human right and a necessary foundation for a peaceful, prosperous, and sustainable world.

There has been progress over the last decades, but the world is not on track to achieve gender equality by 2030

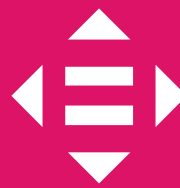
EQUALITY



5 GENDER EQUALITY



10 REDUCED INEQUALITIES



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LAB 5

GLOBAL INNOVATION

South Asia lags behind in terms of science and technology capacities and innovation capabilities, a key enabler for most of the SDGs

South Asia has a wide portfolio of subregional organizations, forums and legal instruments which together provide the institutional architecture for development cooperation.

SOUTH ASIA



7 AFFORDABLE AND CLEAN ENERGY



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LAB 6

LATIN AMERICA

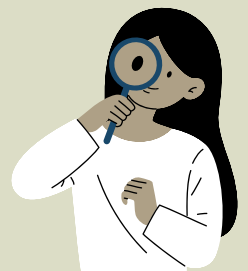
Enhance North-South, South-South, and triangular regional and international cooperation on and access to science, technology, and innovation and enhance knowledge sharing on mutually agreed terms, including through improved coordination among existing mechanisms.

#COLLABORATION



**KNOWLEDGE SHARING
AND COOPERATION FOR
ACCESS TO SCIENCE,
TECHNOLOGY AND
INNOVATION**

17 PARTNERSHIPS FOR THE GOALS



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



11 SUSTAINABLE CITIES AND COMMUNITIES



15 LIFE ON LAND



6 CLEAN WATER AND SANITATION



14 LIFE BELOW WATER



13 CLIMATE ACTION



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LAB 7

BEST PRACTICES

AFRICA

Africa faces a variety of complex challenges to ensure growth inclusiveness for all segments of society, especially the youth.



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LAB 8

YOUTH # LEADERSHIP

Young women and men
are speaking up, and
world leaders have
began to listen.

A large number of governments have
understood this imperative and began
designing national youth policies



17 PARTNERSHIPS
FOR THE GOALS



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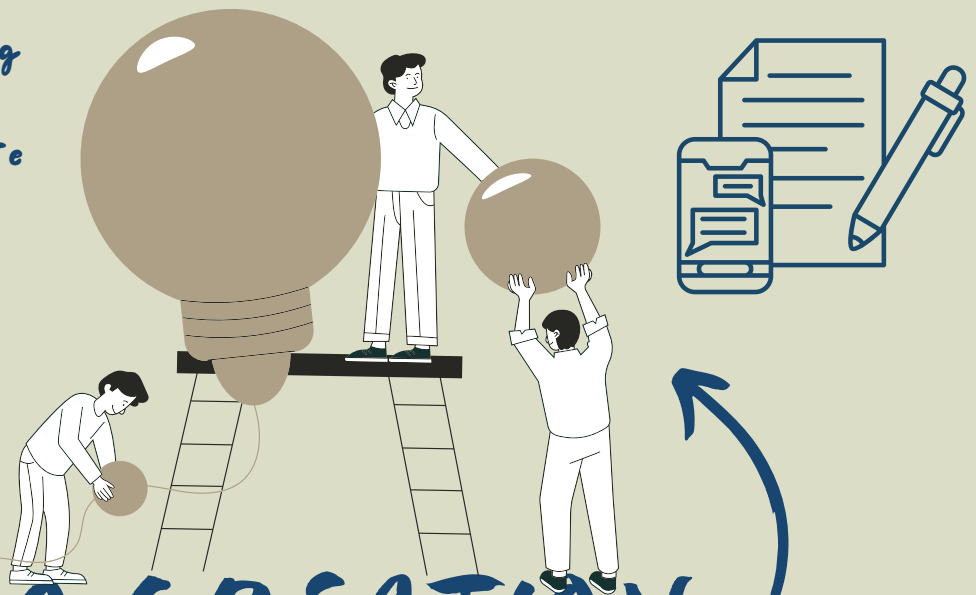
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LAB 9

it engages participating actors in collaborative processes that stimulate learning and innovation based on an ongoing cross-fertilization of ideas and a shared responsibility for the risks associated



CO CREATION

TO EMPHASIZE THE CENTRAL ROLE OF PARTNERSHIPS FOR SUSTAINABLE DEVELOPEMENT

17 PARTNERSHIPS FOR THE GOALS



Since 2008 HxN & animaná have:

- encouraged inclusive participation of manifold public and private actors
- mobilized collective energy, harness distributed knowledge and resources, engage in processes of mutual learning



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LAB 10

#CREATIVE



Recognizing the role of the creative economy in creating full and productive employment and decent work, supporting entrepreneurship, creativity and innovation, encouraging the formalization and growth of micro-, small- and medium-sized enterprises, stimulating innovation, empowering people, promoting social inclusion, and reducing poverty.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



11 SUSTAINABLE CITIES AND COMMUNITIES



15 LIFE ON LAND



6 CLEAN WATER AND SANITATION



14 LIFE BELOW WATER



13 CLIMATE ACTION



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LAB 11

#SUSTAINABILITY

Creating regenerative models in harmony with nature, the environment, and our planet.



animaná

Reimagining an industry where technology evolves in the hands of artisans and validating their wisdom and techniques to create an inclusive circular and co-creative model.



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animaná

NGO Hecho por Nosotros & B-Corp animaná
HLPF 2023 Side Event