

2020

Impact Report



animaná

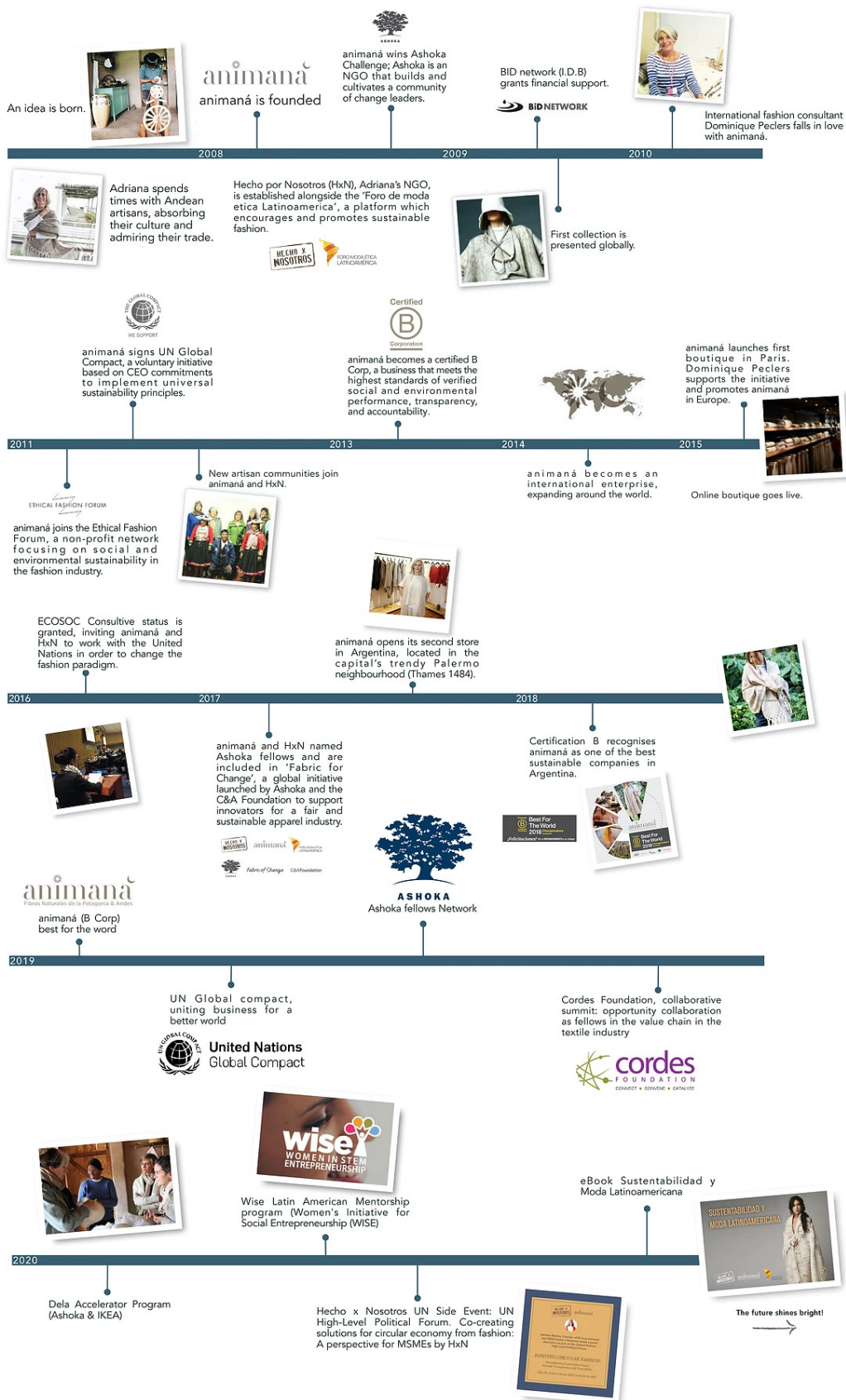


HECHO POR NOSOTROS

*“Hecho x Nosotros has an important role
to promote and protect sustainability
not only in the textile industry, but in all
global value chains and beyond.”*

- Adriana Marina

animaná & HxN over time





Our Story

Since 2009, we have been contributing towards a systemic change in the fashion industry. Our 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 Latin America, Asia and Africa. In the life-span of the organization, we made a direct impact on the lives of more than 8,100 artisans and 330 micro, small and medium enterprises (MSMEs) by giving them access to capacity building programs and connections to global markets. In 2020 we launched an online consultancies worldwide, expanding and scaling up our impact across the globe.

animaná and Hecho x Nosotros have worked together for over 11 years for this sole purpose:

animaná is a social enterprise, B Corp, which represents an alternative to the current fashion industry. Back in 2009, we looked at how to incorporate circularity and inclusivity throughout our value chain. We have the vision to be a bridge between the inhabitants of cosmopolitan cities and the artisans of the Andes. Since then, we have been working very closely with communities and using natural fibers of Patagonia and the Andes, combining ancestral techniques with contemporary design to create sustainable luxury products. In 2019, we were awarded the 'Best for the World' title by B-Corp in two categories: changemakers & community. Likewise, in 2020 we were pleased to receive an award by Amcham Argentina, being recognized as "2020 New Entrepreneur Paradigm" (named in Spanish as Nuevo Paradigma Empresario). The referred award seeks to qualify those firms or projects that add value to society and respect the ecosystems.

Hecho x Nosotros is a non-profit organization with consultative status in the United Nations Economic and Social Council (UN ECOSOC). We provide capacity building for communities of artisans across Patagonia and the Andean region to help them to connect to global markets. We advocate at the local, national and international levels, and conduct research to promote a shift in the current fashion paradigm and counter-culture to fast fashion. We are currently focusing resources on enhancing the transparency of the Latin American textile value chain with the use of technological tools in order to generate value-added out of good production practices. We are fellows of Ashoka Foundation, IKEA Social Entrepreneurship, CORDES, WISE, the Laudes Foundation formerly C&A Foundation, among others.

We understand that the existing fast fashion model operates in complete opposition to sustainability, given that such industry has been exploiting human and environmental resources by profiting off child labour, human trafficking, and unlivable wages. This is what many of us as consumers would rather not see, but in order to contribute to a sustainable world, it is important to be aware of the issues around one of the industries with higher meaning in our daily routines. Thus, one of Hecho x Nosotros' purposes is to put the fashion industry issues at the center of attention.



Our Mission

Promoting sustainability in the fashion industry by developing research & educational projects to reach a deep understanding of the social, economical and environmental problems linked to the textile world.

Our Vision

Our vision focuses on learning from artisans and MSME's as we believe that solutions come from the grassroots of the industry and that these communities hold the key to generate systemic change. We partner up to create strategies in order to transform and upgrade their organizations together in a way that is the best for their community, stakeholders and objectives.



Fabric of Change



The problem in the 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 they have historically worked under dreadful conditions, and during 2020, given the pandemic, the situation got worse. To illustrate, in Bangladesh (one of the most important garment exporters) most of the factories' workers were fired or furloughed without the due payment (Center for Global Workers' Rights, 2020).



The fashion industry produces 10% of humanity's carbon emissions and microplastics are estimated to compose up to 31% of plastic pollution in the ocean (McFall-Johnsen, 2020). If there is no significant turnover in the industry, it will increase by 50 percent by 2030 (Global Fashion Agenda, 2020).



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 Organisation 2015).



Globally, the textile industry employs more than 300 million people along the value chain (Ellen MacArthur Foundation, 2017). However, by 2014 it was observed that 85% had no formal protection and worked in precarious working conditions (ILO, 2014).



As much as 12 percent of fibres are still discarded on the factory floor, 25 percent of garments remain unsold, and less than 1 percent of products are recycled into new garments (McKinsey, 2021). Likewise, after its final use, 87% of the material used for clothing production is landfilled or incinerated, which generates several negative environmental impacts (Ellen MacArthur Foundation, 2017).

Our work during 2020

Nowadays, it is widely accepted that there is a need to change the status quo of the current production and consumption models. As McKinsey (2021) has reported, “with garment production volumes growing by 2.7 percent annually and less than 1 percent of products recycled into new garments, action on circularity is an imperative”. Therefore, at Hecho x Nosotros and animaná, we have focused on weaving a diverse network of actors over the past twelve years in order to identify and prove solutions to be applied in the textile and fashion industry. Hecho x Nosotros and animaná consider that the textile and fashion industry have a tremendous potential to promote circular, nature-based practices that respect the environment and the development of communities.

Over the past decade, we have worked closely with textile communities and actors who are at the base of the camelid fiber value chain in Latin America. The most important outcome from our immediate work with these actors is an increased understanding of the technical and social barriers that these cooperatives and MSMEs face. The disconnection between MSMEs and global value chains is a huge part of the problem and creating those links should be part of the solution.

Despite the Covid-19 crisis, we have been able to build resilience in order to comply with our plans for 2020. We have realized that we can use new technologies for systemic change and, surprisingly, we have gained an unprecedented number of

new volunteers. Throughout the year, we implemented several virtual tools, using technology as the primary source in our path to promote sustainability in the fashion industry, finding new ways to scale the best practices and solutions.

Throughout the year we have co-created more than 60 events, workshops and webinars with more than 500 academics and experts in sustainable fashion and value chain. Moreover, we have worked with our professional collaborators in order to create impact through virtual collaboration on our Toolkit Hecho x Nosotros platform - Igniting Circular and Sustainable Fashion through Collaboration. The Toolkit HxN generates awareness, builds capacity, and connects bands together in support of circular practices across Latin America, Asia and Africa.

We have presented our systemic model hosting a roundtable at the UN High-Level Political Forum on Sustainable Development (HLPF), with an interdisciplinary panel “Igniting Circular Fashion through Collaboration”: Strengthening local value chains through transparency and traceability’, together with the World Economic Forum, University of San Diego, University of Parsons, UNECE, and Hecho x Nosotros experts. With WEF, UNECE, and UNIDO we have worked closely throughout the year in a long-term partnership towards our sustainability goals.

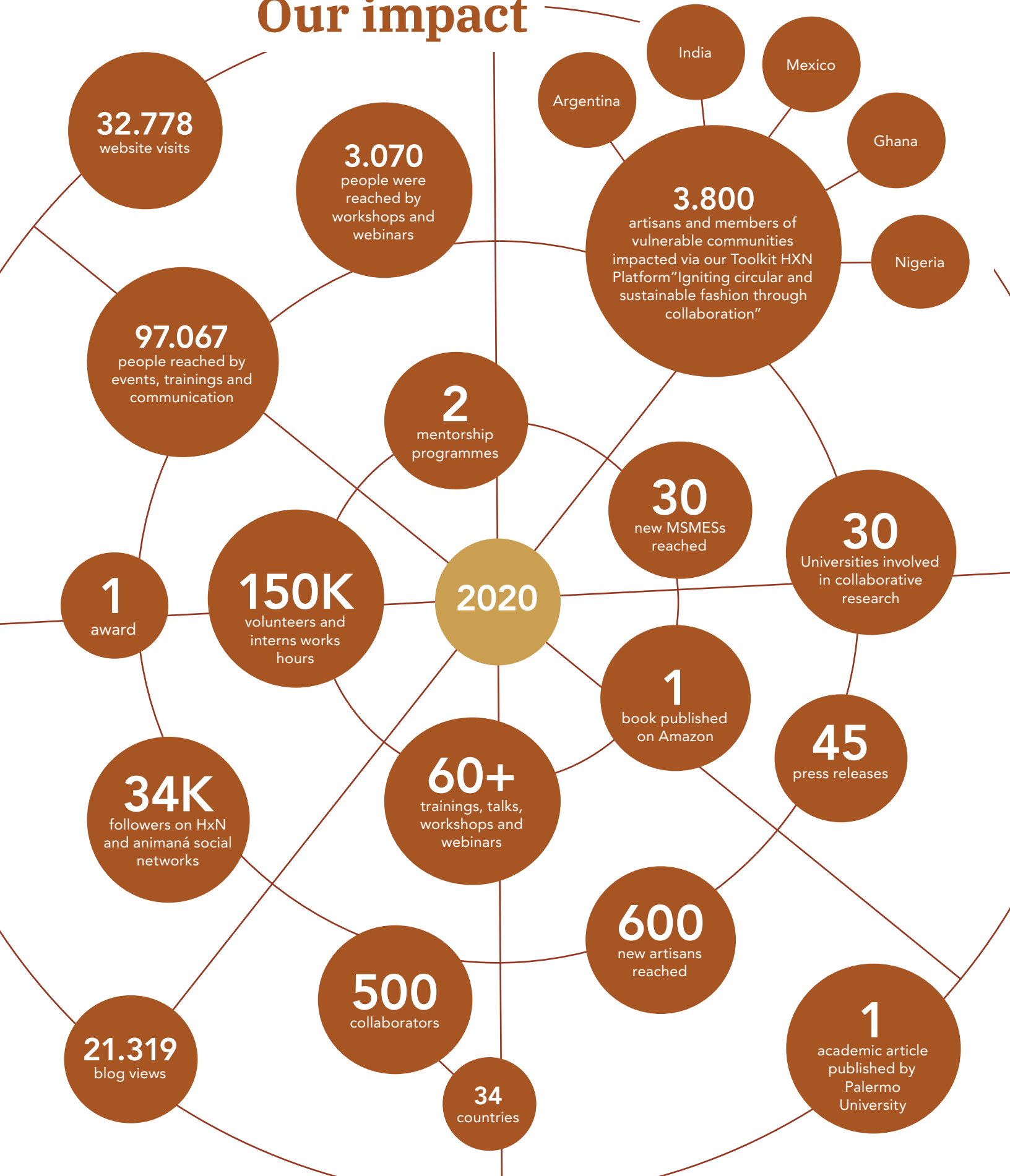
Another relevant milestone of 2020 is that we have been selected to participate in WISE mentorship (Women in STEM Entre-

preneurship). Wise is an IAE Business School and BID initiative, leading its activities through the BID Lab innovative laboratory. Likewise, Hecho x Nosotros and B Corp animaná were chosen as models for systemic change in the Ashoka Globalizer International Council as part of the Dela Accelerator Program, jointly run by IKEA and Ashoka.

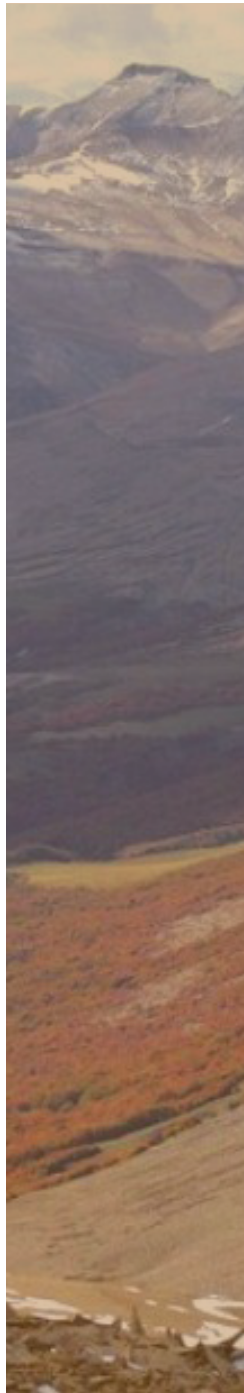
Everyone, especially in our role as consumers, should be involved in promoting systemic change. Our decisions can transform the structure so that an ecosystem of innovations and ESG business models thrive. We must trust in collaboration and dialogue and understand that these long processes require our 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 2020 achievements.



Our impact



2020 Annual review



JANUARY

- Within this year, the NGO Hecho x Nosotros was part of a select group of experts called upon to contribute to a multistakeholder program held by the UN Economic Commission for Europe (UNECE) on transparency and traceability in the garment and footwear sector (24 meetings took place throughout the year).
- Through a relationship with UNIDO - Italia, we have worked throughout the year to promote systemic change in the fashion industry focusing on african region.
- 30th: HxN and animaná in partnership with B Women - we participated in the first networking of women entrepreneurs that took place in Lima, Peru.

FEBRUARY

- 25th: B Women webinar / B Women dialogues
- The co-creation process of the 'Fundamentals of Circular Fashion course' has started. This educational course is created to be primarily offered to a broad audience and to university students to promote awareness and support the circular economy principles in the fashion industry.
- 10 - 19th: HxN UN presence - The 58th session of the Commission for Social Development (CSocD58) took place and the UN HxN ambassador presented an oral statement.

MARCH

- CCreation of the Toolkit team to design the "Igniting Circular and Sustainable Fashion through collaboration" platform.
- 10th - 11th: HxN University lectures in London: The Bcorp animaná & NGO Hecho x Nosotros shared their experiences at the Central Saint Martins, University of Arts of London (UAL).



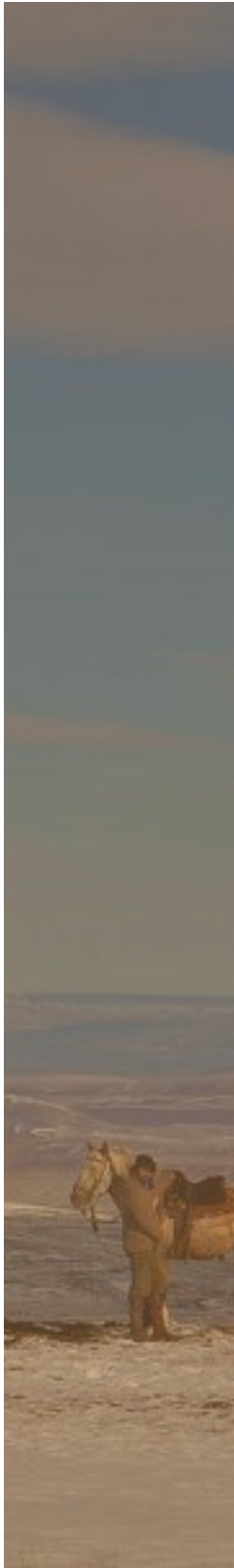
- End of the HxN University of Arts and Crafts (November 2019/March 2020) training held in Salta and financed by INNOVE.ES governmental grant where 600 new artisans and 30 MSMEs were trained.
- The co-creation process of the Designer's and Circular Fashion course as part of the Ignite Circular and Sustainable Fashion toolkit has started. The course will be primarily offered to fashion industry professionals, MSME's, and to university students.

APRIL

- 9th: As a part of our long-term partnership with the World Economic Forum - we were part of a webinar organized by the WEF, to present updates on the scope of work on "Design with Responsible Intent".
- 14th: HxN webinar - Fashion as a vehicle for social inclusion
- 22nd: HxN webinar - Conscious shopping behaviour webinar
- 29th: HxN webinar - Textile recycling in practice
- 26th: HxN webinar - "Indigenous art and ethical fashion"
- 22nd: HxN webinar - "Social innovation and entrepreneurship with social impact."
- 29th: HxN webinar - "Social businesses: ¿What are social businesses they and how do their business models work?"

JUNE


- Creation of HxN Human Resources team to scale up the onboarding of new collaborators.
- 4th: HxN webinar "Fashion in Crafts. Participatory design processes".
- 11th: HxN webinar "Cultural sustainability."
- 16th: HxN webinar - "The Importance of Place. Revitalizing Linen in the Pacific Northwest."
- 18th: HxN webinar - "Communication tools for social businesses."



- 19th: HxN webinar - "Textile recycling II."
- 23rd: HxN webinar - "What is a Creative Direction?"
- 24th: HxN webinar - "Sustainable Solutions. A Candid Conversation between Female Entrepreneurs."
- 25th: HxN webinar - "Comparing the Environmental Footprint of Conventional Retailers and Pure E-Commerce."
- 26th: HxN webinar with COOPECAN: Organisational model of small and medium size producers.
- 30th: HxN webinar - "How to generate positive impact from your passion?"

JULY

- 1st: Co-creation of the HxN Systemic Change, Social Innovation and Sustainable Development workshop has started.
- 2nd: HxN webinar - "Barriers hindering the adoption of blockchain technology in the creative industries."
- 2nd: HxN webinar - "Nudie Jean webinar: a sustainable business model."
- 3rd: HxN webinar - "Regenerative livestock production: part of the solution to climate change."
- 7th: HxN hosted a roundtable at the UN High-Level Political Forum on Sustainable Development (HLPF).
- 10th: HxN webinar - "Deploying Circular Economy at the grassroots level."
- 15th: HxN webinar - "Promoting education and labour inclusion."
- 16th: HxN webinar - "How to make an impact on the value chain in the textile sector."
- 16th: HxN webinar - "It starts with Design - empowering the design team to incorporate sustainability at the design stage."

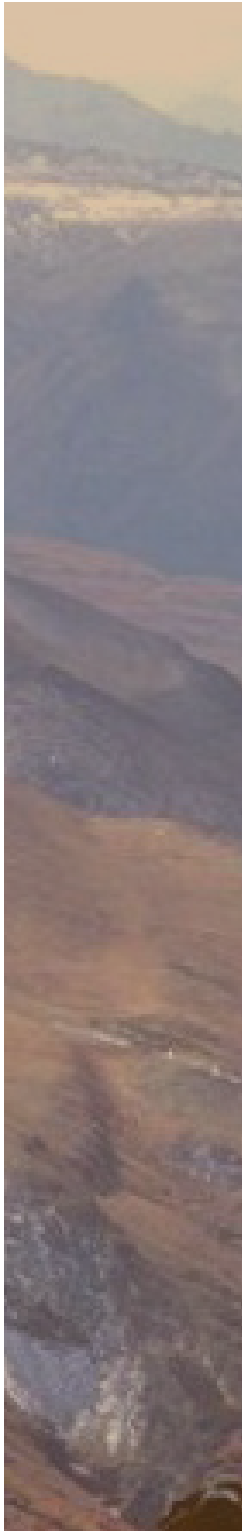
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- 17th: HxN webinar - "Purpose driven marketing. Getting your talents towards the right direction."
 - 21st: HxN webinar - "Investing from a Humble Perspective: the case of AERA."
 - 23rd: HxN webinar - "21st century fashion is racist and patriarchal: Here's why that needs to change."
 - 28th: HxN webinar - "Untangling the Supply Chain with the Open Apparel Registry."
 - 30th: HxN webinar - "Internship Experiences in the Sustainable Fashion Industry."
 - HxN team co-creating "Standards & Certifications Module" for online courses was created.

AUGUST

- animaná and Hecho x Nosotros have been selected to be part of the 2020 WISE mentorship (Women in STEM Entrepreneurship).
- Hecho x Nosotros publishes an academic article in the journal of Palermo University
- "Value Chain Research Group" was established with the purpose to create tools for artisans and MSMEs.
- 4th: HxN webinar - "Current trends in the evolution of Social Entrepreneurship."
- 10th: HxN webinar - "Transforming Local Natural Fibres for the Fashion Industry."
- 19th: HxN webinar - "The Role of Climate Beneficial Agriculture as a foundation for textile creation processes."

SEPTEMBER

- 1st: "Challenges Consultancy Programme", part of HxN Igniting Circular and Sustainable Fashion Toolkit.



- 1st: The Social Impact Measurement Research Group was created from a particular necessity to design tools to measure the impact of MSME's work within the framework of the UN SDGs 2030. MSMEs are doing within the Sustainable Development Goals (SDGs) 2030 framework.
- 3rd: HxN webinar together with a Board of Fashion Ghana: "A new generation of Designers embracing Circular and Sustainable Fashion."
- 4th: HxN webinar - "Sustainability and Gender: An Exploration towards sustainable fashion, a female issue?".
- 10th: HxN webinar - "Red de Comercio Justo y Solidario y Justa Trama: transformando costuras y tramas."
- 15th: HxN webinar - "Implementation of Sustainability Measures in Businesses - Case Studies: Opportunities, Hurdles, Recipes for Success."
- 22nd: HxN webinar - "Approach to Decentralised Textile Technology and Social Entrepreneurship."

OCTOBER

- Creation of Hecho x Nosotros team in Brazil, focused on researching consumers behaviour and sustainable enterprises in Brazil.
- Hecho x Nosotros and B Corp animaná have been chosen as models for systemic change in the Ashoka Globalizer international council as part of the Dela Accelerator Program, jointly run by IKEA and Ashoka.
- The book Sustainability and Fashion in Latin America has been released.
- 6th: HxN webinar - Ethical Fashion Webinar in cooperation with UNIDO ITPO Italy and The Thinking Watermill Society.
- 15th: HxN webinar organized in collaboration with VISTAGE and Banco COMAFI.



- 23rd: HxN UN Working Group representatives attended a conference on Advancing the UN75 Declaration: How Global Civil Society can better Partner with the Alliance for Multilateralism to Confront Multiple Global Crises.
- 28th: HxN UN Working Group representatives attended the Trade and Biodiversity Webinar II (Sustainable guidelines for biodiversity-based value chains) organized by ITC T4SD and UNCTAD BioTrade Initiative.

NOVEMBER

- B Corp Animaná was awarded the '2020 New Entrepreneur Paradigm', which is a prestigious award given by AmCham Argentina. A new Animaná's boutique opened in Buenos Aires, Argentina.
- 1st: HxN launched an online workshop named 'Systemic Change, Social Innovation and Sustainable Development' for professionals from different backgrounds to co-create systemic solutions to current social, environmental and economic problems.
- 1st: Research on consumer behaviour started across different countries, led by the Communications and Marketing team.
- 5-7th: HxN participated in the Ethical Fashion Forum, hosted by Inside Fashion Design and the 5th Ever Design Portland Event.
- 17-19th: The representatives of the HxN UN Working Group attended to "Jornadas sobre Comercio internacional e igualdad de género en un mundo post COVID-19", organized by CEPAL and the UN.

DECEMBER

- 1st: Co-creation of sustainability Tools 1st: Co-creation of sustainability Tools for MSMEs has started. This course will be primarily offered to artisans and MSME's.
- 5th: Webinar with an interview with Cotton Color and Banco de Tecidos (Bank of Fabrics), circular economy enterprises from Brazil.
- 12th: Open Co-Lab' as part of HxN University.

Vision for the Future

Hecho x Nosotros and animaná certified B Corps UN ECOSOC consultative status, C&A, Ashoka, and CORDES Fellowships

	Impact 2020	HxN Ecosystem (2008-2020)	Expected HxN Ecosystem growth by 2023 with technological tools
Total number of people reached by events, offline and online trainings and communication	97.067 +	140.000 +	1.000.000 +
Beneficiaries reached directly (artisans, MSMEs, collaborators)	8.970 people reached by HxNevents	40.400 +	200.000 +
Direct impact on artisans	600 new artisans reached	8.100 +	15.000 +
Network of MSMEs	30 new MSMEs reached	330 +	1.500 +
Network of big textile brands and retailers			50 +
Products commercialized annually	6.000 +	30.050 +	marketplace B2B
Partnership with Universities and International Organizations	10 +	50 +	100 +
Network of professionals collaborating / hours working on HxNprojects	500 + professionals / 150.000 hours	2.360 + professionals from 34 countries / 475.000 hours	4.000 + professionals from 50 countries / 1.475.000 hours
Professionals trained in sustainability	500 new professionals trained	3.000 +	6.000 +
Events (trainings, workshops, webinars etc.)	60 +	600 +	900 +

Vision for the Future

Phase 1 • Evolving ecosystem centered on AWEs

KEY MILESTONE

1. Launch a digital capacity building and connection platform (Toolkit Web Page)

KEY ACTIVITIES

- Upload courses for AWEs to Moodle platform
- Publish HxNStandards and Certifications
- Continue forming alliances with fashion universities and growing the network
- Establish capacity building framework (e.g.case studies)
- Determine process and metrics to identify which AWEs are 'market-ready'
- Secure short-term 'kick-start' funding

Phase 2 • B2B marketplace

KEY MILESTONE

- 1.Enhance digital platform ecosystem for a self-sustained model.
- 2.Scale up user's ecosystem in the platform and marketplace

KEY ACTIVITIES

- Enhance technology (e.g.Block Chain)
- Grow qualified AWEsbase in marketplace (sellers)
- Grow qualified clients base in marketplace (buyers)

Phase 3 • Scale Up Ecosystem

KEY MILESTONE

- 1.Develop a digital traceability solution with AWEs in Latin America & Africa
- 2.Launch MVP (Minimum Valuable Product) of the B2B marketplace

KEY ACTIVITIES

- Identify technology partner
- Design marketplace with technology needed
- Implementation of traceability and transparency tools based on AWEsvalue chains
- Document pilot process to build narrative for funds
- Establish 'market-ready' agreements for AWE
- Formulate legal agreements (e.g.data privacy)

AWEs: Artisans, workers, and entrepreneurs (includes formal and informal homeworkers as well as MSMEs).

YEAR 2020/21

YEAR 2021/22

YEAR 2022/23

2020 in press and media

Interview for FORBES

<https://www.forbesargentina.com/innovacion/marcas-sustentables-modelos-circulares-trazabilidad-moda-n4105>

Interview for the Comunicar RSE-TV

https://www.youtube.com/watch?v=T7QHTaOjakk&ab_channel=ComunicaRSE-TV

Interview for Redacción

<https://www.redaccion.com.ar/como-se-transforma-la-industria-textil-ante-el-covid-19/>

B Women dialogues

<https://women4solutions.com/en/2020/02/25/webinar-authentic-sustainable-fashion-a-shift-in-social-and-environmental-norms-animana-hecho-por-nosotros/>

Hecho x Nosotros and Animaná at Slow Fashion Next

<https://www.slowfashionnext.com/blog/predicciones-de-moda-sostenible-para-el-2020/>

UN High Political Forum side event - presenting Igniting Circular and Sustainable Fashion through Collaboration

<https://sustainabledevelopment.un.org/index.php?menu=2993&nr=6931&page=view&-type=20000>

<https://fashionunited.mx/noticias/cultura/animana-y-hecho-por-nosotros-realizan-un-evento-de-moda-circular/2020070629289>

<https://www.hechoxnosotros.org/post/hxn-news-un-high-level-political-forum>

https://www.youtube.com/watch?v=0LmleHpFhV0&ab_channel=HechoxNosotros

Sustainability and Latin American Fashion Book for sale o Amazon

<https://www.amazon.com/-/es/Adriana-Marina-ebook/dp/B08L9ND8X9> (Spanish)

<https://www.amazon.com/-/es/Adriana-Marina-ebook/dp/B08RJYB1WQ> (English)

<https://www.amazon.es/Sustentabilidade-Latino-americana-Portuguese-Hecho-No-sotros-ebook/dp/B08J3NHP5H> (Portuguese)

Palermo University Academic Article

https://fido.palermo.edu/servicios_dyc/publicacionesdc/cuadernos/detalle_publicacion.php?id_libro=845

Hecho x Nosotros participating at Ashoka Ikea Globalizer

<https://www.ikeasocialentrepreneurship.org/en/social-entrepreneurs/hecho-x-nosotros>

Hecho x Nosotros selected to be part of WISE mentorship programme

<https://fashionunited.com.ar/noticias/cultura/animana-y-hecho-x-nosotros-seleccionadas-por-las-mentorias-wise/2020082029255>

Ciudadanía Empresarial Award

<https://www.comunicarseweb.com/noticia/se-anunciaron-los-15-ganadores-del-premio-ciudadania-empresaria-202>

https://www.youtube.com/watch?v=aTwu8KXCE-4&ab_channel=HechoxNosotros



Thank you!

If you would like to see
more information, visit our websites

<https://www.hechoxnosotros.org>

<http://animanaonline.com.ar>