"Crafting the Creative Economy via Digital Innovation, Culture and Regenerative Value Chains to Advance Agenda 2030"

HxN Side Event during High Level Political Forum 2024

Event Focus:

Exploring the intersection of indigenous wisdom, digital innovation, cultural heritage, and grassroots innovation, as well as their role in generating value and advancing the 2030 Agenda for Sustainable Development.

Event Objectives:

1- Foster dialogue and collaboration between digital innovators, sustainability leaders, policymakers, technology experts, and indigenous communities to explore the intersection of indigenous wisdom, digital innovation, and cultural heritage in advancing the 2030 Agenda for Sustainable Development.

2- Emphasize the importance of blending ancestral knowledge with cutting-edge technology to foster regenerative models and sustainable development, exploring concrete strategies for bridging traditional knowledge systems with contemporary technological advancements.

3- Advance and Identify actionable steps to promote regenerative models, inclusive finance, and equitable development in creative industries, with a focus on leveraging digital tools and innovation to support sustainable practices and empower marginalized communities.

4- Encourage holistic and collaborative efforts to drive systemic change, addressing critical areas such as gender equality, impact investment, and the integration of indigenous practices into global value chains to create a more sustainable and equitable global economy.

5- Empower marginalized communities, including artisans and Micro, Small and Medium-sized Enterprises (MSMEs), by recognizing their pivotal role in driving meaningful change and promoting inclusive entrepreneurship.

6- Promote the role of camelids, whose high-quality fibers contribute to sustainable and circular creative economies, and address the economic challenges faced by artisans in South America, aiming to enhance their economic autonomy and market access.

Event Summary:

The 2024 United Nations High-Level Political Forum event centered on "Crafting the Creative Economy via Digital Innovation, Culture, and Regenerative Value Chains to Advance Agenda 2030" served as a critical platform for addressing global challenges through a blend of modern technology and traditional knowledge. Discussions highlighted the urgent need to integrate digital transformation with indigenous wisdom and grassroots innovation to drive inclusive and sustainable development. The event underscored the significant role of camelids, recognized by the UN as central to the International Year of Camelids, and their contribution to circular, sustainable economies. It also addressed the economic hardships faced by artisans in South America, aiming to enhance their access to markets and promote economic autonomy.

Indigenous communities and creative economies play a vital role in shaping the Sustainable Development Goals. Despite their importance, these communities face substantial barriers to accessing resources and markets, which limits their economic autonomy and prosperity. Therefore, it is essential to harness collaboration and technology to support these communities, fostering regenerative models and sustainable development. In light of the current economic, environmental, and social crises, there is an urgent need for humanity to reconnect with ancestral knowledge and its deep connection with nature, promoting a holistic approach to sustainability and equitable growth.

Participants engaged in comprehensive dialogue and knowledge-sharing sessions, exploring how to leverage digital tools to foster regenerative models, support marginalized communities, and drive systemic change. The discussions covered various topics, including the integration of technology with cultural heritage, the promotion of inclusive finance, and the role of impact investment in creating circular value chains. The event also featured 15 "Living Room" discussions, where stakeholders presented initiatives and strategies across diverse areas related to sustainable development in the creative economy.

HECHO POR NOSOTROS   ECOSOC   animanā   **"Crafting the Creative Economy via Digital Innovation, Culture and Regenerative Value Chains to Advance Agenda 2030"**

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Main Report

The main session of this event was a rich and insightful exploration of the synergy between technology, digital innovation, and public goods in fostering inclusive and sustainable development. By bringing together a diverse array of stakeholders—from digital innovators and sustainability leaders to policymakers and indigenous representatives—the event aimed to address the broader challenges faced in creating regenerative value chains and circular economies, inspire collaborative actions and find concrete solutions. It sought to forge pathways toward a more inclusive, equitable, and regenerative society, emphasizing the intersection of technology and ancestral knowledge as a means to drive sustainable development and community empowerment. The profound interventions and conversations started by the main speakers and participants alike underscored the importance of integrating diverse perspectives, especially the pivotal roles played by indigenous communities and creative economies in achieving the **United Nations Sustainable Development Goals (SDGs)**. By highlighting these themes, it aimed to confront significant barriers that limit these communities' access to resources and markets, ultimately affecting their economic autonomy and prosperity amid ongoing social and environmental crises.

This main panel started with a warm welcome and some introductory words by Adriana Marina, founder of Hecho por Nosotros and animaná, and Rhadika Shah, Co-President of Stanford Angels & Entrepreneurs and Initiative Founding Co-Chair of the SDG Digital Transformation & Sustainability Solutions Lab, and Camilla Tettoni, HxN volunteer and moderator of this event, underscoring the importance of integrating ancestral wisdom with contemporary technological advancements. After thanking the participants for their presence, Rhadika emphasized the urgency and potential of the current moment with her poignant words: *"In this moment of rapid change and great opportunity, bridging digital innovation with*

cultural and sustainable models is imperative. We have the potential to align the trajectory of digital transformation towards inclusivity and sustainability. By embracing our cultural roots and wisdom, I believe we can collectively achieve the goals of Agenda 2030."

Adriana initiated the session by reciting a poem that served as a reflection and illustration of the depth of this integration: *"Behold with great humility the masterpiece of the eternal weaver, as she brings to life a thousand threads with a single footstep. Shuttles fly all around, and threads flow until they meet, forming a single fabric that seals a thousand connections. She has not begged for this; she has been weaving it since the dawn of time, so that the eternal master can warp the weft with ease"*. This evocative and beautiful imagery not only celebrates the intricate connections that weave through our existence (the "threads of life" that unite us all) but also highlights the timeless nature of cultural practices that continue to guide us.

After the recitation of the poem, Camilla Tettoni officially commenced the event's main session, declaring that the discussions to come were not just about dialogue but about action: *"We will emphasize the significance of integrating digital transformation for inclusive growth and development, leveraging technology as a tool for empowering communities and driving positive change. As we navigate these crucial topics, let us remain mindful of our collective responsibility to reinforce the 2030 Agenda and eradicate poverty in times of crisis"*. Camilla's opening remarks set a clear and purposeful tone for the session, underlining the urgency and importance of turning discussions into actionable strategies that align with the SDGs and the overarching mission of Hecho por Nosotros. Following this, she introduced and gave the floor to the speakers, starting off with José Salazar.

José Salazar Ríos, coordinator of the Culture Sector at UNESCO Perú, provided examples of his experiences and UNESCO's efforts in

Perú, offering a comprehensive perspective on the role of inclusive growth in achieving the 2030 Agenda. He highlighted the significance of bridging the digital divide to ensure that all segments of society, particularly the marginalized and vulnerable, benefit from technological advancements. Salazar identified the digital divide as a major obstacle, stressing that equitable access to technology is essential for empowering communities and fostering economic development. Salazar's remarks also focused on the necessity of incorporating cultural context into technological development. He articulated that *"respecting and integrating cultural heritage into our development models can lead to more sustainable and accepted solutions"*, since *"it is not just about imposing technological advancements but about working with communities to create solutions that are meaningful and beneficial to them"*. This approach underscores that technological innovations should not be imposed but rather developed in collaboration with communities to ensure that they are culturally relevant and beneficial. His call for culturally sensitive and inclusive digital solutions is a reminder that progress must be balanced with respect for heritage and traditions, including the preservation of indigenous languages and traditions. He ended his intervention by stating that, *"as we strive for inclusive growth, we must keep in mind that technology alone is not the solution. It is the thoughtful and deliberate application of technology, combined with a deep understanding of cultural and social contexts, that will drive meaningful progress"*.

Afterward, Lucy Harris, a prominent advocate for indigenous rights and digital inclusion, thanked José for his insightful words and expanded on the theme of community engagement in digital transformation. Firstly, she explained the differences between digital public goods (open source technology solutions that contribute to achieve SDGs) and digital public infrastructure (the layers that help structure the society in the digital age, serving as foundational systems), both of which address global issues and increase access to government assistance, documentation and services to marginalized communities, such as education, healthcare and bank accounts, among others. She emphasized that successful digital initiatives often result from active involvement of the communities they aim to support, explaining that, in her experience, working with indigenous communities has shown her that when these communities are involved in the development and implementation of digital tools, the outcomes tend to be far more successful. In this sense, Harris stressed the importance of providing communities with ownership and control over technological tools, which empowers them to preserve their cultural heritage and create new opportunities on their terms. Her emphasis on community-led initiatives and respecting indigenous knowledge highlighted the need for a respectful and inclusive approach to digital innovation. She called for prioritizing indigenous voices and integrating their perspectives into digital spaces, noting that *"we must always approach this work with respect and humility, recognizing the immense value that indigenous knowledge and traditions bring to our collective efforts."*

As a leading advocate for inclusive innovation, Rhadika Shah reinforced the importance of ensuring that digital transformation benefits everyone. She emphasized that digital tools should be designed with equity and accessibility in mind to empower historically marginalized groups, highlighting that digital transformation involves not just a technological shift but a cultural one, reshaping how we think, work, and relate to each other. In this respect, she noted that *"by integrating our cultural heritage into this transformation, we can create a future that is not only technologically advanced but also rich in diversity and wisdom. This approach will help us achieve sustainable and regenerative development, ensuring that no one is left behind."* Rhadika also praised the efforts of organizations like HxN in promoting digital inclusion and cultural preservation, stating that *"with the right approach, we can create digital solutions that are both innovative and respectful*

of cultural heritage." Her remarks underscored the importance of integrating cultural heritage into technological advancements to ensure a future that is both technologically advanced and rich in diversity and wisdom. She also emphasized the need to reimagine our approach, respecting the dignity of every human being and fostering a mature relationship with nature. Inclusive models should be central to product design, embracing sustainable, circular, and regenerative practices used by ancient civilizations: *"By linking product design and the creative economy to the SDGs, we can innovate and support grassroots indigenous entrepreneurs who produce valuable products for the global community."* These products should retain the uniqueness of each artisan and their cultural authenticity while meeting global market demands. Rhadika stressed the importance of startups and personalized products, advocating for increased visibility in the value chain, improved access to financing and global markets for entrepreneurs, and enhanced collaboration among grassroots entrepreneurs, organizations, academics, and stakeholders. By leveling the playing field, we can preserve cultural authenticity and share stories with global audiences, ultimately fostering a more inclusive and sustainable future.

Rhadika's statements underscored a crucial theme of the event: the integration of digital innovation with cultural and sustainable practices by ensuring that technological advancements are inclusive, equitable and beneficial to everyone. This alignment is critical for achieving a future where technology serves as a bridge rather than a barrier, enabling all communities to participate in and benefit from sustainable development. Rhadika's vision of embracing cultural roots and wisdom highlights the importance of respecting and incorporating traditional knowledge and practices into modern solutions, creating a holistic approach to development. By leveraging digital tools and technologies, we can create solutions that respect and incorporate cultural heritage, fostering a more sustainable and diverse future. This call to embrace cultural roots and wisdom as a means to achieve the goals of

Agenda 2030 served as a powerful reminder of the interconnectedness of our global community, reinforcing the idea that sustainable development is not just about technological advancement but also about integrating the rich diversity of human knowledge and experience.

In this context, the event's discussions and panels took on even greater significance. They provided a platform for exploring how digital innovation can be harnessed to promote sustainable and inclusive growth. Participants shared insights on how to implement digital tools in a way that respects cultural contexts and fosters economic development, particularly for marginalized and vulnerable communities. The emphasis on inclusivity and sustainability aligns with Hecho por Nosotros's mission to promote transdisciplinary collaboration for co-creation and conscious leadership. This mission, inspired by art and culture, responds to needs beyond functionality and advocates for models that are sustainable and regenerative, in harmony with nature and the environment. The event exemplified these principles by showcasing how inclusive dialogue and co-creation across cultures, disciplines, genders, and ages can drive meaningful progress.

After Rhadika's speech, Camilla gave the floor to Gaby Arenas, founder of the TAAP Foundation and leader of the Art Team at RoundGlass. She highlighted the importance of collaborative efforts in the critical intersection of culture and technology, arguing that addressing complex challenges requires co-creation and humility: *"It's essential to understand that the intersection of culture and technology isn't just about preserving traditions but also about empowering communities to innovate and thrive in a rapidly changing world."* Arenas advocated for working alongside communities to develop solutions that are both relevant and effective, emphasizing that collaborative approaches lead to more sustainable and impactful outcomes. Lastly, she urged participants to set aside egos and focus on genuine collaboration and co-creation to address today's challenges. *"Leave your ego*

behind. It's only through humility and genuine collaboration that we can address the complex challenges we face today," she advised. Her call for prioritizing the voices and needs of those most affected highlights the importance of inclusive and respectful engagement in driving meaningful progress.

In this regard, Adriana emphasized that true progress involves profound collaborations while recognizing and incorporating traditional knowledge into modern contexts. She shared her experiences working with various communities, noting that *"understanding and respecting these connections is crucial in our efforts to support these communities."* Her insights reflect a deep appreciation for how cultural practices are intertwined with daily lives and how they contribute to a sustainable future. Adriana also tackled the pressing issues of the fashion industry, critiquing the unsustainable practices of fast fashion: *"the fast fashion model has led to unsustainable practices, environmental degradation, and exploitation of workers."* She called for a transformation towards more ethical practices, where the involvement of youth and the principles of co-creation play crucial roles in developing sustainable fashion models. She stated that *"youth play a crucial role in this transformation. They are the future leaders, consumers, and creators who can drive change in the industry. By educating and empowering young people about sustainable practices and the importance of ethical fashion, we can foster a new generation of conscious consumers and innovators."*

Lastly, Matías Figliozzi, CEO and co-founder of Unibaio and a prominent leader in sustainability and social impact, discussed the role of leadership in navigating change. He noted that *"change is indeed a difficult process, often met with resistance and challenges."* Matías emphasized that effective leadership involves guiding others through transitions while remaining open to learning and adapting. He highlighted the need for leaders who embody resilience, vision, and empathy, as these qualities are crucial for inspiring and mobilizing communities towards positive change. Matías also addressed the importance of fostering a culture of shared leadership, where every individual has the potential to contribute and lead. *"Every individual has the potential to lead in their own capacity"*, he observed, stressing that empowering people to take initiative can enhance collective efforts. His insights underscore the need for leaders who challenge the status quo and foster collaboration to create resilient and adaptable communities. He ended his inspirational intervention by calling for *"leaders who are not afraid to challenge the status quo, who inspire trust and collaboration, and who are committed to the well-being of their people and the planet"*, stating that, *"together, we can turn the challenges of change into opportunities for growth and transformation."*

As the event drew to a close, Adriana Marina reflected on the key takeaways from the day's discussions. She emphasized the importance of collaboration and collective effort in achieving the ambitious goals of the 2030 Agenda: *"No single entity or individual can achieve these ambitious goals alone. It requires a collective effort, where different sectors, communities, and disciplines come together to co-create solutions."* Marina urged participants to apply the lessons learned in their own work and communities, fostering dialogue and building partnerships to drive actionable progress. Her closing remarks reinforced the need for continued commitment to collaboration and action, reflecting on the diverse insights shared throughout the session. *"Let's continue to foster dialogue, build partnerships, and take actionable steps towards achieving the 2030 Agenda,"* Marina concluded, encouraging all participants to dedicate themselves to making a positive impact in their respective spheres. As we move forward, the challenge will be to translate these discussions into actionable solutions that address the pressing issues faced by communities around the world. By embracing collaboration, respecting diverse perspectives, and leveraging innovative approaches, we can

work towards a future where sustainability and inclusivity are at the heart of economic and social development.

This session provided a comprehensive overview of how technology, cultural heritage, and inclusive practices intersect to drive sustainable development. The diverse perspectives shared underscored the importance of integrating cultural wisdom, fostering community engagement, and promoting collaborative approaches to address the complex challenges of our time. Through its multifaceted approach, the event aimed to contribute to the collective effort of building a more sustainable and inclusive creative economy. However, as emphasized during the main session, this must not remain merely words or intentions. The insightful discussions in the various panels provided a deeper understanding of the challenges we face and their potential solutions, serving as a critical call to action. In alignment with the principles of the UN 2030 Agenda, the event underscored the importance of addressing the Sustainable Development Goals. Each breakout room discussion highlighted the interconnected nature of these goals, particularly emphasizing **SDG 1** (No Poverty), **SDG 8** (Decent Work and Economic Growth), **SDG 9** (Industry, innovation and infrastructure), **SDG 10** (Reduced Inequalities), **SDG 11** (Sustainable cities and communities), **SDG 12** (Responsible Consumption and Production) and **SDG 17** (Partnership for the goals).

The conclusions reached made it clear that genuine and effective action can only occur if we, as individuals, leaders, stakeholders, youth, citizens and human beings, *"leave our egos behind"* and embrace new ways of living that ensure no one is left behind. The mission of Hecho por Nosotros and animaná was evident throughout the event, promoting transdisciplinary collaboration for co-creation and conscious leadership. The sessions were enriching and

inspired by art and culture, responding to needs beyond mere functionality. The emphasis on sustainable and regenerative models in harmony with nature and the environment resonated with the attendees, reminding us of the urgent need to protect our planet. Inclusivity was a cornerstone of the event, encouraging dialogue and co-creation across cultures, disciplines, genders, and ages. This inclusive approach is essential for fostering a creative economy that values diverse perspectives and experiences, ensuring that everyone has a voice in shaping our collective future.

As we reflect on the event, it is imperative to translate the discussions and insights into concrete actions. The event's success lies not only in the knowledge shared but in the commitment of participants to take these lessons back to their communities and implement them. The SDGs provide a comprehensive framework for this, guiding us towards a future where economic growth does not come at the expense of social equity or environmental sustainability. Achieving a sustainable future requires humility, collaboration, and a shared commitment to transformative change. We must prioritize the principles of inclusivity and sustainability in all our endeavors, recognizing that our actions today will shape the world for future generations.

By fostering a culture of shared leadership and co-creation, we can navigate the complexities of change more effectively and create a resilient and adaptable global community. The event serves as a reminder that the path to sustainability and inclusivity is a collective journey. Let us take the lessons learned and apply them in our work, fostering dialogue, building partnerships, and taking actionable steps towards achieving the 2030 Agenda. Thank you all for your participation and dedication to making a positive impact. Together, we can create a world that is equitable, sustainable, and inclusive for all.

LABS:

Following the main panel discussions, the event transitioned into 15 "Living Room" sessions, or breakout rooms, designed to delve deeper into the topics previously covered. These sessions provided a platform for stakeholders, experts, and participants to exchange ideas and collaboratively explore solutions focused on fostering inclusive growth and sustainability. Each lab was introduced as a continuation of the event's commitment to creating spaces for open dialogue and collaboration, reflecting the goal of integrating diverse perspectives and expertise.

The breakout rooms facilitated dynamic discussions on a wide range of topics, including the promotion of creative industries, the transformation of value chains, and the adoption of regenerative models. Participants also explored the use of design in innovative business models, the promotion of inclusive finance, and the role of technology and digital tools in driving sustainable development. Additionally, discussions addressed critical issues such as gender equality, women's empowerment, the role of indigenous communities, and impact investment aimed at introducing circularity into global value chains.

In these sessions, academics, sustainability leaders, policymakers, technology experts, and indigenous representatives shared their experiences and initiatives. The focus was on co-creating actionable solutions and strategies to tackle the pressing challenges faced by our global society in achieving sustainability. The following pages provide an in-depth look at the vibrant participation and insights generated during these breakout sessions, illustrating the collaborative efforts to advance a more inclusive and sustainable creative economy. The Labs were presented below.

LAB 1 & 2
Tech for Good and Bridging the Digital Divide: Ensuring Equal Access to Opportunities.

As a direct continuation of the main panel session, these laboratories explored the challenges and possible solutions for bridging the digital divide in the creative industries. Together, HxN collaborators, experts, and representatives from key organizations analyzed the barriers that local producers face in accessing digital tools, the initiatives that are succeeding in other countries, and the strategies that can be implemented to ensure equitable access to technology.

The discussions centered on the critical importance of access to information, training, and new opportunities in a digitally driven world. Participants Adriana Marina, Radhika Shah, José Salazar, Laura Alvarez Modernel, Candelaria Simón and Gabriela Loya examined how the digital divide poses significant challenges for local producers, limiting their potential and hindering growth. Experts and representatives from key organizations, including HxN collaborators, analyzed the barriers local producers faced in accessing digital tools. They reviewed successful initiatives from other countries and proposed strategies to ensure equitable access to technology, aiming to bridge the digital divide in the creative industries.

In an increasingly digital world, access to information, training and new opportunities is critical to the success of any productive sector. However, for many local producers, the digital divide represents an insurmountable barrier that limits their potential and hinders their growth.

LAB 3
Catalyst 2030:
Collaborations and Systemic Change.

The third group focused on the critical issue of bridging the digital divide, which significantly impacts local producers by limiting their potential and hindering growth. In a world that increasingly relies on digital access to information, training, and new opportunities, this lab explored the challenges and solutions within the creative industries. Regarding Catalyst 2030, the participants exchanged ideas on building collaborations with a vision of systemic change to progress and advance in fulfilling the Sustainable Development Goals (SDGs). Jhon David Esteban, Felix Ríos Álvarez and María Gabriela Arguello highlighted the importance of co-creating and co-leading among organizations, and discussed the necessity of fostering partnerships that could drive significant advancements towards achieving the SDGs. They emphasized the need for collaborative efforts and shared leadership to create impactful and lasting changes. Lastly, they analyzed the barriers that local producers faced in accessing digital tools, and reviewed successful initiatives from other countries and proposed strategies to ensure equitable access to technology, aiming to bridge the digital divide and foster growth in the creative sectors.

LAB 4

Youth for Youth: Digital innovation for sustainable consumption: Empowering Youth for a greener future.

This lab emphasized the significance of sustainability as the core of innovative projects. The Youth x Youth Co-creation program, led by Hecho Por Nosotros, aims to engage young people in developing innovative solutions to promote sustainable consumption through digital technology. Speakers Maia Frid, Phillip Teles Von Oheimb, Dana López, Andrea Guevara and Alejandra Nava highlighted the crucial role digital technologies play in facilitating access to information and resources for responsible consumption practices. The idea of this panel centered around providing a platform for young participants to explore new ideas, technologies, and digital approaches to foster more responsible and sustainable consumption practices. The discussions underscored that digital innovation serves as a tool to raise environmental awareness and adopt habits that minimize negative impacts on the environment, empowering youth to be part of systemic change. Hecho por Nosotros also showcased initiatives like "Capacity Building for Artisans" and "Universidad de HxN," which offered courses and seminars on social innovation and sustainability. Meanwhile, DeTrash's Recy Network initiative aimed to incentivize companies to adopt waste conservation strategies, and Technovation Girls focused on empowering young girls to become leaders and problem-solvers in the tech world. Key topics discussed included the impact of digital technologies on communities and the environment, motivations for focusing on sustainability-related projects, promoting sustainable consumption practices among younger generations, and challenges in environmental, sustainable, and digital innovation issues. The lab concluded that storytelling, simplifying concepts, and educating future leaders are essential to effectively communicate sustainability efforts.

LAB 5
Academia and entrepreneurship.

This group addressed key issues in driving innovation and sustainable development, emphasizing the crucial role of universities in fostering entrepreneurship as catalysts for change. The discussion underscored the importance of collaboration between universities, entrepreneurs, and other entities, and explored the opportunities and challenges inherent in these relationships. The goal was to understand how such partnerships can transform ideas into tangible solutions that contribute to economic and social growth. In this engaging lab, the crucial importance of academia in pursuing circularity was discussed. Attendees, including Lara Jovanovich, Soledad Chamorro, David Perez Castillo, Fernanda Figueroa and Sebastián Feinsilber, had the opportunity to learn about and debate various proposals put forward by committed speakers and participants.

For instance, Sebastian Feinsilber highlighted the need for effective collaboration among government, academia, and private entities to implement systemic change. Drawing from his experience in the public sector and his role as a university professor, he provided invaluable insights into how these three spheres can work together towards a common goal. Additionally, Fernanda Figueroa shared valuable reflections on the initiatives developed at Austral University. She emphasized the benefits of fostering entrepreneurs who adopt sustainable policies and stressed that the best way to cultivate genuine commitment from entrepreneurs is through case analysis and promoting mutual

collaboration. This approach enables private actors to find stronger motivations to engage actively. She pointed out that academic sectors, whether within non-profit organizations or university settings, play a fundamental role in creating knowledge about such companies and enhancing their image. However, academia faces two significant challenges: translating university activities into concrete actions and overcoming the predominance of business models in education that hinder the integration of genuinely grassroots solutions. Among the questions raised there were concerns about whether entrepreneurs and companies adopting circular practices do so out of intrinsic motivation or if their efforts stem more from marketing campaigns akin to greenwashing. There was also an inquiry about the potential for generating authentic motivations emerging from the companies themselves without external brand interests. The speakers shared their views, noting that while accessing the true motivations of companies can be challenging, there are increasing external pressures encouraging them to adopt conscious, sustainable and green practices aligned with the 2030 Agenda. They also pointed out that a straightforward way to evaluate whether corporate policies are superficial or integrated into the company's core values is to analyze the sustainability of those practices over time. Enduring practices are often the most authentic, viewing sustainability as a central value.

LAB 6
Resourcing in Luxury Fashion.

This lab, focused on sustainability of sourcing in luxury fashion, emphasized the need to challenge and improve the current luxury fashion system, considering systemic issues and exploring ways to bring about change. Participants, such as Utena Yamazaki, Constanza Mosquera, Aleksandra

Mengüverdi and Ezekwem Ikeokwu, engaged in open discussions and lively debates on defining luxury fashion, which is characterized by high-quality materials, craftsmanship, and scarcity.

Concerns were raised about the ethical and environmental issues due to the predominant use of animal-based fabrics in luxury fashion. The lack of transparency in the industry was highlighted, with discussions on how this often misleads consumers about the ethical sourcing of luxury products. The discussion underscored the need for systemic changes, particularly in the supply chain. Innovative technologies such as digital product passports and blockchain were discussed as potential solutions to enhance supply chain transparency. The need for traceability in luxury fashion was noted to be crucial, especially with upcoming regulatory developments in Europe by 2030. The conversation also reinforced that sustainability and the circular economy should be at the core of business practices. Multi-stakeholder collaboration, including consumers, suppliers, and brands, was identified as essential to driving change. Throughout the lab, members of the Lab System Change team and public participants engaged in active and constructive discussions aimed at driving systemic change in the luxury fashion industry.

LAB 7
Human Rights and Business.

This session explored the intersection of sustainability, human rights, and innovative business models, addressing their importance in creating meaningful impacts while maintaining profitability. Speakers like Juanita Hernandez, Miguel Barbosa López, José Rafael Unda Bernal and Fernanda Mierez engaged in active and constructive discussions. It was highlighted that integrating sustainability and human rights into business models is both a moral imperative and a strategic opportunity, positioning companies to thrive in a global marketplace while contributing positively to society and the environment. Miguel Ángel Barboza, a representative for South America at the Business and Human Rights Resource Centre in London, senior researcher and project coordinator at the Estado de Derecho para Latinoamérica Program, emphasized the importance of human rights application by businesses to achieve the 2030 Sustainable Development Goals (SDGs), innovate business models, and enhance market competitiveness while generating positive changes in their surroundings.

During the lab, key questions were addressed to understand the role of human rights in sustainability and the challenges businesses face in integrating these principles effectively. The first question focused on the fundamental role of human rights in sustainability across short, medium, and long-term horizons. Barboza highlighted the importance of prior consultation and studies on social, environmental, and economic impacts to link civil rights with business practices. He provided the example of the clean energy transition impacting the Andean region due to the required mineral exploitation, emphasizing that a just and rapid energy transition must consider environmental, social, and economic justice. He also outlined a due diligence process where companies should identify risks, mitigate them, take necessary actions, and, in some cases, provide reparations. Lastly, Barboza stressed the importance of understanding the value and supply chains, identifying sector vulnerabilities, understanding stakeholders, and conducting contextual analysis. The second question showcased the major challenges businesses face in effectively integrating human rights into their sustainability strategies. Barboza noted that small and medium-sized enterprises (SMEs) often face high requirements without sufficient resources, lacking fiscal and tax incentives. He suggested that the state should promote investment and create effective models for prioritizing SMEs. He emphasized the role of the state in providing more support to businesses, translating into better human rights protection, and recommended that companies focus on context, territory, and coordination within the

value chain, advocating for cluster creation and strengthening, sharing experiences, and ensuring transparency in information as critical steps for progress. The third question explored the role of innovation in addressing sustainability challenges and promoting human rights in business operations. Barboza underscored the central role of innovation, with organizations like the Inter-American system and the United Nations incorporating new technologies. He cited the example of advanced technology in energy transition, such as automated ore trucks used by Anglo American, which reduces risks and controls production stages to prevent human rights violations. Barboza also highlighted the importance of innovative ways to democratize information, suggesting the use of videos and native languages to make data accessible and understandable to all stakeholders.

LAB 8

Deciphering the Andes: A Journey Through Research on Weaving and Its Processes in Colombia, Peru, Ecuador, Argentina, and Bolivia, and the Role of Technology in Preserving Its Memory.

The eighth group focused on unraveling the complexity of Andean textiles as a cultural, technical, and social expression. The lab spanned the discussion from the ancestral origins of Andean textiles to their contemporary evolution. Various textile production processes were analyzed, covering aspects from material selection to the creation of designs and techniques specific to each region. Participants included Diana Karla Munguía, Ana Vizcarra, Vanesa Enriquez, Celestina Stramigioli, and Jesika Marlene Ajata Vargas, who contributed to a comprehensive analysis and discussion, enriching the understanding of Andean textiles through their expertise and insights. Additionally, the lab addressed the role of weaving in Andean cultural identity and its significance in transmitting values, knowledge, and traditions. One of the critical areas of exploration was the impact of technology on the preservation and dissemination of Andean textile heritage. The discussion considered both traditional techniques and new possibilities for creation and innovation aimed at conservation and promotion. The event highlighted the importance of understanding the intricate processes and cultural significance of Andean textiles, emphasizing their role in maintaining cultural identity and heritage.

LAB 9

Regenerative Models in Latin American Agriculture

The session focused on unraveling the complexity of regenerative agriculture as a holistic approach that restores, renews, and revitalizes soil health, biodiversity, and farming communities in Latin America. Regenerative agriculture offers an exciting new approach to farming that goes beyond merely reducing negative impacts. This model aims to actively restore, renew, and revitalize soil health, biodiversity, and farming communities through a holistic, systems-based approach. In Latin America, several inspiring examples of regenerative agriculture initiatives are demonstrating the potential of these models to address issues of food security, climate change, and rural development.

Several inspiring examples of regenerative agriculture initiatives highlight the potential of these models to address food security, climate change, and rural development.

Participants, such as Leonel Aguilera, Marcos Mondragón Tapia, Diana Payne, Joaquín Arzubi Borda and Miguel Ángel Toriz, shared their experiences and insights on the opportunities and challenges of implementing regenerative agriculture in the region.

Marcos Mondragón highlighted the increasing use of beneficial microorganisms in agriculture, which has shown positive results. He noted that the practices of our ancestors, such as the milpa system (corn, beans, squash), corn with fruit trees, or level terraces, were inherently regenerative. Unfortunately, these practices have been lost to monoculture dominance. The goal is to return to these methods. On the other hand, Diana Payne mentioned the Cooperativa Tosepan Titataniske in the Sierra Norte de Puebla as a long-standing regenerative model, existing even before the term was coined. In a related view, Miguel Ángel Toriz emphasized that many ancestral practices are inherently regenerative but have been overshadowed by modern labels and certifications (e.g., ecological, organic agriculture). These models need recognition as regenerative. He stressed the importance of social regeneration, as healthy agriculture requires healthy communities.

Regarding the role that governments and policymakers can play in supporting the transition to regenerative agriculture in Latin America, Diana Payne questioned the nature of government involvement, differentiating between producing and buying countries. She highlighted how European demands place burdens on small producers and stressed the need for regional agreements and local actions among producer communities. From another perspective, Miguel Ángel Toriz argued for providing small farmers with a platform to be heard and integrating them into policy-making forums. He also suggested starting from municipal governments up to national legislatures. Meanwhile, Marcos Mondragón shared the example of biofactories established by the local government in Michoacán, Mexico. While positive, he cautioned that small producers need proper training on the benefits and effects of these biofactories. Diana Payne reiterated that agriculture is about people, emphasizing the need for the well-being of small producers and field workers. She called for moving beyond fashionable terms and recognizing traditional agriculture as the true life-giver.

As a final point, the participants addressed ways in which we can foster greater collaboration and knowledge exchange between regenerative agriculture initiatives in Latin America and globally. On this topic, Marcos Mondragón underscored the importance of education in preserving traditional cultivation methods, which are foundational to regenerative agriculture, and advocated for knowledge sharing among farmers, noting that peer-to-peer learning is highly effective. Similarly, Miguel Ángel Toriz highlighted the importance of ancestral practices, even without formal labels or certifications, and called for balancing agricultural practices with biodiversity conservation, avoiding the destruction of ecosystems.

LAB 10

Migration in Latin America: Challenges, Tools and Solutions

This lab centered on identifying migrants' difficulties when moving to another country. In the majority of cases, migrants are forcefully displaced from their homes due to economic crises, environmental disasters, violence, persecution, and war. This discussion tackled how innovation and technology can be tools for providing essential information regarding visas, bureaucratic steps, and recognition of migrants' rights, while building bridges between changemakers in Latin America who are working towards creating systemic change and share a vocation for assisting and improving migrants' lives. During the lab, attendees learnt about initiatives in Latin America that work to improve

displaced and vulnerable communities, creating capacity-building courses, validating their educational background, and assisting them by answering their questions. The session included three main guests who are actively working towards finding solutions to alleviate migrants' struggles: Mauricio Reyes, Giorgia Malandrino and Dalton Price.

Mauricio Reyes, part of UNESCO Perú and originally from Cuba, now works with the Venezuelan community. His purpose is to strengthen the capacities of cultural agents by creating cultural projects that use culture as a medium to foster growth and resilience for both the migrant community and the host population. The end goal is to achieve an integrated and fair society without discrimination. Secondly, Giorgia Malandrino identified one of the main challenges that migrants face in their destination countries: the validation of their professional and academic backgrounds. During the displacement of millions, migrants often lose access to vital data, including educational

records. Without an international institution to certify each citizen's professional capacity, high-skilled migrants cannot prove their experience and degrees, resulting in them taking low-wage jobs. Her innovative project, 'GEOIDENTITY,' is a universal passport that validates educational credentials, intending to be internationally recognized and facilitate migrants' ability to continue their professional paths in their new countries. Lastly, Dalton Price introduced his initiative, 'VAMOS CHAMO,' which consists of a chatbot providing information on economic opportunities, access to healthcare and education, legal guidelines, and more. He emphasized the difference between available information and accessible information, noting that migrants often struggle to access vital information during the migration process. With its friendly language, VAMOS CHAMO is the ideal resource and support system for migrants, who are often misled and ill-advised by those who seek to exploit their vulnerabilities. Currently operational in six countries, the chatbot uses AI to fill information gaps.

LAB 11

System change Fashion in Africa: From Waste to Wealth:
Creative Approaches to Circularity in the Global South and beyond.

This insightful panel discussion explored the transformative potential of circularity in the fashion industry, focusing on innovative approaches in education and business in the Global South and beyond. The panelists, including Britta Cabanos, Tricia Langman, Janice Hodges, Omowunmi Otuyalo Olugbenle (Mowunmi) and Pauline Watine delved into the challenges of implementing circular systems and uncovered strategies for creating a more sustainable and inclusive future, exploring how we can collectively turn waste into wealth and pave the way for a more sustainable and equitable future. This lab aimed to provide actionable insights and highlight successful examples from the Global South and beyond, inspiring and guiding businesses and policymakers worldwide in embracing circular economy principles.

Britta Cabanos, founder and Director of Inside Fashion Design & The Conscious Fashion Design Academy and Global Lead of Innovation Programs at WORLD COLLECTIVE, was asked about how educational institutions and programs could better support creatives in the fashion industry to adopt sustainable practices and integrate circularity into their designs. She responded that traditionally, education focuses on studying one aspect of design: *"our foundational shift is to understand circularity as a whole process, emphasizing the complete design process from material selection, construction, dyeing, and marketing. Awareness of all steps is essential for considerate design work. Programs need to connect these elements cohesively, sewing them together with a common thread"*. When asked about the most effective

methods for incorporating circularity principles into the curriculum for design professionals, and how these methods can be tailored to address the specific needs and contexts of the Global South, she highlighted the many opportunities with online platforms and sustainability courses, stating that *"creating accessible digital programs and masterclasses tailored to different design aspects can effectively incorporate circularity principles into the curriculum."*

Mowunmi, HxN collaborator, Sustainable Business Development consultant and Childhood Preservation advocate, was asked about how traditional knowledge and practices of Indigenous communities could be integrated into modern circularity strategies within the fashion industry, particularly in the Global South. She emphasized that successfully integrating Indigenous knowledge into modern circularity strategies requires a foundational belief in creating systemic value, and declared that *"recognizing the benefits of ancestral knowledge exchange, despite challenges like lack of governmental recognition, is crucial. Understanding and documenting ancestral practices to develop a centralized SOP can shift the industry from competition to collaboration, fostering a holistic approach that respects and integrates Indigenous wisdom."* In response to a follow-up question about the key challenges in educating and engaging businesses and policymakers about the benefits and potential of circular systems, and leveraging insights from Indigenous wisdom to overcome these obstacles, Mowunmi noted that a key challenge is the limited access to resources that facilitate standardization while respecting traditions. She suggested creating platforms that operate in indigenous languages to bridge this gap, effectively communicating the value and viability of circular systems in a culturally sensitive manner, *an approach that "respects ancestral knowledge and enhances stakeholder understanding, fostering meaningful engagement and collaboration towards sustainable practices".*

Pauline Watine from Ethical Apparel Africa was asked about how their approach to gender equity, such as training women in high-skill areas and increasing their representation in management, has impacted the overall productivity and success of their operations in Ghana. She shared that Ethical Apparel Africa has enhanced productivity and success in Ghana by fostering gender equality. She pointed out that, "with 75% of our workforce being young females, we build skills in traditionally male-dominated roles through technical and leadership training. This approach cultivates a diverse and skilled workforce, strengthens community ties, and drives sustainable job creation and overall success." When asked about how Ethical Apparel Africa integrated circular economy practices within their operations and the most effective innovative approaches in creating a sustainable and circular supply chain in the fashion industry, Watine explained that circular economy practices are deeply integrated into their operations, aligning social and environmental considerations from day one. She also commented that "partnering with external innovators for recycling plastics and fabrics has been effective in closing the supply chain loop, enhancing sustainability, and driving innovation".

Finally, the panelists addressed questions about how local communities in the Global South can be more effectively engaged and empowered to participate in circular economy initiatives, ensuring that these efforts are inclusive and equitable. They emphasized that engaging local communities can be achieved through inclusive strategies like workshops in native languages, providing factual information about circular economy principles, and encouraging collaboration through engagement, accountability, and transparency, along with establishing marketplaces that incentivize positive social and environmental impacts. Successful policy frameworks promoting transparency and accountability can serve as models for fostering a supportive environment for circular economy initiatives in the Global South.

LAB 12
Marketing, communication and sustainability.

This group focused on the use of marketing and communication strategies as key tools for systemic change, examining how it can promote sustainable practices and contribute to global transformation and fostering transparency, interaction, participation, and diversity in the context of the SDGs. Using examples from Hecho por Nosotros and animaná, the lab proposed measures and solutions to utilize marketing and storytelling as effective tools to achieve these goals, underscoring how these values and communication models can serve as references for other organizations, emphasizing that marketing is a tool whose effectiveness depends on the objectives it aims to achieve. It is essential to clearly define communication objectives, addressing who communicates, what is communicated, to whom, and through what medium, following Lasswell's model. Participants like Micaela Ganon, Otto Soria, Carlo Cancino, Camilla Tettoni and Paul Celi, with diverse professional backgrounds from fields such as advertising, journalism, and business communication, discussed how to harness their skills to enhance transparency and participation in sustainability efforts. They highlighted that communication itself is not inherently good or bad; its value depends on the objectives it seeks to achieve. Proposed measures to encourage sustainability by using communication tools included optimizing the use of marketing and storytelling, with the key being to establish clear and specific objectives and to use communication to support transparency and participation in the pursuit of a more sustainable future.

LAB 13
Integrating technology solutions for the protection of camelid populations and sustainable production of camelid products in the South American context.

In this lab the focus was on various experts' efforts to support the preservation of camelids and the livelihoods of those whose lives are intertwined with them, providing insights into how these initiatives impact both the local communities and the global fashion industry. The lab, featuring Ignacio Concha, Belén Pappolla, Inés Carazo, Juan Cruz Miranda, Natalia Pedraza and Gustavo Roldán, emphasized the importance of camelids as a key element of family subsistence in hostile regions, their contribution to food security, and sustainable economic development were underscored. Their fibers, among the finest in the world, are only sheared once a year, and both alpaca farmers and artisans remain below the poverty line. Key questions addressed included how to generate added value, the challenges and opportunities present, and how systemic improvements can be achieved through public policies.

Inés Carazo shared her experiences in managing the improvement of production processes associated with camelid fibers in Peru. She discussed the development of specific solutions to address the needs of local producers and the efforts made to identify new subspecies of llamas. This research aims to enhance the quality of the fibers produced by better understanding these animals. Carazo also highlighted the need for innovation to refine the fibers so that communities can develop and sell artisanal products independently of large industries. She advocated for fair trade practices and government purchases to support local artisans, particularly during harsh winters, calling for

support from universities and research institutes to study future prospects. She stated that, although this issue has been discussed for over 12 years, progress has been limited, with some advancements seen in Argentina and Bolivia but not yet in Peru. Similarly, Gustavo Roldan from Pro Lana Argentina presented the experiences of communities in Catamarca who live with these animals and carry out the shearing processes, providing a vivid record of this traditional practice.

During the conversation, a proposal for categorizing a new type of llama in Catamarca, with unique phenotypic and genetic traits, was noted. With only 12,000 llamas in Catamarca, there is a need for protection and conservation. However, the new llama category was dismissed due to the thick fibers and their multiple colors, though these features are often preferred by artisans. He also pointed out the need for a conservation and sustainable use law for vicuñas,

which is currently stalled in the argentinian Senate. Differentiating between domestic and wild animals, which are treated differently under the law, and managing public policies related to llama fiber commercialization were also emphasized.

The discussion also stressed the importance of consumer education, commercial articulation, and the challenges in accessing the value created in the production chain and global market. The role of camelids in cultural contexts and their relevance to the SDGs of poverty eradication and economic development were highlighted as crucial aspects of the conversation. The session concluded with a call to find ways to ensure that the industry, which connects some of South America's most remote landscapes with the global fashion economy, provides a fair share of the resources generated to the communities and artisans at the base of this production chain.

LAB 14
Capacity Building for Artisans.

This group highlighted the importance of continuous training for artisans and the crucial role digital innovation plays in their development. The discussion was moderated by Paula Ruiz Diaz, a textile designer and leader of the HxN Capacity Building Program, and the participants included Araceli Luna Dominguez, Marcos Carrillo, Patricia Luviaza, Jess Arana Paulino Luis M. Guzman P. and Luzmila Carrasco . The opening question was, "How do you think digital innovation can transform artisanal work, and what impact do you expect it to have on your community and the preservation of cultural traditions?", which served as the guiding thread for the presentations and discussions that followed, inviting participants to reflect on the transformative potential of technology in their practices and communities.

Jess Arana Paulino began the series of presentations by addressing the importance of textile training and how continuous education

can empower artisans to adapt to changes and new technologies. Her intervention emphasized the need to keep artisans updated and connected with the latest trends and digital tools and highlighted the work of Hecho por Nosotros in this area. Conversely, Luis M. Guzman P., an economist and HxN volunteer in Huánaco, Peru, explained how the incorporation of cryptocurrencies can facilitate the financial inclusion of artisans. He spoke about the benefits of decentralized financial networks and how these emerging technologies can open new opportunities for local artisans, allowing them to participate in a global economy more fairly and efficiently. Marcos Carrillo, an artisan from Sausalito, shared his personal and professional experience. He described how his collaboration with organizations like Animaná and Hecho por Nosotros has enhanced his artisanal work. Marcos also mentioned the challenges and
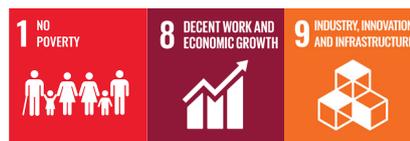
barriers that artisans in his community face and how digital innovation could help overcome these obstacles, improving both the production and marketing of their products. Luzmila Carrasco, representing the SISAN Association, talked about her craft and the challenges artisans face in their environment. She emphasized the need for support to achieve greater recognition and appreciation of their products, as well as the importance of keeping cultural traditions alive through innovation. Luzmila mentioned the importance of strategic alliances with entities like LATAM Airlines and UNESCO. Finally, Paula Ruiz Diaz closed the event with a final reflection, encouraging all participants to continue exploring and adopting digital technologies that can transform and enrich their artisanal practices. The opening question of the event sparked an enriching discussion on how digital innovation can not only improve the efficiency and reach of artisanal work but also help preserve and promote the cultural traditions of communities. The event concluded with a sense of optimism and the promise that digital innovation will continue to play a vital role in the empowerment and sustainability of local artisans.