Side Event Hosted by Hecho por Nosotros and animaná at the United Nations 63rd Commission for Social Development

Artificial Intelligence and Artisanal Intelligence Synergizing for Sustainable Living

Cotton and Camelids: Regenerative Models, Intergenerational and Intercultural Co-Creation

February 12, 2025 | 4:45pm (EST, NY Time)

Event Focus

Exploring the intersection of regenerative models, AI, and digital innovation to drive systemic change, fostering sustainability and equity through effective collaboration and co-creation. This event will highlight the contributions of changemakers, visionary leaders, and the academic community, showcasing diverse global experiences that offer local solutions with widespread impact.

Event Objetive

Explore how artificial intelligence (AI) and artisanal intelligence can be integrated to drive systemic change towards sustainable livelihood models. The aim is to promote environmental, social, and economic regeneration through intergenerational and intercultural practices that leverage technological and traditional knowledge, generating innovative and sustainable solutions.

Event Summary

At the United Nations 63rd Commission for Social Development, this side event, hosted by Hecho Por Nosotros and animaná, brings together thought leaders, innovators, and advocates to explore the intersection of “Artificial Intelligence and Artisanal Intelligence: Synergizing for Sustainable Living.” As AI continues to revolutionize industries, it is essential to ensure that technological advancements complement, rather than replace, traditional knowledge, craftsmanship, and ethical entrepreneurship.

For over 15 years, Hecho Por Nosotros and animaná have been leaders in advocating for a more inclusive, ethical, and sustainable fashion industry. Through advocacy, research, and collaboration, they have championed regenerative business models that combine ancestral wisdom with cutting-edge innovation, fostering economic development that prioritizes environmental responsibility. This discussion builds upon these values, highlighting the importance of co-creation across generations, cultures, and sectors to shape a future where AI enhances our connection to nature and promotes social equity.

The event features a distinguished panel of experts who will explore how education, digital transformation, and ethical entrepreneurship can bridge the gap between tradition and technology. Following the panel, interactive LAB sessions will provide participants with the opportunity to engage directly with specialists on key topics such as regenerative cotton production, blockchain for circular economies, youth-led sustainable fashion, and the role of Indigenous knowledge in shaping the industry’s future.

As we navigate the challenges and opportunities ahead, this gathering serves as a platform for collaboration and action. By embracing innovative thinking and collective efforts, we can ensure that AI contributes to a sustainable future that values both technological progress and cultural heritage.

Camila Tettoni

After delivering her opening remarks, Camilla Tettoni, as the event's moderator, introduced the theme of the gathering, emphasizing the long-standing efforts of Hecho por Nosotros and Animaná in advancing ethical and sustainable fashion. She outlined the key discussion topics, including the role of AI in sustainability, the importance of co-creation across generations and cultures, and the intersection of education, ethical entrepreneurship, and digital transformation.

Camilla then introduced the distinguished panelists: Adriana Marina, founder of Hecho por Nosotros and Animaná; Rebecca Osewa, CEO of Yield Initiatives; Tarcila Rivera-Zea, President of the Center for Indigenous Cultures of Peru; Nelly García López, Assistant Professor at Universidad de los Andes; Mahnaz Hajesmaeil, Product Designer specializing in AI and ML; and Dennis Kopon, co-founder of AgroRegenerations. She also provided an overview of the interactive lab sessions that would take place later in the event, covering topics such as sustainable cotton production, youth-led fashion innovation, blockchain technology, fair trade, the future of sustainable fashion, and the cultural significance of Andean textiles.

The floor was then opened for the panel discussion, centered around the key question: "How can we reconcile the profound values of AI and nature, ensuring that artificial intelligence enhances, rather than disconnects, us from our humanity, and synergizes with artisanal intelligence through education to foster sustainable living?"

Rebecca Osewa

The first speaker, Rebecca Osewa, CEO of YIELD Initiatives, shared her organization's mission to revive Nigeria's cotton textile industry by improving farmers' livelihoods through education, better farming practices, and regenerative ecosystems. She emphasized the importance of training, knowledge exchange, and sustainable farming, as well as the transformative role AI plays in agriculture, particularly in precision farming, soil health monitoring, and optimizing supply chains. Rebecca stressed the urgency of restoring Nigeria's textile industry, which has been hindered by poor seeds and counterfeit imports, and invited collaboration to advance ethical fashion.

Adriana Marina

Adriana Marina acknowledged the need for systemic change in the fashion industry, focusing on co-creation and sustainable consumption. She highlighted key challenges, including pollution, modern slavery, and ineffective certification systems. Through Animaná and Hecho por Nosotros, Adriana advocates for integrating artisans into sustainable value chains and leveraging technology to connect communities while preserving traditional craftsmanship. She also called for greater support from financial institutions and academia to foster sustainable development and promote a circular economy.

Trish Langman

Trish Langman, Managing Partner at Hecho por Nosotros, presented an educational toolkit aimed at promoting sustainable and regenerative solutions in the creative industries, with a focus on women and youth. The toolkit includes design thinking tools, a materials index, and guidance on circular business models. She emphasized the importance of education and co-creation at the grassroots level.

Adriana stressed the importance of co-creation, where communities contribute their wisdom and challenges to develop new models. She proposed that AI could be used to create tutors and scale up these solutions, supporting a continuous learning process. Adriana concluded by encouraging ongoing co-creation and collaboration to drive meaningful change.

Nelly García Lopez

Nelly García Lopez, Assistant Professor at Universidad de los Andes, drew parallels between the construction and textile industries, highlighting shared challenges such as the disconnect between technological advancements and traditional labor, low productivity, and high carbon emissions. She advocated for a balanced approach to industrialization, combining traditional Colombian building techniques with AI-driven innovations. Nelly emphasized the potential of AI to preserve artisanal knowledge, boost productivity, and scale bio-inspired materials for sustainable construction. She called for the inclusion of older generations in the adoption of AI and the shift toward circular economic models.

Following Nelly's presentation, Adriana expressed concerns about the current system, describing it as inefficient and disconnected from reality, unable to address global issues effectively. She stressed the importance of creating spaces for knowledge exchange and collaboration between older and younger generations. Adriana also highlighted how many young people feel trapped in the existing system, making innovation and change more difficult. She called for collective efforts to co-create and inspire new solutions, noting that similar challenges are present across various industries, including food.

Dennis Kopon

Dennis Kopon, co-founder of AgroRegenerations, shared insights into his Kenya-based initiative aimed at empowering smallholder farmers through regenerative farming practices. He emphasized the integration of AI, blockchain, and machine learning to improve soil health, enhance economic stability, and track the carbon sink value of agricultural lands.

Dennis addressed the challenges of climate change and the difficulties farmers face in transitioning from traditional methods. AgroRegenerations bridges this gap by blending AI with artisanal intelligence, ensuring that technology complements, rather than replaces, traditional knowledge.

Education plays a central role in this approach, with hands-on training and digital tools introduced in Kenya and Indonesia to teach agroforestry, mixed cropping, and AI-driven soil monitoring. Blockchain technology is also used to ensure transparency in sustainable farming practices. Dennis concluded by advocating for a balanced approach where technology supports environmental regeneration while preserving local knowledge.

Tarcila Rivera Zea

Tarcila Rivera emphasized the need to equally value Artificial Intelligence, Artisan Intelligence, and Indigenous Intelligence, questioning why Indigenous art has not received the same recognition as other artistic expressions. She highlighted the importance of ensuring Indigenous communities have access to technology and information while respecting their intellectual property.

She identified two key challenges: preserving Indigenous knowledge using technology and providing digital tools to Indigenous youth to help them document their culture and address community issues. Tarcila also pointed out the negative effects of climate change on Indigenous communities and the lack of connection between formal education and ancestral wisdom, proposing that AI could help tackle these challenges.

Adriana added that co-creation between generations is essential, stressing that communities can thrive by embracing their culture and collaborating with external professionals. She emphasized using technology for empowerment rather than profit and protecting Indigenous traditions and resources.

Mahnaz Hajesmaeil

Mahnaz Hajesmaeil discussed the complex relationship between AI and nature, emphasizing the need for AI to work in harmony with the environment. While AI holds great potential to improve lives and address global challenges like sustainability, it also comes with significant environmental costs. She highlighted that training generative AI models, such as ChatGPT and DALL·E, consumes vast amounts of energy—equivalent to the annual electricity usage of 120 homes—and contributes to a large carbon footprint. The energy demands are often met by fossil fuels and cooling data centers further strain water resources.

Despite these environmental challenges, Mahnaz stressed that AI could become an ally in sustainability if designed with environmental considerations in mind. AI can optimize energy usage, reduce manufacturing waste, and aid the transition to renewable energy, aligning technology with nature's needs.

She emphasized the importance of education and awareness, urging future AI developers to consider the environmental impact of their work and prioritize sustainability. As users, we must also advocate for responsible AI practices and be mindful of the technology's ecological footprint. Ultimately, Mahnaz called for AI to enhance human creativity and solve problems without creating new environmental ones, ensuring technology serves progress while protecting the planet.

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 1: System Change, Artificial Intelligence & Artisanal Intelligence: Synergizing for Sustainable Living*
- *LAB 2: Revolutionizing cotton production: leveraging technology for sustainability and empowering micro-producers*
- *LAB 3: Sustainable Style: A Youth-Led Evolution in Fashion*
- *LAB 4: Empowering Enterprises with AI & Blockchain: A Guide to Transforming Businesses & Securing a Sustainable Future*
- *LAB 5: Theory of Change & Fair Trade: Transitioning to Sustainable Fashion & Responsible Consumption*
- *LAB 6: Lo que nos narra el textil andino: Vistazo a procesos, significados y experiencias*
- *LAB 7: Moda sostenible: Uniendo Cultura, Conciencia Ambiental y Comercio Justo*
- *LAB 8: Conectando Saberes: Inteligencia Artesanal e Inteligencia Artificial, Motores de Emprendimientos Sociales y Universidades*

LAB 1: System Change, Artificial Intelligence & Artisanal Intelligence: Synergizing for Sustainable Living

Nelly García
Assistant Professor
Universidad de los Andes

Gabierla Samaniego
Scientific Researcher
in Biosciences

Otto Soria
HxN Partner

Javier Gonzalez Quintero
Ashoka Fellow

Objective: The discussion explored how artificial intelligence (AI) and artisanal intelligence can be integrated to drive systemic change toward more sustainable living models. The focus was on promoting environmental, social, and economic regeneration through intergenerational and intercultural practices that combine technological advancements with traditional knowledge to generate innovative and sustainable solutions.

Several key reflections emerged from the event:

- Traditional industries have much to learn from one another. Exploring how certain methodologies and tools from initiatives like Hecho Por Nosotros can be adapted to different sectors, such as construction, could open new opportunities for collaboration.
- While AI offers significant advancements, it poses environmental challenges, particularly regarding energy and water consumption. It is essential to use this technology strategically, ensuring that its benefits outweigh its ecological costs.
- The ethical implications of AI remain a critical concern. Safeguarding the knowledge and heritage of artisans and local communities while fostering innovation requires inclusive dialogue and responsible implementation.

Discussions also highlighted potential synergies between AI and artisanal construction:

- AI has the potential to scale bio-based materials, such as rammed earth, making them more viable for modern construction.
- It can contribute to the preservation of artisanal knowledge, ensuring that centuries of craftsmanship are not lost but rather adapted and enriched by new generations.
- AI can assist artisans and skilled workers in integrating new technologies, enhancing their digital skills, and strengthening their role in an increasingly digital world.
- The implementation of AI-driven circular economy models can help minimize waste and promote construction practices that respect natural ecosystems.

The conversation emphasized that sustainability should not be framed as a choice between tradition and progress. Instead, the challenge lies in merging the best of both worlds to create a future that is both inclusive and environmentally responsible.

LAB 2: Revolutionizing cotton production: leveraging technology for sustainability and empowering micro-producers

Jess Maina
Sustainable Luxury Digital Marketing & E-Commerce Consultant

Eze Enyinnaya
Fashion Consultant/ Research & Designer

Aleksandra Menguverdi
Sustainability Coordinator and Lecturer of Sustainable Fashion Design & Production

Fateme Malekmohammdi
Textile Engineering Graduated / Master Student in Fashion Studies

Objective: To explore Regenerative business model and social integration around cotton production

Key Discussion Points:

- Regenerative Cotton Farming:
  - Regenerative cotton farming is more than just crop cultivation—it is a holistic approach that prioritizes soil health, biodiversity, and carbon sequestration while mitigating climate change.
  - Regenerative farming moves beyond sustainability by actively benefiting the environment and communities. Traditional indigenous farming practices, such as crop rotation, cover cropping, and composting, are central to regenerative agriculture. The model integrates scientific advancements with ancestral knowledge to create a resilient and climate-positive system.
- The Need for a Shift in Cotton Farming:
  - Conventional cotton farming follows an extractive model, prioritizing high yields through monocropping, excessive irrigation, and chemical fertilizers.
  - These practices lead to soil degradation, biodiversity loss, and increased water consumption, exacerbating climate change.
  - With fashion consuming nearly 60% of global cotton production, a shift towards regenerative methods is urgent and highly impactful.
- Technological Solutions for Regenerative Farming:

1. Soil Health Monitoring & Management
   - Remote sensing and AI-driven analytics analyze soil moisture, organic matter, and biodiversity.
   - Tools like satellite imagery (Sentinel-2, PlanetScope) assist in informed soil management decisions.
2. Precision Agriculture for Resource Optimization
   - Drones and GPS-guided machinery optimize seed placement, reduce tillage, and enhance soil regeneration.
3. Cover Cropping & Crop Rotation Optimization
   - AI and machine learning models recommend optimal cover crops based on local climate, soil type, and cotton growth cycles, improving nitrogen fixation and soil organic matter.
   - Digital farm management platforms like Climate FieldView and FarmLogs track crop rotation history, helping farmers plan regenerative crop cycles

4. Carbon Sequestration & Regenerative Incentives
    - Blockchain for Transparency: Ensures traceability of regenerative cotton, helping brands verify sustainable sourcing and rewarding farmers for regenerative practices.
5. Knowledge Sharing & Farmer Training
    - Mobile Apps & Digital Cooperatives: Platforms like eKutir and Digital Green provide localized training, peer-to-peer learning, and market access for regenerative cotton.
    - AI Chatbots & Advisory Services: Chatbots powered by AI can provide real-time recommendations on regenerative practices based on weather and soil data.

- Adoption Challenges and Future Prospects:
    - The discussion acknowledged that adopting regenerative business models requires investment, research, and long-term commitment.
    - It was explained that while blockchain solutions exist, they are not yet widely implemented due to high costs and technical barriers.
    - Mobile apps for tracking and training are emerging as more accessible tools, especially in regions like Kenya, where digital infrastructure is expanding.

LAB 3: Sustainable Style: A Youth-Led Evolution in Fashion

Andrea Guevara
Political Scientist

Mariela Arancibia
Master in Finance

Angela Tamayo
Master in Cultural Management

Makadunyiswe Mtembu
Writer | Storyteller

Objective: Engage and empower young people to rethink the future of fashion by exploring how cultural value, conscious consumption, and sustainability could drive equity and shape the industry's future, allowing them to see themselves as change-makers. The aim was to work collectively with the new generation of leaders to embrace innovative and responsible approaches, raise awareness about the environmental and social harm caused by the current model, and transform fashion into a tool for systemic change.
This lab explored how young people were driving a shift toward a more sustainable and equitable fashion industry.
Key Topics:

- Environmental impact of fashion: The discussion covered the effects of climate change, water pollution, and biodiversity loss caused by the textile industry.
- Conscious consumption: The consequences of overproduction and textile waste were highlighted.
- Cultural preservation: The importance of protecting artisanal techniques and valuing cultural diversity in contrast to fast fashion was emphasized.
- Technology and AI: The role of artificial intelligence in optimizing processes, reducing waste, and making fashion more sustainable was explored.

Key Takeaways:

- Fashion should be seen as a tool for social and environmental change.
- Circular economy models were identified as essential to reducing the industry’s environmental impact.
- Supporting textile traditions and artisans was highlighted as crucial for ethical and fair fashion.

LAB 4: Empowering Enterprises with AI & Blockchain: A Guide to Transforming Businesses & Securing a Sustainable Future

Radhika Machetti
Fashion Entrepreneur / Global Leading Expert in Design

Sara Randelli
Intenational Relations Student / HxN Volunteer

Airish Castillo
Master's Student / Sustainability Volunteer

Sharika P. Nandan
Master´s Student / Experience Designer

Silvia Sorzano
Marketing and Advertising Management / HxN Volunteer

Objective: Harness the power of blockchain technology to merge artificial intelligence with nature, revolutionizing the fashion industry through circular fashion practices. By promoting sustainable production, consumption, and recycling, the aim was to foster a regenerative ecosystem aligned with the United Nations' Sustainable Development Goals (SDGs), ensuring a more environmentally conscious and socially responsible future for all.

The HxN Lab Blockchain team explained that their research laboratory sought to integrate blockchain technology with artificial intelligence and nature to transform the fashion industry through circular fashion practices. Their goal was to promote sustainability by encouraging responsible production, consumption, and recycling, aligning with the SDGs. The discussion introduced key topics related to blockchain's role in supply chain management. Sara Randelli highlighted that blockchain enhances transparency, traceability, and efficiency for artisanal enterprises, allowing them to verify ethical sourcing and sustainable production. She explained how blockchain enables real-time tracking of raw materials, facilitates inventory management, and strengthens customer trust by proving authenticity and fair trade practices.

Radhika Machetti addressed major supply chain bottlenecks and explored how blockchain could provide solutions. She pointed out that blockchain mitigates inefficiencies in inventory management, prevents counterfeiting, and ensures compliance with ethical labor standards. Additionally, she explained its crucial role in the circular economy by improving waste management, supporting recycling initiatives, and fostering sustainable business models. She also linked blockchain technology to key SDGs, emphasizing its contribution to ethical labor, sustainable production, and climate action.

Airish Castillo outlined essential strategies for effectively implementing blockchain technology. She emphasized the need for businesses to define clear objectives, assess feasibility, and select the appropriate blockchain type based on their needs. Successful adoption, she noted, requires stakeholder engagement, investment in infrastructure, and gradual scaling through pilot projects. She also stressed that blockchain's true potential lies in automation through smart contracts, which streamline processes and enhance efficiency. Concluding her remarks, she described blockchain as a trust revolution, making ethical and sustainable business practices the standard.

The event ended with an engaging discussion, where participants actively contributed insightful questions that the speakers addressed comprehensively. The positive feedback from the audience reflected their enthusiasm and growing interest in blockchain implementation. The HxN Lab Blockchain team effectively demonstrated the transformative potential of blockchain in achieving sustainability and improving supply chain efficiency.

LAB 5: Theory of Change & Fair Trade: Transitioning to Sustainable Fashion & Responsible Consumption

Camilla Tettoni
Journalist and HxN Ambassador

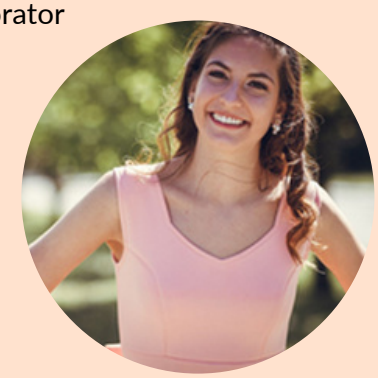
Giovanni Conti
HxN Research Collaborator

Eugenio Amodeo
HxN Research Collaborator

Rozela Franco
HxN Sustainability Advocate and Research Collaborator

Olga Tolstaia
HxN Sustainability Research Collaborator

Allison Clark
Consultant and HxN Research Collaborator



Milena Stoilova
HxN Research Collaborator

Angita Thapa
HxN Research Collaborator

Objective: Addressing the need for a system change and challenges related to the fashion industry and its sustainable opportunities.
The discussion covered various aspects of sustainable fashion and ethical consumer behavior, addressing key challenges and potential solutions.

- Eugenio Amodeo explored the complex issues surrounding overconsumption and the need for multifaceted solutions.
- Angita Thapa highlighted slow fashion and fair trade as viable alternatives to counteract the fast fashion industry's negative impact.
- Olga Tolstaia proposed concrete actions to foster sustainable production practices.
- Rozela Franco emphasized the importance of inclusion and the empowerment of Indigenous artisans to strengthen fair trade initiatives.
- Giovanni Conti discussed methods for measuring the effectiveness of sustainable fashion efforts.
- Milena Stoilova examined the labor challenges associated with implementing sustainable business models.
- Camilla Tettoni addressed greenwashing as a significant obstacle to achieving systemic change in fair trade.
- Allison Clark underscored the importance of raising awareness and fostering continuous engagement among stakeholders.

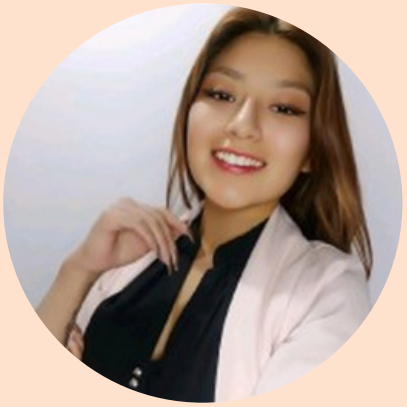
During the Q&A session, participants raised critical concerns regarding the feasibility of fair trade and the challenge of preventing greenwashing.
In response to the question of whether fair trade is truly achievable—given that cheaper products are often more accessible, particularly for those on tight budgets—the speakers emphasized the importance of integrating local craftsmanship into the value chain. By doing so, consumers not only gain access to sustainably made products but also contribute directly to the well-being of Indigenous communities, which have historically been exploited by large corporations. This approach ensures that artisans receive fair compensation while keeping products more accessible.
Regarding the issue of greenwashing and the difficulty of creating real systemic change, the speakers stressed that raising awareness is essential and that progress must come from a collective effort. Rather than relying on a top-down approach, a bottom-up strategy—where Indigenous artisans and grassroots communities are

empowered—proves to be more effective. Strengthening these communities reduces production costs and fosters their independence. At the same time, consumers who make more informed choices help drive demand for ethical and sustainable products, ultimately contributing to meaningful change in the industry.

LAB 6: Lo que nos narra el textil andino: Vistazo a procesos, significados y experiencias

Diana Munguía
Licenciada en Relaciones Multiculturales

Elena Pîslariu
Antropóloga y Analista Sociocultural



Dafniz Vilaseca
Coordinadora de Proyectos de Turismo

Laura Barrera
Diseñadora de moda

Vanesa Enriquez
Diseñadora en formación

Objective: To learn about the meaning of the Andean, and Andean textiles and the experience of artisans with Andean weaving and its processes, iconography, design, and globalization.

The westernization of clothing and digitalization have not only impacted the quality of materials used in garment production but have also affected the lives of artisans, who for generations have been creators of textiles rich in history. Our perception of textiles has changed—today, clothing is often seen merely as something to be worn and discarded, disregarding its historical role as a means of expression, protection, and social function. Textiles not only represent Andean society and its members on multiple levels, but they also seem to be intrinsic entities within their cosmogony. Elements such as symmetry, repetition, duality, composition, and concentric inclusions are considered fundamental matrices of an artistic code, which correlates with linguistic, mental, and social codes.
But what do textiles communicate? And how can semiotics promote sustainable practices in responsible fashion production and consumption?
Key Topics:

- The Andean Textile Process & Its Symbolisms

In each case (Bolivia, Peru, and Argentina), understanding the weaving process was key to recognizing the multiple symbolisms embedded in wool collection, natural dyeing, and textile weaving. The transmission of knowledge through textiles—shaped by specific forms, colors, and iconography in each region—allows us to identify the similarities and unique characteristics of each community.

- The Andean Identity: Between Marginalization and Resistance

Andean migration from Bolivia and Peru has reinforced the perception of the Andean as "foreign," intensifying stereotypes and discrimination, which has also been reflected in government policies. For instance, in the 20th century, the Argentine state promoted a national identity centered on European and Creole heritage, minimizing Andean and Indigenous presence. Education played a key role in this invisibilization of Andean culture within the national narrative.
This has resulted in two dominant perspectives on Andean identity:

This has resulted in two dominant perspectives on Andean identity:

1. Exoticization and Idealization – The Andean identity is often turned into a tourist attraction or a marketable product, without genuine recognition of its cultural significance.
2. Marginalization – Andean traditions are frequently regarded as outdated or distant from Western modernity.

However, Andean textiles also serve as subversive power, becoming symbols of identity and resistance, reclaiming and valuing their culture and community.

- Andean Philosophy & Textile Expression

The discussion also touched on *Josef Estermann's* work *Andean Philosophy*, which explores various meanings of the Andean concept:

1. As a geographical category – The term "Andean" originates from *anti*, referring to the eastern region of *Antisuyu*. Historically, the Andes were home to multiple *suyus* (territories), and while modern national boundaries now exist, the historical connection to these lands persists.
2. As a way of life – Andean inhabitants have a unique relationship with their natural environment, integrating a worldview that balances highlands and lowlands, scarcity, and abundance. Textiles serve as an artistic medium and a historical record of their experiences.
3. As a cultural category – The Andean world is rich in cultural diversity, yet it shares a common identity that unifies these communities. Various languages (Quechua, Aymara, Spanish) and historical cultures (Inca, Tiwanaku, Wari, among others) coexist, reflecting a collective identity while preserving distinct cultural expressions.

Conclusion

Through this research, each team seeks to revalue textiles and inspire younger generations to preserve ancestral textile technologies and knowledge. The first step is recognizing that Andean identity cannot be standardized; its definition must be adapted to each country's geographical, political, and social characteristics, as well as historical and contemporary migration flows before and after colonization.

LAB 7: Moda sostenible: Uniendo Cultura, Conciencia Ambiental y Comercio Justo

Sandra Mendoza Barrera
Abogada, en Gobernanza Ambiental, México

Dolores Barrera
Diseño en Comunicación Visual /Fashion Designer

Elizabeth Luna
Diseñadora de moda regenerativa

Objective: Promotion of sustainable fashion through the integration of cultural values, environmentally respectful practices, and fair trade principles.

Effective environmental governance promotes sustainability, social justice, and intergenerational equity, ensuring that current decisions do not compromise the ability of future generations to meet their own needs. It is founded on principles such as transparency, accountability, and inclusive participation, essential for addressing global environmental challenges like climate change, biodiversity loss, and pollution.

Key Concepts:

1. **Sustainable Fashion:** This approach in the fashion industry aims to minimize negative environmental and social impacts. It encompasses the use of eco-friendly materials, ethical production practices, and designs that promote durability and reuse. Sustainable fashion advocates for a product lifecycle that respects the environment and the people involved in its creation.
2. **Culture:** In the context of sustainable fashion, culture refers to the traditions, values, and practices that influence the creation and consumption of fashion. Fashion can reflect a community's cultural identity, and sustainability seeks to honor and preserve these traditions while promoting responsible consumption.
3. **Environmental Awareness:** This concept involves understanding and recognizing the environmental issues the planet faces, such as climate change, pollution, and biodiversity loss. Sustainably, environmental awareness translates into adopting practices that reduce ecological impact, like using recycled materials, reducing waste, and implementing cleaner production processes.
4. **Fair Trade:** This commercial approach aims to ensure fair and equitable working conditions for workers throughout the supply chain. In sustainable fashion, fair trade means paying fair prices to producers, promoting safe working conditions, and respecting human rights. This approach seeks to empower producing communities and foster a more equitable economic system.

These interconnected concepts form the foundation of a movement toward a more responsible and conscious fashion industry.

Discussion Questions:

- How can fashion brands balance the need for production with environmental and social responsibility, and what successful examples exist in the industry?

- This question invites participants to reflect on sustainable practices and share examples of brands that have achieved a positive impact.
- In what ways can collaboration between designers and local communities enrich product offerings while preserving cultural heritage?
- This seeks to explore the value of creative collaboration and how it can benefit designers and communities, promoting cultural diversity.
- What role do consumers play in promoting a more just and sustainable fashion industry, and how can they influence brand decisions?
- This question is designed to engage participants in discussing consumer power and their ability to drive change in the fashion industry.

Interrelation of Environmental Governance, Sustainable Fashion, and Fair Trade:

1. **Sustainability:** Environmental governance focuses on managing and protecting natural resources and the environment. Sustainable fashion aims to minimize the environmental impact of the fashion industry by promoting practices that reduce resource use, waste generation, and pollution. Both disciplines share the goal of fostering sustainable development.
2. **Regulations and Standards:** Environmental governance involves creating policies and regulations that guide business practices toward sustainability. In fashion, this can include standards that require companies to adopt sustainable practices, such as using recycled materials or reducing carbon emissions, aligning with sustainable fashion principles.
3. Social Responsibility: Fair trade focuses on improving producers' working conditions and ensuring they receive fair compensation. Environmental governance also encompasses social aspects, promoting equity and community well-being. Sustainable fashion often seeks to collaborate with producers who adhere to fair trade standards, ensuring the social impact of textile production is positive.
4. Transparency and Traceability: Environmental governance encourages transparency in business practices. In sustainable fashion, there is a growing interest in product traceability, allowing consumers to know the origin of raw materials and production conditions. This aligns with fair trade principles, which promote transparency in supply chains.

5. **Education and Awareness:** Environmental governance also involves educating consumers about sustainable practices and the impact of their purchasing decisions. Sustainable fashion and fair trade benefit from this education, as informed consumers are more likely to choose products that respect the environment and are produced ethically.

In summary, environmental governance, sustainable fashion, and fair trade intertwine in their pursuit of balancing environmental protection, respect for workers' rights, and the promotion of responsible business practices. Together, these areas can contribute to a more sustainable and equitable future.

LAB 8: Conectando Saberes: Inteligencia Artesanal e Inteligencia Artificial, Motores de Emprendimientos Sociales y Universidades

David Pérez Castillo
Program Director at LAET Business School

Romina Di Giovanni
HxN Project Management

Soledad Chamorro
Founding Principal CHF arquitectura / Co-Founder Urbs.la

Gisella Figueroa
AI researcher

Objective: Connect artisanal intelligence with artificial intelligence to drive social entrepreneurship and strengthen the link with universities as centers of knowledge and research.

David Perez Castillo presented Bekaab, a platform addressing social entrepreneurs' challenges by providing visibility and support, particularly for NGOs. Unlike conventional networks, it fosters empowerment and connection while integrating AI for sustainability, optimizing waste collection, and providing education to low-income individuals.

Gisella Figueroa Tejada emphasized AI's untapped potential, particularly in Peru, where over 92% of businesses are small enterprises. She highlighted AI's role in market analysis, business optimization, and the protection of traditional knowledge through blockchain. Her students contribute by offering AI-based data consulting to SMEs.

Soledad Chamorro shared her work with female artisans and the Kom indigenous community in Argentina, focusing on preserving artisanal knowledge and improving product traceability. She acknowledged the market challenges artisans face and stressed the importance of reinterpreting traditional crafts for economic and cultural sustainability. AI is experimentally integrated into her projects as an ally in innovation.

In closing, Gisella highlighted universities' role in leveraging technology while preserving cultural heritage, while Soledad emphasized the importance of cultural traceability and valuing craftsmanship beyond monetary terms.

Further reading about the event:

https://social.desa.un.org/sdn/intertwining-threads-of-empowerment-and-ancestral-wisdom

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Catalyst Now

THE SUSTAINABILITY PLEDGE

ECOSOC
United Nations

ASHOKA GLOBALIZER
ACCELERATING IMPACT WORLDWIDE