

Hecho por Nosotros and animaná advocating at the UN: sustainability standards



Hecho por Nosotros and animaná are strengthening the camelids value chain and local development through various projects, workshops, and research programs on the regional and global level, and by building and initiating multi-stakeholder collaboration throughout the chain. In this mark, Hecho por Nosotros and animaná discussed last week at the UN about sustainability standards, especially from the viewpoint of advancing green and sustainable exports, per United Nations Conference on Trade and Development (UNCTAD) programs, main UN body responsible for making international trade an engine for sustainable development. We met with UNCTAD Trade Analysis Branch representative Ms. Miho Shirotori, Chief for Global and Regional Trade Analysis Section, to discuss on challenges and opportunities arising from sustainability standards, and what we can do to make smallholders and SMEs in developing countries use such standards as a tool for sustainable development.

We framed the issue in the context of the Patagonia and the Andes, with the artisans and the various interests of the parties involved (producers and the government) and discussed the lack of efficiency in the system and the fragmented participation of the producers - they live day to day as it is not as readily understood the value of application of sustainable systems on a global scale. The evolving blockchain innovations and blockchain based certifications can help SMEs and other smallholders with especially lower resources to invest for certifications to demonstrate their sustainability actions in each step of the production. When paired up with technologies that allow customers to access this data, these kind of innovations can increase transparency. However, there is a real funding gap that must be address between the various stakeholders. Many artisans, cooperatives and SMEs are not in a position to embrace technology if it is not provided to them by the government and also global market participants. One solution could be government financing solutions that also leverage their own interest to be part of the global capital markets. Additionally, we need to promote agreements between countries and continents, attracting international support needed to advance the development of Latin America's possibilities.

We believe in collaboration between NGOs, business life, and governments, and consumers, we as society, all together advancing best practises of sustainability, creating open spaces for collaboration and joining forces for new advances in sustainability standards and eventually in sustainable development. We look forward collaborating with UNCTAD.