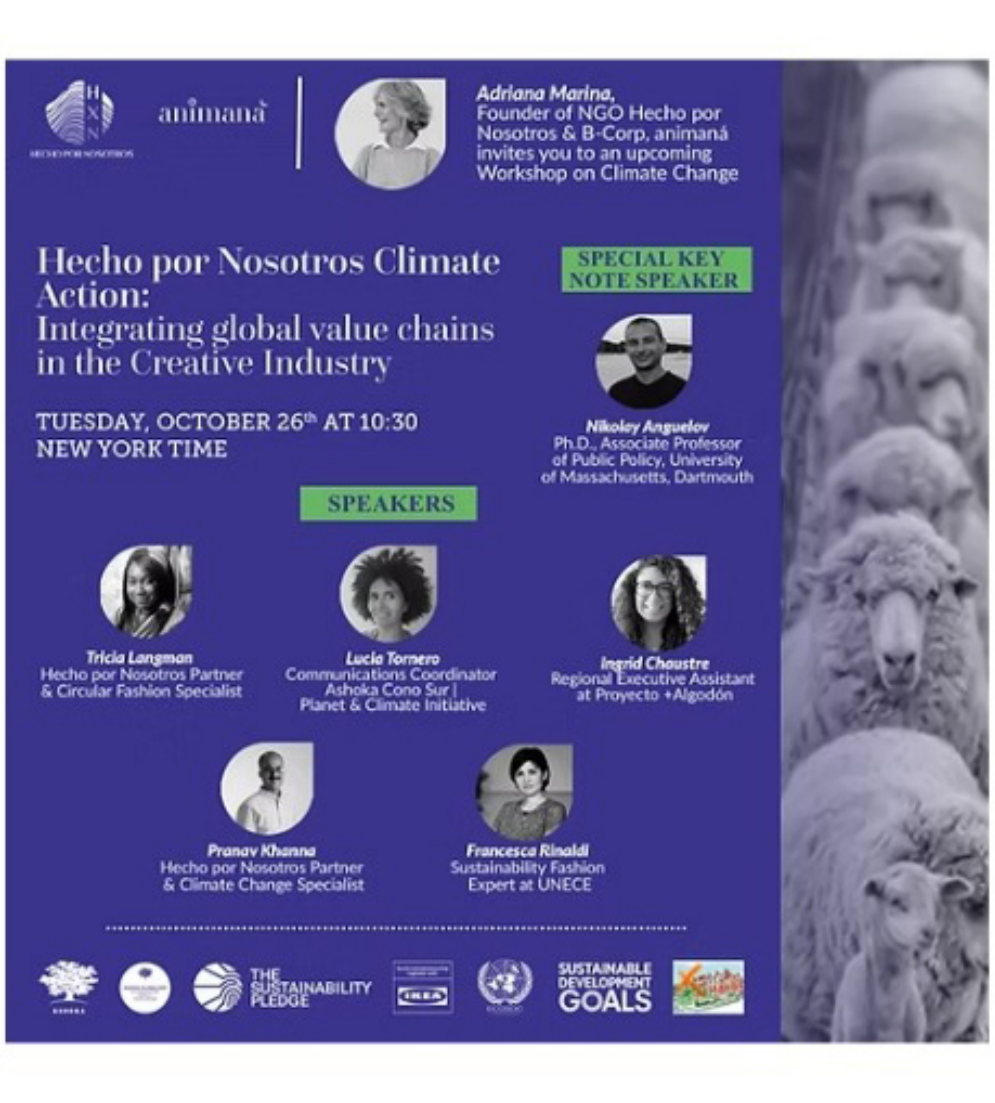
HechoxNosotros · Nov 18, 2021 · 3 min read

HECHO x NOSOTROS Climate Action:

Integrating global value chains in the Creative Industry

Summary of the Workshops:

INTRODUCTION


animaná
Adriana Marina, Founder of NGO Hecho por Nosotros & B-Corp, animaná invites you to an upcoming Workshop on Climate Change
Hecho por Nosotros Climate Action: Integrating global value chains in the Creative Industry
TUESDAY, OCTOBER 26th AT 10:30 NEW YORK TIME
SPECIAL KEY NOTE SPEAKER
Nikolay Anguelov Ph.D., Associate Professor of Public Policy, University of Massachusetts, Dartmouth
SPEAKERS
Tricia Langman Hecho por Nosotros Partner & Circular Fashion Specialist
Lucia Tornero Communications Coordinator Ashoka Cono Sur | Planet & Climate Initiative
Ingrid Chaustre Regional Executive Assistant at Proyecto +Algodón
Pranav Khanna Hecho por Nosotros Partner & Climate Change Specialist
Francesca Rinaldi Sustainability Fashion Expert at UNECE

The workshop was a great opportunity to discuss the role of **technology as a catalyst for climate action** in the creative industries. **Design thinking and the development of tailored tools for MSMEs** were also mentioned among the key solutions to advance environmental agendas and to integrate sustainable actors in global value chains.

The audience had the privilege to learn about the expertise of keynote speaker **Nikolay Anguelov**, Ph.D., and his deep research related to the **current and future trends shaping the fashion industry.**
Check out some phrases from the keynote speaker: *"Mass-customization, also known as the 'Virtual Seamstress' business model, redefines cocreation in a disruptive way.";"Before, people paid the premium for the brand, now they will for the social action, conservation, environment, or for Human Rights"*

In the main session, the speakers emphasized the **role of collaboration in successful climate action. Engaging with an inclusive and diverse network of stakeholders is key to igniting positive environmental impacts.** In order to become changemakers, these actors need dialogue opportunities and capacity-building. The following speakers participated in the main session:

- *Adriana Marina,* Founder of Hecho por Nosotros & animaná
- *Trish Langman*, Hecho por Nosotros Partner & Circular Fashion Specialist
- *Pranav Khanna*, Hecho por Nosotros Partner & Climate Change Specialist
- *Lucia Tornero*, Coordinator of Communication Ashoka Cono Sur & Planet & Climate Ashoka, Argentina
- *Ingrid Zabaleta Chaustre*, Executive Regional Assistant for the Brazil-FAO +Cotton project at FAO

Their contributions were enriching insights based on their respective experiences. They indicated the trajectories to follow in order to integrate climate action in global value chains.

Check out some speeches from our speakers:

Tricia Langman: "Design Thinking is a set of principles and concepts that aid critical thinking innovation and bring solutions to problems using empathy as a starting point"

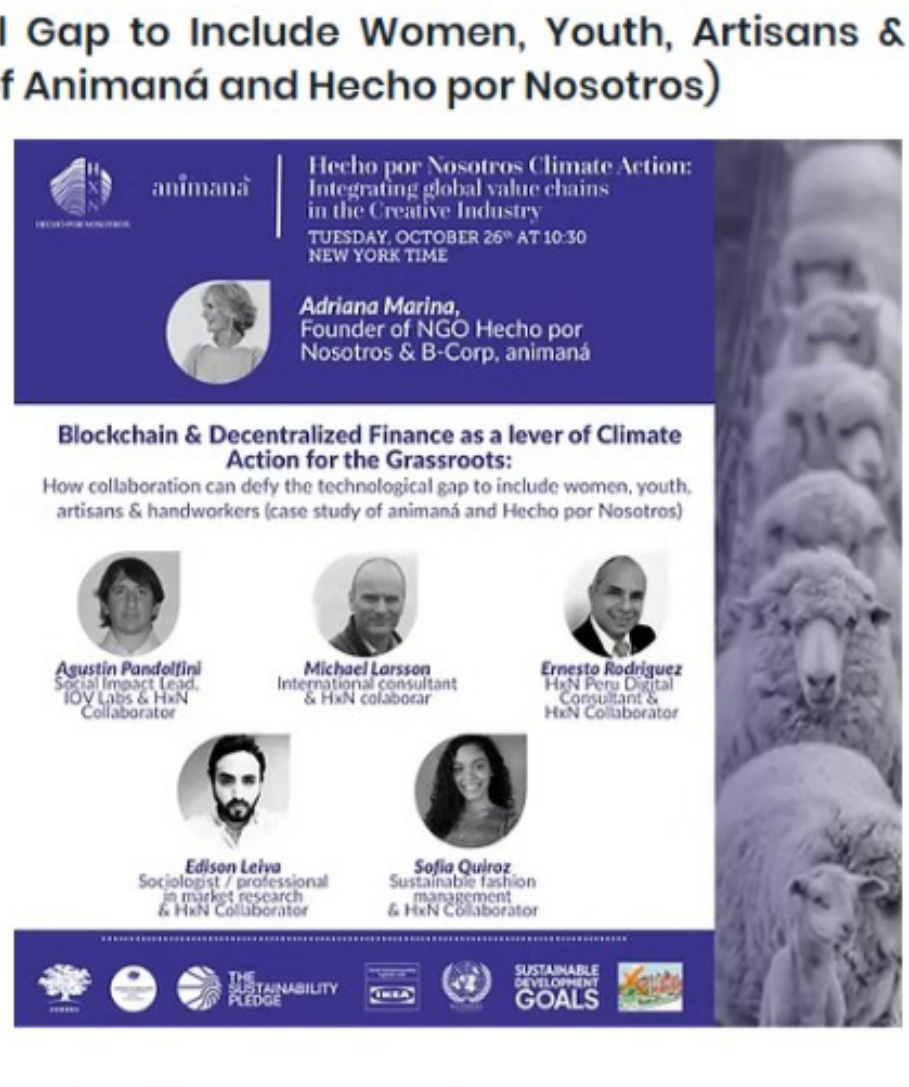
Adriana Marina: "Inclusiveness and collaboration is key to give visibility to good practices" "We have to listen to the artisans, the MSMEs, to identify their bottlenecks and to learn from them and from the problems that they are facing"

Francesca Romana Rinaldi: "Sustainable added-value and climate good practices are lost in some processes, given that these are segregated in silos that are not connected one to each other. Transparency & Traceability is needed to break these silos and to involve coordinated work to update solutions that are now available, and to scale them up."

Pranav Khanna: "As technology helps create engineered trust, it enables people across borders to cocreate in direct collaboration";"Technology can offer alternative solutions for measuring, reporting and verifying sustainable information"

Finally, at the event there were 6 breakout sessions:

Breakout session 1 - Blockchain & Decentralized Finance Leveraging Grassroots Climate Action: How Collaboration Can Defy the Technological Gap to Include Women, Youth, Artisans & Handworkers (Case Study of Animaná and Hecho por Nosotros)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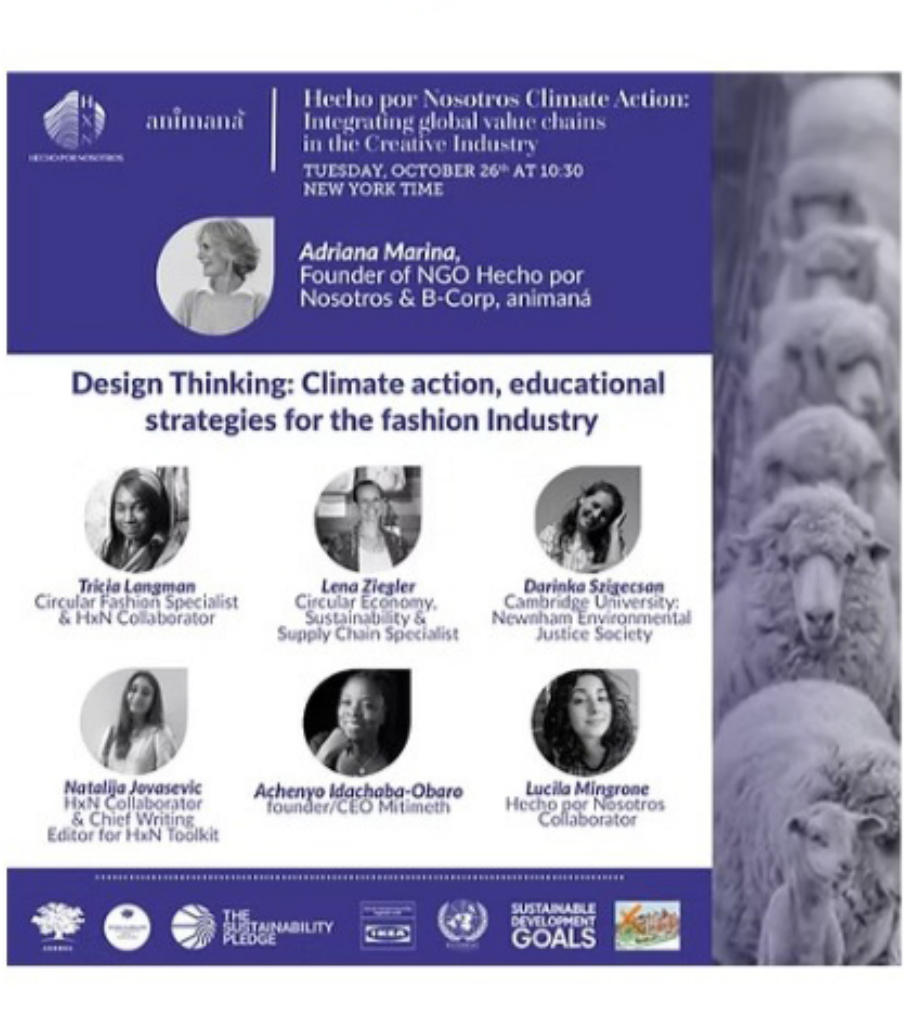
Blockchain & Decentralized Finance as a lever of Climate Action for the Grassroots:
How collaboration can defy the technological gap to include women, youth, artisans & handworkers (case study of animaná and Hecho por Nosotros)
Agustin Pandolfini Social Impact Lead, IOV Labs & HxN Collaborator
Michael Larsson International consultant & HxN colaborar
Ernesto Rodriguez HxN Peru Digital Consultant & HxN Collaborator
Edison Leiva Sociologist / professional in market research & HxN Collaborator
Sofia Quiroz Sustainable fashion management & HxN Collaborator

- *Adriana Marina*, Founder of Hecho por Nosotros & B Corp company animaná
- *Ernesto Rodriguez*, Digital consultant and HxN collaborator
- *Agustin Pandolfini*, Social Impact Lead ar IOV Labs, Hecho por Nosotros Collaborator
- *Edison Benites*, Sociologist, & Market Research expert, Hecho por Nosotros Collaborator
- *Sofía Sánchez*, Sustainable Fashion Management & International Business Administration, Hecho por Nosotros Collaborator
- *Coordinated by* ***Michael Larsson,*** Hecho por Nosotros Collaborator

Breakout session 2 - Design Thinking and Climate action: Educational Strategies for the Fashion Industry Agenda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Design Thinking: Climate action, educational strategies for the fashion Industry
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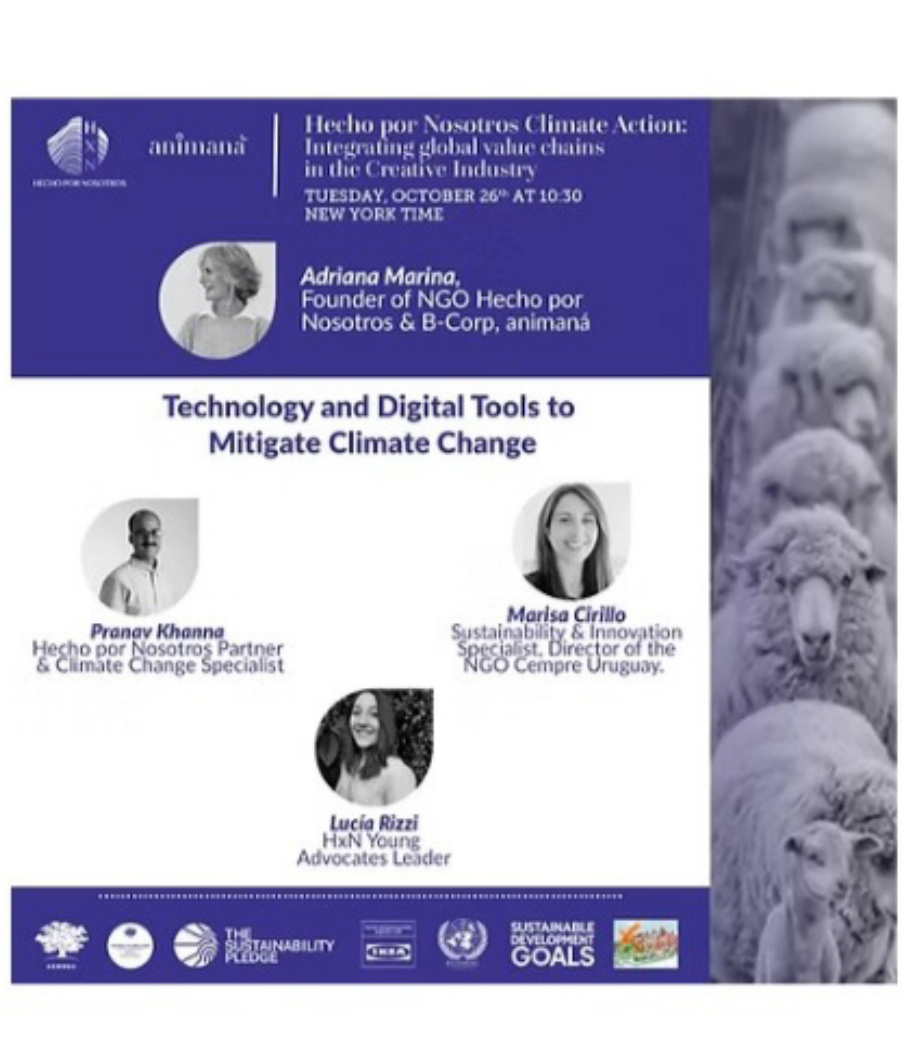
Lena Ziegler Circular Economy, Sustainability & Supply Chain Specialist
Darinka Szigecsan Cambridge University: Newnham Environmental Justice Society
Natalija Jovasevic HxN Collaborator & Chief Writing Editor for HxN Toolkit
Achenyo Idachaba-Obaro founder/CEO Mitimeth
Lucila Mingrone Hecho por Nosotros Collaborator

- *Tricia Langman*, Hecho por Nosotros Partner & Circular Fashion Expert
- *Darinka Szigecsan*, Cambridge University (Newnham Environmental Justice Society)
- *Achenyo Idachaba-Obaro*, founder/CEO Mitimeth
- *Natalija Jovasevic*, HxN Collaborator & Chief Writing Editor for HxN Toolkit
- *Lena Ziegler*, Circular Economy, Sustainability & Supply Chain Specialist
- *Coordinated by* ***Lucila Mingrone***

Breakout session 3 - Technology and Digital Tools to Mitigate Climate Change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Technology and Digital Tools to Mitigate Climate Change
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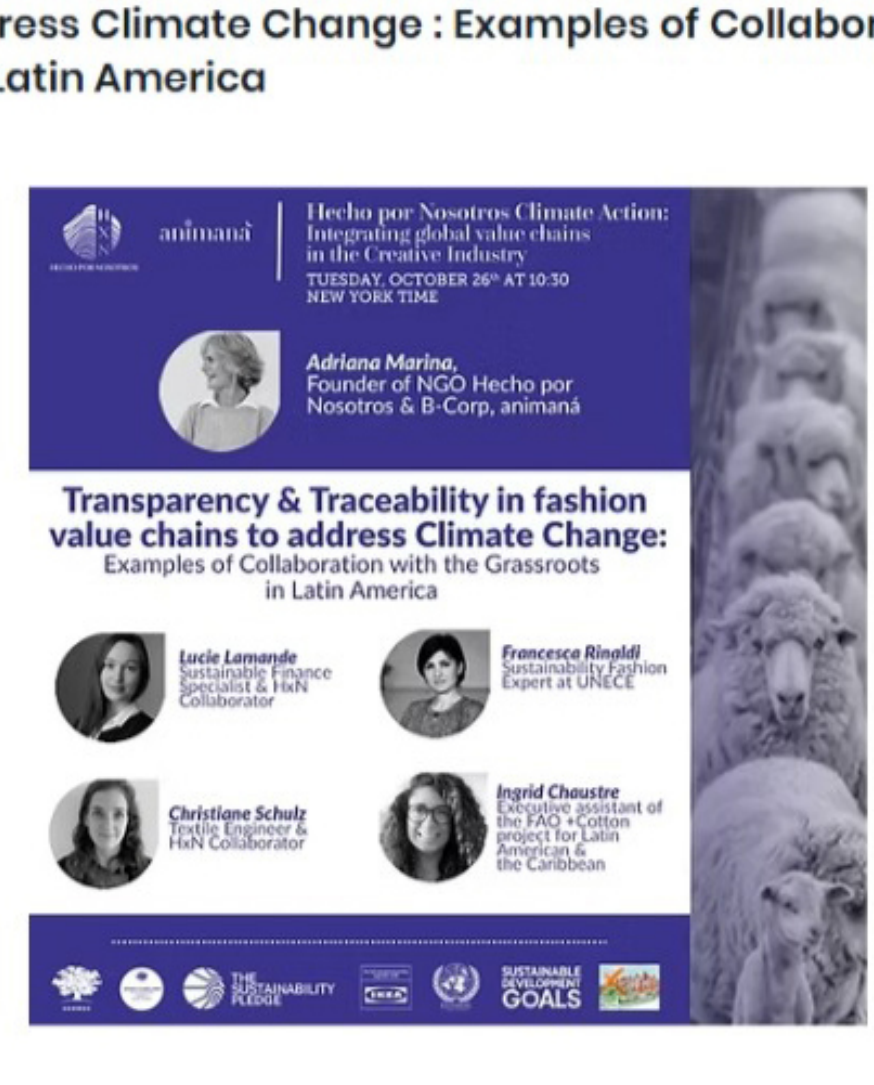
Marisa Cirillo Sustainability & Innovation Specialist, Director of the NGO Cempre Uruguay.
Lucía Rizzi HxN Young Advocates Leader

- *Pranav Khanna,* Hecho por Nosotros Partner & Climate Change Expert
- Coordinated by *Lucía Rizzi,* HxN Young Advocates Leader

Breakout session 4 - Transparency & Traceability in Fashion Value Chains to Address Climate Change : Examples of Collaborations with the Grassroots in Latin America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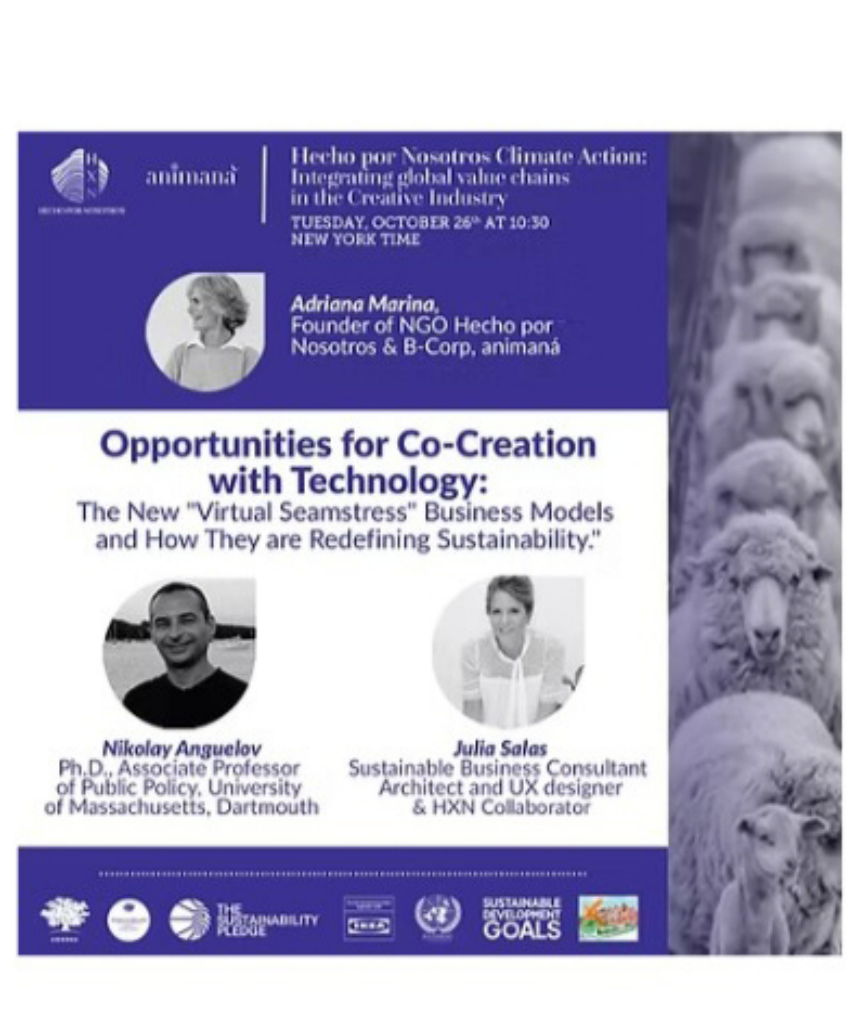
Christiane Schulz Textile Engineer & HxN Collaborator
Ingrid Chaustre Executive assistant of the FAO +Cotton project for Latin American & the Caribbean

- *Ingrid Zabaleta Chaustre*, executive assistant of the FAO +Cotton project for Latin American & the Caribbean
- *Francesca Romana Rinaldi*, UNECE Consultant
- Coordinated by *Lucie Lamandé*, Sustainable Finance Specialist & HxN Collaborator and *Christiane Schulz*, Textile Engineer & HxN Collaborator

Breakout session 5 - Opportunities for Co-Creation with Technology: the New 'Virtual Seamstress' Business Models and How they are Redefining Sustainability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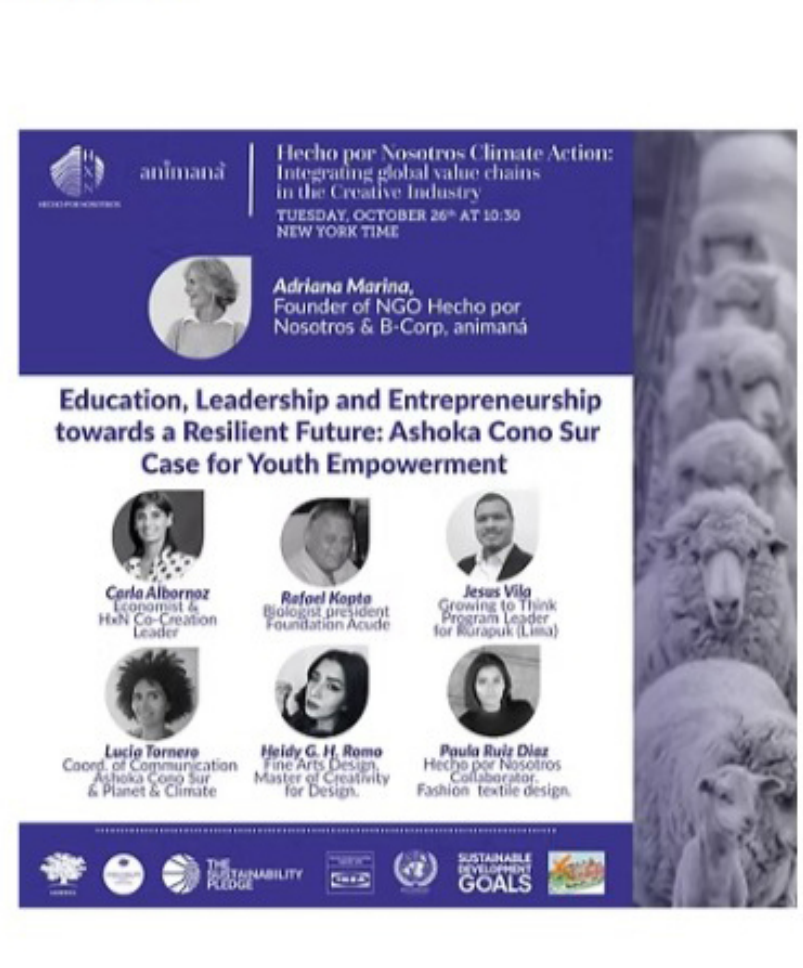
Opportunities for Co-Creation with Technology:
The New "Virtual Seamstress" Business Models and How They are Redefining Sustainability."
Nikolay Anguelov Ph.D., Associate Professor of Public Policy, University of Massachusetts, Dartmouth
Julia Salas Sustainable Business Consultant Architect and UX designer & HXN Collaborator

- *Nikolay* Anguelov, Ph.D., Associate Professor of Public Policy, University of Massachusetts
- Coordinated by *Julia Salas*, Sustainable Business Consultant Architect and UX designer

Breakout session 6 - Education, Leadership and Entrepreneurship towards a Resilient Future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Education, Leadership and Entrepreneurship towards a Resilient Future: Ashoka Cono Sur Case for Youth Empowerment
Carla Albornoz Economist & HxN Co-Creation Leader
Rafael Kopta Biologist president Foundation Acude
Jesus Vila Growing to Think Program Leader for Rurapuk (Lima)
Lucia Tornero Coord. of Communication Ashoka Cono Sur & Planet & Climate
Heidy G. H. Romo Fine Arts Design. Master of Creativity for Design.
Paula Ruiz Diaz Hecho por Nosotros Collaborator. Fashion textile design.

- *Heidy Gabriela Herrera Romo*, Doctoral student and Academic Coordinator (Fashion, Innovation and Trends) at the Faculty of Design of Universidad Anáhuac México
- *Lucia Tornero*, Coordinator of Communication Ashoka Cono Sur & Planet & Climate Ashoka, Argentina
- *Rafael Kopta*, Biologist and president of ACUDE foundation
- *Jesus Vila*, Growing to Think Program Leader for Rurapuk (Lima)
- *Carla Albornoz*, Economist & HxN Co-Creation Leader
- Coordinated by *Paula Ruiz*, Hecho por Nosotros Collaborator

So, to find out more about the event and the workshops, check out the summary below:

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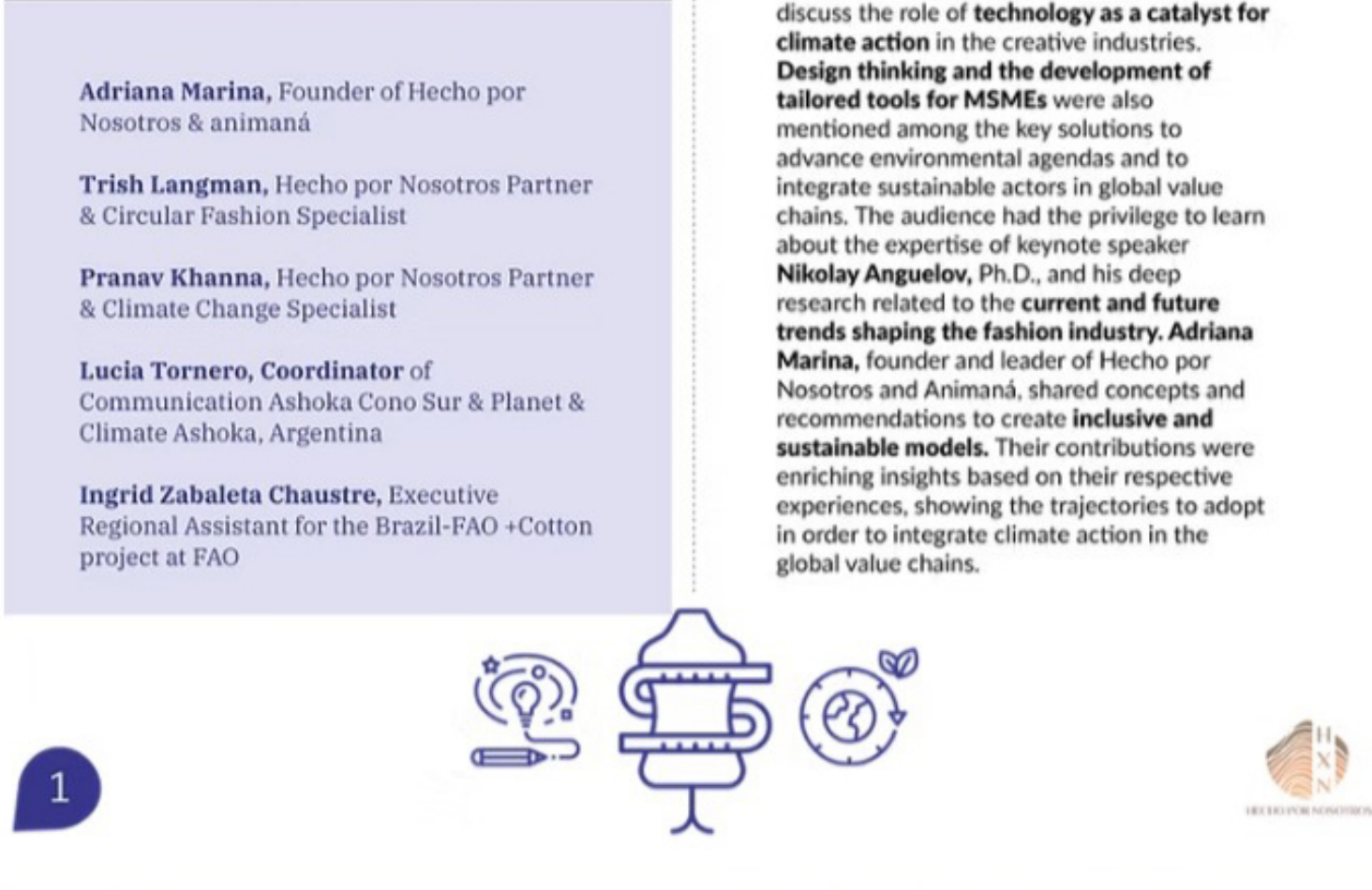
Adriana Marina, Founder of NGO Hecho por Nosotros & B-Corp, animaná

HECHO X NOSOTROS - Climate Action:

Integrating Global Value Chains in the Creative Industry

TUESDAY, OCTOBER 26TH at 10:30, NEW YORK TIME

Summary of the Workshops



Main Session

Adriana Marina, Founder of Hecho por Nosotros & animaná

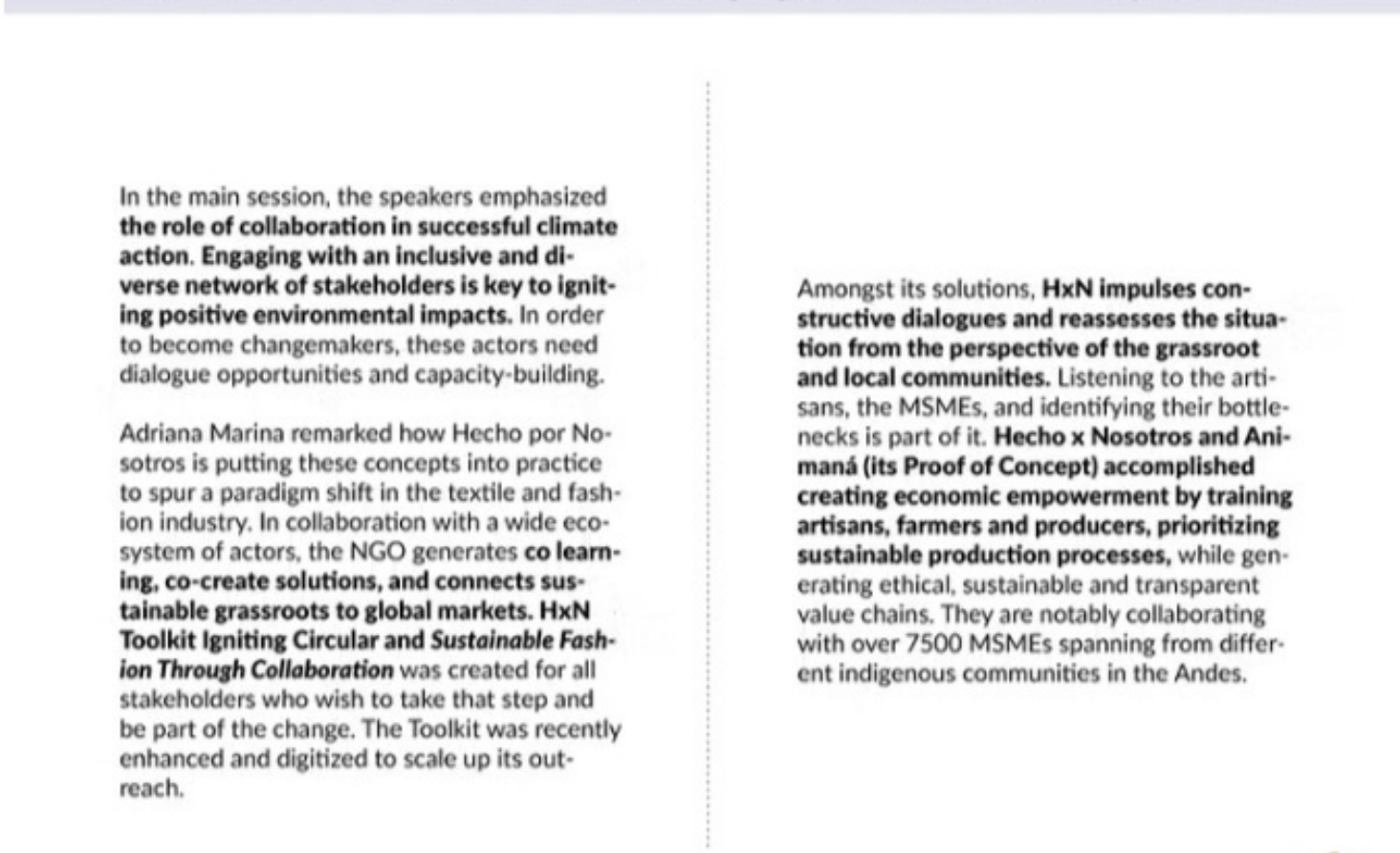
Trish Langman, Hecho por Nosotros Partner & Circular Fashion Specialist

Pranav Khanna, Hecho por Nosotros Partner & Climate Change Specialist

Lucia Tornero, Coordinator of Communication Ashoka Cono Sur & Planet & Climate Ashoka, Argentina

Ingrid Zabaleta Chaustre, Executive Regional Assistant for the Brazil-FAO +Cotton project at FAO

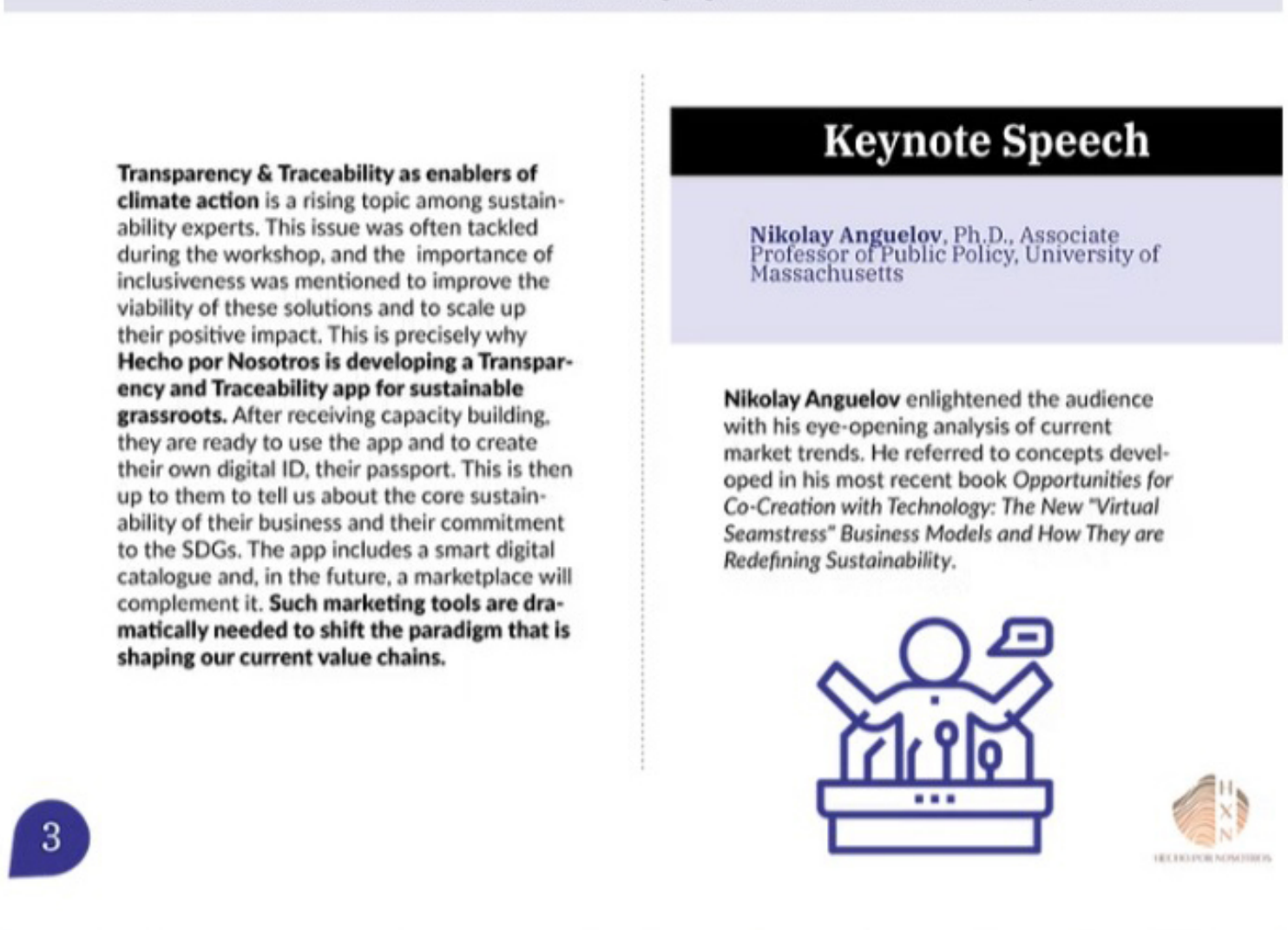
The workshop was a great opportunity to discuss the role of **technology as a catalyst for climate action** in the creative industries. **Design thinking and the development of tailored tools for MSMEs** were also mentioned among the key solutions to advance environmental agendas and to integrate sustainable actors in global value chains. The audience had the privilege to learn about the expertise of keynote speaker **Nikolay Anguelov,** Ph.D., and his deep research related to the **current and future trends shaping the fashion industry. Adriana Marina,** founder and leader of Hecho por Nosotros and Animaná, shared concepts and recommendations to create **inclusive and sustainable models.** Their contributions were enriching insights based on their respective experiences, showing the trajectories to adopt in order to integrate climate action in the global value chains.



In the main session, the speakers emphasized **the role of collaboration in successful climate action. Engaging with an inclusive and diverse network of stakeholders is key to igniting positive environmental impacts.** In order to become changemakers, these actors need dialogue opportunities and capacity-building.

Adriana Marina remarked how Hecho por Nosotros is putting these concepts into practice to spur a paradigm shift in the textile and fashion industry. In collaboration with a wide ecosystem of actors, the NGO generates **co learning, co-create solutions, and connects sustainable grassroots to global markets. HxN Toolkit Igniting Circular and** ***Sustainable Fashion Through Collaboration*** was created for all stakeholders who wish to take that step and be part of the change. The Toolkit was recently enhanced and digitized to scale up its outreach.

Amongst its solutions, **HxN impulses constructive dialogues and reassesses the situation from the perspective of the grassroot and local communities.** Listening to the artisans, the MSMEs, and identifying their bottlenecks is part of it. **Hecho x Nosotros and Animaná (its Proof of Concept) accomplished creating economic empowerment by training artisans, farmers and producers, prioritizing sustainable production processes,** while generating ethical, sustainable and transparent value chains. They are notably collaborating with over 7500 MSMEs spanning from different indigenous communities in the Andes.

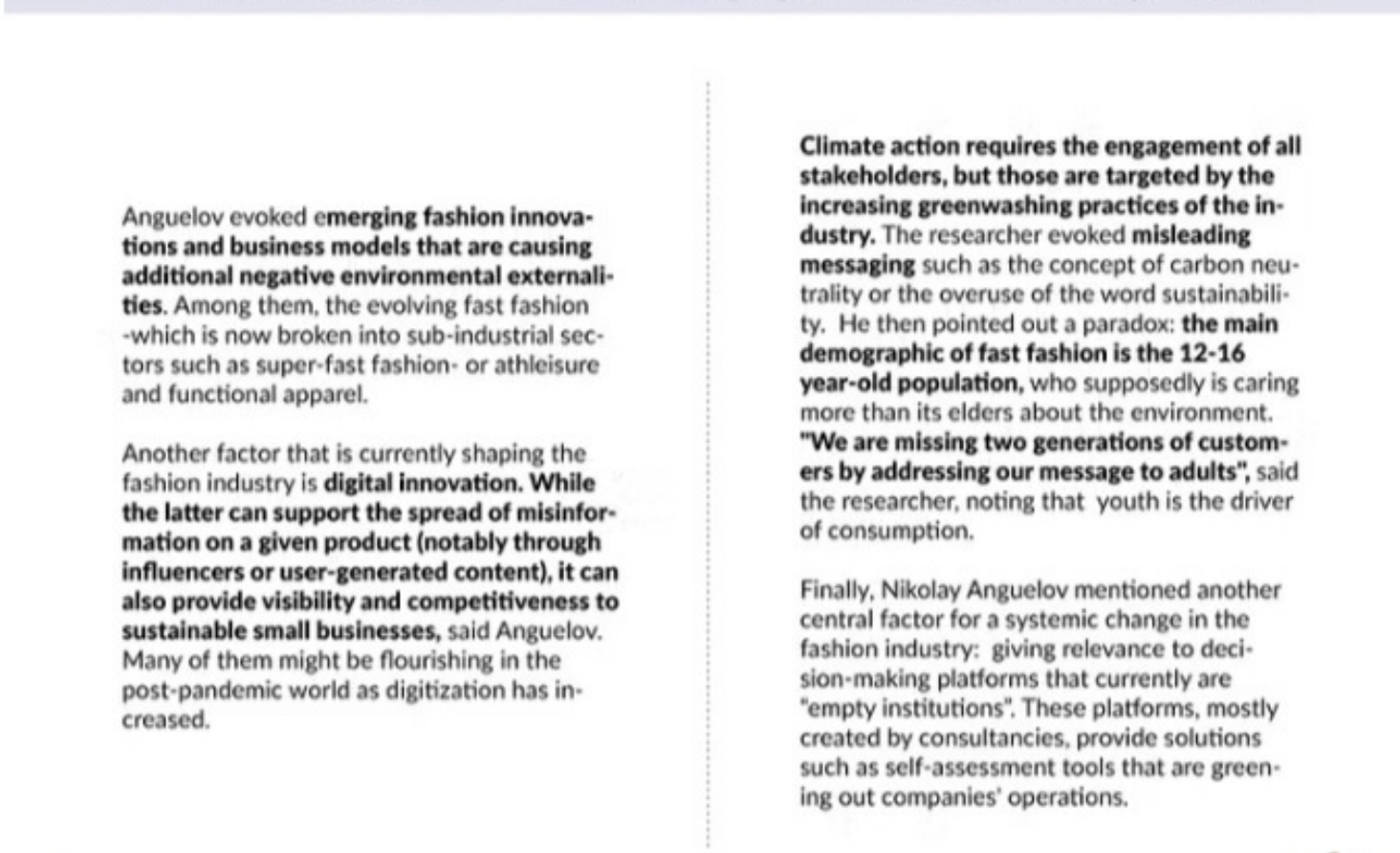


Transparency & Traceability as enablers of climate action is a rising topic among sustainability experts. This issue was often tackled during the workshop, and the importance of inclusiveness was mentioned to improve the viability of these solutions and to scale up their positive impact. This is precisely why **Hecho por Nosotros is developing a Transparency and Traceability app for sustainable grassroots.** After receiving capacity building, they are ready to use the app and to create their own digital ID, their passport. This is then up to them to tell us about the core sustainability of their business and their commitment to the SDGs. The app includes a smart digital catalogue and, in the future, a marketplace will complement it. **Such marketing tools are dramatically needed to shift the paradigm that is shaping our current value chains.**

Keynote Speech

Nikolay Anguelov, Ph.D., Associate Professor of Public Policy, University of Massachusetts

Nikolay Anguelov enlightened the audience with his eye-opening analysis of current market trends. He referred to concepts developed in his most recent book *Opportunities for Co-Creation with Technology: The New "Virtual Seamstress" Business Models and How They are Redefining Sustainability.*

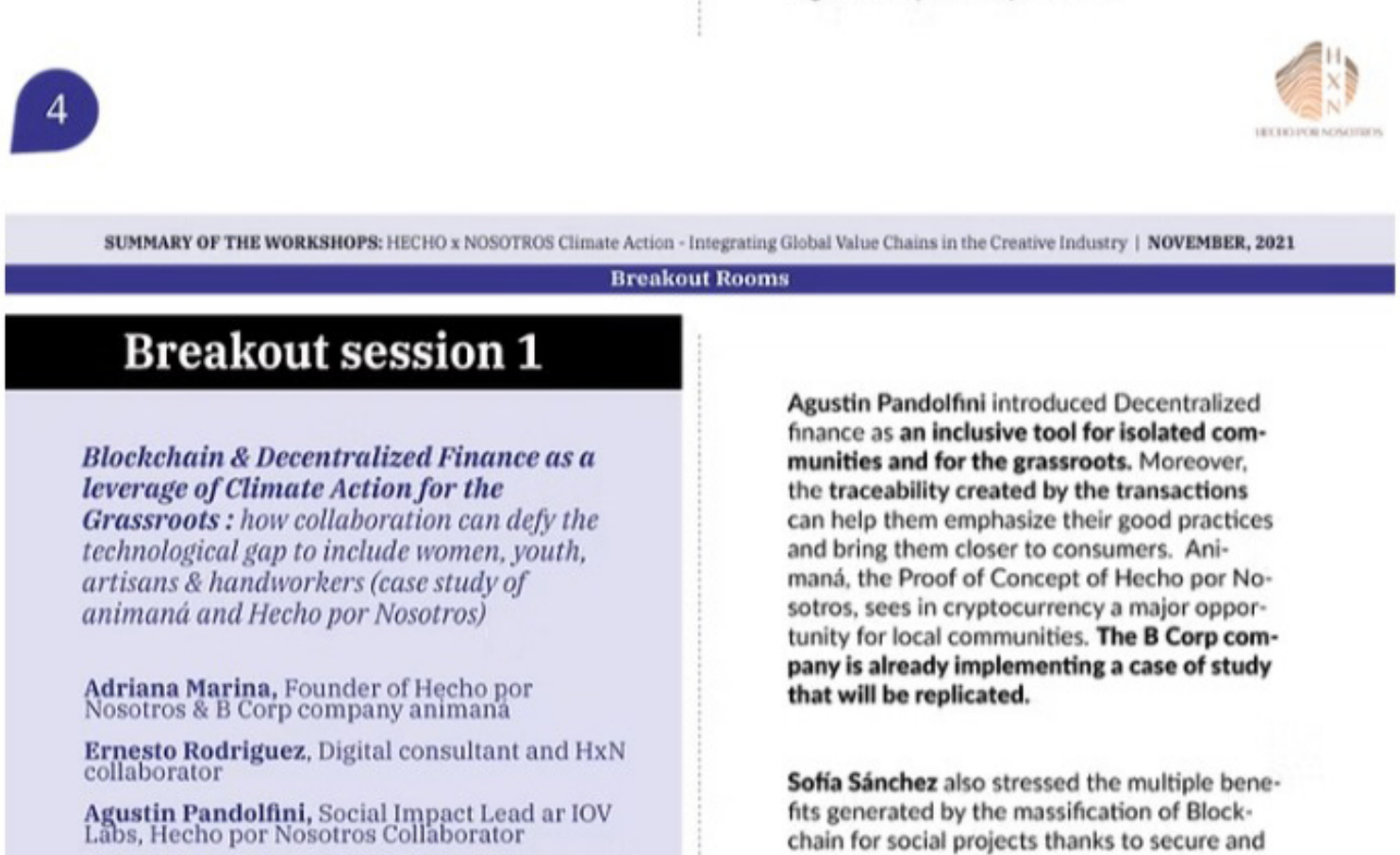


Anguelov evoked **emerging fashion innovations and business models that are causing additional negative environmental externalities.** Among them, the evolving fast fashion -which is now broken into sub-industrial sectors such as super-fast fashion- or athleisure and functional apparel.

Another factor that is currently shaping the fashion industry is **digital innovation. While the latter can support the spread of misinformation or a given product (notably through influencers or user-generated content). It can also provide visibility and competitiveness to sustainable small businesses,** said Anguelov. Many of them might be flourishing in the post-pandemic world as digitization has increased.

Climate action requires the engagement of all stakeholders, but those are targeted by the increasing greenwashing practices of the industry. The researcher evoked **misleading messaging** such as the concept of carbon neutrality or the overuse of the word sustainability. He then pointed out a paradox: **the main demographic of fast fashion is the 12-16 year-old population,** who supposedly is caring more than its elders about the environment. **"We are missing two generations of customers by addressing our message to adults"**, said the researcher, noting that youth is the driver of consumption.

Finally, Nikolay Anguelov mentioned another central factor for a systemic change in the fashion industry: giving relevance to decision-making platforms that currently are "empty institutions". These platforms, mostly created by consultancies, provide solutions such as self-assessment tools that are greening out companies' operations.



Breakout session 1

Blockchain & Decentralized Finance as a leverage of Climate Action for the Grassroots *: how collaboration can defy the technological gap to include women, youth, artisans & handworkers (case study of animaná and Hecho por Nosotros)*

Adriana Marina, Founder of Hecho por Nosotros & B Corp company animaná

Ernesto Rodriguez, Digital consultant and HxN collaborator

Agustin Pandolfini, Social Impact Lead ar IOV Labs, Hecho por Nosotros Collaborator

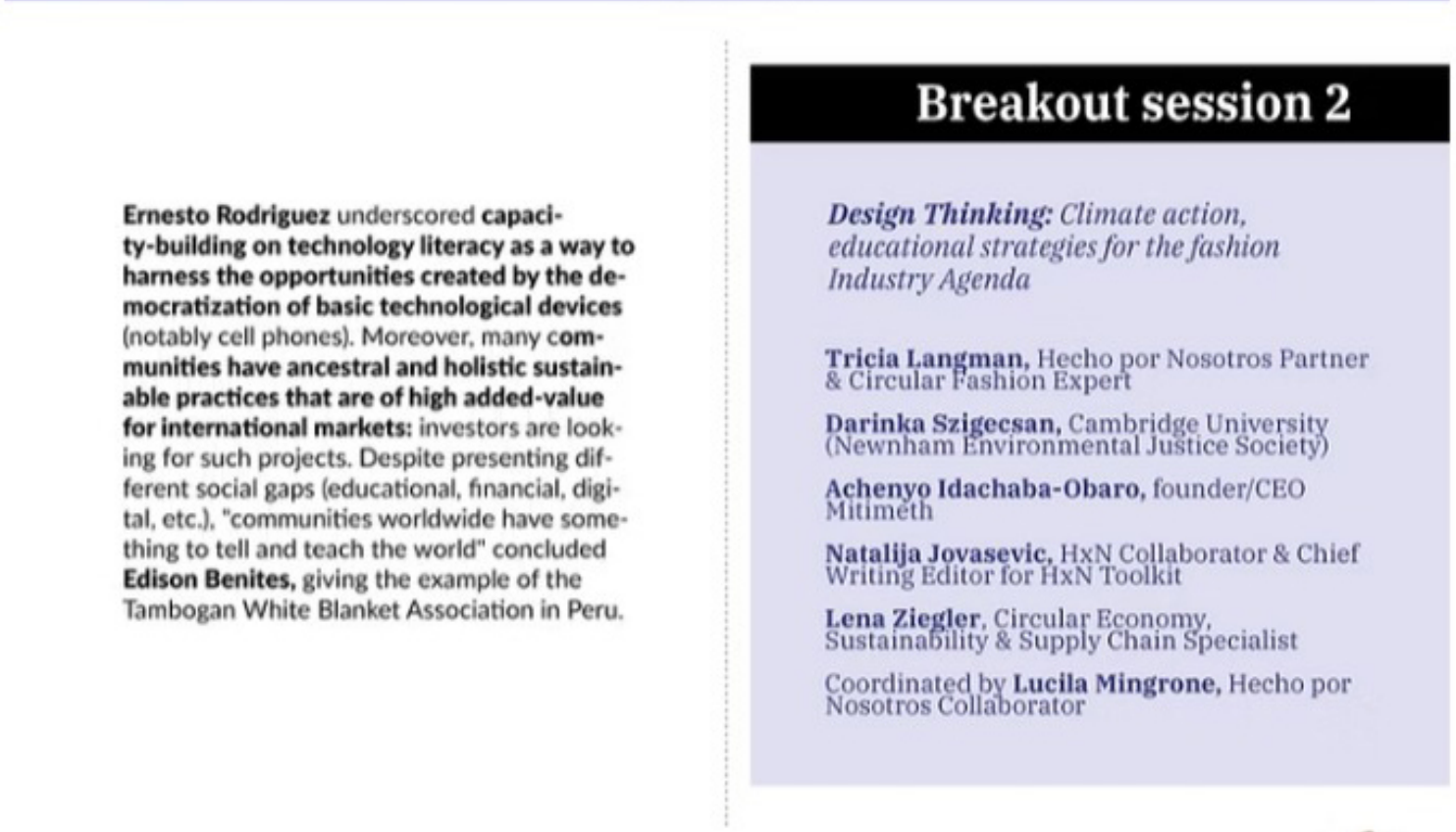
Edison Benites, Sociologist, & Market Research expert, Hecho por Nosotros Collaborator

Sofía Sánchez, Sustainable Fashion Management & International Business Administration, Hecho por Nosotros Collaborator

Coordinated by **Michael Larsson,** Hecho por Nosotros Collaborator

Agustín Pandolfini introduced Decentralized finance as **an inclusive tool for isolated communities and for the grassroots.** Moreover, the **traceability created by the transactions** can help them emphasize their good practices and bring them closer to consumers. Animaná, the Proof of Concept of Hecho por Nosotros, sees in cryptocurrency a major opportunity for local communities. **The B Corp company is already implementing a case of study that will be replicated.**

Sofía Sánchez also stressed the multiple benefits generated by the massification of Blockchain for social projects thanks to secure and decentralized contracts.



Ernesto Rodriguez underscored **capacity-building on technology literacy as a way to harness the opportunities created by the democratization of basic technological devices** (notably cell phones). Moreover, many **communities have ancestral and holistic sustainable practices that are of high added-value for international markets:** investors are looking for such projects. Despite presenting different social gaps (educational, financial, digital, etc.), "communities worldwide have something to tell and teach the world" concluded **Edison Benites,** giving the example of the Tambogan White Blanket Association in Peru.

Breakout session 2

Design Thinking: *Climate action, educational strategies for the fashion Industry Agenda*

Tricia Langman, Hecho por Nosotros Partner & Circular Fashion Expert

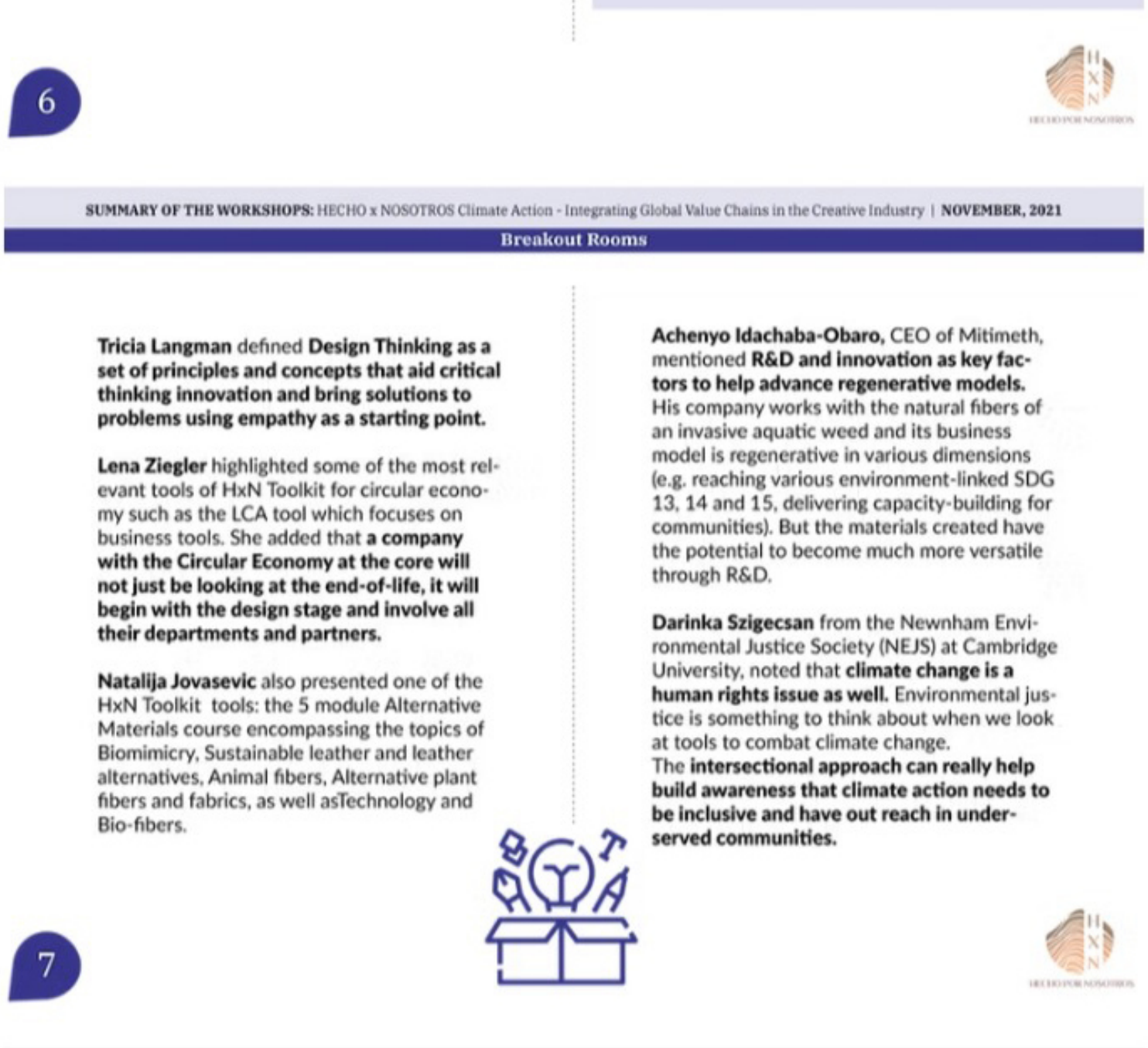
Darinka Szigecsan, Cambridge University (Newnham Environmental Justice Society)

Achenyo Idachaba-Obaro, founder/CEO Mitimeth

Natalija Jovasevic, HxN Collaborator & Chief Writing Editor for HxN Toolkit

Lena Ziegler, Circular Economy, Sustainability & Supply Chain Specialist

Coordinated by **Lucila Mingrone,** Hecho por Nosotros Collaborator



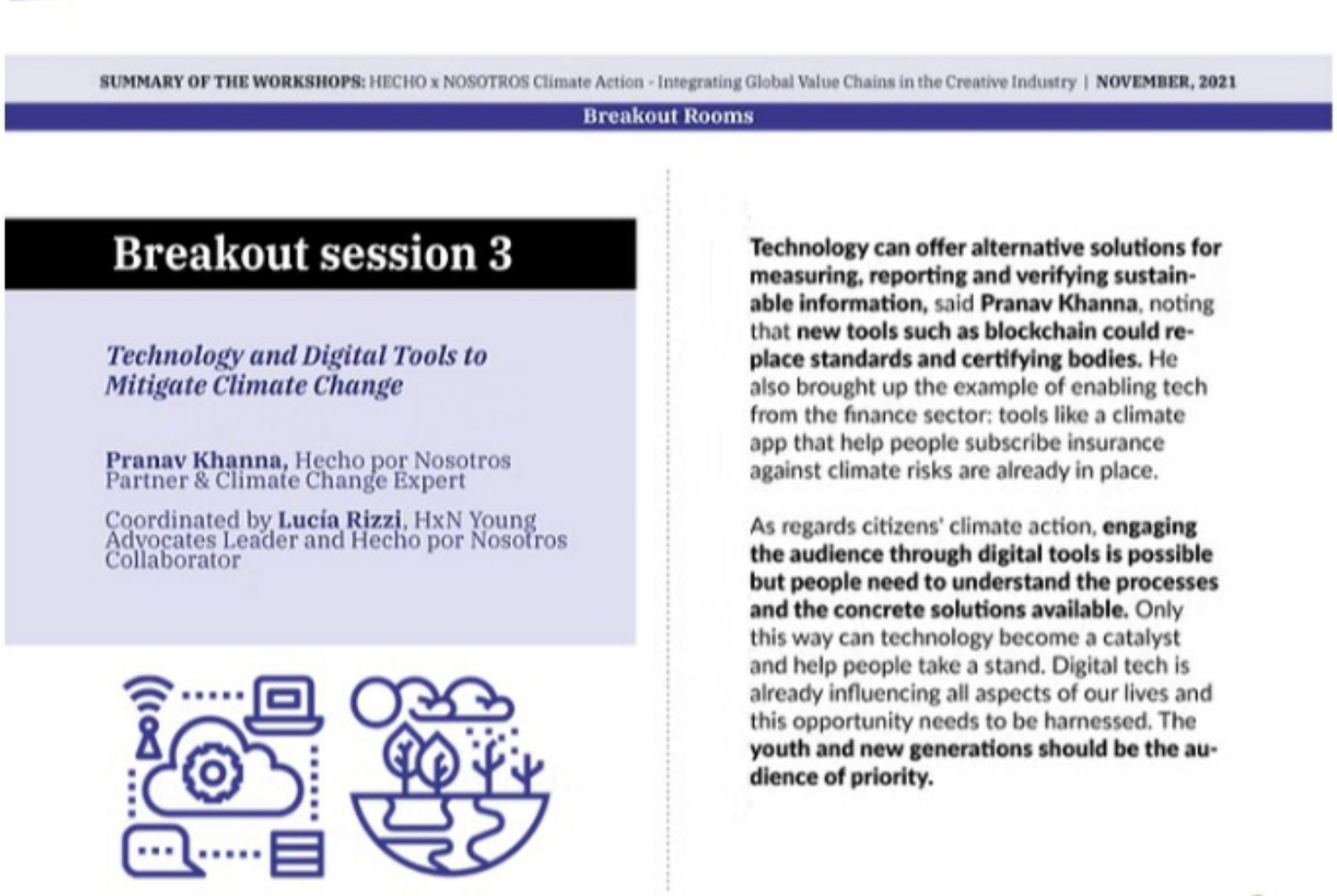
Tricia Langman defined **Design Thinking as a set of principles and concepts that aid critical thinking innovation and bring solutions to problems using empathy as a starting point.**

Lena Ziegler highlighted some of the most relevant tools of HxN Toolkit for circular economy such as the LCA tool which focuses on business tools. She added that **a company with the Circular Economy at the core will not just be looking at the end-of-life, it will begin with the design stage and involve all their departments and partners.**

Natalija Jovasevic also presented one of the HxN Toolkit tools: the 5 module Alternative Materials course encompassing the topics of Biomimicry, Sustainable leather and leather alternatives. Animal fibers, Alternative plant fibers and fabrics, as well asTechnology and Bio-fibers.

Achenyo Idachaba-Obaro, CEO of Mitimeth, mentioned **R&D and innovation as key factors to help advance regenerative models.** His company works with the natural fibers of an invasive aquatic weed and its business model is regenerative in various dimensions (e.g. reaching various environment-linked SDG 13, 14 and 15, delivering capacity-building for communities). But the materials created have the potential to become much more versatile through R&D.

Darinka Szigecsan from the Newnham Environmental Justice Society (NEJS) at Cambridge University, noted that **climate change is a human rights issue as well.** Environmental justice is something to think about when we look at tools to combat climate change. The **intersectional approach can really help build awareness that climate action needs to be inclusive and have out reach in underserved communities.**



Breakout session 3

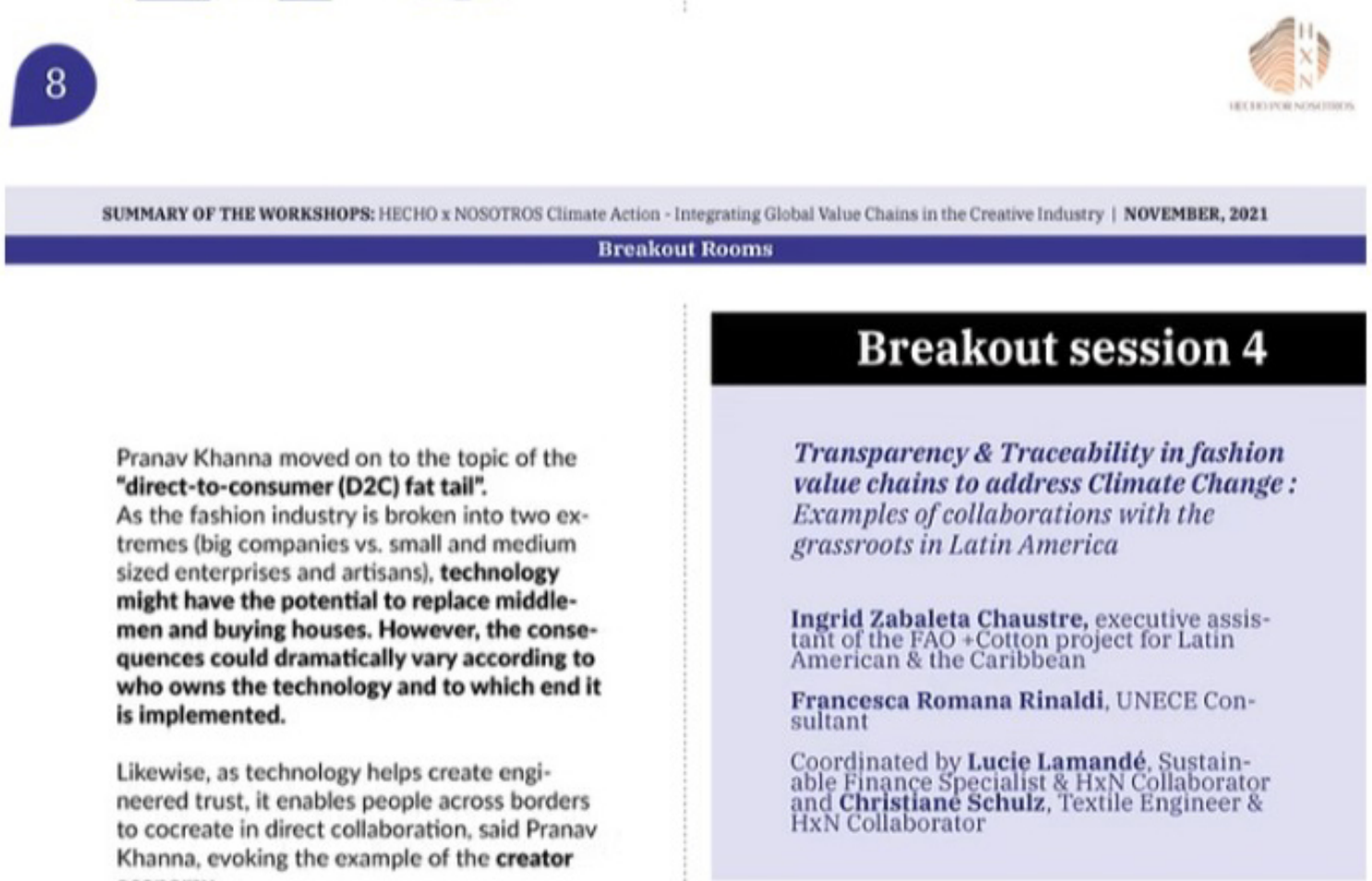
Technology and Digital Tools to Mitigate Climate Change

Pranav Khanna, Hecho por Nosotros Partner & Climate Change Expert

Coordinated by **Lucía Rizzi,** HxN Young Advocates Leader and Hecho por Nosotros Collaborator

Technology can offer alternative solutions for measuring, reporting and verifying sustainable information, said **Pranav Khanna,** noting **that new tools such as blockchain could replace standards and certifying bodies.** He also brought up the example of enabling tech from the finance sector: tools like a climate app that help people subscribe insurance against climate risks are already in place.

As regards citizens' climate action, **engaging the audience through digital tools is possible but people need to understand the processes and the concrete solutions available.** Only this way can technology become a catalyst and help people take a stand. Digital tech is already influencing all aspects of our lives and this opportunity needs to be harnessed. The **youth and new generations should be the audience of priority.**



Pranav Khanna moved on to the topic of the **"direct-to-consumer (D2C) fat tail".** As the fashion industry is broken into two extremes (big companies vs. small and medium sized enterprises and artisans), **technology might have the potential to replace middlemen and buying houses. However, the consequences could dramatically vary according to who owns the technology and to which end it is implemented.**

Likewise, as technology helps create engineered trust, it enables people across borders to cocreate in direct collaboration, said Pranav Khanna, evoking the example of the **creator economy.**

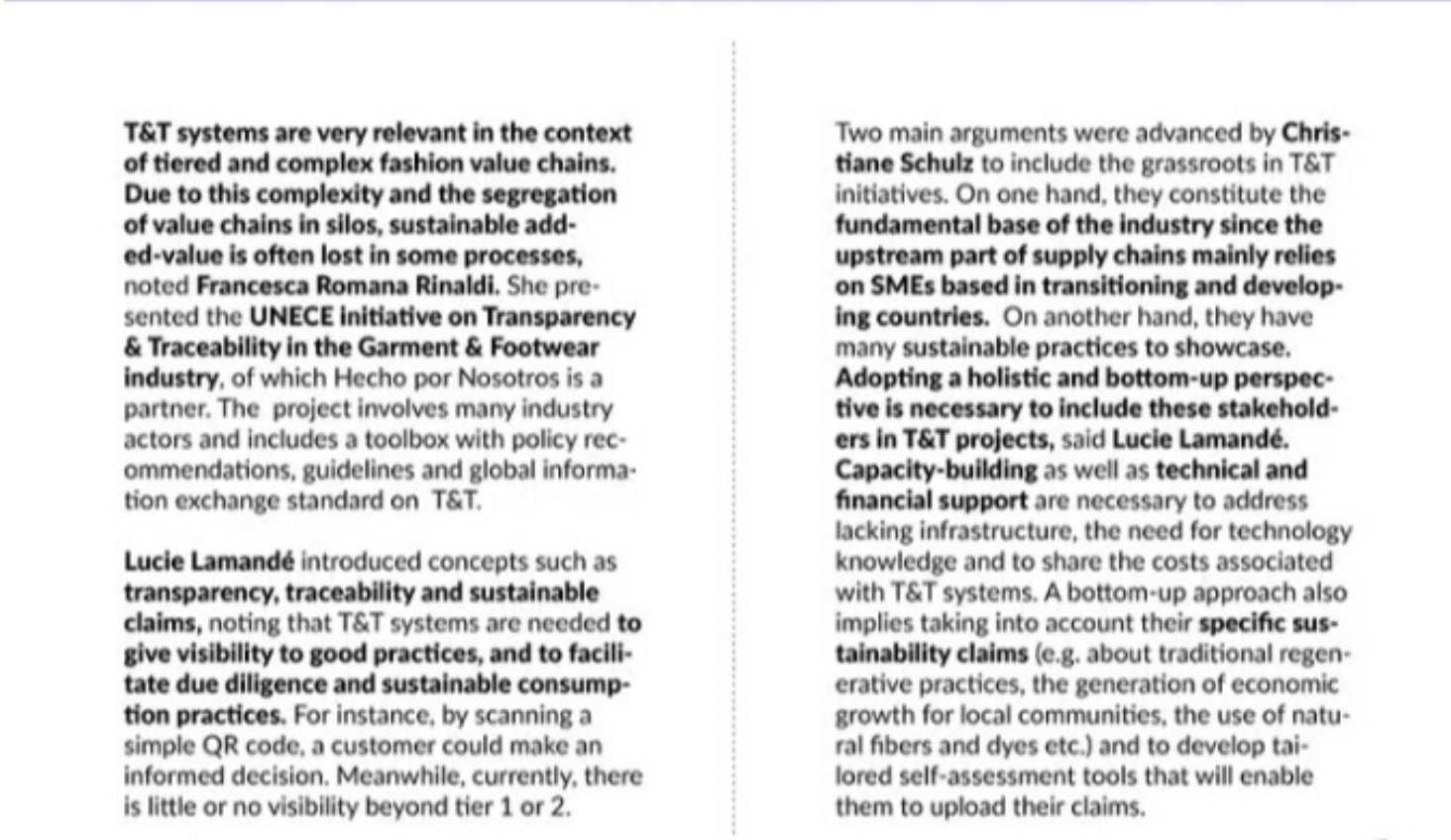
Breakout session 4

Transparency & Traceability in fashion value chains to address Climate Change : *Examples of collaborations with the grassroots in Latin America*

Ingrid Zabaleta Chaustre, executive assistant of the FAO +Cotton project for Latin American & the Caribbean

Francesca Romana Rinaldi, UNECE Consultant

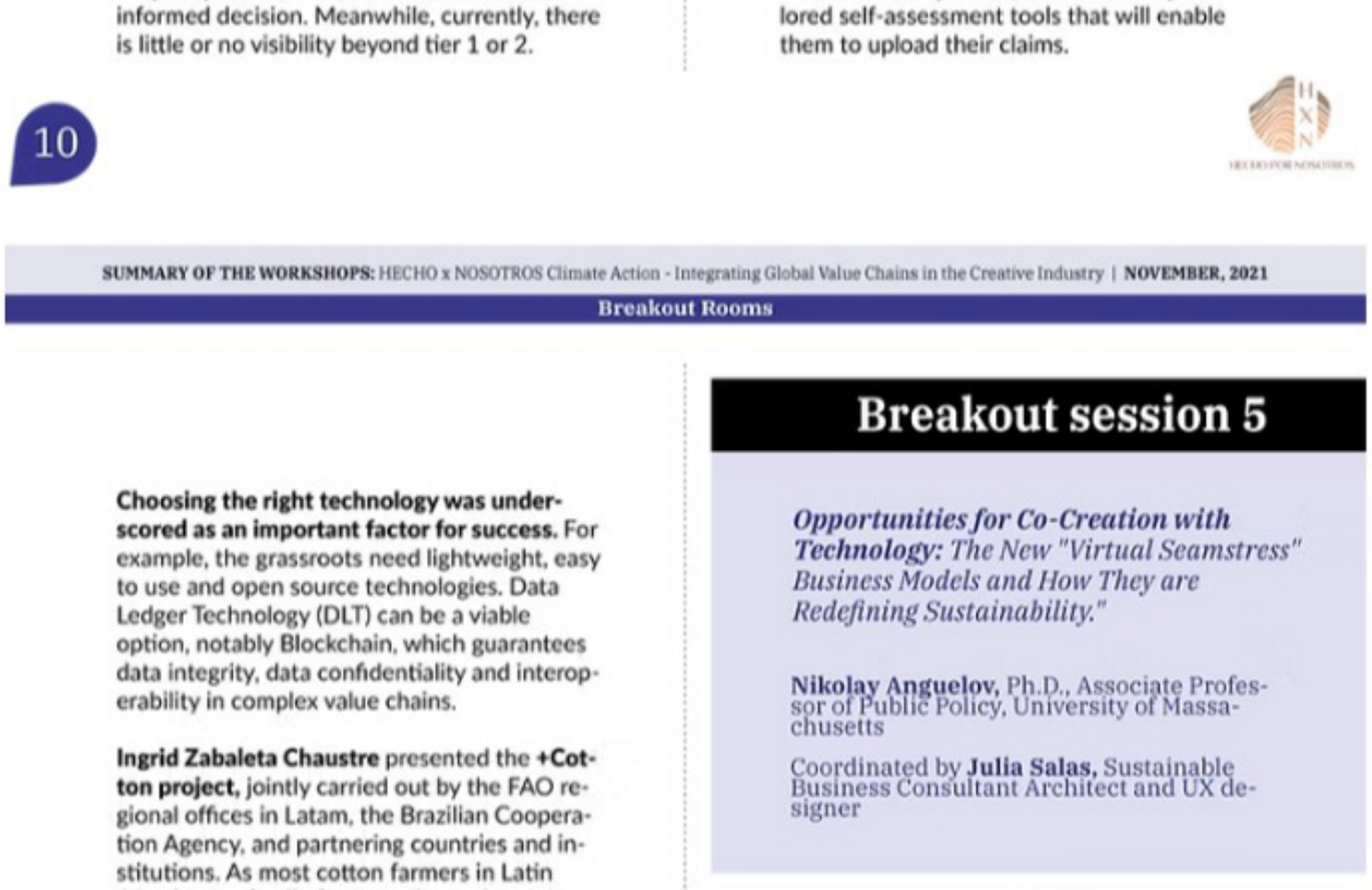
Coordinated by **Lucie Lamandé,** Sustainable Finance Specialist & HxN Collaborator and **Christiane Schulz,** Textile Engineer & HxN Collaborator



T&T systems are very relevant in the context of tiered and complex fashion value chains. Due to this complexity and the segregation of value chains in silos, sustainable added-value is often lost in some processes, noted **Francesca Romana Rinaldi.** She presented the **UNECE initiative on Transparency & Traceability in the Garment & Footwear industry,** of which Hecho por Nosotros is a partner. The project involves many industry actors and includes a toolbox with policy recommendations, guidelines and global information exchange standard on T&T.

Lucie Lamandé introduced concepts such as **transparency, traceability and sustainable claims,** noting that T&T systems are needed **to give visibility to good practices, and to facilitate due diligence and sustainable consumption practices.** For instance, by scanning a simple QR code, a customer could make an informed decision. Meanwhile, currently, there is little or no visibility beyond tier 1 or 2.

Two main arguments were advanced by **Christiane Schulz** to include the grassroots in T&T initiatives. On one hand, they constitute the **fundamental base of the industry since the upstream part of supply chains mainly relies on SMEs based in transitioning and developing countries.** On another hand, they have many sustainable practices to showcase. **Adopting a holistic and bottom-up perspective is necessary to include these stakeholders in T&T projects,** said **Lucie Lamandé. Capacity-building** as well as **technical and financial support** are necessary to address lacking infrastructure, the need for technology knowledge and to share the costs associated with T&T systems. A bottom-up approach also implies taking into account their **specific sustainability claims** (e.g. about traditional regenerative practices, the generation of economic growth for local communities, the use of natural fibers and dyes etc.) and to develop tailored self-assessment tools that will enable them to upload their claims.



Choosing the right technology was underscored as an important factor for success. For example, the grassroots need lightweight, easy to use and open source technologies. Data Ledger Technology (DLT) can be a viable option, notably Blockchain, which guarantees data integrity, data confidentiality and interoperability in complex value chains.

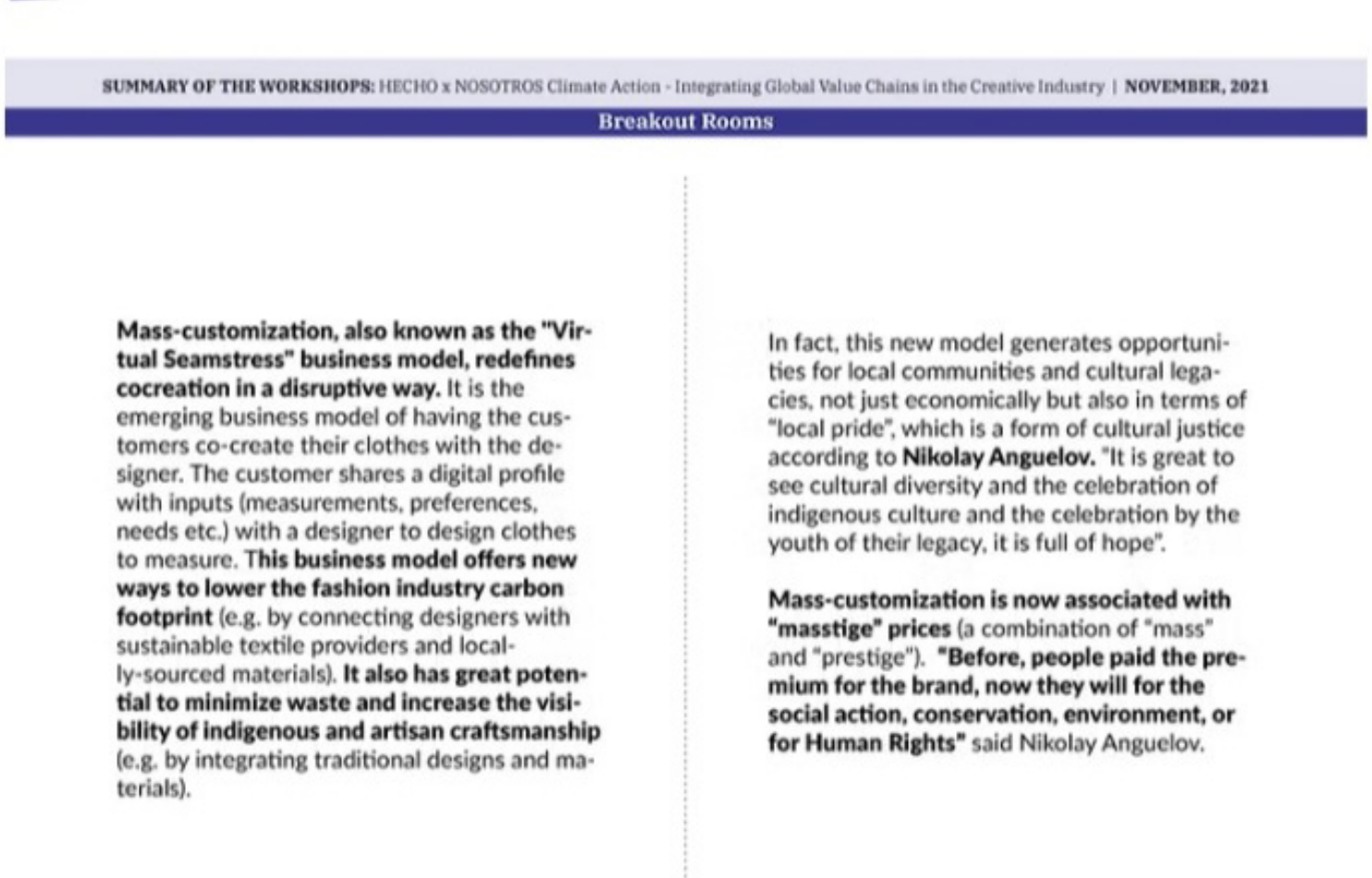
Ingrid Zabaleta Chaustre presented the **+Cotton project,** jointly carried out by the FAO regional offices in Latam, the Brazilian Cooperation Agency, and partnering countries and institutions. As most cotton farmers in Latin America are family farmers, the project provides much needed opportunities in management, decision-making and marketing. Including cooperatives and families is key to observing positive long term results.

Breakout session 5

Opportunities for Co-Creation with Technology: *The New "Virtual Seamstress" Business Models and How They are Redefining Sustainability."*

Nikolay Anguelov, Ph.D., Associate Professor of Public Policy, University of Massachusetts

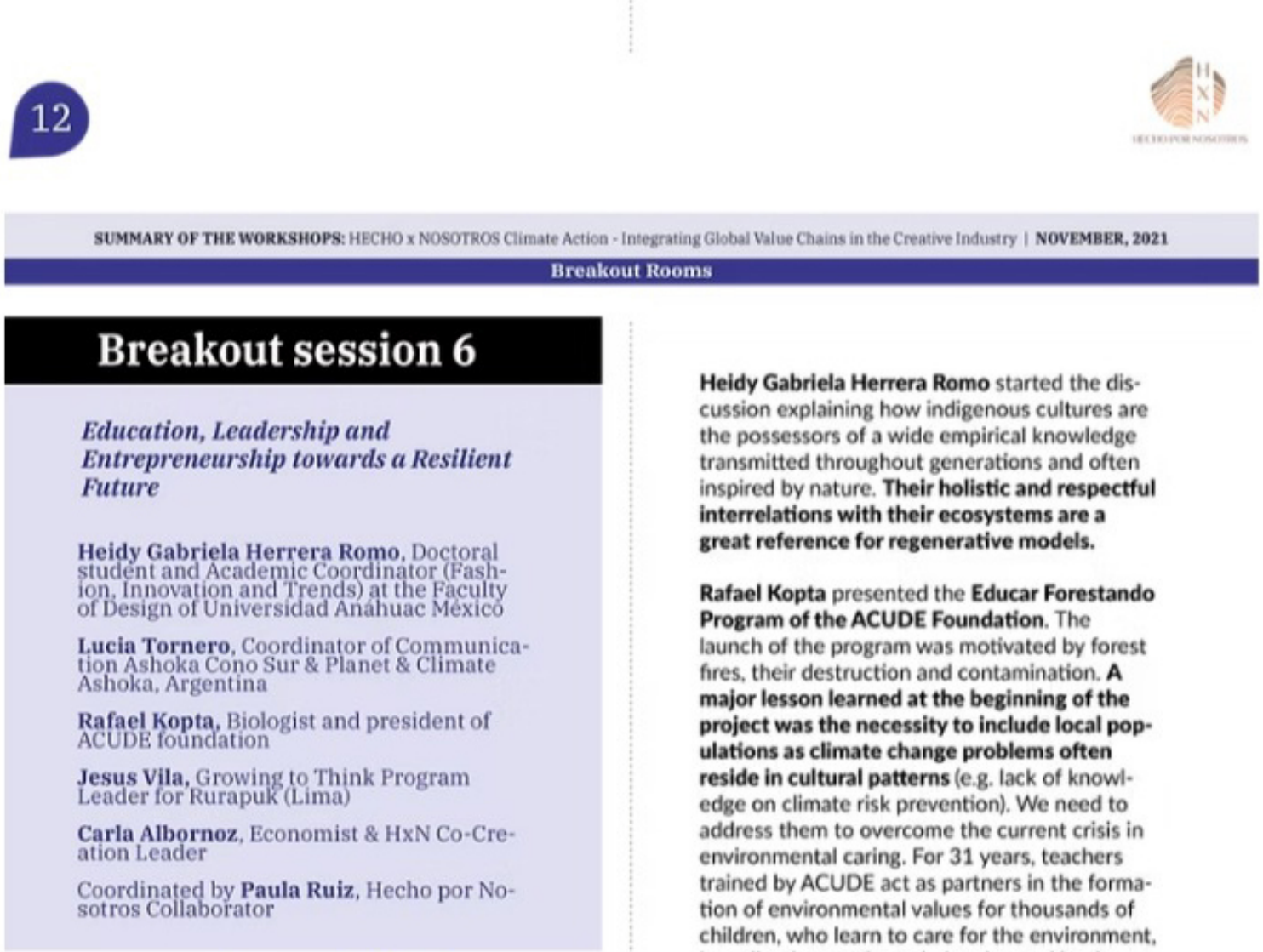
Coordinated by **Julia Salas,** Sustainable Business Consultant Architect and UX designer



Mass-customization, also known as the "Virtual Seamstress" business model, redefines cocreation in a disruptive way. It is the emerging business model of having the customers co-create their clothes with the designer. The customer shares a digital profile with inputs (measurements, preferences, needs etc.) with a designer to design clothes to measure. **This business model offers new ways to lower the fashion industry carbon footprint** (e.g. by connecting designers with sustainable textile providers and locally-sourced materials). **It also has great potential to minimize waste and increase the visibility of indigenous and artisan craftsmanship** (e.g. by integrating traditional designs and materials).

In fact, this new model generates opportunities for local communities and cultural legacies, not just economically but also in terms of "local pride", which is a form of cultural justice according to **Nikolay Anguelov.** "It is great to see cultural diversity and the celebration of indigenous culture and the celebration by the youth of their legacy, it is full of hope".

Mass-customization is now associated with "masstige" prices (a combination of "mass" and "prestige"). **"Before, people paid the premium for the brand, now they will for the social action, conservation, environment, or for Human Rights"** said Nikolay Anguelov.



Breakout session 6

Education, Leadership and Entrepreneurship towards a Resilient Future

Heidy Gabriela Herrera Romo, Doctoral student and Academic Coordinator (Fashion, Innovation and Trends) at the Faculty of Design of Universidad Anáhuac México

Lucia Tornero, Coordinator of Communication Ashoka Cono Sur & Planet & Climate Ashoka, Argentina

Rafael Kopta, Biologist and president of ACUDE foundation

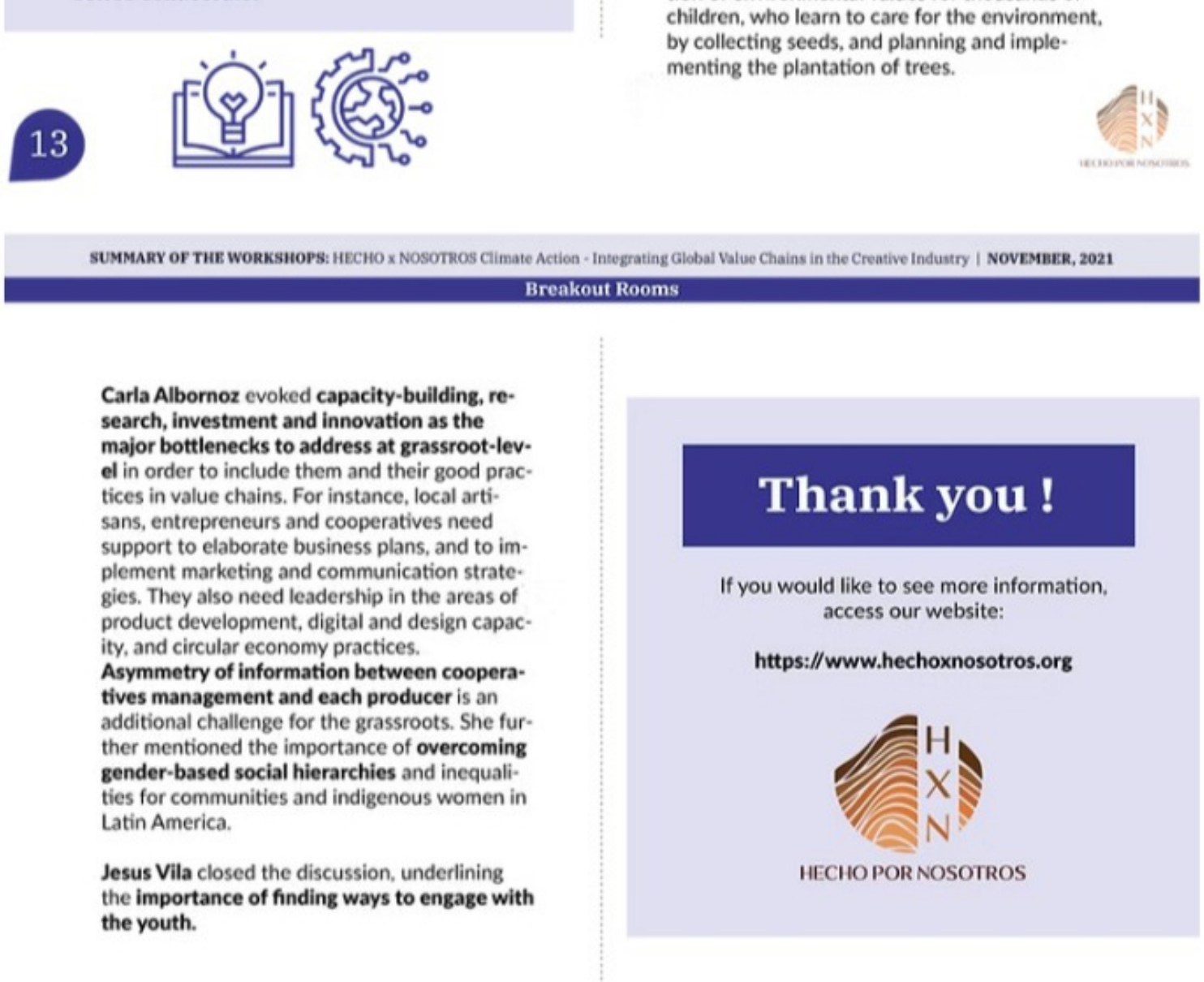
Jesus Vila, Growing to Think Program Leader for Rurapuk (Lima)

Carla Albornoz, Economist & HxN Co-Creation Leader

Coordinated by **Paula Ruiz,** Hecho por Nosotros Collaborator

Heidy Gabriela Herrera Romo started the discussion explaining how indigenous cultures are the possessors of a wide empirical knowledge transmitted throughout generations and often inspired by nature. **Their holistic and respectful interrelations with their ecosystems are a great reference for regenerative models.**

Rafael Kopta presented the **Educar Forestando Program of the ACUDE Foundation.** The launch of the program was motivated by forest fires, their destruction and contamination. **A major lesson learned at the beginning of the project was the necessity to include local populations as climate change problems often reside in cultural patterns** (e.g. lack of knowledge on climate risk prevention). We need to address them to overcome the current crisis in environmental caring. For 31 years, teachers trained by ACUDE act as partners in the formation of environmental values for thousands of children, who learn to care for the environment, by collecting seeds, and planning and implementing the plantation of trees.



Carla Albornoz evoked **capacity-building, research, investment and innovation as the major bottlenecks to address at grassroot-level** in order to include them and their good practices in value chains. For instance, local artisans, entrepreneurs and cooperatives need support to elaborate business plans, and to implement marketing and communication strategies. They also need leadership in the areas of product development, digital and design capacity, and circular economy practices. **Asymmetry of information between cooperatives management and each producer** is an additional challenge for the grassroots. She further mentioned the importance of **overcoming gender-based social hierarchies** and inequalities for communities and indigenous women in Latin America.

Jesus Vila closed the discussion, underlining the **importance of finding ways to engage with the youth.**

Thank you !

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https://www.hechoxnosotros.org

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