

Submitting Country, Organization, Company

Argentina, animaná Trading S.A.

If Organization or Company, please indicate the approximate number of employees

5

Title of the action

animaná Toolkit: Ancestral wisdom for a better world

Upload an image



Relevant Website

www.animanaonline.com.ar

Partners

Ashoka, IKEA, Fabric of Change, Microsoft, UN, UNECE

Type of initiative

Private initiative

Description of action

- The HxN-animaná Toolkit is a materialization of the HxN-animaná Ecosystem. It brings together all stakeholders from the fashion and textile industry to promote an industry based in transparency, traceability, circularity and inclusion.
- The Toolkit consists of three stages of collaboration.
 - Firstly, a platform that compiles educational courses and certifications for MSMEs, designers, producers and consumers.
 - Secondly, the platform connects a network of actors who have similar goals, diverse backgrounds and practical experience to incubate collaborative circular ideas and promote capacity-building for MSMEs and artisan communities, for them to adopt good practices based in transparency, traceability and sustainability.
 - Finally, the Toolkit enables transactions in a B2B Marketplace and the opportunity for MSMEs and producers to showcase their good practices, (promoting traceability, transparency and collaborations. This stage of collaboration includes the use of advanced technology, such as blockchain, to implement in the Marketplace, promote traceability by providing data security, decentralized governance and provide information for sustainable self-assessment.

Type of action

Traceability

Transparency

Please select the specific area/s of the action

Norms and standards

Research and Development of Innovative Solutions

Awareness and Education

Collaborative initiatives

Business management systems or instruments

Scope of the action, including a description of the value chain processes that are covered

Objective

Improve the transparency and traceability of natural fibres value chain.

Commitments

The HxN-animaná Toolkit platform aims to visibilize the AWEs and MSMEs, which include small-scale farmers of natural fibres, such as camelids, wool, cotton, leather and others, as also artisans who use the raw materials to create artisanal products using their ancestral techniques.

Value chain scope

In Latin America, many small farmers and artisans do not have enough knowledge and resources to process the materials with added value, and raw materials are sold in the international market. Based upon long-term research conducted by HxN-animaná in the Andes region, we have worked through our capacity building programmes to create local capacities to transform the local fibres and invest in the local communities. Other actors are included in the Toolkit project following the circularity principles, such as processors, producers, designers and recycling facilities and companies. Every actor joining the Platform will be pre-evaluated through a self assessment tool and an HxN-animaná consulting and Capacity building to identify and improve the sustainable performance individually in order to have a sustainable and safe environment for every actor in the supply chain. Across the value chain there are the consumers that consciously choose sustainable products with added value of local products. Thus, the platform will also give attention to the role of the consumer, providing information about transparency of every product, material and producer present in the value chain; in addition, transparency about recycling, composting or reparation options and services for the consumed product will be available for the end of use.

Timeframe and/or milestones for the action

- The HxN-animaná Toolkit platform was launched in 2020
- In 2021, we are advancing in developing our tools through Ashoka Ikea Globlizer consultancy program with a scoping and pilot phase
- Year 2021/2022:
 - Develop a digital traceability solution with AWEs in Latin America and Africa
 - Launch MVP (Minimum Valuable Product) of the B2B marketplace

- Year 2023/2025:
- Enhance digital platform ecosystem for a self-sustained model
- Scale up user's ecosystem in the platform and marketplace
- Enhance the blockchain technology following the UNECE model facilitating traceability and decentralised governance and marketplace trading

Reference instruments and sources used

- SDGs
- Circular Economy Principles
- Transparency and Traceability principles (blockchain model)
- United Nations Global Compact Principles
- ILO Conventions 138 and 182
- GOTS (Global Organic Textile Standard)
- Fairwear Foundation
- World Fairtrade Organization
- Soil Association Organic Standards
- OEKO-TEX
- Social Accountability International (SAI)
- Better Cotton Initiative (BCI)
- Certification WRAP
- STeP, DETOX TO ZERO
- Zero Discharge of Hazardous Chemicals (ZDHC)
- The Organic Content Standard (OCS)
- ISO 14000
- Sedex
- Child labour OECD 138,182, 105-106, 110
- Forced labour OECD 126, 133
- Freedom of association and collective bargaining OECD 146
- Health and safety OECD 138, 144
- Sexual harassment and sexual gender based violence OECD 116-117
- Working hours 134,135
- Wages OECD 152, 156
- Hazardous chemicals OECD 161-162
- Water OECD 166-169
- Greenhouse gas emissions OECD 171-172

Upon different instruments and sources researched, currently we are developing our own self-assessment tool for standards and certifications.

Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

Enhanced environmental and socially responsible

consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

Management of reputational risk for manufacturers, brands and retailers who are selling the products concerned

Improved working conditions for workers along the value chain and, particularly, those who work for “suppliers to suppliers” in parts of the value chain that today are often “hidden”

Stakeholders involved

Business and industry associations

Consumers and consumer associations

Intergovernmental organizations

Investors/shareholders

Local authorities

Non-governmental organizations (NGOs)

Scientific and technological community

Workers and trade unions

Key performance indicators for the action

- Number of MSMEs included in the B2B Marketplace and registered in the platform
- Education & Training KPIs: Number of producers and MSMEs trained by the toolkit to promote transparency and traceability; Number of webinars, workshops made in hand with experts on transparency
- Community & Network development: Implementation this year of the Transparency & Traceability Tool Prototype (MVP); Number of registered participants and relationships with international stakeholders, companies, Universities, institutions
- HxN-animaná Toolkit Platform: Number of realized co-created projects successfully completed; Number of capacity building trainings completed to improve sustainability
- Trading & Commerce KPIs: The % increase in producers and MSMEs selling their products on the HxN-animaná platform/toolkit for sustainable fashion and lifestyle improvement
- Sustainability Measurement: Number of HxN-animaná Product Passports based on careful evaluation of metrics to measure sustainability and transparency performance
- Number of MSMEs improved their sustainability performance through a carefully evaluated benchmark; Parameters of metrics to measure sustainability and transparency of their work visible in the digital Product Passport

Good practices

- We have launched in 2020 our consultancy program Co-Creation for small and medium enterprises that are searching to become more circular and sustainable
(To learn more about the program, you can visit the Co-Creation program website:
<https://sites.google.com/view/hxnignitechallenges/about-hxn-co-creation-program?authuser=0>
<https://es.hechoxnosotros.org/>)
- Moreover, throughout 2021 we are uploading capacity building courses on an online platform that will

be available in English and Spanish worldwide for artisans, MSMEs, consumers, fashion designers and students

• More actions will be implemented throughout 2022-2025 as stated in question 9

How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?

The UNECE call to action has contributed to communicate better to our network, audience and international partners about our long-term project and partnership with UNECE.

Link to relevant goal(s) and specific target(s) of the United Nations

