



MODALIDAD

NUEVO PARADIGMA EMPRESARIO

NOMBRE DE LA EMPRESA

Animaná Trading SA

DIRECCIÓN WEB

<https://animanaonline.com.ar>

REDES SOCIALES

@animanaonline

CEO/ GERENTE GENERAL DE LA EMPRESA

Adriana Marina

RESPONSABLE DE LA PRESENTACIÓN

NOMBRE Y APELLIDO

Adriana Marina

MAIL

adriana.marina@gmail.com

CELULAR

+54 9 11 5578 0420

INSTRUCTIVO:

- La empresa dispone de un máximo de 12 páginas totales para su presentación*.
- El texto debe ser desarrollado en fuente Arial tamaño 12.
- La empresa deberá convertir el presente Formulario de Presentación a **formato PDF** y dirigirse a <http://www.premiocidadania.com.ar/> ingresar a Log in con su usuario y contraseña y seleccionar "Enviar Presentación".

EXCLUDING CRITERIA:

1. Carry out the evaluation of results not exclusively based on the creation of economic-financial value but, at the same time, on the creation of equivalent value for people, communities and ecosystems.

Adriana Marina was born in the province of Santa Cruz, Patagonia Argentina. founded Animaná (www.animanaonline.com.ar) in 2009, which in indigenous language means “place of heaven”. She is an economist and has always been interested in contributing to economic and social development through the natural and cultural wealth of his country. Witnessing how high-value products in the market were exported raw, without the mediation of local processes capable of generating greater added value, and with the motivation to contribute to the construction of a paradigm that contrasts with the prevailing values in the industry textile and fashion, is that he ventured to found Animaná. A social company dedicated to ethical and sustainable fashion, which works with natural fibers and whose processing respects both the richness of the Andean culture and its ancestral techniques. It works with artisans from Argentina, Bolivia and Peru. Animaná is a concrete example that it is possible to achieve and sustain a profitable company with luxury products, unique, timeless and sustainable garments. Its elaboration is not harmful to the environment, promotes local culture and adapts to trends with durable garment designs. In 2013, it was recognized with the certification of company B (B Corp), for creating transversal value in the economic development of rural artisan communities, for keeping alive ancestral techniques of these cultures and positive impact on the environment through hard work. awareness of sustainable consumption developed over the years.

Animaná contributes to the ecosystem of system B, since it is in the company's DNA. In the last 4 years, it has been chosen as the best B company in the Argentine fashion industry.

Among the main positive impacts we can highlight:

- **Economic development:** Animaná has created a network of more than 7,500 artisans since its inception, in 2019 we have worked with about 4,000. These artisans are found in different locations throughout the Andes and Patagonia, regions with little access to resources or job opportunities and where average wages are often below the average value for adequate subsistence. It has collaborated with training these artisans with the aim of empowering them through the acquisition of new techniques, facilitating management, communication and organization tools among themselves (training trainers) so that they can access more and better markets, maintaining their traditions. Through these collaborations and training we have managed to generate fair trade standards that promote appropriate remuneration. Thus, activities within the textile and handicraft industry are presented to them as a solution that allows them a stable source of income, with minimal equipment and machinery, which facilitates the integration of isolated or underdeveloped communities into the economic circuit. The textile and fashion industry generates 2% of world production and is responsible for 10% of carbon emissions worldwide, being the second largest user of water and producer of waste worldwide.

New Business Paradigm ²

By using natural fibers and promoting a conscious consumption of the final product, together with respect for regional cultures through artisanal manufacturing, a work of sustainability, traceability and transparency is stimulated throughout the entire value chain. Animaná shows a pioneering path of growth and development potential for ventures similar in the framework of Micro companies and SMEs, allowing a qualitative leap in the entire fashion industry, especially in the Latin American region, where artisans in many cases do not have drinking

water, food and health system adequate. We believe that the entrepreneurs of these companies are more flexible to adapt to this systemic change and it is for this reason that we work with them. Although the development of the camelid textile chain has enormous economic potential for artisan communities, it is necessary to add value to the fibers to expand entry into the most demanding markets. Through this capacity building carried out in these years, Animaná together with HxN are agents of change in promoting the development of a new value chain in the country that is currently underutilized, since only 30% of the potential volume of fibers in Argentina is being sheared.

- **Social impact:** Animaná collaborates with the revival of Andean culture and

craftsmanship, integrating regional products with contemporary design and trends. It keeps ancestral techniques alive, encourages them to continue passing from generation to generation, and contributes to local communities retain the added value of the products that are marketed. Working with artisan communities has additional positive externalities such as promoting and giving visibility to local art in the world, generating job opportunities, empowering women artisans that currently make up 80% of the working population in the industry and often face situations of inequality in terms of civic and labor participation. Additionally, since its inception it has tried to raise consumer awareness about responsible purchasing. Work that has intensified since 2008 with the creation of the **NGO Hecho por Nosotros (HxN) with ecosoc consultative status at UN.**

(www.hechoxnosotros.org), carrying the message of sustainability, transparency and traceability throughout the value chain of the textile, fashion & deco industry, from the fiber producer, through the designers to the consumer. **Strengthening local value chains throughout transparency and traceability to ignite circular fashion shows how technology and digital tools in the hands of the grassroots can help to integrate value chains and achieve SDGs.** <https://www.hechoxnosotros.org/post/building-resilient-circular-supply-chains-by-empowering-grassroots-action>
<https://www.ikeasocialentrepreneurship.org/en/social-enterprises/hecho-x-nosotros>

- **In education:** Animaná, together with the on- site training carried out with artisans

and suppliers, has generated an expansive proposal through Hecho por Nosotros, with the construction of an online toolkit, which will be launched in the second half of this year, aimed at artisans, designers, companies and consumers. It also has an internship system with important world universities, such as the University of San Diego, from whom we received 30 students at our premises earlier this year, educating them about our values and production system.

circulate, taking this knowledge back to its places of origin. It should be noted that Hecho por Nosotros has interdisciplinary collaborators from all over the world. Mentorships have also been carried out for companies in Latin America (arg, Perú, Mexico, Brasil, Bolivia), India and Africa.

- **In the environment:** Animaná promotes a leap to another paradigm within the textile industry, leaving behind what is called fast-fashion, by promoting an alternative form of production, consumption and marketing. are used organic raw materials, promotes the use of biodegradable natural fibers and methods. In this way, it contributes to sustainable development throughout the

value chain and transparency that it shares with consumers by connecting them with producers, the stories behind that yarn, and promoting ethical and conscious fashion consumption. Focused on the production, distribution and marketing of handicrafts and semi-handicrafts made locally with materials and fibers from Patagonia and the Andes, Animaná is a pioneer in ethical and sustainable fashion in the region, with increasing worldwide recognition. It is based on the idea of producing without contaminating, consuming with environmental and social awareness, achieving fair wages that reflect the true value of the pieces. Animaná represents a new business paradigm working together with the NGO Hecho por Nosotros, which focuses more on research, education and management of sustainable fashion activities in Argentina and abroad. For its work, this synergy between social enterprise and NGO has been recognized by Ashoka Globalizer X, Argentine Cultural Patronage, Fashion for Good, Fabric of Change and the United Nations Organization (UN) with whom Animaná and HxN collaborate with consultative status in several projects from the Social Economic Council (ECOSOC). Also, Animaná promotes the Latin American Ethical Fashion Forum and ProPerú with whom it works on the construction of circular models and with educational programs in which it collaborates with international designers and local artisans to visualize the needs for change in the fashion industry in virtue of building a better world for all.

2. Provide products and/ or services that promote well-being and facilitate daily life and that do not harm or negatively affect human health.

Animaná offers the local and international market products of high quality standards with authentic natural fibers, all processes are handmade, semi-handmade and eco friendly. Its catalog proposes 3 main product lines: clothing, accessories and products for the home.

All the items sold are made from natural fibers, mainly camelids from Patagonia and the Andes, such as llamas, guanacos, alpacas and vicuñas. Being its sustainable production, it works with natural and artisan dyeing processes. The fibers used in the production are a renewable resource, 100% biodegradable. The fibers are combined with natural dyeing methods where the use of harmful chemical processes is eliminated, protecting human health and the environment.

It uses the best design techniques, in such a way that its products have a proposal to be timeless, autochthonous and unique. The design of each element makes it possible to highlight the raw materials and highlight the techniques **New Business Paradigm**

Ancestors of the original cultures through the quality of its products that shelter, protect, captivate and make you fall in love. The production processes used are completely carbon-neutral, natural and organic, the garments do not have any negative impact on the animals, on the producers or on the communities where they are manufactured. The land, water and air are essential resources, Animaná works so that they are not contaminated in the production processes, also educating its consumers in this regard.

3. Design Products, Services and Processes that once implemented do not generate waste during production and that are recovered in post-consumption (reverse logistics).

All Animaná production processes are complete and do not generate waste, we advocate circularity and we train in this regard through our NGO Hecho x

Nosotros. The main production processes are the shaving of camelids, which respect ancestral techniques such as the Chaku in total communion with nature, and the good treatment of the animals, which are mostly raised in the wild. Camelid fibers are used to the maximum, reducing the amount of waste and promoting regenerative cycles. It seeks to recover ancestral techniques rooted in the culture of the original Andean communities. After shearing, each fiber is graded and separated by color, length and thickness at a critical stage in the production process. The cleaning of the fibers is done in pools of hot water and special soaps that contain natural elements from the Andes. The natural fibers used to make the products acquire their colors from flowers, seeds, insects and fruits, generating a fusion according to the traditional designs of these cultures. The fibers are dyed in trays and then drained and dried in the sun. As a result, the products respect the unique quality of each fiber, maintaining the texture, softness, delicacy and comfort to the touch. Chemicals are not used at any stage of production and, when possible, recycled camel fiber is used, an important point in the circularity of the production process. In accordance with our philosophy of promoting responsible textile consumption, our products have a lifetime warranty. By creating durable, resistant and comfortable garments with timeless designs, we promote a model of non-disposal in the consumer, overcoming fashion trends with good quality, long-lasting pieces that do not generate waste. The innumerable investigations of the sector confirm that it is necessary for textile and fashion companies to begin implementing systems such as those used by Animaná, which seeks processes that reduce waste or reuse it. According to a report by the Ellen MacArthur Foundation, every second, a truckload of clothing is burned or disposed of in landfills. Animaná promotes the recycling of products to be used at the beginning of the value chain or in a completely new one, subscribing to the circular economy from the beginning. We have been selected by Creative experience from the industry minister as one of the three best company for being at New Black luxury platform

4. Preventively identify risks and negative externalities that may affect communities, with the consequent neutralization or immediate correction or mitigation.

New Business Paradigm ⁵

The alternative model promoted by Animaná arises from observing the damage generated by the dominant models of the textile and fashion industry at different levels. Models that must be eradicated and that from Hecho x Nosotros, its social arm, whose motto is "Ancestral Wisdom to transform the world", works to include the textile industry within the 2030 Agenda for Sustainable Development. The current paradigm of the fashion industry is based on cutting costs, often resorting to new forms of slavery, discrimination, the generation of poor quality products that are manufactured with artificial materials that are highly polluting to the environment and that cause dermatological pathologies in children. consumers, in addition to having a short shelf life. The existence of sustainable and coherent companies such as Animaná contributes to understanding the problems of the industry's value chain, solving some of the bottlenecks presented at various stages and generating, in turn, transparency and interest at the origin of the products. **With greater transparency and traceability, key stakeholders can be engaged and empowered with this information, and create better consumption and production systems.**

In order to make a positive impact, we need visibility in the value chain that extends beyond the first tier, in line with the UNECE Sustainability Pledge Goals. Traceability and transparency are key enablers for responsible practices. Information is available but remains in different proprietary systems addressing mainly mono claims using specific

terminology. We partner with UNECE in line with their efforts at the harmonization and standardization to bring together different sustainability approaches and standards from across the supply chain. Regenerative models in this system will work through governments having the information they need to better regulate the sector, while great transparency and traceability will protect producers from false claims of provenance and expose companies that exploit workers. For their part, businesses will be able to market and verify their sustainability claims. Finally, customers will have access to information for informed purchases. At Hecho por Nosotros, we focus on weaving a network of artisans, MSMEs, fashion designers, and professionals to identify and test solutions for systemic change in the textile and fashion industry.

We work towards systemic change towards regenerative circular processes. Currently, we work together with artisans so that they can develop their Digital Identities, "passports of their good practices", based on blockchain, and thus manage to transmit their eco-certifications through these new methods. We partner with more than 8,500 artisans, 350 Macro SMEs, sharing resources, technology, and multidisciplinary knowledge networks to establish themselves in the market. This application will unite the information generated within the Hecho con Nosotros platform, with the Taringa platform, to automate the delivery of NFTs to those who carry out their training there. This link is needed to streamline the generation and delivery process, and to enable low human intervention in the process. This is to increase issuance capacity, improve scalability and give transparency to the generation of NFTs. NFTs are non-fungible tokens that are issued on top of the blockchain, making information secure and verifiable by anyone who needs it. That history is immutable and there is no possibility of changing the information of each of these NFTs, which will also have the personal information of the bearer.

By virtue of the aforementioned, we believe it is relevant to be able to develop digital identities through NFTs that are the new tool that allows generating a scoring that opens the doors to financing for people who are currently outside the banking financial system. This exclusion generates the lack of fast and low-cost financing for entrepreneurs, among which are those who are part of Hecho por Nosotros.

- Products and/ or processes that efficiently use raw materials, materials and supplies in their production process.

Animaná products are made with natural fibers, an excellent renewable resource that does not consume oil, are 100% biodegradable and carbon neutral. The raw It seeks to generate a permanent dialogue with the artisans to improve processes materials come from native and endemic camelid species, which do not receive and respect the environment. One of the strengths of the Animaná model is the mistreatment and do not **New Paradigm Entrepreneur** control and involvement of the entire production chain, allowing consumers' preferences to be combined with the producers' realities. This 6

It is key to being able to maximize sales and satisfy customer demand, are genetically modified. Animal rights are respected, no harmful chemicals are used in the dyeing processes and water, a precious resource that has been highly polluted by the pre-existing textile industry paradigm, is used responsibly. The characteristics of the legs of camelids mean that they do not cause damage to the soil and, as their habitat is arid lands, they do not consume much water either. This is why the garments in the Animaná catalog have a color palette marked by the natural tones of their fibers in beige, black, white and grey. Products with other shades are dyed based on natural methods and sustainable processes.

- Products and/ or processes that register a very low number of complaints in relation to their use and/ or operation and, if any, that have an explicit action plan for a prompt solution.

Due to the care in the preparation and design of the garments, the quality of the raw materials and the awareness work regarding responsible purchasing, a very low number of complaints have been received by buyers. Animaná customers have a lifetime guarantee, being able to request returns, repairs and amendments in stores. Hard work is being done on supply chain transparency. Connecting artisans with consumers is of the utmost importance for the Animaná team. That information on production processes is public knowledge and easily accessible to consumers generates greater awareness in producers, large and small, of the textile industry so that they stop using unsustainable processes. The use of social networks has been of the utmost importance in this regard, as will the upcoming online HxN toolkit.

Government

- Open communication with the interested parties, incorporating their expectations and requirements into the company's plans.

Animaná together with Hecho x Nosotros, have become benchmarks in the textile sector with research projects, dissemination, construction of business and institutional alliances, and education. It is constantly seeking to generate new ties with similar securities institutions. Strategic alliances have been created with governments, national and international organizations and universities, contributing to the development of various activities that promote the dissemination and knowledge of circular production processes and the consumption of ethical and sustainable fashion. It works for educate and train artisans with administrative management tools, improved communication and marketing channels, so that they can access as much information as possible that will allow them to access markets with more demanding quality standards. This capacity building work has been carried out since its creation. It also works to raise awareness among consumers and clothing brands, with the intention of generating a systemic change in the industry and a sustainable ecosystem.

In a transition scenario like the one we are in, traditional hierarchies begin to break down to give way to new systems. Capacity building thus is less about the transfer of knowledge but more about learning together and co-creating new patterns and structures that can serve the emergence of a new system of influence. We believe **New Business Paradigm** ⁷ in building capacity through transdisciplinary dialogue and co-creation bringing together the grassroots with global networks to explore and learn together.

Frequently, we are invited to be part of panels in Argentina and abroad on topics and sustainable, natural fibers, circular economy, access to financing for micro enterprises and SMEs, and the camelid market in Latin America.

Animaná has presented its business model, research and experience to institutions such as the UN, currently having consultative status on issues related to the textile industry, the Economic Commission for Latin America and the Caribbean (ECLAC), the International Trade Center (ITC), World Economic Forum, Ashoka of whom Animaná and Hecho x Nosotros are fellows, Fashion for Good, Fabric of Change, Universidad Austral and alliances with the prestigious Parsons School of Design and Portland University, and the National Ministry of Production of Argentina. In collaboration with professors and students from the most prestigious universities in the world, we have written a large number of essays, describing the nature and difficulties of our business model and investigating the technicalities of the industry such as dyeing processes and the production of natural fibers. In 2015, we have

been selected as winners of the cultural patronage awards for Animaná's work in revitalizing ancestral cultural techniques in Argentina. In 2017,

Under Fair Trade practices, HechoxNosotros has invested in 5,000 products purchased from Andean communities. In 2018, Animaná won the ICBC Foreign Trade award in the microenterprise category for its capacity for innovation, its contribution to employment and its achievements outside the country, which allowed it the possibility of expanding to other markets, and with the possibility of adding China as an export destination, valuing its contribution to fair trade, sustainability and the promotion of economies regional. We have completed various cultural promotion projects with the governments of the provinces of Salta and Jujuy in Argentina, through the Innoves program, incorporating new communities of artisans to our network: developing management training in different communities of Jujuy, Mendoza and Salta with the financing of the Ministry of Social Development. Also, training has been carried out in Catamarca and in the province of Buenos Aires with artisans. ‘

- Actions to share your management experience with companies interested in improving their performance in pursuit of a sustainable economy.

The market for camelid fibers has great development potential in our country. In 2017, we raised the need to strengthen the camelid fiber market and promote the use of these fibers in the world. Thus, in an event organized together with the Municipality of Mar del Plata and the Textile Research and Development Center of the National Institute of Industrial Technology (INTI-Textiles), together with the support of the Ministry of Science and Technology, Iberoeka, the National University of Mar del Plata and the Textile Chamber, training sessions were held with artisan women from that city and neighboring towns. As part of this work, Hecho x Nosotros participated in the organization of the second Ibero-American CYTED Forum, a program that seeks to promote cooperation and create a space for exchange, fostering business between member countries and promoting economic development. Also, Animaná participated in the discussion table created within the framework of Peru MODA organized by the Commission for the Promotion of Peru for Exports and Tourism (PROMPERU). We are board members of the sustainable fashion initiative of the International Trade Center looking for strategic commercial partners for the generation of sales spaces abroad. We work with Ashoka Globalizer X generating business growth guidelines and goals under the guidance of experts from the Argentine business world. We have been chosen to participate in the Nest Summit in New York City, a global project incubator, an event that gave us the opportunity to receive Ashley Fadden, a member of the Kering Foundation, who has worked in our offices in Buenos Aires. Under the consultative status that Hecho x Nosotros has in the UN ECOSOC, we periodically carry out activities on sustainable development and natural fibers in Latin America. In 2019, we have participated in the High Level Political Forum presenting an oral statement ([https:// en.hechoxnosotros.org/ post/ side-event at-un-unlocking-the potential-of-msmes-to-contribute-to- the-sdgs-through fashion](https://en.hechoxnosotros.org/post/side-event-at-un-unlocking-the-potential-of-msmes-to-contribute-to-the-sdgs-through-fashion)) on the current situation of the industry and our proposals to achieve the sustainable development goals by 2030. **This year, 2022, we have been the organizers of the interdisciplinary panel of leaders in the High Level Political Forum on Development UN Sustainable**

(<https://sustainabledevelopment.un.org/index.php?page=view&type=20000&nr=6931&menu=2993>), developed from July 5 to 15 with the title "Emerging

Regenerative Models in the Creative Industry: EdTech in the Hands of MSMEs for Collaboration, Inclusivity, and Decentralized Financing", where the panel discussed the importance of holistic collaboration among all the

stakeholders involved in systemic change to strengthen local value chains and empower vulnerable populations using ed-tech, blockchain, transparency & traceability storytelling, and decentralized finance. Moreover, the panel elevated the voices of experts with solutions, prioritizing vulnerable populations—such as women, indigenous people, and artisans—situated at the grassroots level of the industries, and discussed what it takes to build regenerative and resilient business models. Additionally, speakers were invited to reflect upon the relevance of collaboration and co-creation among all stakeholders towards the achievement of Sustainable Development Goals, specifically number 3, 4, 14, 15 and 17.

We are participating in the sustainability pilot project of the UNECE cotton value chain: "Enhancing transparency and traceability of sustainable VC in G&F". **Also, thanks to the fellowship obtained with the Cordes Foundation, we have led discussion tables within the framework of Opportunity Collaboration on value chains, traceability and technology.** Recently, we have been chosen to receive the Wise Mentorship 2020 (Women in STEM Entrepreneurship) (BID) for a project that seeks to merge technology with circularity in the textile and fashion industry. These actions have allowed us to be spokespersons for the inequalities that occur in the fashion industry, giving a voice to artisans and small producers, encouraging the preservation of an ecosystem. Animaná and Hecho x Nosotros are proud to work with a multidisciplinary team through the realization of a systemic change that has circularity as protagonist. We are highly committed to our mission and vision in carrying out a business model that goes beyond mere economic objectives. A synergy is being worked on so that Animaná products generate a new business paradigm within the field of fashion.

We have also created a Toolkit as a scalable tool to be used by the World Economic Forum (WEF), as well as the UN Fashion Pact, to promote awareness and create an ecosystem that supports the circular economy in the fashion industry. The courses will be delivered as emails containing webinars, group activities, recorded workshops and additional resources. Users will be directed to a final platform where they can interact and share insights. Within the toolkit, we have specialized programs for our three-pronged audience: 1) producers, artisans and MSMEs, 2) designers, students and sustainability professionals, as well as 3) international institutions such as the UN, UNECE, and WEF.

The first part of the toolkit consists of fundamental courses that can be offered to a broad audience, covering topics such as new business models and circular fashion, as well as social innovation and design processes. The second part consists of advanced courses specialized for designers, MSMEs, and professionals. The third and final stage focuses on collaboration and co-creation between universities, designers, and MSMEs after completing their specialized courses, in order to capacity-build and find solutions together. In turn, their progress will expand the toolkit resources.

- Participation of employees in the decision making of the company and in the results.

Internal Audience

We are a benchmark company with triple impact and great social commitment that can sustain itself in a market niche little explored until now.

Through dialogue established with individual and artisan suppliers, **Nuevo Paradigma Empresario**

we are aware of your needs and concerns. We understand that Animaná is intrinsically linked to the success of the communities that produce our pieces. We constantly seek to improve our products and, therefore, through HechoxNosotros we organize training sessions and educational forums in order to train leaders and provide new tools to sustainable artisans and designers. With these actions we generate opportunities in communities that due to their social, economic and geographical context are at a competitive disadvantage and, at the same time, improve the quality and presentation of the pieces with better marketing opportunities and demand. In 2020 we are going to launch the HxN University in online mode with the aim of training university professors and students in areas related to circular economy and sustainability.

- Inclusion as collaborators of people with disabilities and who represent a reasonable percentage, providing them with the necessary training for their development and integration.
- Inclusion as collaborators of members of minority groups in relation to gender, sexual orientation, ethnic origin, religious beliefs or similar situations.

Many of the artisans that Animaná works with are located in remote and difficult-to-reach regions of the Argentine Puna and Patagonia, some without internet or cell phone access that facilitates the exchange of information and the possibility of accessing production orders. The orders are organized in central points such as Salta, in the case of NOA, or Santa Cruz, in the case of Patagonia, to be later sent to Buenos Aires, where they are distributed to our stores or to other vendors. Location is a factor of inequality for these artisans with whom we try to collaborate to reduce their economic impact. Within the group of artisans with whom she works, a large majority are women, who manage to empower themselves in many aspects of their lives through their work, mainly by supplementing their families' income. This allows you to have contact with designers, other artisans, learn design, management and marketing tools, tools that, in turn, can help train other artisans in your region. Everything contributes to local, economic development, gender equality, quality of life and empowerment.

consumers

- Establishment of communication channels with consumers or customers to receive their suggestions and complaints.

The Animaná boutique, in the Palermo neighborhood of the city of Buenos Aires, hosts a series of events open to the community where topics related to our work, values and mission as a sustainable company are discussed. In this space, where its founder, Adriana Marina, actively participates, it functions as a free space to raise awareness about the challenges presented by the predominant models in the fashion industry.

Organizations dedicated to the

New Business Paradigm¹⁰ treatment of plastic waste, among others, because Animaná perceives the current situation from a holistic point of view that has to be treated from different perspectives. In recent months, we have launched the HxN Webinars modality in which different leaders of the global textile industry have been invited to participate in the search for information on possible solutions to existing problems in the

sector, with the intention that consumers empower when making a conscious purchase. At Animaná we are pioneers in promoting traceability in the world of fashion, we seek that consumers can understand and make our production chain visible, from the origin of the fibers in the shearing to the spinning, processing, dyeing and design of the pieces. Through Hecho x Nosotros a system of micro certification and labeling of origin is being developed. This project will apply blockchain technology to the proposed circular model to generate greater transparency and thus, the consumer will be able to have a more dynamic and active role by making conscious purchases. Animaná, like HxN, is very present on social networks, websites, blogs, newsletters, Instagram (@animaná, @hechoxnosotros) LinkedIn, from where we are constantly informing about our actions and providing information about our values and mission as a company. sustainable.

- Resolution within a reasonable time of the problems arising from the use of the products and/ or services, assuming economic compensation for the consumer without the need to resort to justice.

Animaná seeks to provide the best shopping experience to our customers, bringing them closer to unique products through which we transmit a lifestyle and a way of perceiving the world. We stand out for our quality, sustainability and transparency, targeting a fashion market niche where customers have high quality standards. We understand the preferences and priorities of our clients, which is why we aim to produce unique, exclusive products that provoke a high level of brand loyalty. We understand the high barriers to entry that this market has and, therefore, we take care of every detail. Animaná products are wrapped in recycled tissue paper or organic cotton bags, to which now, based on sanitary measures, we add a plastic bag with instructions to disinfect and reuse it. Our return and amendment policies have various communication channels, with direct sales service, usually personalized, and the possibility of online purchases.

In our stores, the mission and vision of Animaná products are detailed through images, stories and videos, with the aim that consumers understand the work and impact behind each piece, and the culture found in them. In our online sales, we monitor customers to ensure satisfaction with the product.

providers

- Development of suppliers who share its values and practices that constitute the central elements of management.
- Selection of suppliers not only based on price but also considering their practices of a socio-environmental nature in line with the minimum quality required.

Our suppliers are an integral part of our commercial chain, with them we build dialogue and constant training in circularity methods. They are responsible for separating, processing, and producing our pieces. In many cases, their art is their culture, a way of connecting with the resources of their land, of taking advantage of and highlighting the natural wealth of their region. That is why our suppliers are not only product merchants, but also understand the importance of respecting natural resources, and using them with prudence and care to guarantee their quality. The suppliers with whom we decided to work deeply respect the camelids that provide them with the fibers, as well as the environment where they process them. These processes are intrinsically linked to their success as artisans because they affect the quality of the fibers and the sustainability of the model.

The quality of the fibers and garments depends directly on respect for the socio environmental nature of our suppliers, their resources and their environment. Given the complexity and individuality of each production step, we and our suppliers understand the importance of following good practices, guaranteeing the sustainability of production, and valuing the final product by ensuring fair prices that reflect the work behind each piece.

communities

- Identification and promotion of leadership development in the community to establish with them communication processes of reciprocal interest and joint actions.

Animaná promotes the development of different Arts and Crafts Centers in South America with the aim of consolidating design, management, marketing and production tools that optimize and improve the employability of artisans, including in areas not linked to natural fibers. For more than 10 years we have acted as facilitators between designers, experienced craftsmen, instructors and different market players to provide these communities with various tools with which to work and improve their products, driving greater and better demand.

We believe that the exchange of information and dialogue are essential to give independence to artisans, cooperatives and small producers. In the events that we have had the opportunity to participate in the world, we make known their voices, their problems and challenges. We work with a training of trainers system, where each trained person is part of our network and incorporates the ability to transmit their knowledge to other communities. At a more global level, we do it through the weekly webinars organized by HechoxNosotros, with internships with universities that educate themselves with us on the sustainability and circularity of our production system.

It constantly seeks to integrate fashion leaders to provide recommendations and guides to best practices. • Financing with own resources or promotion with volunteer work to vulnerable groups, training them in order to improve employability.

New Business Paradigm ¹² Each community with which we work benefits not only from the economic return it obtains from sales, but also from training in administration, management and entrepreneurship, which in many cases motivates them to grow economically or organize themselves into cooperatives that optimize their production. This knowledge is paid for with the creation of projects and with charity from our network, institutional support from various public and private funds that collaborate with our work, as the Ministry of Social Development did at the time through its INNOV.ES program, in the case of Laguna Blanca in the province of Catamarca, where a first training was carried out with artisans who work with vicuña fiber. A job that we would love to be able to continue in the near future.

Environment

- Carrying out the monitoring of the carbon footprint of its operations and its value chain, carrying out actions in the search for carbon neutrality.
- Existence of permanent programs for the conscious use of critical resources such as water and energy in relation to the design and production of its products and services.

At Animaná we believe in promoting a new paradigm of fashion that contemplates the enormous pollution and degradation that the textile industry entails today. That is why all our products are made from quality, durable and non-polluting natural fibers, with a clean production process. The natural fibers that we use periodically come from native camelids in our region, they are renewable, organic, 100% biodegradable and carbon neutral, with natural processes such as sun drying, artisanal spinning and hand shearing. We promote the conscious use of water and energy, replacing them with natural alternatives whenever possible. This knowledge is shared with the different providers and with consumers. For some years now, Animaná has been committed to disseminating information on conscious demand and ethical fashion to local and world consumers through our networks, and especially, starting this year through the HechoxNosotros toolkit aimed at all actors

in the value chain of the textile industry in Latin America and the world.

New Business Paradigm ¹³