

# Sustainable Fashion – Revitalizing an Exhausted Industry Model

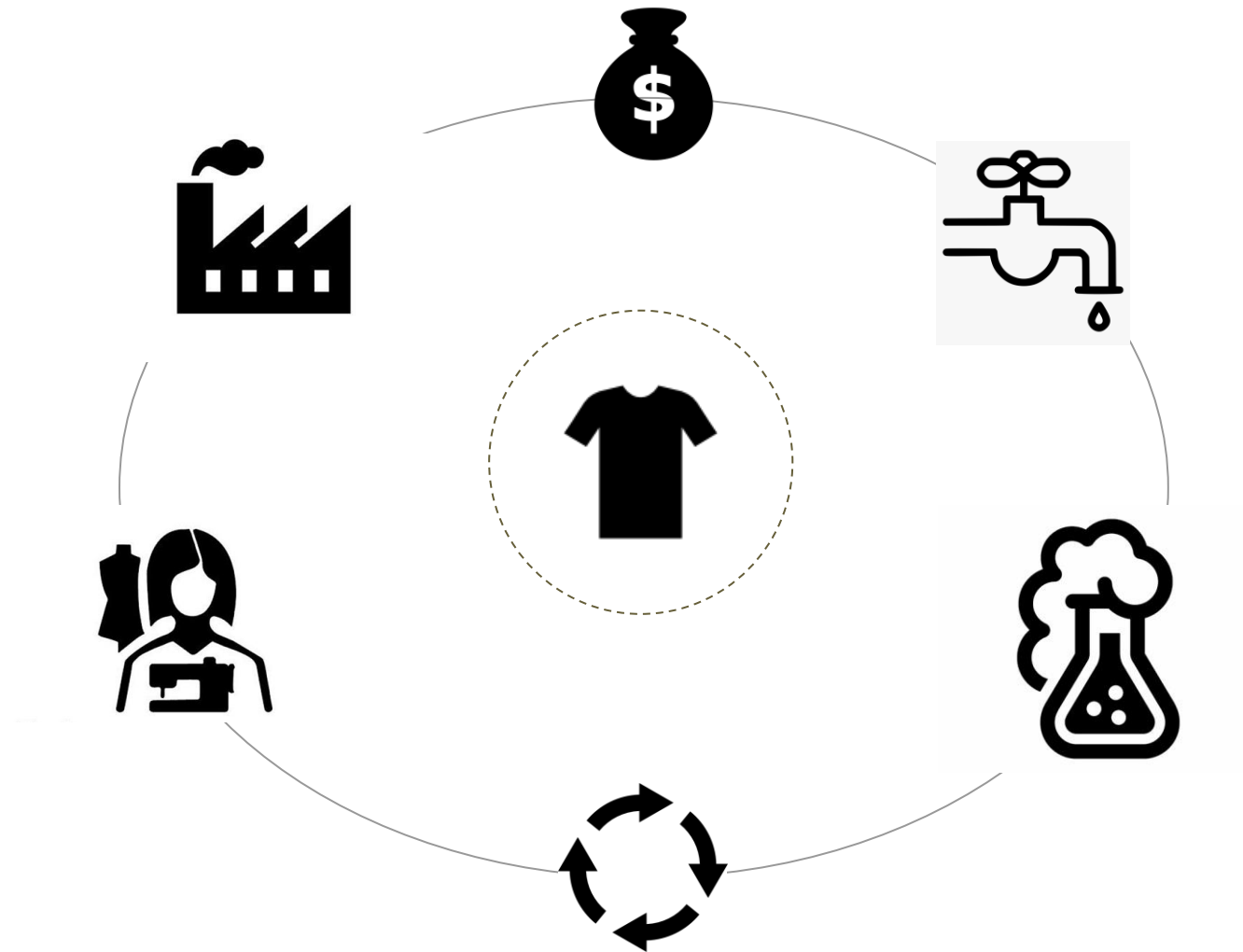
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UN Ambassador for Sustainable Development, Hecho por Nosotros / Animaná  
10/28/2020



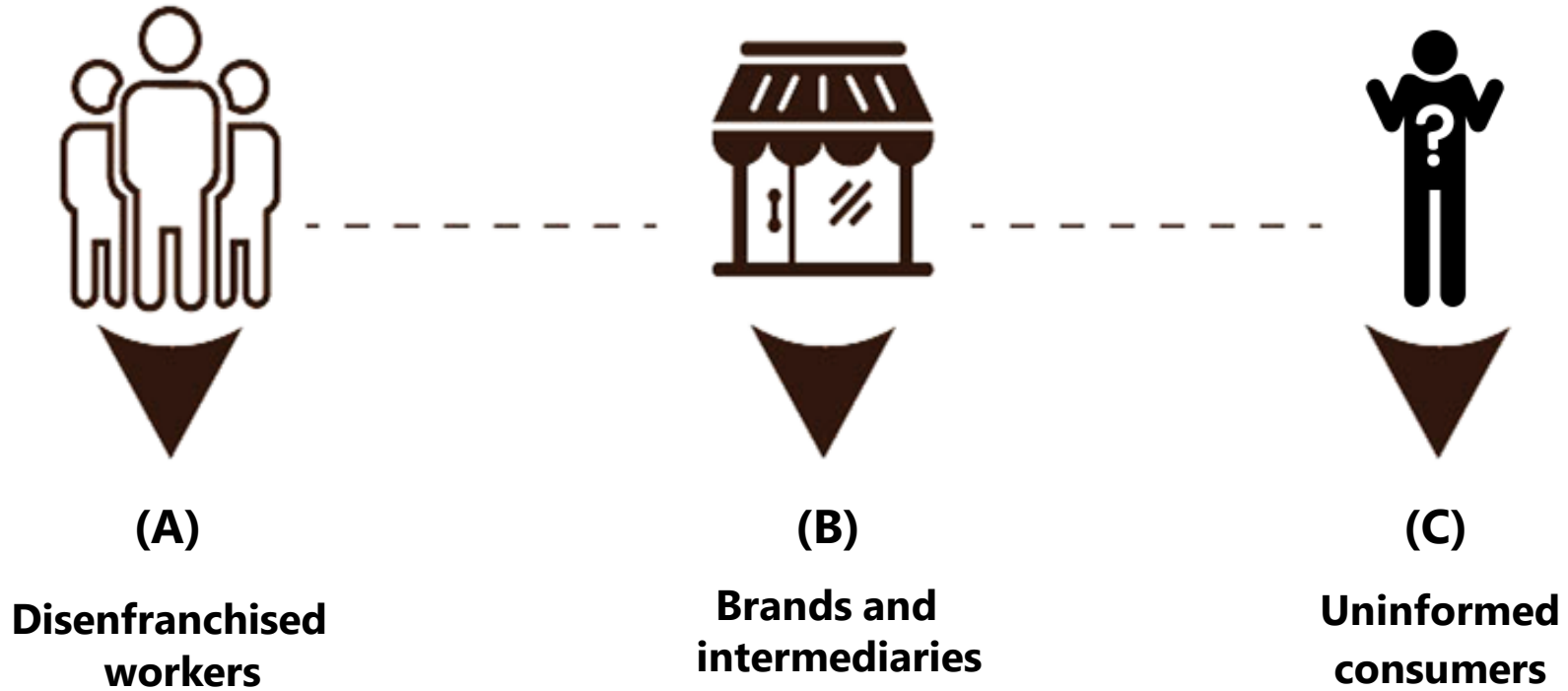
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# The Current Fashion Industry Paradigm

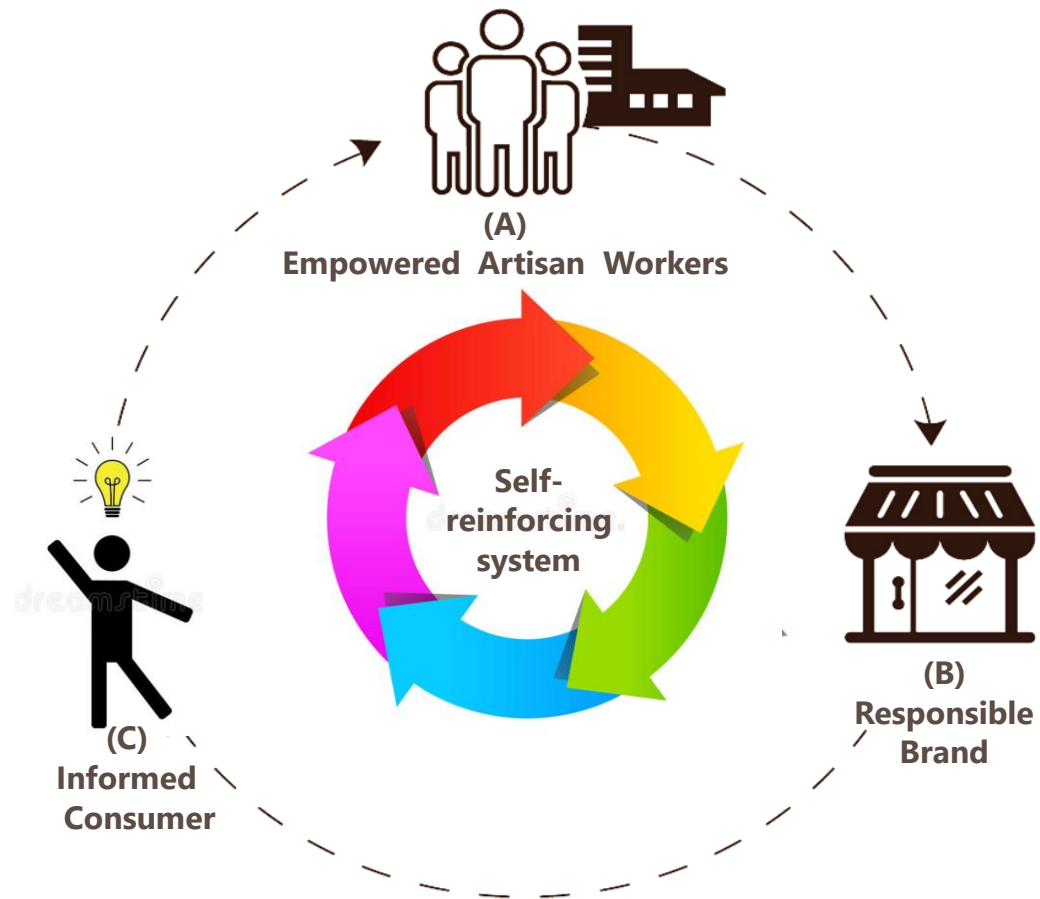


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# The Current Value Chain: Linear Model



# Moving Towards an Inclusive Sustainable Value Chain



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## The Work of Hecho por Nosotros and Animaná

**Hecho por Nosotros** is an NGO that aids local development of artisan communities in the Andes and Patagonia.

**animaná** is a B-Corp working with communities and natural fibers of Patagonia and the Andes to create sustainable luxury products.



ORGANIC AND  
BIODEGRADABLE

NATURAL  
FIBERS



LOCAL SUSTAINABLE  
DEVELOPMENT

FAIR  
TRADE

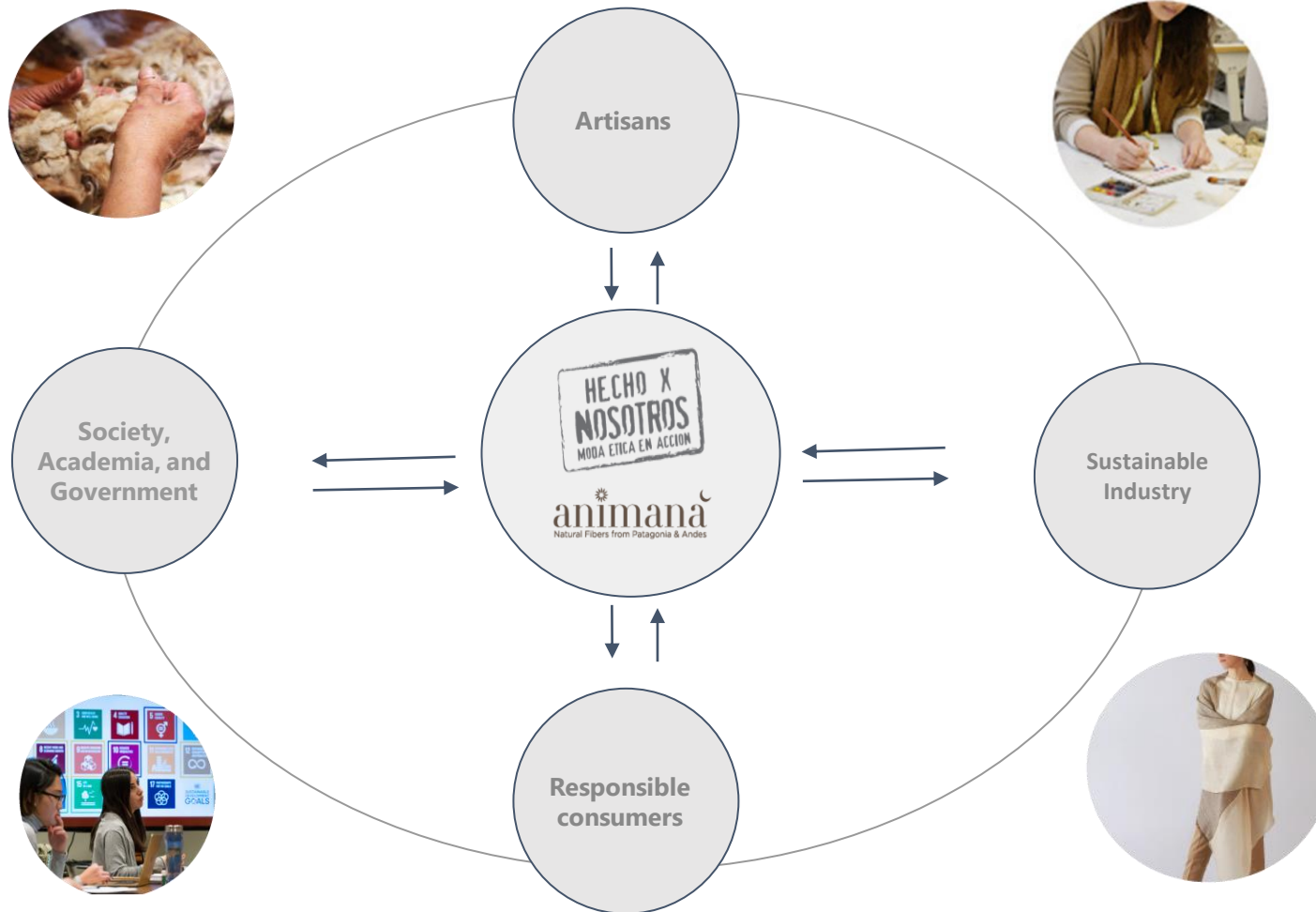


ECOFRIENDLY  
PROCESS

RECOVERY OF ANCESTRAL  
TECHNIQUES



# Hecho por Nosotros and Animaná – A Synergistic Relationship



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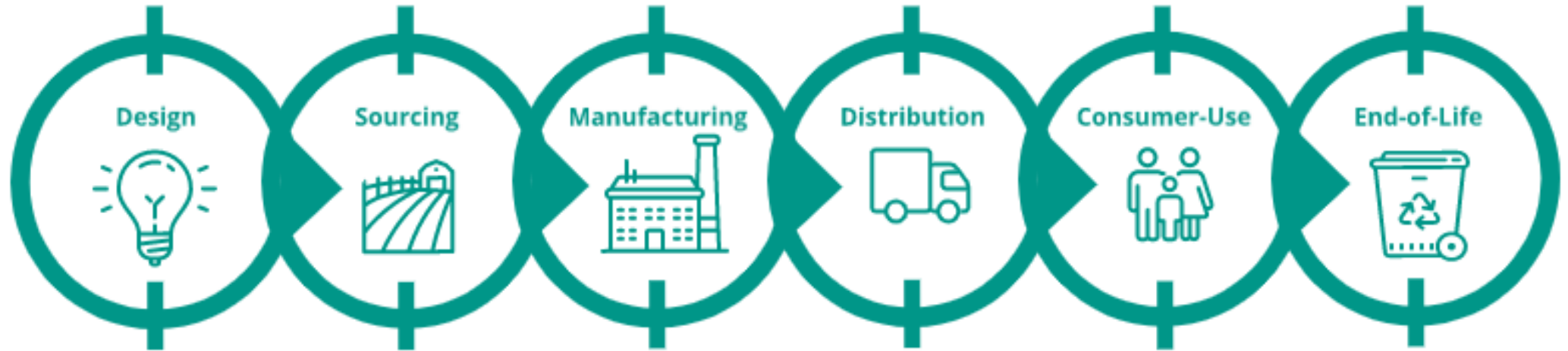
# Incorporating Sustainable Fashion concepts into Business Courses – Some Quick Thoughts

- Strategic Management
- Entrepreneurship
- Leadership and Organizational Behavior



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# Incorporating Sustainability into *Strategy* Courses



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# Incorporating Sustainability into *Entrepreneurship* Courses

## The Sustainable Business Model Canvas

Designed for:

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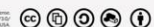
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Version:



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# Incorporating Sustainability into *Leadership* and *Organizational Behavior* Courses

- Developing a project for a Leadership course, that will be adapted for Organizational Behavior
- Focus on Transformational Leadership
- Yvon Chouinard, environmentalist and founder of Patagonia, author of *Let my People Go Surfing*



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## The Take-Aways

- Sustainable practices can also lead to economic empowerment among the most vulnerable workers.
- There are rational approaches to revitalize the fashion industry and lead a sustainability-focused transformation.
- There are benefits to raising consumer awareness regarding unsustainable practices.



# Questions?



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