

# AR4RECLOTHING: Success stories

**A fashion brand designed by Amazonian women bets on recycling**

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NEOTALENTWAY

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## REFERENCED DOCUMENTS

ID	Reference	Title
1	2021-1-EL01-KA220-VET-000034695	AR4RECloTHING Proposal
2		

## APPLICABLE DOCUMENTS

ID	Reference	Title
1		
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# 1. Great Women Environmentalists and Activists Success stories: A fashion brand designed by Amazonian women bets on recycling

Over the last decade, Nature has been sending out constant messages: starting with the earthquake and tsunami that affected the Fukushima nuclear power plant in 2011 and ending with the serious fires that devastated thousands of hectares in Australia in 2019. Beyond these specific events, there is concern about phenomena such as the rise in the earth's average temperature, the melting of the poles and glaciers, and the rise in sea level or the loss of biodiversity, which plays a key protective role in preventing the proliferation of infectious diseases such as COVID-19.

Who better than women, also sources of life, to take care of the planet. They are increasingly present in the world's major decision-making bodies, such as Ursula von der Leyen, the current president of the European Commission and a great champion of Green Recovery after the coronavirus crisis. Outside the institutions, many women are showing their activism on a daily basis and fighting to improve the health of the environment. Here the young Greta Thunberg stands out. At just 17 years old, she has become the poster child for youth engagement in the fight against climate change. In order to get this far, women have had to demand gender equality for decades, an area in which, as the UN itself recognises, there is still a long way to go.

Here we meet some of the women who, over the last century, have helped to preserve the environment and raise awareness among the world's population:

## - Rachel Carson (1907-1964)

In 1962 Carson, an American biologist and conservationist, published *Silent Spring*, a work in which she addressed the devastating consequences of the use of pesticides on wildlife and which contributed to the awakening of environmental awareness. Thanks to her, Earth Day also began to be celebrated and the US Environmental Protection Agency (EPA) was developed. She left us phrases such as the following, which perfectly illustrate her vision of nature:

*"Human beings are part of nature and their war against nature is inevitably a war against themselves."*

## - Jane Goodall (1934-)

The English primatologist has been revolutionising science since 1960 with her innovative methods and fascinating discoveries about the behaviour of wild chimpanzees in Gombe (Tanzania). At the age of 86, Dr. Goodall continues to work intensively on the protection of ecosystems and biodiversity, environmental education and sustainability.





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**- Wangari Maathai (1940-2011)**

In 2004 this Kenyan biologist, also known as Tree Woman, was awarded the Nobel Peace Prize for her contribution to sustainable development. This award, the first for an African woman, was the culmination of a career that began in 1977 when she founded the Green Belt Movement, whose aim was to combat desertification, deforestation, the water crisis and rural famine.

**- Vandana Shiva (1952-)**

One of the great standard-bearers of ecofeminism today. The Indian physicist and philosopher understands the Earth as an entity that forms part of the individual and calls for a transformation that will put an end to climate change, inequality, injustice, wars and hunger. She was one of the founders of the Women's Environment & Development Organization (WEDO).

**- Sheila Watt-Cloutier (1953-)**

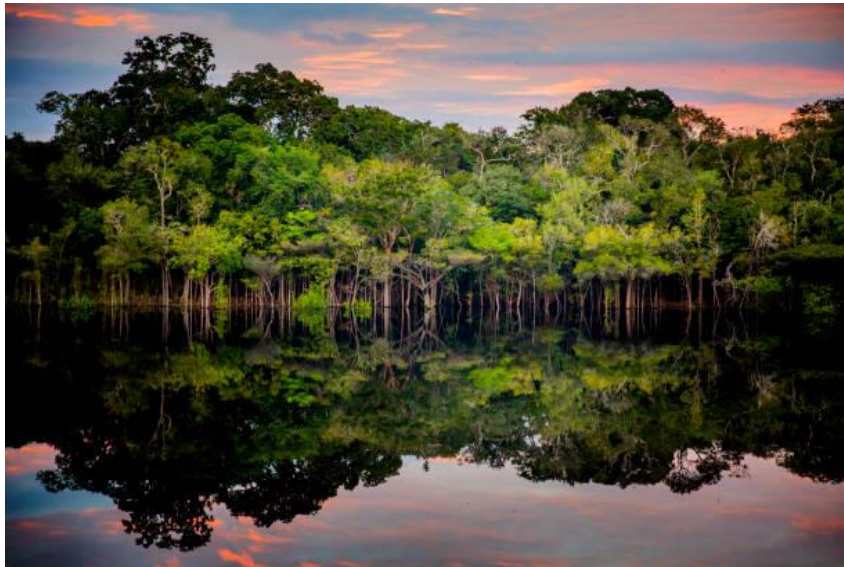
Watt-Cloutier is a Canadian Inuit activist who defends the right of her people to live in the cold. The world of the Inuit - a common name for the various peoples living in the Arctic regions of North America - is melting and hence her fight against global warming, which earned her a nomination for the Nobel Peace Prize in 2007.



## 2. Success stories: A fashion brand designed by Amazonian women bets on recycling

### **The Problem**

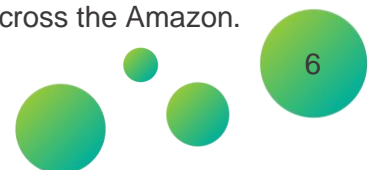
The biggest problem they face in the Ecuadorian Amazon is the continuing extraction of natural resources and the fossil fuel industry. These practices lead to further deforestation and force their now marginalized communities to move away from their ancestral territories where they face discrimination and poverty as new, and often unwilling, urban dwellers. Through enabling community-based economic initiatives they think that they can help to change this destructive cycle and generate positive social change while protecting our territories and the planet. In order to accomplish their mission, they wish to work integrally, from the bottom up, in four fundamental areas: Education, Health, the Generation of Sustainable Income, and Advocacy.



### **The Hakhu Project**

Hakhu, which means let's go in Kichwa, is an organization that is dedicated to promoting sustainable development projects in league with small indigenous communities within the Ecuadorian Amazon. The idea of founding The Hakhu Project came from years of working in advocacy with indigenous communities in the Ecuadorian Amazon. Their communities face imminent threats from transnational companies and governmental departments over the demand for, and extraction of, their natural resources. They have collaboratively created a grassroots indigenous organization in order to directly implement local programs and projects to help mitigate these threats.

Hakhu is and indigenous led organization supporting women empowerment across the Amazon.





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**Their Mission**

Their mission is to empower indigenous communities in order to protect their rainforests and ancestral knowledge for future generations. As their first project, they have chosen to create Hakhu Amazon Design. This initiative aims to provide a unique opportunity to indigenous women in the Ecuadorian Amazon and beyond to utilise our cultural and artistic heritage in such a way as to protect our territories while providing them with a sustainable source of income through selling unique bespoke handcrafts via an online platform.





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## **Empowering Impact**

Hakhu Amazon Design has generated artisanal capacity for more than 200 indigenous women across three provinces in the Ecuadorian Amazon, creating jobs and providing income for families and their children who now face less pressure to leave their territories in search of employment. Hakhu Amazon Design has now launched its very first collection, combining traditional and contemporary art.



They want to share their vision with other people, communities and organisations around the world. We seek further recognition of the importance of protecting the Amazon rainforest and the artistic and cultural heritage of indigenous people. The sustainability of this project is already crucial for the livelihood of 200 families. They hope that this figure continues to grow.





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Gender and Environment Resource Center: <http://genderandenvironment.org/>