

IMPACT REPORT

SOMEONE
SOMEWHERE

2021



ZENAIDA FROM NAUPAN, PUEBLA

INDEX

- 03 PROLOGUE
- 04 WHO WE ARE
- 09 OVERVIEW
- 15 NEW ALLIANCES
- 18 B CORP CERTIFICATION
- 20 MEET THE ARTISAN
- 22 ARTISANS' STORIES
- 25 A DECADE OF IMPACT
- 29 SOMEONE SOMEWHERE TEAM
- 34 GOALS FOR 2022
- 37 FOUNDERS NOTE

PROLOGUE

BEYOND RESILIENCE

Someone Somewhere's vision is to support artisans of the world to leverage their traditional activity to break the cycle of poverty. And I am proud to say, they are making their vision a reality.

In 2021 with much of the world under Covid-19-related restrictions, the global fashion industry faced exceptionally challenging conditions. And despite these circumstances, Someone Somewhere was able to scale their social impact through innovative partnerships, while remaining true to their core values. They achieved 47.56% annual growth in artisans and 294% annual growth of dollars invested in crafts.

Someone Somewhere was able to continue the standardization of their impact model in four additional communities, now totaling 7 through their public-private partnership with Fundacion Franxa A.C. Through in-depth interviews, it was learned the following impacts had been generated: building supportive networks, community recognition, increase of social

SYDNEY PRICE

SVP Impact Kate Spade & Company (*former*)
Founder + CEO The Knew Purpose

and human capital, greater economic certainty, cultural reassessment, more regular income, financial independence, empowerment, self-esteem, rise in resilience levels, and capacity building.

For the fourth consecutive year Someone Somewhere has been operating as a Certified B Corporation, leading the global movement for an inclusive, equitable, and regenerative economy. This attracted Delta Airlines to reach out and partner with Someone Somewhere as their exclusive partner in manufacturing their amenity kits with Delta One starting February 2022. This partnership will help support the livelihood of +1,000 people from underserved Mexican communities.

On a more personal note, I couldn't be more honored to be working alongside Someone Somewhere as they take their social, environmental, and cultural impact to the next level within Mexico and throughout the world. This report is a testament to their commitment to continual improvement. Enjoy!

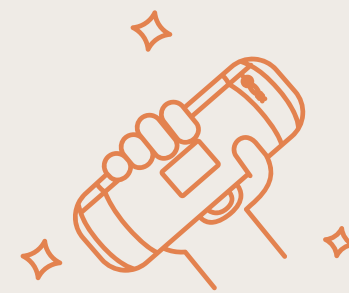


**WHO
WE ARE**

04

SOMEONE SOMEWHERE

creates clothing and accessories to simplify your life so you can discover the world through your adventures, travels, and experiences. Our main goal is for you to be able to connect with the creators of each piece.



SIMPLIFY

We want to make your journey easier. Our products are designed for you to enjoy the road.



CONNECT

We believe in meaningful connections, especially those that change lives. Each product will connect you with its creator, family, and community.



DISCOVER

Let's discover new places together! We want to be part of your new adventures.





06 OUR MISSION

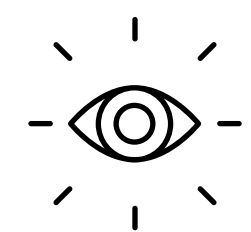


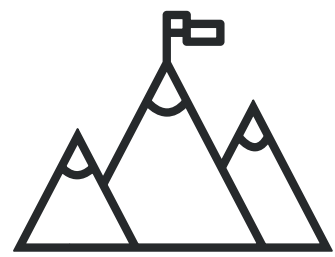
To contribute to the well-being of the communities of artisans, by integrating their traditional work into innovative products and channels that generate opportunities for fair and constant work

07 OUR VISION



Support artisans of the World to leverage their traditional activity to break the cycle of poverty





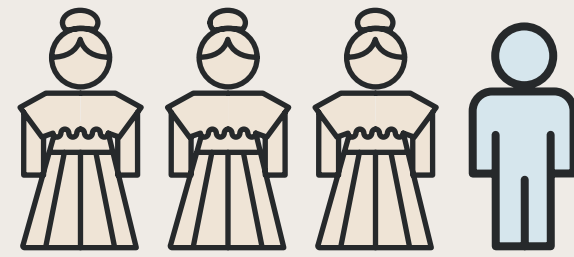
OUR GOALS

- 1.**
Generate fair and consistent labor.
- 2.**
Strengthening artisanal production chains.
- 3.**
Promote cultural and social awareness



09

OVERVIEW 2021



273 ARTISANS

Women: 204 = 75%

Men: 69 = 25%

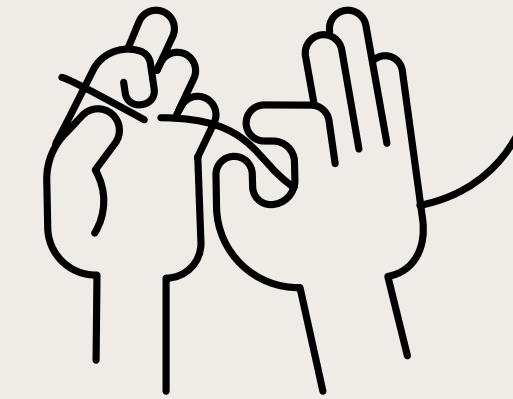


We collaborate with

13 COMMUNITIES

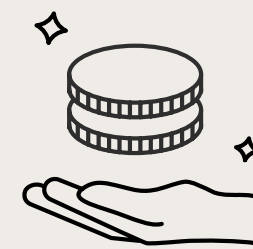
294%

growth of \$ invested in
craftsmanship



+1,000

lives impacted



+ \$375,311

dollars invested in
craftsmanship



47.56%

growth of the artisans
number

+ 150,000

work hours generated

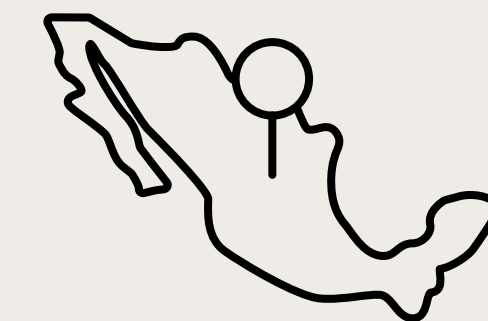


Ethnic groups we collaborate with:

Náhuatl, Otomí, Mazahua

7 STATES:

Puebla, Hidalgo, Edo. Mex,
Ciudad de México, Oaxaca,
Michoacán, Guerrero.



2021 HIGHLIGHTS



ARTISANAL WORKSHOP OPENING IN NAUPAN, PUEBLA:

As part of our 10th anniversary celebration in Naupan, we had an opening workshop as a result of the community effort, Someone Somewhere support and Fundación Franxa A.C. This represents a key moment of growth and consolidation with our very first group of artisans.

2021 HIGHLIGHTS

OAXACA ARTISANS' VISIT TO MICHOACÁN: For the first time, artisans who collaborate with Someone Somewhere and share the same craft technique travel to meet colleagues from another state to strengthen ties and share their best practices in a project that involved exponential growth for both groups.

ALLIANCE WITH PRO MUJER: We provided a month-long business skills training program in which artisans learned about basic administration and digital marketing, along with self-esteem building programming. More than 30 artisans from the Sierra Norte of Puebla participated.



REINFORCEMENT OF ARTISAN PRODUCTION CHAINS:

Thanks to the support of Fundación Franxa A.C., we continue with the standardization of our impact model. We implemented the diagnosis of the quality of life and entrepreneurship in four more communities, and we continue with interventions in the two pilot communities in Puebla and Oaxaca.

VALIDATION OF OUR IMPACT MODEL WITH INTERNATIONAL CRAFT ORGANIZATIONS:

We presented our model to leading international organizations in the sector to validate the relevance in their context and prepare to scale.

INTERCULTURAL MEETING: More than 100 artisans from 7 different communities attended the first intercultural artisan meeting organized by Someone Somewhere in Naupan, Puebla. Artisans shared unique experiences of their sector, based on differing cultural and geographical contexts. Sí We discussed best practices in the social economy, environmental care, gender equity, and also we reconsidered strategies to improve the professionalization of their groups.

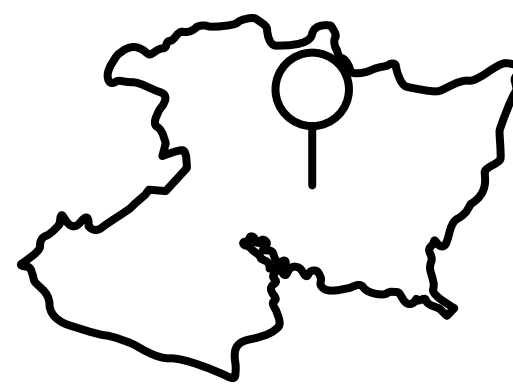


14

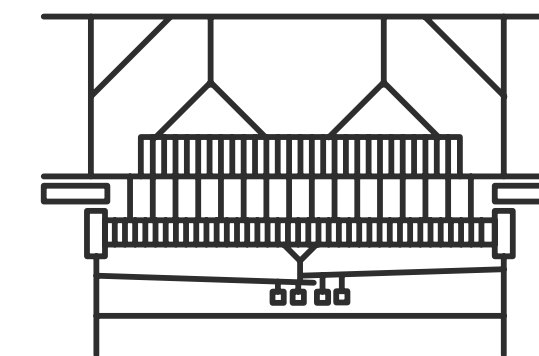
WELCOME MICHUACÁN!



This year, we started to collaborate with
artisans from a new State:
MICHUACÁN.



Communities:
Uruapan & Pátzcuaro



Craft technique:
Pedal loom weaving

15

NEW ALLIANCES

DELTA + SOMEONE SOMEWHERE

This partnership will generate thousands of hours of work per year for the groups of artisans with whom we collaborate in Oaxaca and Michoacán. Beginning in 2022, all passengers who fly with Delta will receive the product of our collaboration, and the project will benefit more than 1,000 people from Mexican communities.

With our partnership, Delta Airlines will not only make a social and economic impact. These kits will help reduce Delta's use of plastics by 90,000 pounds by eliminating single-use plastics such as closures and packaging. We will also help to mitigate carbon emissions through the traditional techniques of loom and craft production.



“This collaboration with Delta has allowed us to impact the lives of hundreds of artisans with whom we collaborate and give visibility to their work, in addition to allowing us to add new states, such as Michoacán, generating job opportunities for the artisans in this project. It becomes into a fair and constant economic income for them and their families”.

FÁTIMA ÁLVAREZ
co-founder and impact director at Someone
Somewhere

DELTA PROJECT FIGURES



+50

countries passengers will have an Amenity Kit.

⋮

+250

Total number of people directly impacted.

⋮

+1,000

Total number of people impacted.

IMPACT GENERATED FROM AUGUST TO DECEMBER 2021

+65,000

Total number of hours of artisanal work

+200,000

Total number of work hours in the whole production chain

2022 OBJECTIVES

+160,000

Total number of hours of artisanal work in the year

+500,000

Total number of work hours in the production chain the whole year

B R E C E R T I F I C A T I O N

18

B - C O R P R E C E R T I F I C A T I O N

During this year, we re-certificated as a B-Corp.

For the fourth consecutive year we are part of this community of companies in which we come together to build a new economy where success and financial benefits incorporate the social and environmental well-being.

2017

We obtained the certification

2021

We obtained the re-certification

Certified



Corporation™



Certificated companies by 2021:



4321
in a global level



775
in LATAM

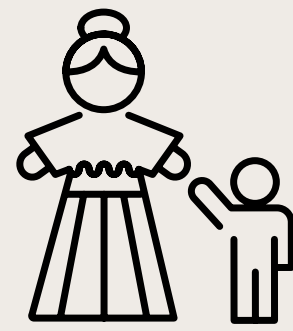


59
in México

20

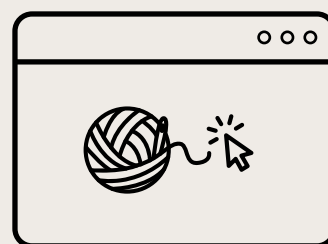
MEET THE ARTISAN

Until today we have achieved:



+280

stories of artisans



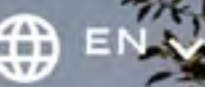
+1,057

visits to our search engine

GO TO STORE

SOMEONE
SOMEWHERE

IMPACT REPORT 2020



SOMEONE
CRISTINA O

SOMEWHERE
PUEBLA



Cristina is the daughter
of Doña Alberta.

Doña Alberta was one of the first artisans to sell her products outside of Naupan. She has 6 brothers and 6 kids, 2 of her daughters having participated in our project prior to going to Mexico City to work. Cristina is focused on administrative tasks, as well as in embroidery, working the fields and being part of the community high school's committee.

Over the last few years we have made an effort to create a deep bond between the artisans with whom we collaborate and our clients. Today it is possible thanks to #MeetTheArtisan. After receiving their product at home, customers can type the artisans name (found on the signature of their item) into our website and learn about their story. For us it's very important that they can look them in the eye, understand their motivations and connect with them by leaving a special message, which we will take care of sending to them

**ARTISANS'
STORIES**

22



JESSY, OAXACA

“Among my desires is to be able to finish a university degree, which I have not yet been able to achieve due to family economic difficulties. However, I have found inspiration in the chicotillo loom to form my own company with other colleagues and encourage other women to do the same.”



Jessy is a visionary woman that sees the crafts as more than just a profitable activity; it's a means of pride and tradition.

OLEGARIO, OAXACA

“When I started knitting it was hard for me, there were times when I despaired and said ‘I think I’ll never be able to knit’, but you persist and persist until you learn. Today I am very good at weaving. I have been at this for 16 years, almost half my life. For me, being a craftsman is a way of life and I will continue weaving until I can, otherwise I would not leave it because I love what I do. For example, I realize that when a person really loves to weave, because they are delicate in their pieces and make very beautiful figures, they dedicate their time. I would like my work to be known all over the world, to have eyes set on Oaxaca, because we are a place where we like to preserve our culture, our traditions, our art and our food.”



25

**A DECADE
OF IMPACT**

INTERCULTURAL MEETING



The Intercultural Meeting was an enriching exercise for all the artisans and the Someone Somewhere team. It represented the first meeting opportunity for all the artisan groups with which we collaborate. Artisans were able to share experiences, collaborate on activities, get to know Naupan more closely as well as other craft techniques and other ways of operating. Greater cohesion and empathy were achieved between the craft groups and the Someone Somewhere team.

INTERCULTURAL MEETING

LIGHTS AND SHADOWS OF THE CRAFT PRACTICE: Exercise in which the challenges and opportunities of the sector were analyzed through dialogue and experiences. This activity generated empathy among the artisans by identifying several points in common and having the opportunity to express their concerns, as well as being proactive in solutions.

INTERVENTIONS WITH ARTISANAL TECHNIQUES: The Someone Somewhere design team led the activity of interventions on canvases based on the artisanal techniques of each community. Everyone participated in groups and each one was able to take a collage to have a representation of the crafts from other states.





GENDER PERSPECTIVE: Activity to reflect on gender roles in the personal, work and community. Two groups were created: one for women and one for men. The dialogues were fruitful, spaces of trust and vulnerability were generated where experiences, opinions and stories were shared.

TRADITIONAL NAHUATL XOCHIPITZÁHUATL CEREMONY: The artisans, the Someone Somewhere team and the other guests at the event participated in this traditional Nahuatl ceremony, designed to thank the 10 years of joint work.

CONVERSATION ON SOCIAL AND SOLIDARITY ECONOMY IN THE ARTISANAL CONTEXT: The consultant José Andrés Fuentes, an expert on the subject, gave a dialogue with the artisans that prompted reflection, knowledge, and identification of the importance of incorporating social economy practices in artisanal work.

EXPO SALE OF CRAFT PRODUCTS: Each of the groups exhibited their traditional works and put them on sale for the guests at the closing ceremony and anniversary celebration.

**SOMEONE
SOMEWHERE
TEAM**

29

OUR TEAM



22%

Team annual growth rate



57%

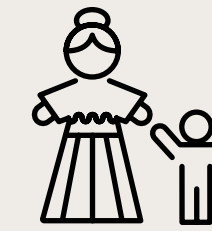
of leadership positions are held by women.



54%

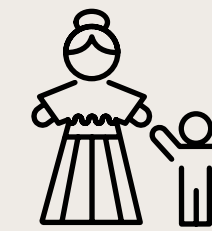
of the team is made up of women

The first diversity and inclusion questionnaire within the team was carried out in 2021. Highlights:



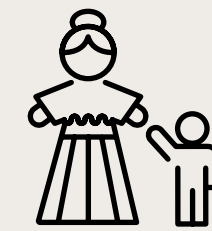
79%

of the team considers that diversity is promoted within the company.



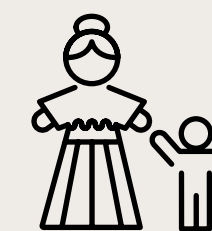
95%

of the team considers that a work space that allows free expression is promoted.



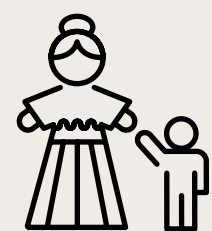
91%

consider that cultural diversity is promoted and respected.



88%

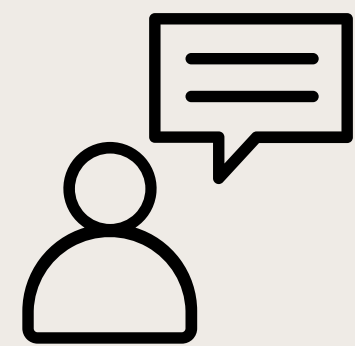
consider that the internal policies of SS promote diversity, equity and inclusion.



88%

consider that friendly and inclusive practices for the LGBT+ community are promoted in SS.

TESTIMONIALS



“What I enjoy most is having a direct and continuous relationship with the artisans. We visit the communities frequently to collect their stories and information. Our impact model is not only built at a collective level but also gives a special place to the individual.”

Gabriela Sandoval, Impact Analyst

“Since my first contact with Someone Somewhere, I noticed that it was a different company, with a precise determination to achieve its social objectives without neglecting the people who would make it possible. The human quality of the founders permeates the entire organization, where the values of inclusion and equity are always present.”

Porfirio Rivera, Global Marketing Manager





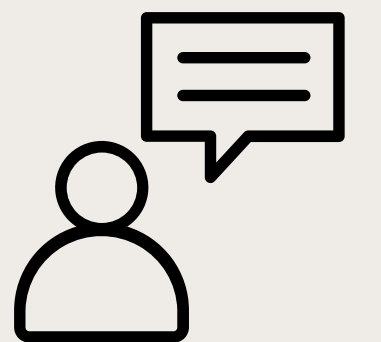
“The emotion was immense; our main engine was to think of all those communities that could have a job. Personally, the idea that through these links people from 50 countries could learn about the majestic Mexican craftsmanship filled me with hope.”

Gloria Ortega, Design Lead (Delta Project)

“It is exciting to share the stories behind each of the artisans we collaborate with. Connect them with the world to share their dreams and talents. Someone somewhere is a unique place, where the goals and objectives of the founders become one for all of us who are part of the team.”

Rolando Elizalde, Content Creator

TESTIMONIALS



RESEARCH



CRAFTING THE GATEWAY TO THE MARKET: INDIVIDUAL AND CONTEXTUAL BARRIERS PERCEIVED BY MEXICAN ETHNIC ARTISANS IN A CAPITALISTIC SYSTEM. *Diana Sosa (London School of Economics, 2021)*

The study is based on 21 in-depth interviews with Mexican artisans from Chiapas, Guerrero, Puebla, and Yucatán.

This research reveals the barriers perceived by indigenous artisans in Mexico when facing a capitalist system and their perception of access to financial resources, one of the most significant problems in the sector. Among the results, it was obtained that the artisans recognize the exclusion of the market as the main barrier to their development. It highlights the role of the material environment, institutional and social regulation, built-in skills and their interactions, as factors that reinforce exclusion from the market. When it comes to indebtedness, indigenous artisans prefer informal loans, such as family or group savings, to institutional ones, as they are more flexible, cheaper, and based on moral rather than legal contracts.

As a result of this joint research, actions will be taken to promote savings groups in the communities where Someone Somewhere works, starting in 2022.

Complete Research

Study focused on Someone Somewhere

34

GOALS FOR 2022

MOVING FORWARD

1.

Consolidate the impact model and scale it up to new countries.



2.

Continue working on key alliances that allow us to continue expanding our impact to more artisans from other regions.



3.

Implementation of sustainability strategies in all areas of the company.



4.

Continue the process of strengthening artisan groups, through their professionalization and satisfaction of identified needs.





ALLIANCES

Behind every piece of information expressed in this report is someone, an experience an adventure, a story...a life that has been impacted by each one of you. Thank you very much for continuing to be part of this story.





THANK YOU!

2021 IS A YEAR THAT WILL DEFINE US FOREVER.

This year we celebrated the tenth anniversary of the first time we visited an artisan's community with threads and fabrics to make samples for the products we sell today. Since that day, we have dreamed of generating fair and constant job opportunities in their communities so that they could improve the living conditions of their families. At first it was a dream, now it is a reality. Thanks to the tireless work of our team, the trust of our clients, and the transformation of our allies, this year we managed to generate more than 150,000 hours of artisanal work, and forged alliances to create millions more for the years to come.

During 2021, we faced challenges that we never imagined and we put every detail of our company to the test. As a result, we have a much stronger organization and a much deeper social and environmental impact. We show that when you do things with a purpose, the sky is no longer the limit. That is why for 2022 we have much more ambitious goals to not only increase the scope of our impact but to deepen it even more.

Thank you so much to everyone who has made this story possible, to those who have believed in the project from the beginning, and to those who have put their hearts into moving it forward. Thanks to the allies, friends, family, work team, suppliers, investors, mentors and, above all, thanks to all the artisans and customers who make possible that always there be someone somewhere living a better life.



JOSÉ ANTONIO NUÑO, ENRIQUE RODRÍGUEZ Y FÁTIMA ÁLVAREZ
Someone Somewhere Co-founders

SOMEONE

Petra

SOMEWHERE

Naupan, Puebla

MEET THE ARTISAN