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Building a Sustainable and Inclusive Value Chain Network in the Andean Camelid Textile Sector.

A Marina, S A Aranburu, N Maffey, M Ranta, H Lyer, et al
France

The global fast fashion industry is the second most polluting industry in the world and rife with labour exploitation. Only activities in the agricultural sector are more water consuming than those related to clothes production. The environmental and social unsustainability of the current fashion industry model motivates many stakeholders to advocate for its change. This paper will examine how an alternative approach to textile production can transform the industry into a source of aid for the development of previously disenfranchised rural communities by integrating SMEs into the global economy in a sustainable way. We argue that in a traditional linear supply chain local producers, especially those in rural areas, are disconnected from the global market, leaving them vulnerable to exploitation, commercial disconnect, and underdevelopment. Thus, we propose a holistic value chain network approach that would lead to the development of strategies entailing close collaboration and synergy of all the parties involved, leading to a fair, transparent and technology-driven market. In this paper, we present a case of sustainability in the Andean camelids textile sector through Animaná, a B-Corporation, and *Hecho por Nosotros*, an NGO. This integrated approach working at every step of the value chain network contributed to artisans not only having access to market prices and best practices, but also easily adapting to changing demands in the (luxury) market. Value is added and retained at the local level. We argue that academic expertise as well as financial, governmental, and institutional support and integrations are crucial to cultivate a self-reinforcing cycle. The experience of Hecho por Nosotros and Animaná can be applied to other textile industries and can help formulate recommendations for policy-makers, businesses and the civil society on how to overcome the challenges that tag along the sustainable fashion industry.