



impact^o

2018
REPORT





- 01 FOUNDER
- 02 MISSION
- 03 INTRODUCTION
- 04 IMPACTO TEXTIL
 - Impacto Textil
 - Facilities
 - Building Bridges
 - Alliances/Bonds
 - Events
 - Our Results
- 05 VIERNES TRADICIONAL
 - #ViernesTradicional
 - Our Community
 - Plagiarism
 - Patrimonial Alert
- 06 IMPACTO COMUNICACIÓN
- 07 IMPACTO RECONSTRUCCIÓN
- 08 FINANCES
- 09 CONCLUSIONS
- 10 IMPACTO FAMILY

01 MESSAGE FROM THE FOUNDER & CEO



During 2018, we generated a significant impact in the life of many people. The efforts of our work team are focused to improve the quality of life of indigenous and rural communities from Mexico. Our actions are also addressed to dignify the life of women artisans from the Highlands of Chiapas.

In 2018, we celebrated 5 years of continual work with artisans, producers, cooperatives and designers. Thanks to the consolidation of our work team, we had constant annual increases. We implemented organizational processes under a holacracy model, in which teamwork and joint responsibility are promoted. Thanks to the strengthening of our team, we estimate that our presence in Chiapas can be adequately and efficiently extended in the medium and long-term, replicating in this way our methodology in other states of Mexico. Currently, we have an interdisciplinary team of professionals —18 women and 1 man— able to address the problem areas we face as civil organization.

We are firmly convinced in the promotion of social venture through non-governmental organizations of young Mexican designers and informal groups of women artisans to create a social enterprise that promotes ethical trading. Considering social inequality and the lack of opportunities in our country, we think that the fundamental task of civil society is the reorganization of our social structure jointly with governmental institutions. In this way, we will be able to make important changes in the life of indigenous communities of our country.

Adriana Aguerrebere



Our mission is to fight social inequality through an innovative platform for a comprehensive development that can be used as a force of change. We aim to the exchange of knowledge through strategies, opportunities, economic wealth and linkages among people involved in an ethical value chain.

02 MISSION

03 INTRODUCTION

Since 2013, Impacto has managed to have an effect on the local economy. We are helping to increase the incomes of different communities from the Highlands of Chiapas, Oaxaca and Puebla, as we did in Veracruz and Yucatán. In these communities, we work in priority areas such as informal education and gender equity. Therefore, we created “*Programa de Comunicación*” to facilitate the access of communities to information technologies and promote their autonomy. This program has allowed to increase the visibility of artisan work and promote the protection of the cultural heritage of indigenous people.

POVERTY PERCENTAGE
77.1%

EXTREME POVERTY PERCENTAGE
28.1%

4,114
THOUSANDS OF PEOPLE

1,498
THOUSANDS OF PEOPLE

POVERTY INDEX IN CHIAPAS



Artisans in Pattern Making Workshop



Artisans in Color Workshop

During 2018, we benefited 634 women artisan from the Highlands of Chiapas through collective workshops. These workshops are based on the understanding of local issues, and they are focused to improve the production and marketing capacities of these women. We offered 42 workshops on technical training with a human rights approach, in which women artisans generated 132 new products. We also developed partnerships with more than 10 designers, brands and social enterprises, addressing our responsibility to promote the handcrafted textile sector both nationally and internationally.

It is also worth mentioning that we are constantly strengthening our team. Thus, we formed the Impacto Textil team with the required expertise, which was reinforced during last year by the definition of tasks, responsibilities and roles. In this way, we are constantly aiming to optimize our human resource. For instance, we hired a person responsible to strengthen the organizational culture and operative processes within the organization through strategic planning of the Impacto Textil team. We defined the roles of each member of the team to optimize them, by defining them with greater accuracy and making the required modifications. We also improved the implementation of the curricula's methodology by stablishing parameters suitable to communities' socio-economic context.

Hence, we confirmed our commitment to strengthen the handcrafted textile sector; for instance, with our initiative #ViernesTradicional we keep contributing to handcrafted textiles appreciation as part of our cultural heritage. Through this initiative, we encourage the purchase and use of clothing made by Mexican artisans through social networks, in which we were also able to show plagiarism cases. Last year, the community of users of this initiative increased to 26,396 followers in total.

In collaboration with the Whitaker Peace and Development Initiative we also continued the "*Programa Comunicación*". Social communication and visual arts professionals developed four workshops with a group of 16 young men and women. The purpose of this initiative was to strengthen the capacities of organizations and social groups to promote their products and services in social networks and improve their social and economic development. Similarly, it should be emphasized that we work through consultancy with the Comisión Nacional para el Conocimiento y Uso de la Biodiversidad (CONABIO) in a project that aims to generate communication tools to promote "Biodiversity friendly" products. This project has resulted in 1343 beneficiaries. We also remained actively communicated with the three levels of government to manage the nomination San Cristóbal de Las Casas, Ciudad Creativa de Artesanía y Arte Popular (UNESCO).

Due to the national emergency caused by the earthquakes of September 7th and 19th, 2017, the team of Impacto followed-up the reconstruction of the affected communities of Chiapas and Oaxaca. We contributed to home repair in Bochil, Jiquipilas and Zinacantán, Chiapas, and to the building of a community center in Asunción Ixtaltepec, Oaxaca. Eleven education centers were also inaugurated in Tonalá and Pijijiapan, Chiapas. It is worth mentioning that we collaborated to rehabilitate different spaces with the following collectives: Tseltal-Tsotsil, Mol Mentas and Batsil Antsetik. Finally, we started the reconstruction and recovery processes of La Casa del Alfarero.

Undoubtedly, in the following years we will keep contributing to promote the sustainable development of communities and build bridges between producers and responsible consumers. We will focus our efforts to follow-up the reconstruction of the affected buildings. Particularly, we will keep reinforcing our team to continue empowering women and creating fair economic opportunities for the communities with which we collaborate.

04 IMPACTO TEXTIL

impact@textil

IMPACTO TEXTIL

FACILITIES

BUILDING BRIDGES

ALLIANCES/BONDS

EVENTS

OUR RESULTS



IMPACTO TEXTIL

Impacto Textil is a sector program that promotes innovation in handcrafted textiles, and the development and trading of new products. Through this program, we have generated workshops on Teamwork, Self-esteem and Leadership. The purpose of these workshops is a comprehensive improvement of quality of life of women artisans and their communities.



Our program is recognized nationally due to its actions of empowerment and dignification of women artisans, and the promotion of handcrafted textiles focused on their revaluation. The purpose of this program is also to strengthen the artisanal textile sector under ethical trading standards. Therefore, we promote a respectful, transparent and ethical cooperation between women artisans, designers and social brands.

In 2018, the program Impacto Textil benefited 634 women artisans from 17 to 50 years old, from Aldama, Chamula, Chenalhó, Huixtán, Larrainzar, Mitontic, Pantelhó, San Juan Cancuc, Santiago El Pinar, Tenejapa and Venustiano Carranza. Each one of them has 4.5 children on average, which accounts for about 2,853 children indirectly benefited, as the improvement of the household income through women has a direct effect on their family's quality of life. In this way, it is significantly more likely that children complete basic education.



FACILITIES

Human Development Workshops

During this period, we implemented Human Development workshops on Teamwork, Self-esteem and Leadership, focused on women artisans' empowerment. These workshops allows us to identify issues within the groups, as well as the challenges and growth opportunities for women artisans.



“These workshops are like seeds we need to plant and harvest to improve our affective and work relationships”.

- Luz, artisan from Huixtán.

Technical and Productive Workshops

These workshops are essential to promote innovation, creativity and participatory design among women artisans. For this purpose, these workshops address issues like product development, color and trends, textile experimentation, basic principles, pattern designing, hour count and costing. During this period, we made great-scale progresses with the groups that were already part of Impacto's network, achieving the participation of more than 80% of women artisans from these groups in the Technical and Productive Workshops. We also followed-up the training obtained in these workshops for a comprehensive development of women artisans' capacities. This results in high-quality products and a greater specialization of women artisans for subsequent collaborations. We also offered these workshops through collaborations with brands, designers and universities. For instance, regarding the collaborations with universities, we developed a design and innovation project with the Universidad Iberoamericana, in which students at this university had the chance to exchange their knowledge with women artisans from Huixtán. This project focused on contemporary fashion and it consisted of developing innovative products using pedal loom and modern techniques.

Business Training Workshop

The purpose of this workshop is to share tools with women artisans that allow them to understand the mechanism of the market, value chain and their products trading. These workshops are essential to allow them to access from their own knowledge to the market dynamics and demand a fair and worthy price for the working hours they dedicate to create their handcrafted textiles.



Children's Rights Workshop

Martina Bolsieri, student intern at Bachelor of Education, offered 7 workshops on children's rights in Aldama as part of her social service at Università Cattolica del Sacro Cuore, Milan. These workshops were carried out as per the fundamentals of UNICEF and were adapted to the communities' context.

234
Field visits

42 units
Technical and Productive

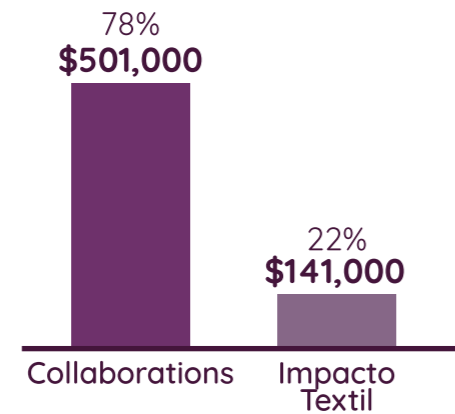
8 units
Human Development

BUILDING BRIDGES

One of the main purposes of the workshops we offer to women artisans is to encourage curiosity and innovation. In these workshops, we offer different tools to allow women artisans to exercise freely their creativity. Similarly, we developed partnerships with contemporary designers to allow women artisans to apply their ancestral knowledge to the abilities they acquired during the workshops. For instance, we created a collection of textile jewelry with the designer Luis Oliver.



Direct contact with national and international museums through direct selling of artisan products made by women artisans' groups



“When women artisans develop a new product, they develop at the same time capacities they did not have before. It is normal that some ideas work better than others and that some tasks take more time than expected [...] Although I used my professional experience and different design methods, I learned to be more efficient and resolve creatively unexpected issues. Despite the overall process was the same, the results were different with each artisan.”

- Luis Oliver, designer

Collection “Cosmos”

During the last years, women artisans have come a long way of learning with the collaboration of Impacto. They acquired new abilities and tools to improve their craft. They were also able to reinforce their knowledge collaborating with designers. Now, with the Mexican designer Andrea Velasco, women artisans have created the collection “Cosmos”, which plays with the sound of nature and their environment. This project has had important effects on the rescue of ancestral techniques and knowledge from Santiago El Pinar. Huipil blouses from Santiago El Pinar traditionally are white and plain. They do not have embroidery nor brocade. Their only colors are from the cotton threads that join the woven canvasses that highlight the neck. In this way, the collaboration with Andrea and the implementation of new designs opened the path to innovation.



“It was important for me that the strips designs had a meaning and not to limit the creativity of women weavers. I saw the work of an ecologist that studies ecosystems through sounds. His name is Bernie Krause and he made an exhibition in which while his recordings were played, graphics became bigger in the room, making lines with different densities that moved with the sound. This was a very impressive experience for me, and I wanted to share it with women artisans to inspire them with the processes of Bernie Krause so they could interpret the sounds of nature in their own creations.”

- Andrea Velasco.

ALLIANCES/ BONDS

We developed collaborative works with different national and international universities through their social service programs, such as Universidad Iberoamericana, Tecnológico de Monterrey and Università Cattolica del Sacro Cuore. We also carried out a collaborative project with the collective COFEMO and women artisans from San Juan Cancuc. This project consisted of creating a collection of girls' dresses. Likewise, we established a collaboration agreement with Instituto Casa de las Artesanías de Chiapas (ICACH) at state level. This alliance allows us to take a stand at state level. Similarly, we are building bridges to exchange knowledge for subsequent projects.



EVENTS

IBERO
CIUDAD DE MÉXICO ®

**MUJERES
SEMBRANDO
LA VIDA**

THE
HUNGER
PROJECT

COFEMO


WHITAKER
PEACE & DEVELOPMENT
INITIATIVE


Casa de las Artesanías de
CHIAPAS


**Tecnológico
de Monterrey**

- Presentation for students at the **Social Enterprise Institute at Northeastern University (US)**.

- Virtual presentation “**Women Artisans and Immaterial Cultural Heritage**”, UAEM, Morelos.

- Presentation “**#ViernesTradicional: Awareness and Use of Artisan Clothing**”, Design Week Ibero, Mexico City.

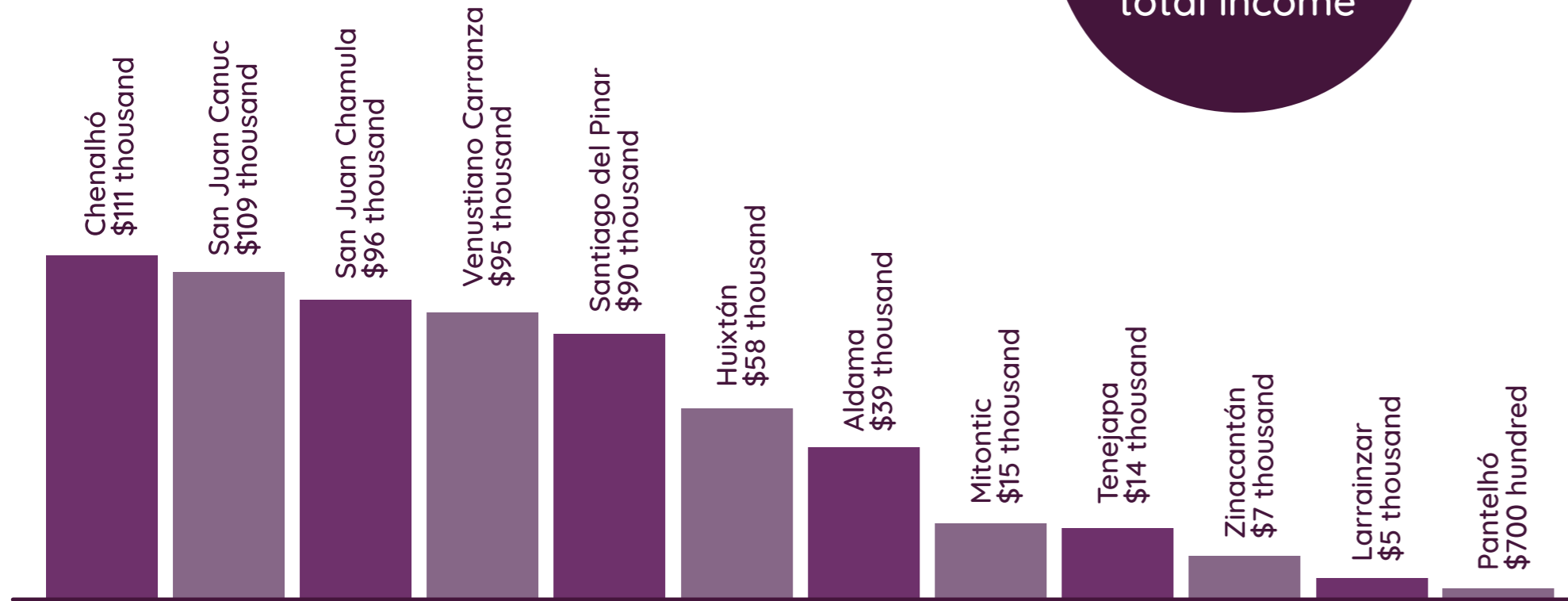
- Presentation “**#ViernesTradicional: Awareness and Use of Artisan Clothing**”,
● Foro de Diseño Textil Artesanal: Creatividad, Género e Interculturalidad, UAM, Mexico City.

- Presentation at the event “**Cultural Heritage and Market: Reflections on Collective Rights and Intellectual Property**”, INAH, Mexico City.

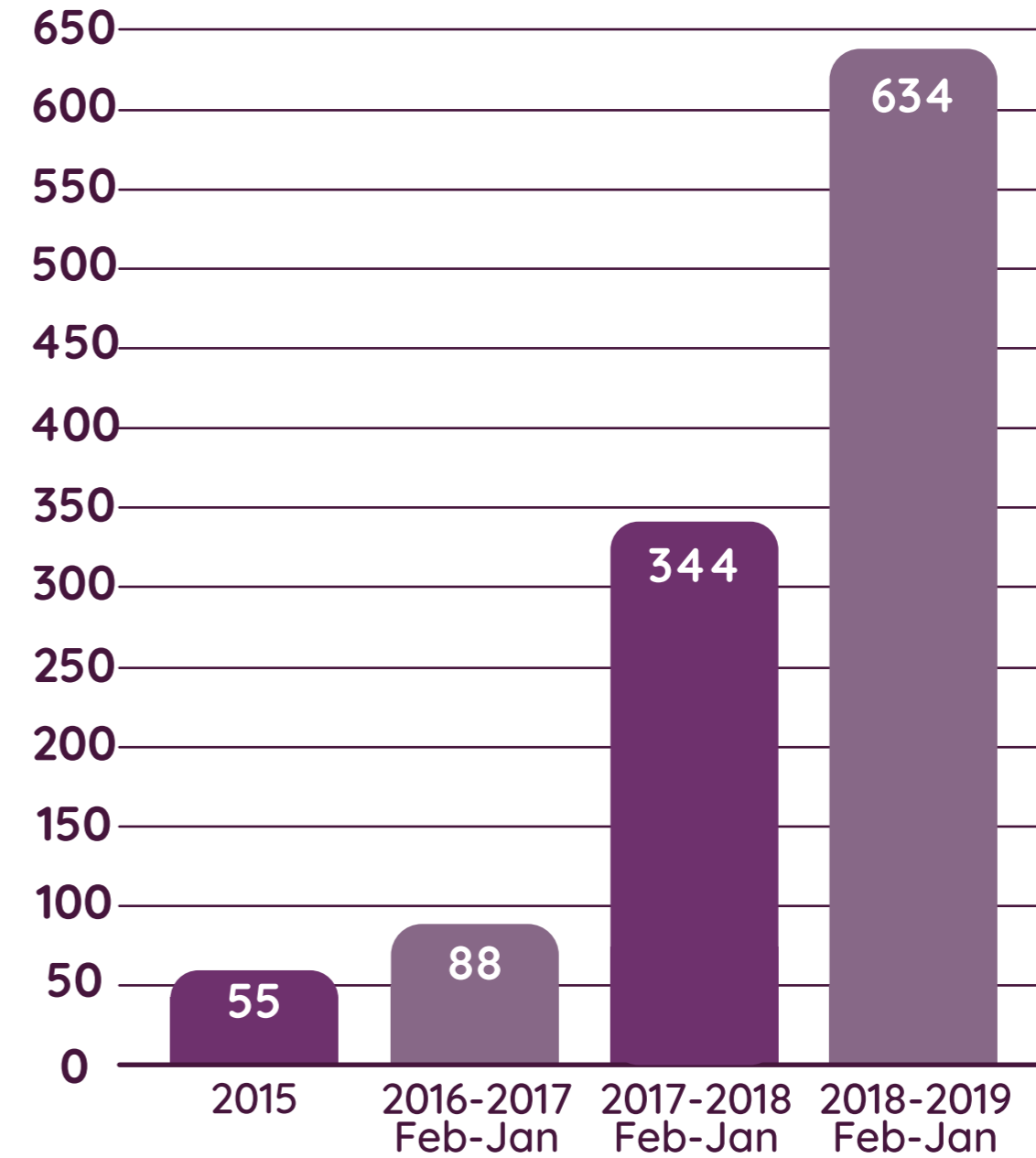
- Presentation “**Follow-up to Plagiarism and Conservation of Immaterial Heritage**”, 4th International Encounter, The Interaction with the Cultural Heritage in the Digital Age, Culture Secretariat, San Agustín, Oaxaca.

OUR RESULTS

\$641
thousand
total income



NUMBER OF BENEFICIARIES



+290
women artisans
beneficiaries from
2017 to 2018

+3
new work
groups

+184%
women artisans
beneficiaries from
2017 to 2018

1,121
women artisans
in total



634 women artisans beneficiaries



19 collaborations with brands and designers



1346 products created in total



2,853 Indirect beneficiaries



234 field trips

05 VIERNES TRADICIONAL

This initiative was created by the NGO Impacto in 2014. Its purpose is to follow-up the national and international positioning of handcrafted textiles, to give them the recognition they deserve and to influence public policies that protect the collective heritage of indigenous people. In this way, through this initiative, we encourage the purchase and use of clothing created by Mexican artisans.

#VIERNES TRADICIONAL

OUR COMMUNITY

PLAGIARISM

PATRIMONIAL ALERT



#VIERNES TRADICIONAL



viernes
tradicional
CONECTA



viernes
tradicional
VALORA



viernes
tradicional
ACTÚA



OUR COMMUNITY



6,001



19,081



1,316



26,398



viernes
tradicional

PLAGIARISM

Unfortunately, currently there is no legal frame in Mexico to protect the collective heritage of indigenous people. In consequence, many national and international brands have incurred in plagiarism activities of the designs of artisans from different parts of our country. Some of the consequences of the unauthorized use of these designs are the following:

1. Economic loss for artisans
2. Plunder of textile cultural value
3. Loss of development opportunities
4. Increase of plagiarism cases

It is important that we know how to identify potential national and international plagiarism cases. Therefore, it is fundamental to act from the civil society through effective tools for active denunciation. That is why #ViernesTradicional has created a platform in which users can denounce plagiarism cases. In this way it is possible to discuss them from the public opinion.

<http://viernes-tradicional.impacto.org.mx/plagiarism/>

Mapeo de casos de apropiación cultural de textiles tradicionales hechos en México

¿Cómo funciona el mapa?

El mapa permite visualizar los casos de apropiación cultural de textiles tradicionales elaborados por los pueblos originarios de México.

Al reproducir el mapa, encontrarás los puntos donde se encuentra la localidad cuyo patrimonio cultural ha sido apropiado. Cuando se da click en el punto de color se despliega la lista de marcas o diseñadores nacionales e internacionales involucrados en estos casos.

¿Nos faltó un caso o localidad?

Compartenos el caso que consideras hace falta en esta recopilación para hacer la investigación y completar este mapa e historial. Da click en el siguiente botón:

Reporta un caso de apropiación cultural



PATRIMONIAL ALERT

PROTOCOL TO FOLLOW-UP PLAGIARISM CASES OF HANDCRAFTED TEXTILE DESIGNS



06 IMPACTO COMMUNICATION

impact@comunicación

The main objective of this program is strengthening the organizational capacities of social groups from the Highlands of Chiapas. This project seeks to generate tools for communities to promote their products / services in social networks and other media.

IMPACTO COMMUNICATION



IMPACTO COMMUNICATION



Social Communication School:

Thanks to our alliance with the Whitaker Peace & Development Initiative (WPDI), we developed social communication workshops with 16 women.

Social Communication Consultancy with CONABIO:

We collaborated through consultancy with the Comisión Nacional para el Conocimiento y Uso de la Biodiversidad (CONABIO) to develop communication tools to promote products and services from the sectors of coffee, cacao, dairy products, honey and EcoTourism services in the market, under the flagship "environmentally friendly".



NGO Impacto Social Communication Campaign

This area is responsible to raise public awareness on inequality issues in communities. It also promotes ethical commerce and artisan work valuation through alliances with the main national and international communication media.





Contenidos editoriales en alianzas con los principales medios de comunicación, nacionales e internacionales:



07 IMPACTO RECONSTRUCCIÓN

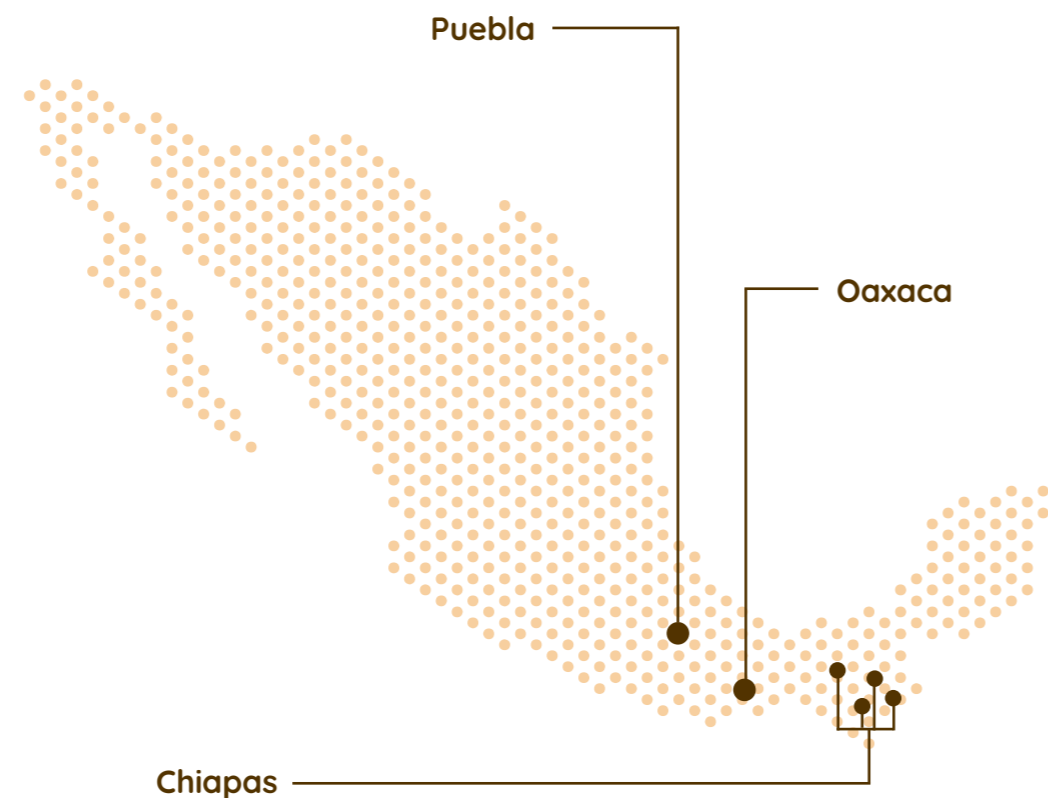
impact@reconstrucción

RECONSTRUCTION



An 8.2 magnitude earthquake devastated Chiapas and Oaxaca. About 2.3 million people were affected. Due to this, in 2017 Impacto created the “Programa de Recuperación y Reconstrucción de Terremotos” in collaboration with local and associated NGOs, to generate scaled economies, capture techniques, knowledge exchange and efficient operations for the reconstruction phase. Once the reconstruction tasks were initiated, in 2018 we followed-up the constructions to rehabilitate the affected buildings. Jointly with the affected communities, we have been able to follow-up the rehabilitation of education centers of Pijijiapan. We were able to reconstruct 11 education centers and 30 houses.

Nonetheless, it is important to mention that many cooperatives were greatly affected. In consequence, we followed-up the reconstruction of homes of women artisans from the cooperative Mujeres Sembrando la Vida. We attended four affected homes carrying out the reconstruction according to the needs and cultural context of this population. Likewise, Impacto supported the building efforts of the cooperative Tseltal-Tsotsil, following-up the rehabilitation of spaces to produce coffee.



During 2018, we carried out actions to monitor reconstruction of homes, educational centers and production centers in the states of Chiapas, Oaxaca and Puebla.

The collective Mol Mentas is dedicated to the production of mushrooms, which was affected by the earthquake of September 7th, 2017. The facilities of the production module suffered a total loss of the mushrooms production. Therefore, we implemented a plan to recover the harvest, reconstructing the facilities to generate a safe space and improve the production of mushrooms.

Also, in collaboration with Centro de Derechos Humanos Digna Ochoa AC, a civil association that accompanies people whose rights have been violated, Impacto followed-up the reconstruction efforts of 30 education centers in the coast of Chiapas.

Fundación Internacional Granito de Arena is an NGO that promotes the comprehensive development of children’s and adolescents’ rights. Jointly with this association, Impacto developed the project “A Home for Chiapas” to reconstruct the houses affected by the earthquake of September 7th. Impacto considers essential that children from Chiapas live in decent conditions for their free development.

Batsil Antsetik is an association founded by Mayan tsotsiles indigenous women from the Highlands of Chiapas and Chiapas woods focused on communities from this state that suffer from poverty situation, social deprivation and marginalization. Jointly with this cooperative we followed-up the project Reconstrucción de Casa de Artesanía para las actividades productivas, comercialización y servicios turísticos at Bochil, Chiapas. It is important than women artisans have a space in which they can practice their craft and creativity freely.



Rehabilitation of Educational Centers in Pijijiapan, Chiapas Colectivo Mol Mentas



Reconstruction of houses in Zinacantán



“Impacto’s support is very important for our school as during the last years we have taken classes at galleys. It is not the best place to receive an education. It is important that the following generations have the space they deserve to take classes”

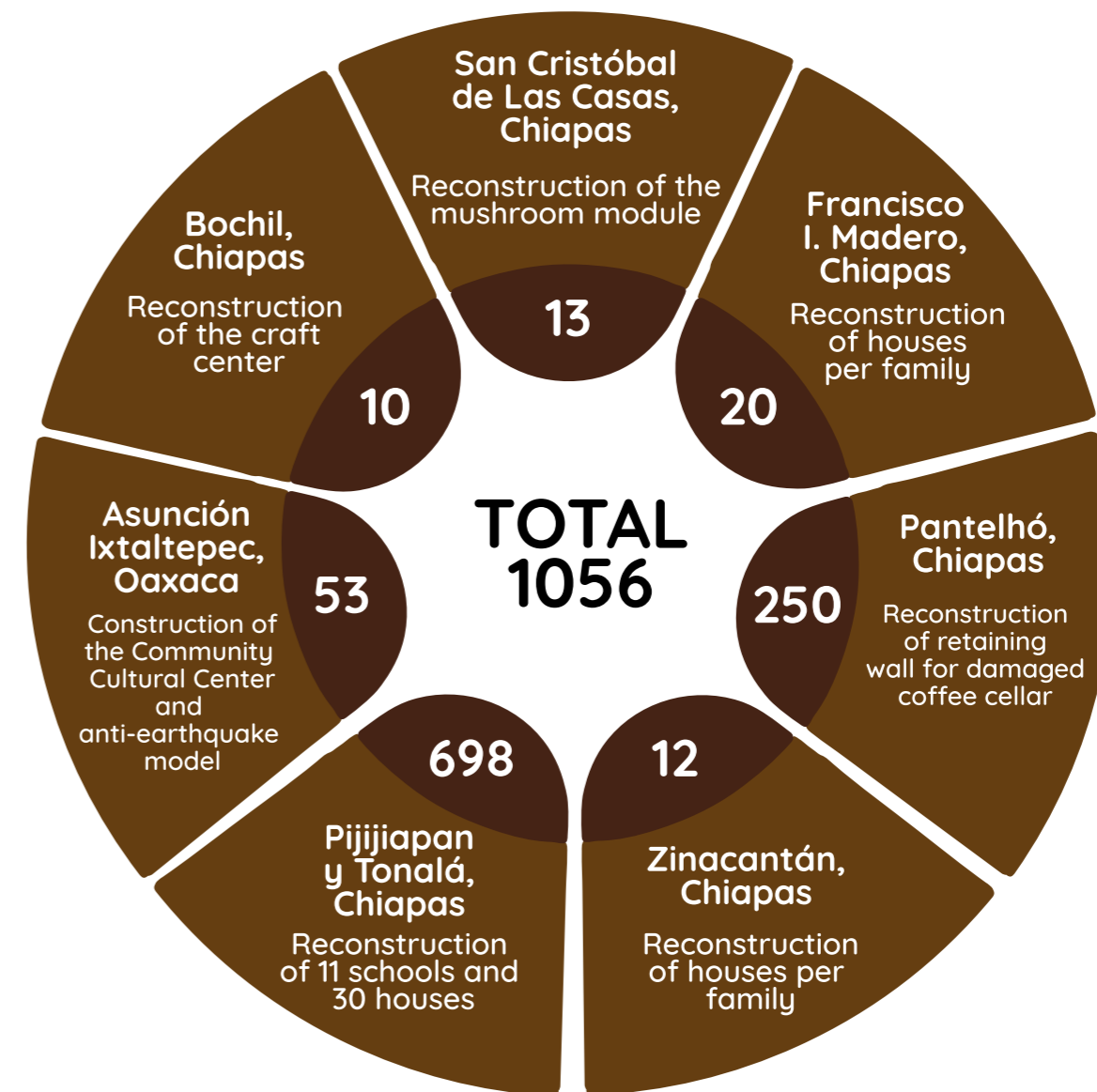
- María Mercedes Hernández Campero (student at the community high school Lázaro de Cárdenas del Río, Pijijiapan, Chiapas)

The state of Oaxaca and its communities also suffered from the 2017 earthquakes. Due to this, Impacto and the citizen initiative #REDBINNIGUEDA supported the building of a housing prototype to be used as the first module of the community recovery center. This project consists of the building and diffusion of a seismic-resistant and ecological designed housing prototype to promote the activation of local economy and the recovery of the urban landscape of Zapotec people.

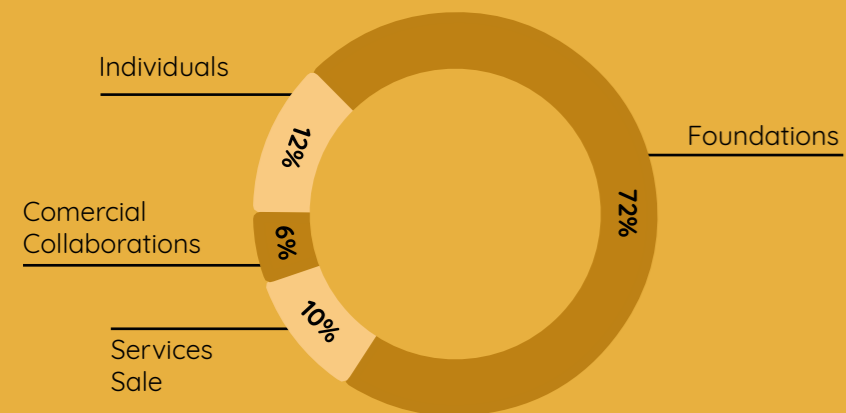
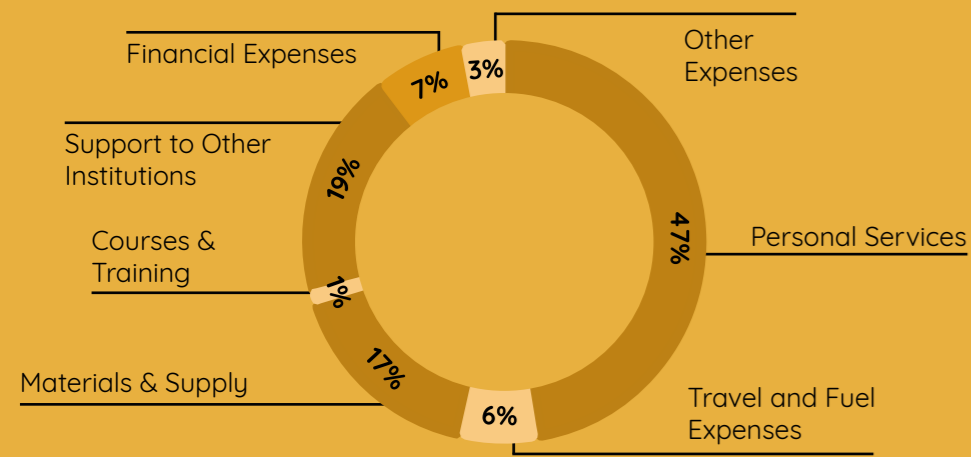
We also followed-up the rehabilitation of La Casa del Alfarero, located at Av. Don Juan de Palafox y Mendoza, Puebla. This building has a 300-year old oven that has been used by generations of potters as their main source of employment. This oven is currently in disuse due to the earthquake on September 19th, 2017. This event affects directly the community development and jeopardizes the pottery production. Always committed with the material and immaterial cultural heritage of our country, we are firmly convinced that the rehabilitation of these space is required for our country’s development.

Finally, Impacto always looks for alliances with other organizations to have an effect on the well-being of the communities from our countries. In this way, tthe organizations developed by civil society have a key role in face of national emergencies as they are able to respond promptly to social issues.

BENEFICIARIES



08 FINANCES



	Actual
EXPENSES	2018
Personal Services	\$3,672,600
Travel and Fuel Expenses	\$474,727
Materials & Supply	\$1,280,209
Courses & Training	\$52,846
Support to Other Institutions	\$1,459,050
Financial Expenses	\$550,797
Other Expenses	\$259,709
TOTAL	\$7,749,938

	Actual	Projected
INCOMES	2018	2019
Foundations	\$7,210,000	10 millions
Individuals	\$1,030,000	1.5 millions
Comercial Collaborations	\$576,000	1 million
Services Sale	\$1,240,000	1.25 millions
TOTAL	\$10,056,000	13.7 millions

09 CONCLUSIONS

Certainly, 2018 was a year full of challenges and learning, but above all it was a year to keep building a more equitable country. We are motivated to keep working with communities from the Highlands of Chiapas and other regions of our country. We will keep aiming to the empowerment of women that collaborate with us and protecting the cultural heritage of their communities.

Last year we managed to consolidate our program Impacto Textil generating strategies at the long term focused on social venture that will allow the sustainability of Impacto in the following years. Our goal is to keep growing as an innovative social transformation platform that build bridges between philanthropy and social enterprise. In line with our objectives, we will keep strengthening our interdisciplinary team, collaborating with volunteerism from Mexico and other countries, as well as with social services of students at the main national and international universities.



Finally, we will also continue generating public impact with the alliance of different government agencies that aim to protect the rights and cultural heritage of the communities from our country.

Many thanks to you!

Kindly,
Impacto's team



10 IMPACTO FAMILY

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