

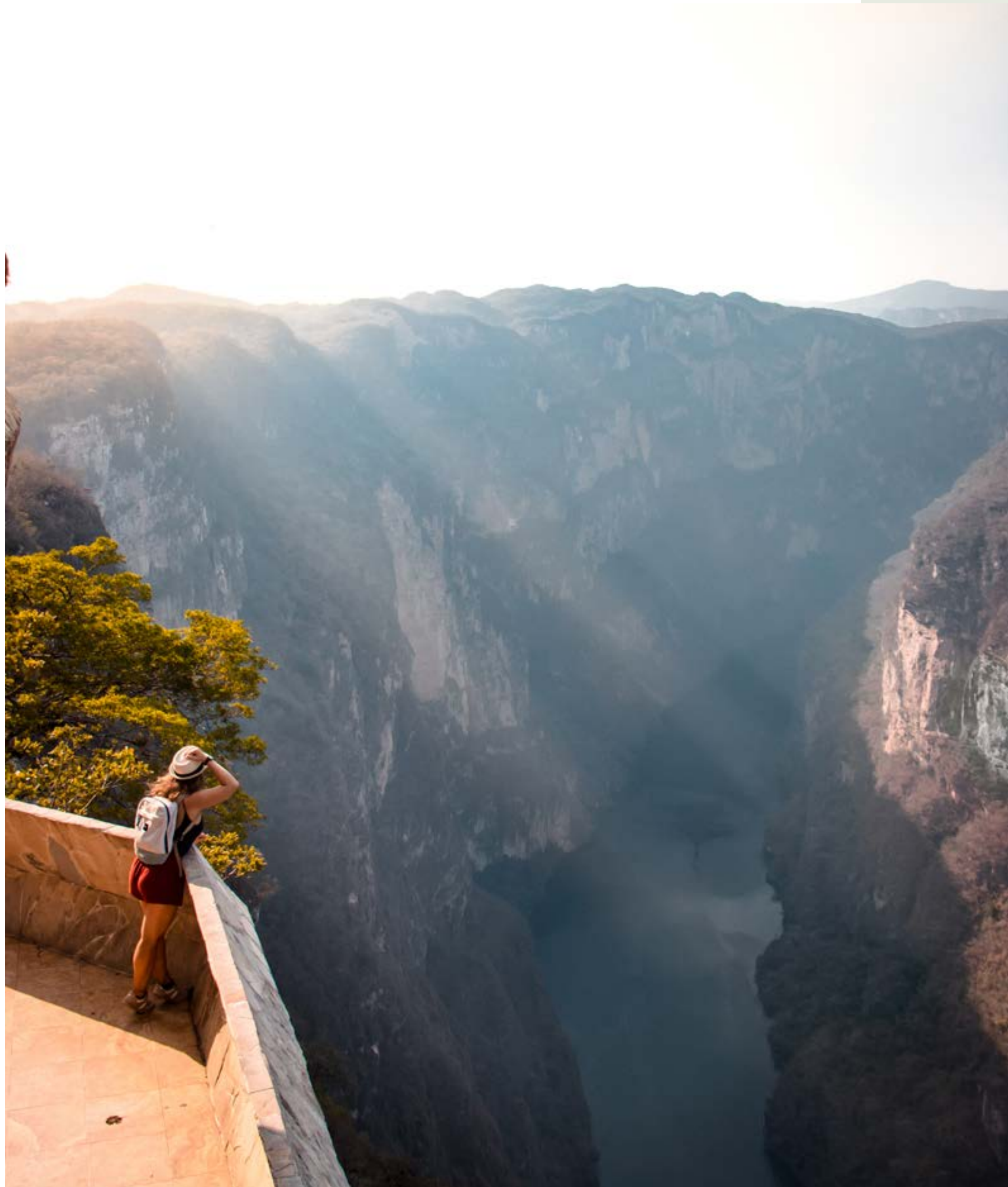


IMPACT REPORT 2020

SOMEONE
SOMEWHERE

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PROLOGUE

In a year overshadowed by crises, Someone Somewhere remains a stellar example of the power of social entrepreneurship to transform lives and lift people out of poverty.

We are tremendously inspired by this impact and proud to have accompanied the organization almost since its inception.

Someone Somewhere honors local artisans' traditional crafts while expanding their influence and reach through connection, community, and commitment. The company connects indigenous artisans, 98% women, in remote regions of Mexico with vital, rapidly growing markets in Mexico and the United States — delivering functional, fashionable, high-quality activewear and other products for socially conscious consumers. It builds community by empowering artisans as leaders and enabling them to advance the well-being of hundreds of people in their villages. And through the founders' business acumen, operational excellence, and commitment to impact, they are successfully scaling to bridge more artisan communities with expanding markets.

With a focus on leadership development, shared tools, and access to markets, Someone Somewhere provides fertile soil for its artisans to flourish. And this is where the magic happens. For example, Petra, an embroiderer who lives in a remote area of Puebla in the Sierra Norte Mountains, has transformed her craft into a sustainable livelihood, organized 35 fellow artisans, and engaged family and community members in all aspects of the business. She is empowered by her increased income, newfound leadership, and knowledge that her embroidered products are making their way from her small mountain village to outdoor adventurers in Jackson Hole, Wyoming, and millennials in New York City.

We invite you to shop Someone Somewhere's community-centric, ecologically balanced, and culturally-sensitive, high-quality products. Your purchases help lift people out of poverty, provide them agency, and create the impact that you will read about in this report.



JEFF & KAREN MILLER
Benefactors, Miller Center for Social
Entrepreneurship at Santa Clara University



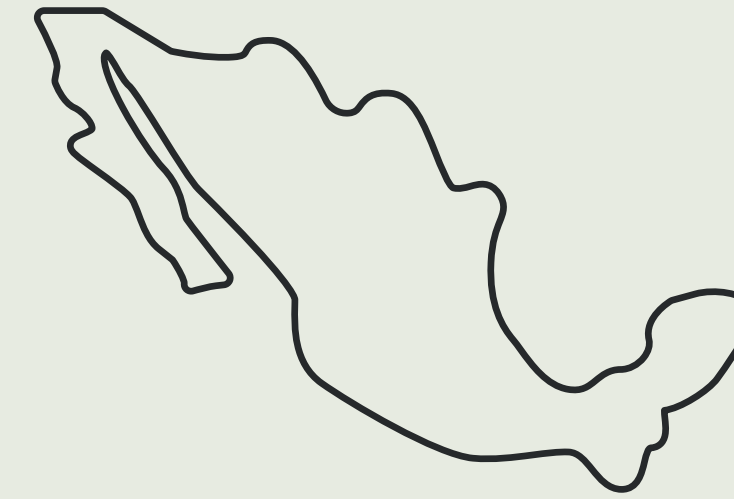
THE PROBLEM



Artisanal craft making is the **SECOND LARGEST SOURCE OF EMPLOYMENT** in Latin American and African countries.

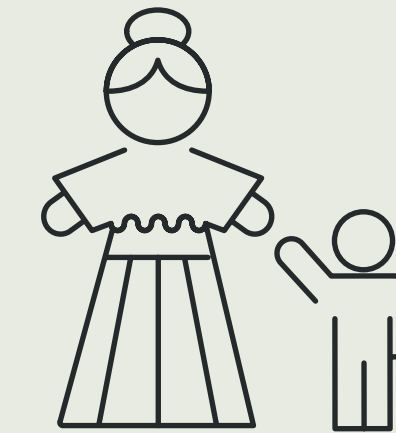
The artisan sector employs over **300 MILLION ARTISANS WORLDWIDE**, most of which are women.

MORE THAN 65% of artisan activity takes place in developing economies. However, most of these artisans are small producers who work informally and lack access to the tools and resources needed to access large markets and financial instruments to boost their production, sales and livelihood.

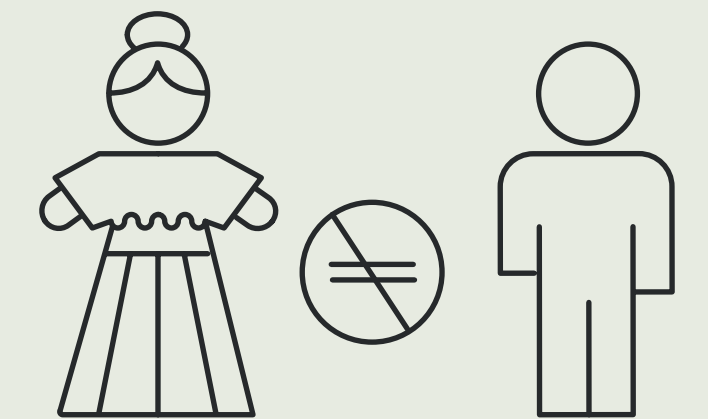


12 MILLION PEOPLE IN MEXICO

make up the artisan sector. More than half of which live in poverty.



About **70% OF THEM ARE WOMEN**, the majority of whom come from indigenous communities.



Women in Mexico earn on average **30% LESS** of what men earn for the same work.

ABOUT US

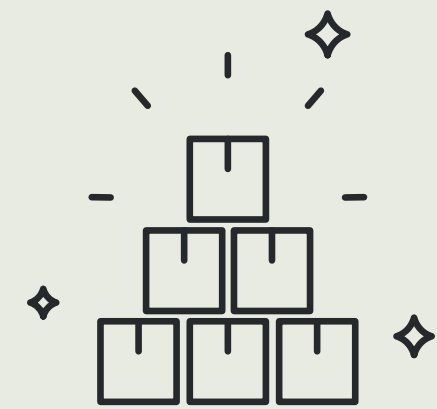


Someone Somewhere is a digitally native brand. We are on a mission to contribute to the welfare of artisans by integrating their traditional work in innovative products and channels that generate consistent and equitable labor opportunities.

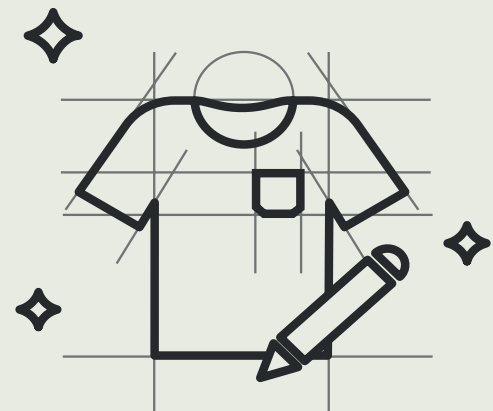
WE COMBINE:



ARTISANAL
TECHNIQUES



UNIQUE
SUPPLY CHAIN



MODERN AND
FUNCTIONAL DESIGNS



TECH AND DIGITALLY ENABLED
SALES CHANNELS





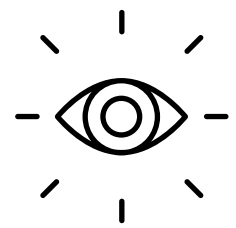
OUR MISSION

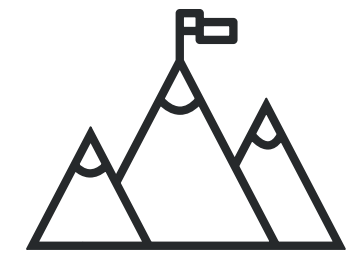
To contribute to the well-being of the communities of artisans, by integrating their traditional work into innovative products and channels that generate opportunities for fair and constant work



OUR VISION

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



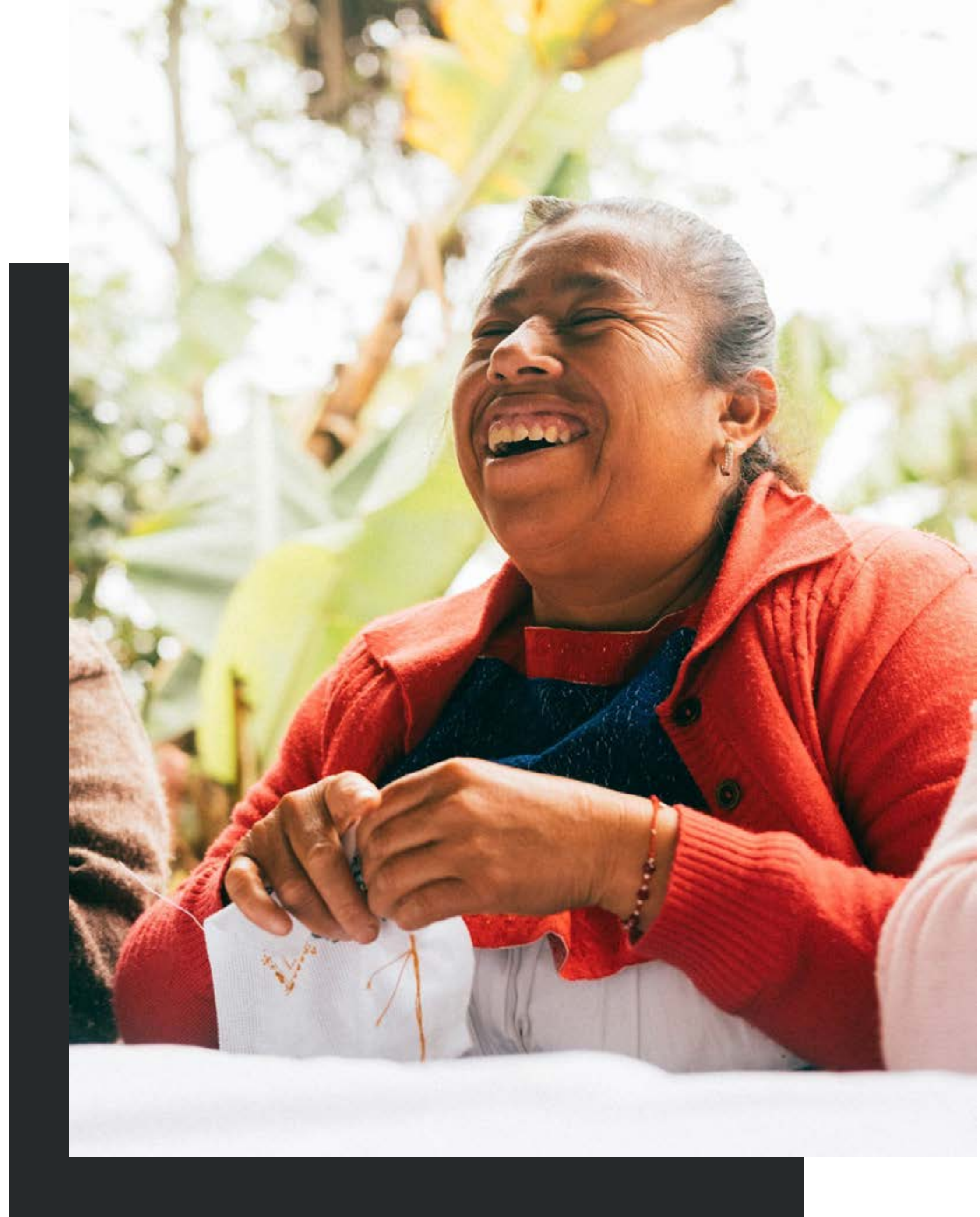


OUR GOALS

- 1.**
Generate fair and consistent labor

- 2.**
Strengthening artisanal production chains

- 3.**
Promote cultural and social awareness



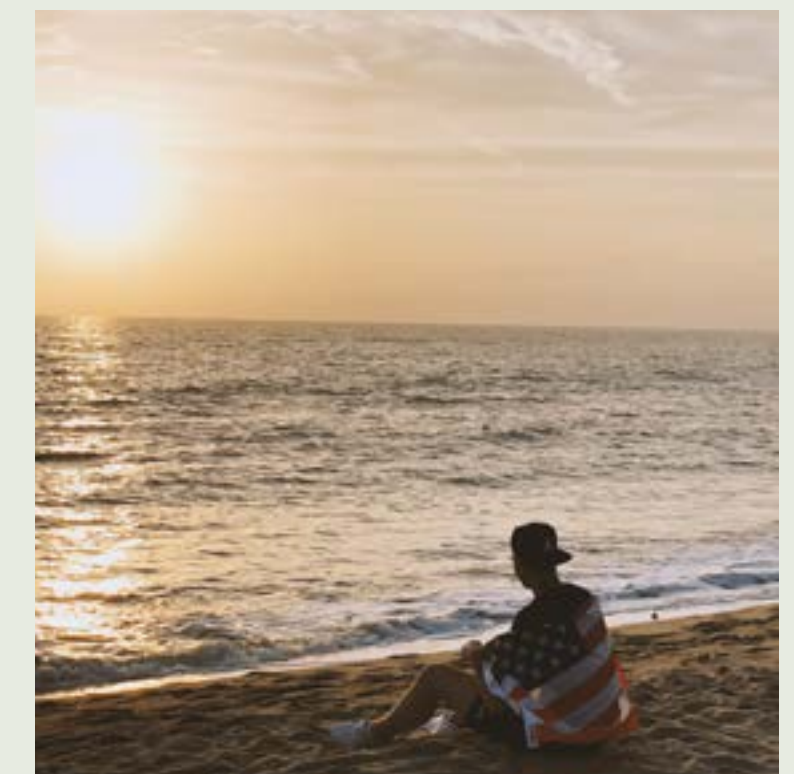
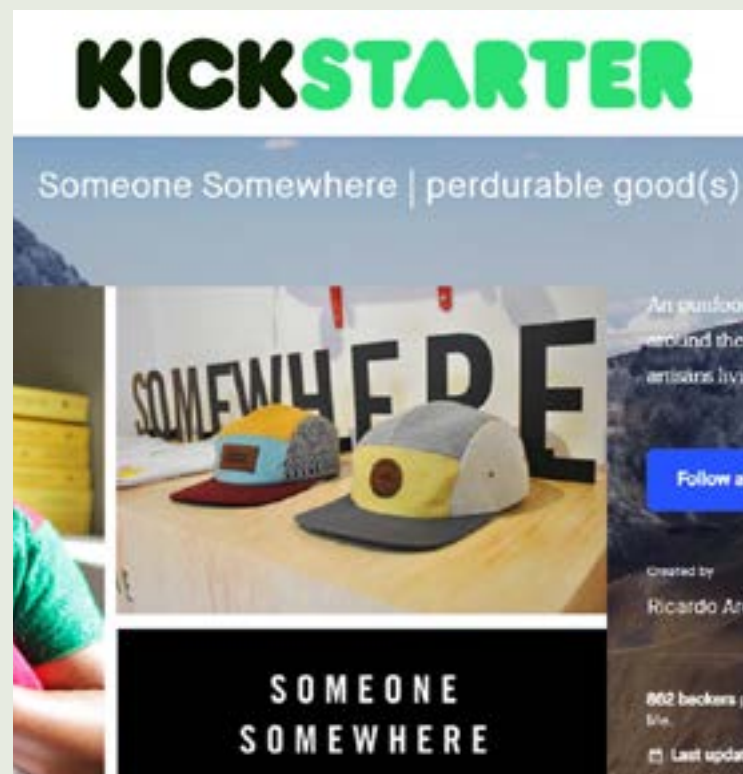
OUR HISTORY

2017

First investment round,
Opening of our first retail
store, B Corp Certification

2019

Second Investment Round,
Scale Up Program at
Miller Center for Social
Entrepreneurship at Santa
Clara University



2016

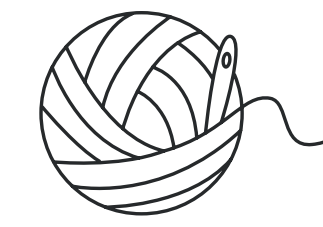
Launch of our Kickstarter
Campaign; Most
successful campaign in
Mexico

2018

Winners of WeWork
Creators Awards, Work
Generated for more
than 200 artisans

2020

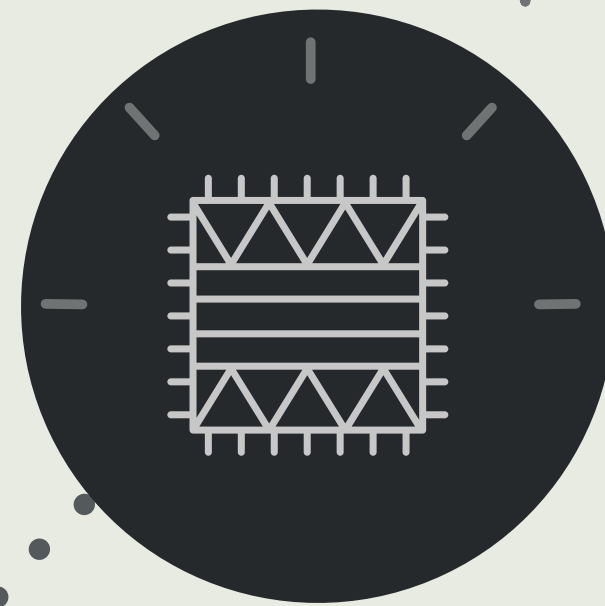
Brand launch in the USA,
Forbes 30 under 30,
MIT Solve



OUR PROCESS

2. DESIGN

We collaborate directly with the artisans, leveraging their techniques to add valuable attributes to our products that solve a clear customer need.



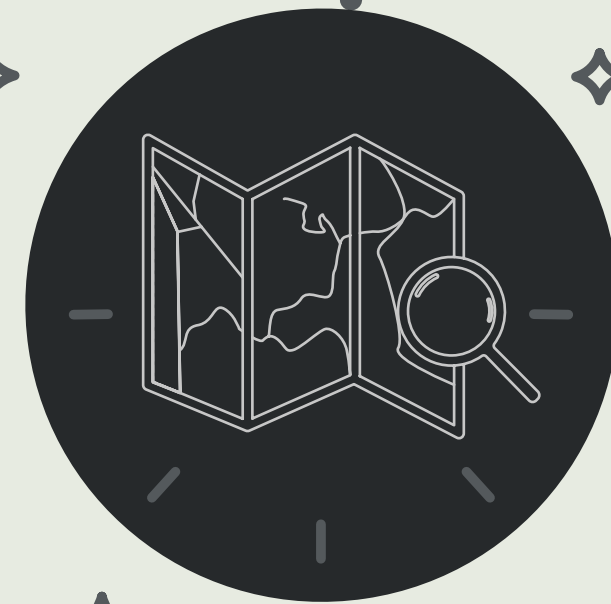
3. PRODUCTION

In each community there is a Community Ambassador who serves as the link between the artisans and our designers. This enables the artisans and our design teams to concentrate on their own activities. Once the artisan component is created, it is sent to Mexico City where the rest of manufacturing process takes place.



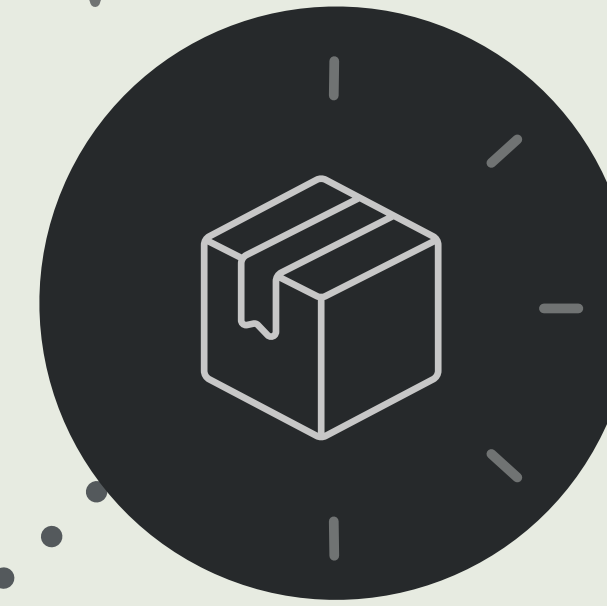
1. RESEARCH

We are constantly looking for new textile techniques and artisan communities to collaborate with. We also research global trends and consumer preferences to create the best products for both worlds.



4. DISTRIBUTION

Products are shipped to our distribution centers in Mexico and USA, various other points of sale in Mexico and directly to our individual customers who purchase online.



5. COMMERCIALIZATION

We get our products to our customers through various channels such as direct store sales, online stores, and corporate sales.

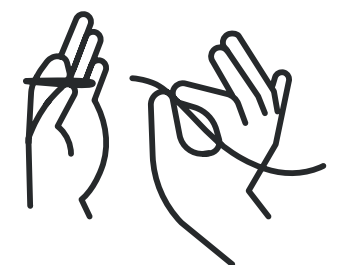




“

Previously we only made embroidery and sold it to anyone we could. Since Someone Somewhere arrived in our community, we started to work in little groups. Now we are a group of 36 and growing. When they give us a job, we are immediately paid and able to help our families and spouses since sometimes they don't have jobs.”

CRISTINA ORTIZ
Naupan, Puebla.



OUR PRODUCTS





FUNCTIONALITY: that our products are practical, innovative and durable.

DESIGN: that our products are aligned with global trends and meet consumer needs.

IMPACT: that we fulfil the needs of the artisans, who with their textile techniques, create the magic of our products.



OUR 2020 KEY PRODUCTS:

EASY MASK

Made from Oaxacan craftsmanship. They can be worn two ways and have many innovative attributes including, washability, reusability, space for filters, and they are easily folded and packaged.

◇MAGIC◇ ◇LOOM◇

We use reflective fibers to provide nighttime visibility in this mask. We are currently using this innovation in other select products such as jackets, masks and backpacks.

LIFE PROOF PULLOVER

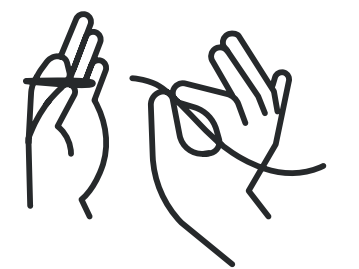
We launched a fantastic sweatshirt that is odorproof, waterproof and easy to pack.



“

I think a product has much more value if you know who made it, how it was made, the work it took to make it, and that it was made by hand. It's an economic value but it also has a sentimental and emotional value because the people who make it, they do it with pleasure. Our biggest gift is our well-being, but apart from that, it's the opportunities that we've had, because we can work with people like you.”

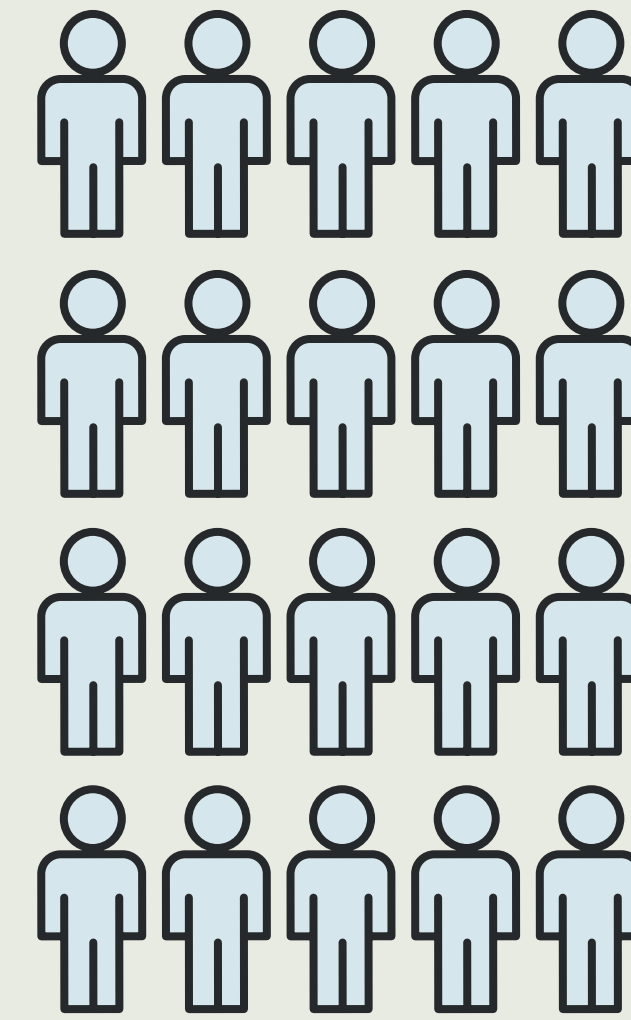
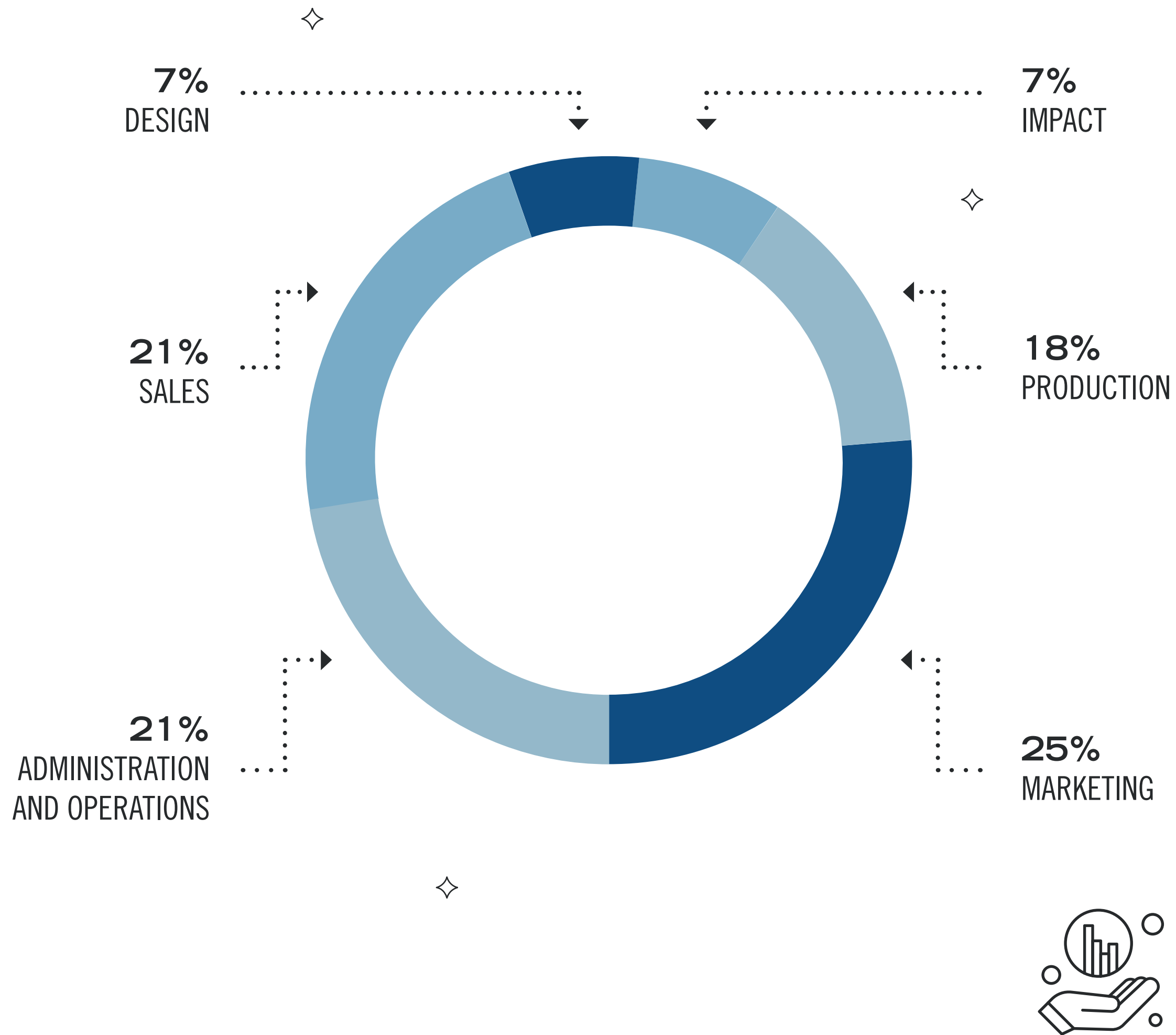
NICA
Tenango de Doria, Hidalgo.



OUR TEAM



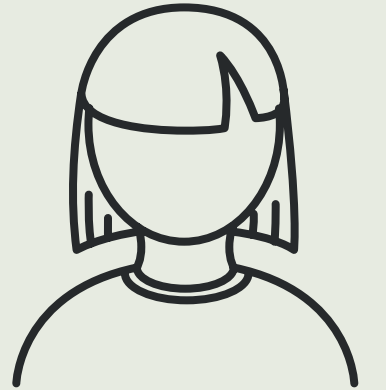
DISTRIBUTION OF THE TEAM BY FUNCTION:



250 INTERNS
(54 in 2020)

57%

of the team in our offices are women



Retention rate

82%



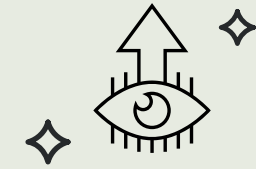
Level of Satisfaction: HIGH
(According to a survey carried out among all full-time staff in August 2020)



Pro Bono programs in 2020 with volunteers from: Italy, Singapore, United States, Morocco, Canada and Iceland



OUR IMPACT



16%

average Annual Growth Rate in
number of artisans

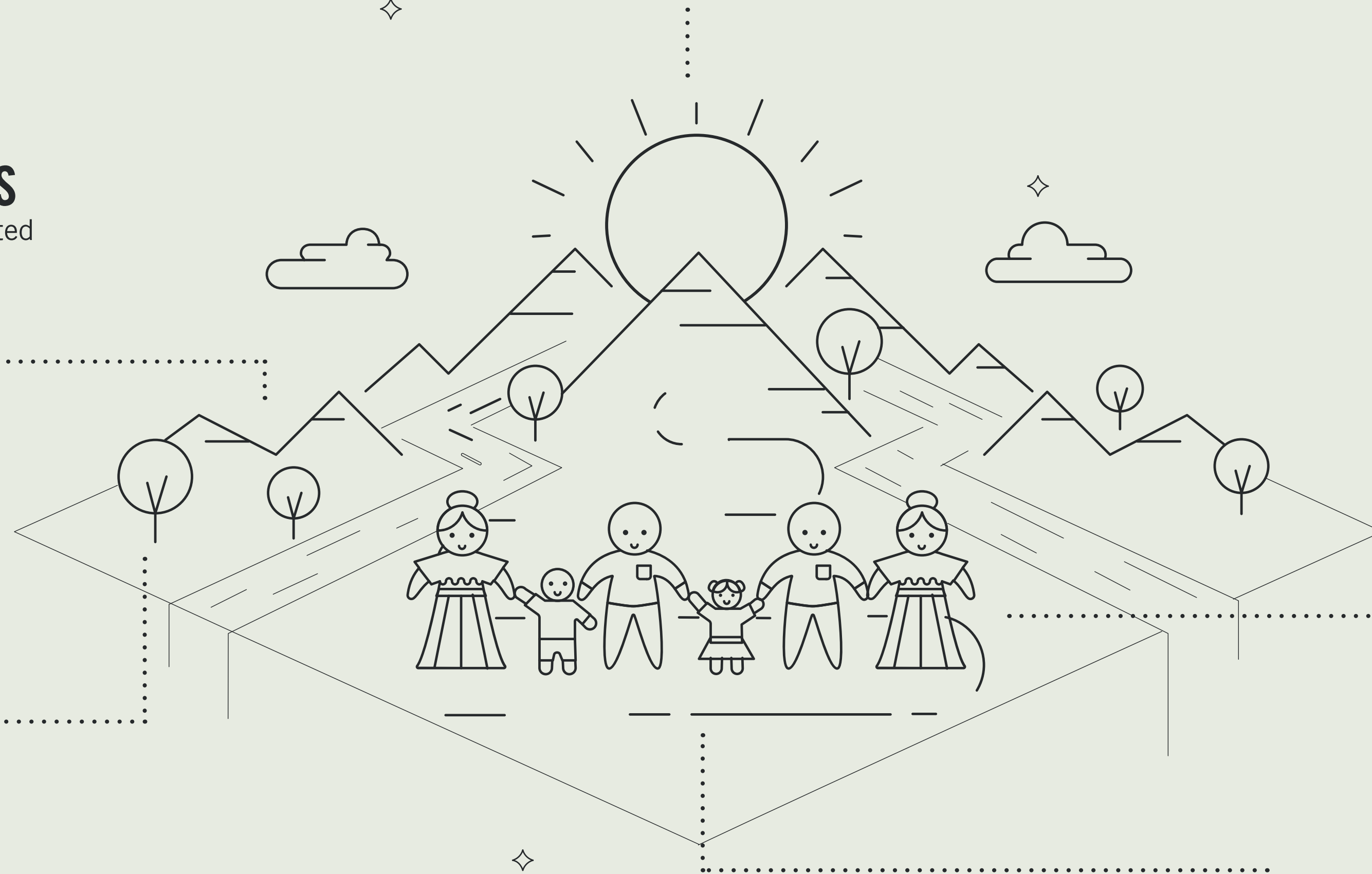


**95% OF THE
ARTISANS**

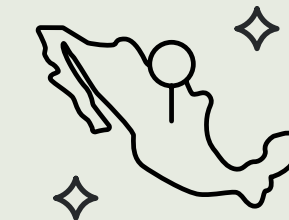
with whom we collaborate
belong to an indigenous
ethnic group



5 STATES
of Mexico impacted

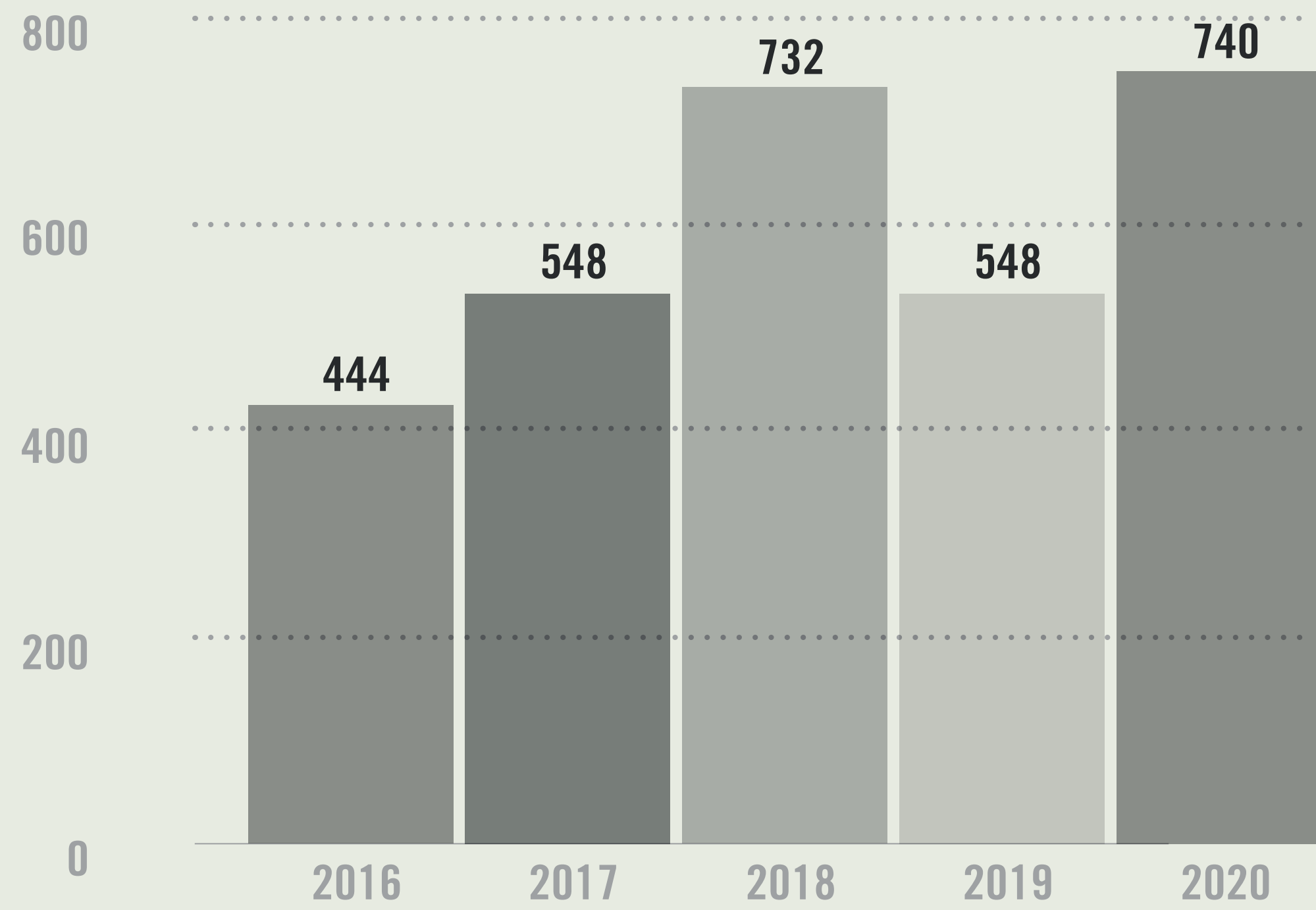


**18 COMMUNITIES
IMPACTED**



4 ETHNIC GROUPS
we work with: Náhuatl, Otomí,
Mazahua, Tzotzil

ANNUAL LIVES IMPACTED





121%

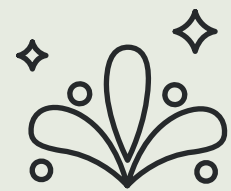
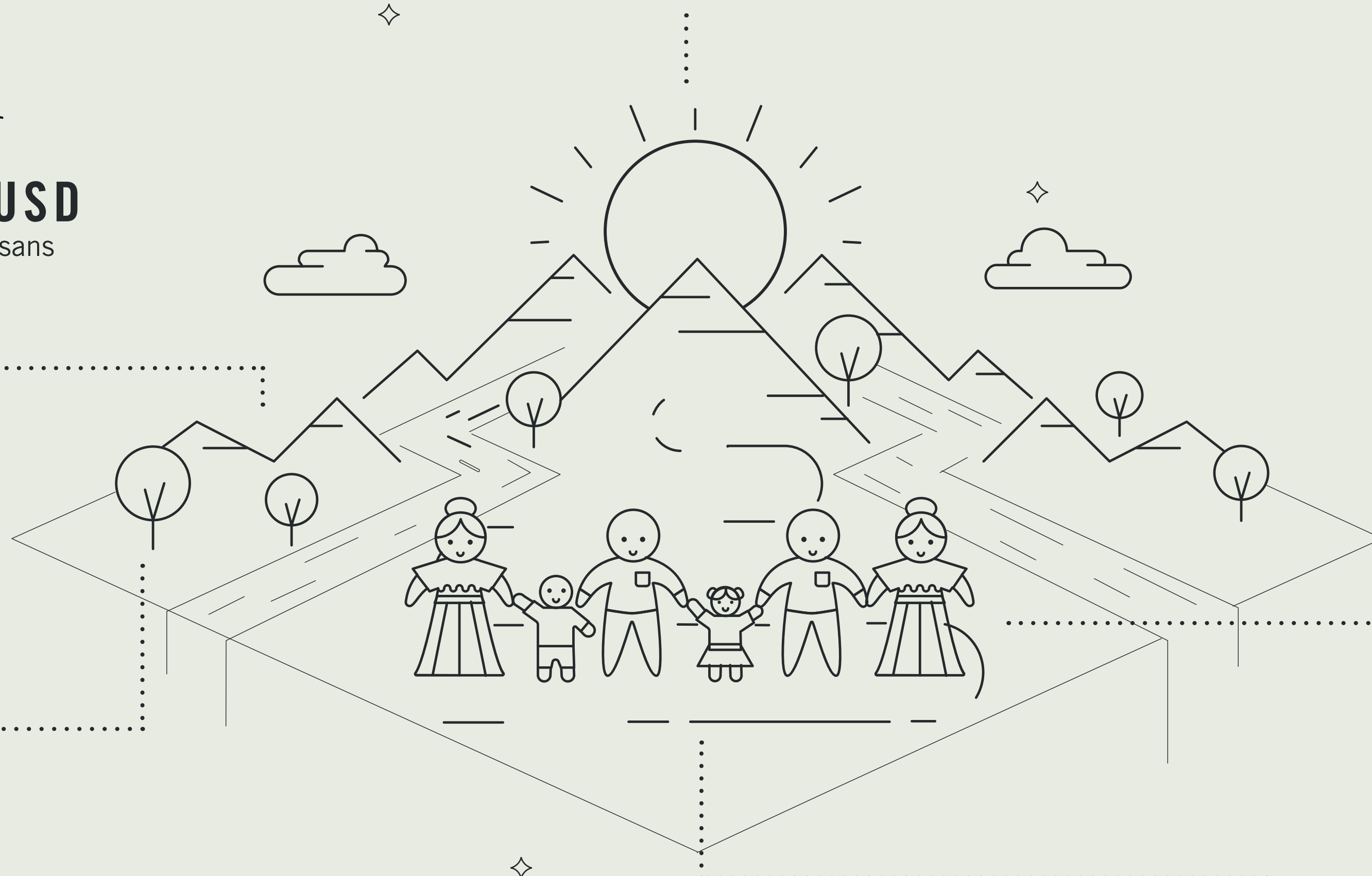
average Annual Growth Rate in working hours



+\$200K USD
invested in artisans



+215,000 HOURS
of work generated for artisans

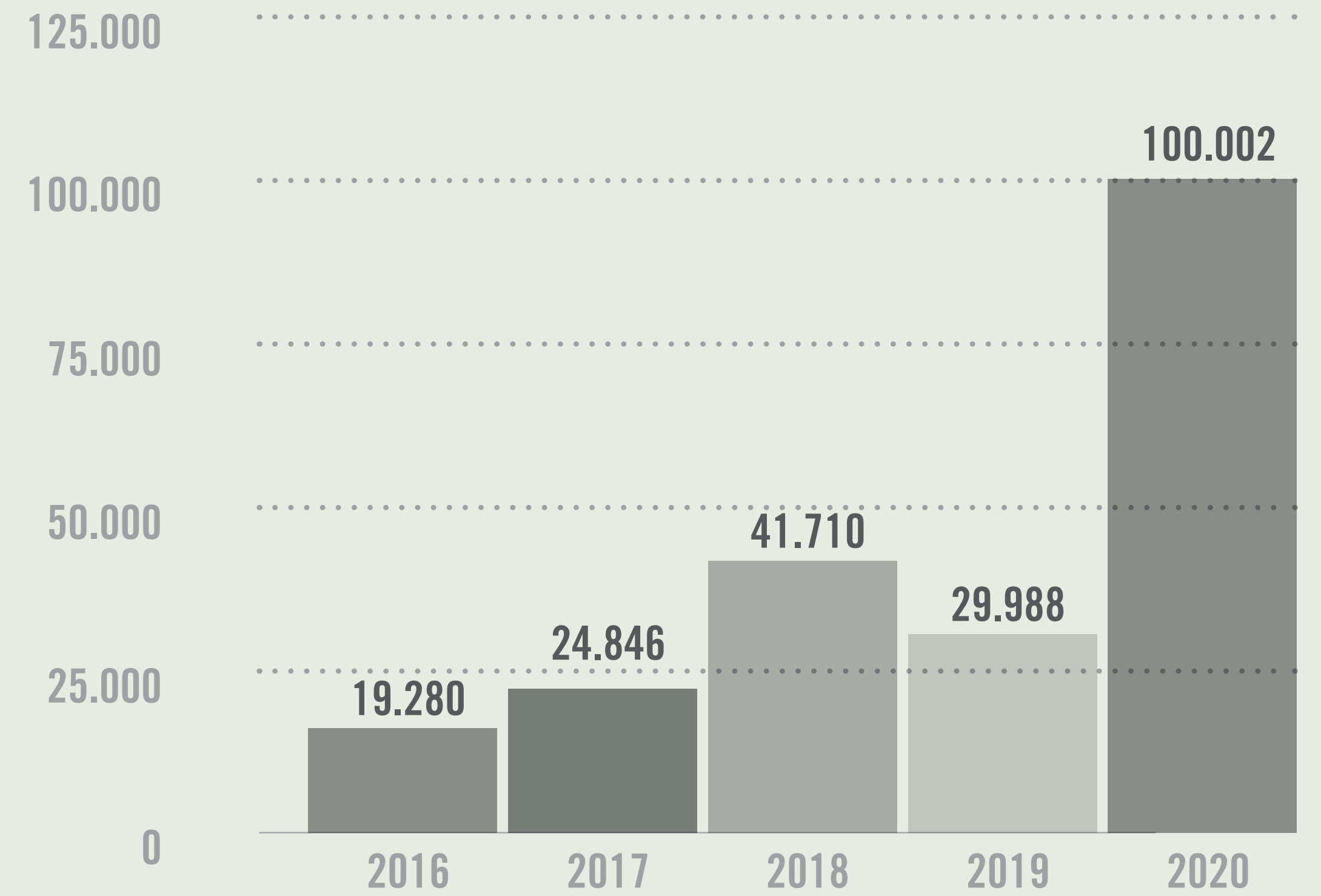


250 ARTISANS IMPACTED



MORE THAN 1,000 LIVES IMPACTED

NUMBER OF ANNUAL WORKING HOURS

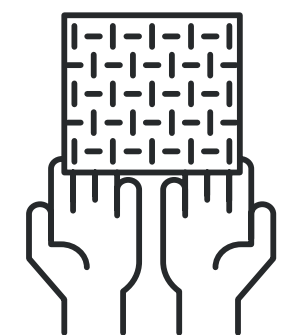




“

We know that this art is something very valuable and that it can be passed down, not only to our children but other young people. We feel proud that they are learning, not only the trade, but also how to become productive and resilient people, with a desire to move forward and with dreams that can come true. In our currently living situations, we realized that it is not easy to fulfil our dreams but it is not impossible. If we make an effort, work hard and continue increasing interest in social entrepreneurship, we can succeed and help our families.”

VICTOR
Oaxaca, Oax.





2020 HIGHLIGHTS

2020 HIGHLIGHTS

GOAL 1



35% GROWTH RATE
of the number of artisans in
2020 compared to 2019



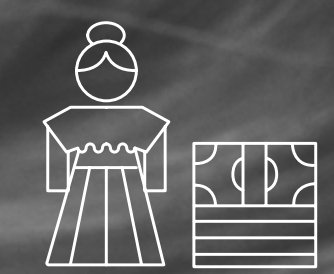
+ \$100K USD
invested in Artisans



98% WOMEN



740 IMPACTED LIVES



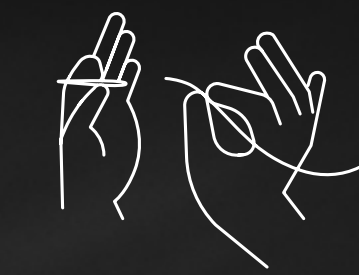
Artisans wages are
30% HIGHER THAN
the minimum wage in Mexico.



+100K HOURS
of artisan work generated



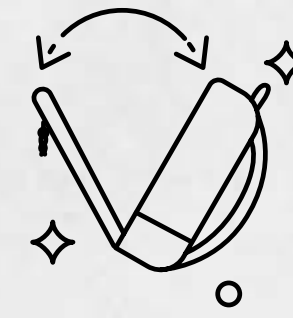
10 ACTIVE COMMUNITIES
in 5 states of Mexico



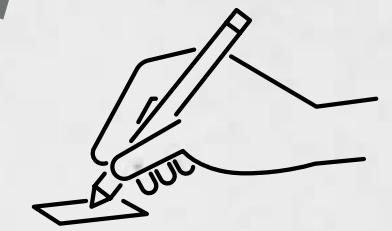
185 ARTISANS

2020 HIGHLIGHTS

This year we launched new innovative products to solve the problems of our customers and to be able to work with even more artisans.



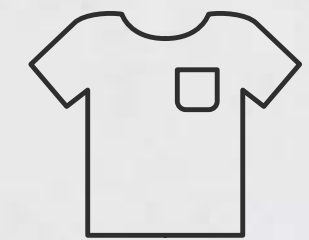
We successfully launched **19 NEW PRODUCT THEMES**



Through our **B2B** channel, we developed **40 PRODUCT** stories in cooperation with 40 different companies



We integrated **5 ARTISAN TECHNIQUES** in our products : Pepenado Embroidery, Pedal Loom, Fill Embroidery, Waist Loom, Needle Knitting



+ 20,000 PRODUCTS SOLD



2020 HIGHLIGHTS

GOAL 3

Total reach:
+14,000,000 PEOPLE



Over
+76,000 MINUTES
of Someone Somewhere content videos
were viewed during the year



We added more than
+200,000
people to our digital communities



We appeared in over
80 MEDIA
outlets in the USA



+6000 PEOPLE INTERACT
daily with our brand



For every
7 PEOPLE
who enter our website,
1 HOUR OF WORK
is generated for artisans





2020 HIGHLIGHTS

FORBES: 30 UNDER 30 2020

We were selected as one of the 30 under 30 by Forbes Mexico.



MIT SOLVE

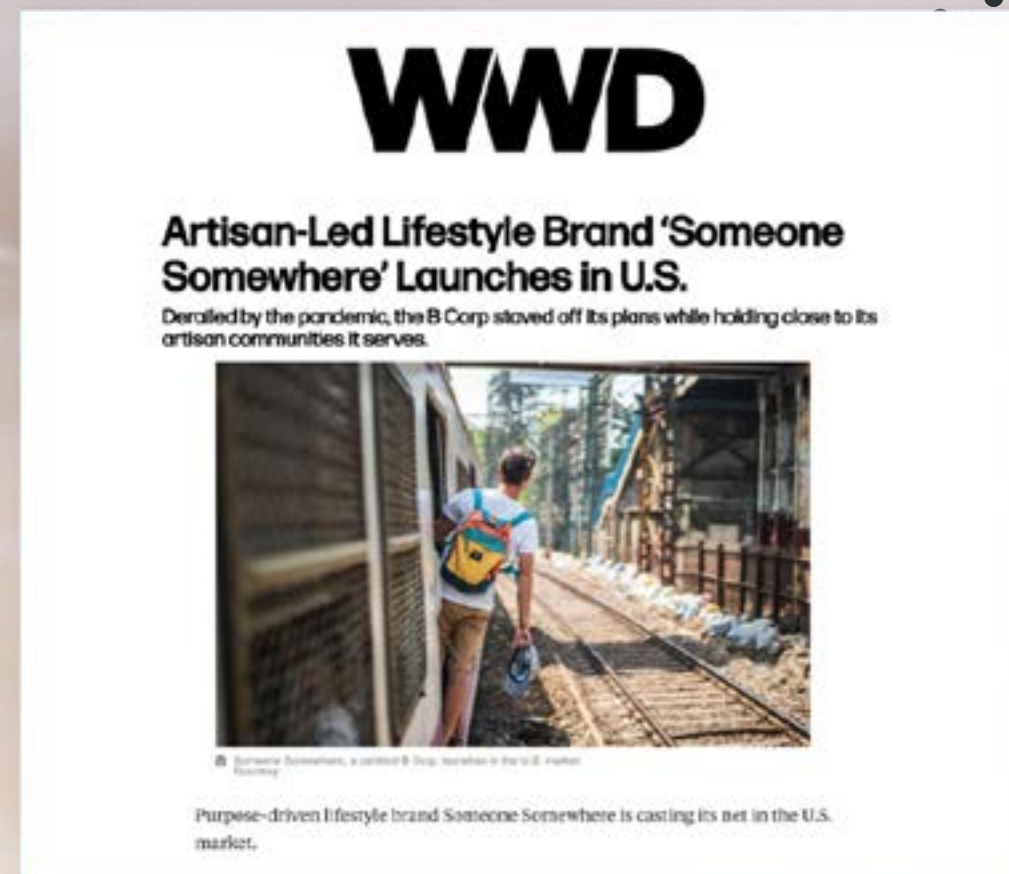
31

Solve is an initiative from MIT that aims to solve the world's challenges through technology-based solutions. Of the 2,600 applications from 135 countries that were received in 2020, only 35 solutions (7 in our category) were chosen to be part of this community that brings together the innovation ecosystem with entrepreneurs to generate a lasting and transformational impact.



LAUNCH IN THE USA

Originally scheduled for March 2020, we had to delay the launch of our US online store until August due to the pandemic. This is a big step for our company since the United States is a market 20 times larger than Mexico's, directly translating into greater social impact to meet the demand.



[LINK TO SITE](#)



[LINK TO SITE](#)



[LINK TO SITE](#)



[LINK TO SITE](#)



“

The launch in the United States demonstrates that we have in our hands the ability to cross physical and imaginary boundaries to create a more equal world. I am honored to be able to write this chapter with all of you and happy to be part of this story that undoubtedly still has lots to tell.”

-Fa, CPO



“

We have worked many years for this moment. Our sole objective is to continue growing so that we may increase social impact in the artisan communities in a sustainable way. I am eager to share with the world who we are, as well as the magic and dreams that are in each product. Let the adventure begin!”

Launching in the USA opens the doors to many opportunities, like generating 100 times the impact and inspiring thousands of people to pursue their dreams and change the world with their work. We can see that when different people come together, they can create something incredible!”

-Nuño, CEO





COVID-19

2020 was a notable year in many respects. The whole world encountered a pandemic which meant we had to adapt to the changing times. In response to the challenges of the Covid - 19 pandemic, we are proud to have taken the following actions:



United Pockets

For every Pocket Tee sold, we donated a Prevention Kit, supporting 100% of the artisans and factory employees we work with. It included face masks, hand sanitizer, food sanitizer, a prevention measures guide and the instructions to access the emergency fund.

1 + 1

For every Easy Mask sold, we donated a mask to a vulnerable community, resulting in over 5000 masks donated to those who needed it most.



Emergency Fund

We created a fund so that 100% of the artisans we work with had access to any financial resources they required for COVID-19 related expenditures.



B2B:

We expanded our sales channels to B2B clients, in order to safeguard our entire workforce and continue generating consistent work for our artisans.





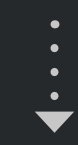
COMMUNITY COMMITMENTS

A number of different social and environmental challenges exist in Mexico. With this in mind, we focussed on partnering with different organizations to increase visibility of the challenges facing our communities and working with them to expand our impact.



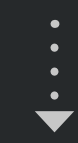
+200 HOURS

of mentorship to other entrepreneurs and stakeholders in the sector



+100 EVENTS

talks, podcasts, conferences, classes, panels, interviews, courses, etc



65% GROWTH

of the team from 2019 to 2020



+300 TEAM HOURS

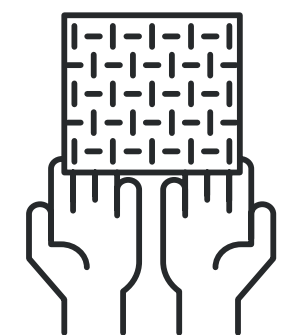
for volunteer work



“

When I entered the workshop and learned the trade of textile artisanry, I fell in love with the work. It has given me a dream for the future, which is to have my own workshop, not only because I would like to but also because it will generate income so I can have a better quality of life. It has allowed me to see myself having my own house and economic stability, thus having a safe place and being able to support my parents. I can now see myself teaching my own family this art of loom textile artisanry. This is why I work so hard and continue to work hard - so that I can accomplish my dreams, and I know that I will. I know that it will not be an easy task but I will not give up because at the end I found something that I really love and I will continue to do so until I achieve my goal”.

MELISSA
Oaxaca, Oax.



OUR RESEARCH





Since we launched Someone Somewhere, we have sought to validate our model with external parties and design the best data-based intervention model.

These are some examples of research we have conducted:

2016

SOCIAL IMPACT ASSESSMENT AND SOCIAL IMPACT MANAGEMENT PLAN - IMPACTO AL CUBO

[LINK TO SITE](#)



2017

CONTEXT OF THE ARTISAN SECTOR AND ITS FISCAL TAXATION - COMUNIDAD DE IMPULSO ARTESANAL

[LEARN MORE](#)



2018

SOCIAL AND CULTURAL IMPACT ON LIFE STORIES - BITÁCOORA SOCIAL

[LEARN MORE](#)



2019

INTRODUCTION TO IMPACT MODELING - FRANXA FOUNDATION

[LEARN MORE](#)



2020

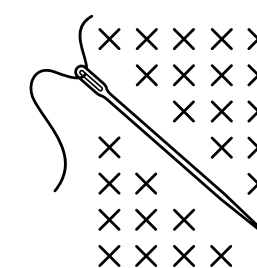
IMPACT MONITORING AND EVALUATION, RECOMMENDATIONS FOR SOMEONE SOMEWHERE - USC PRICE

[LEARN MORE](#)



STRENGTHENING ARTISAN PRODUCTION CHAINS

GOAL 2



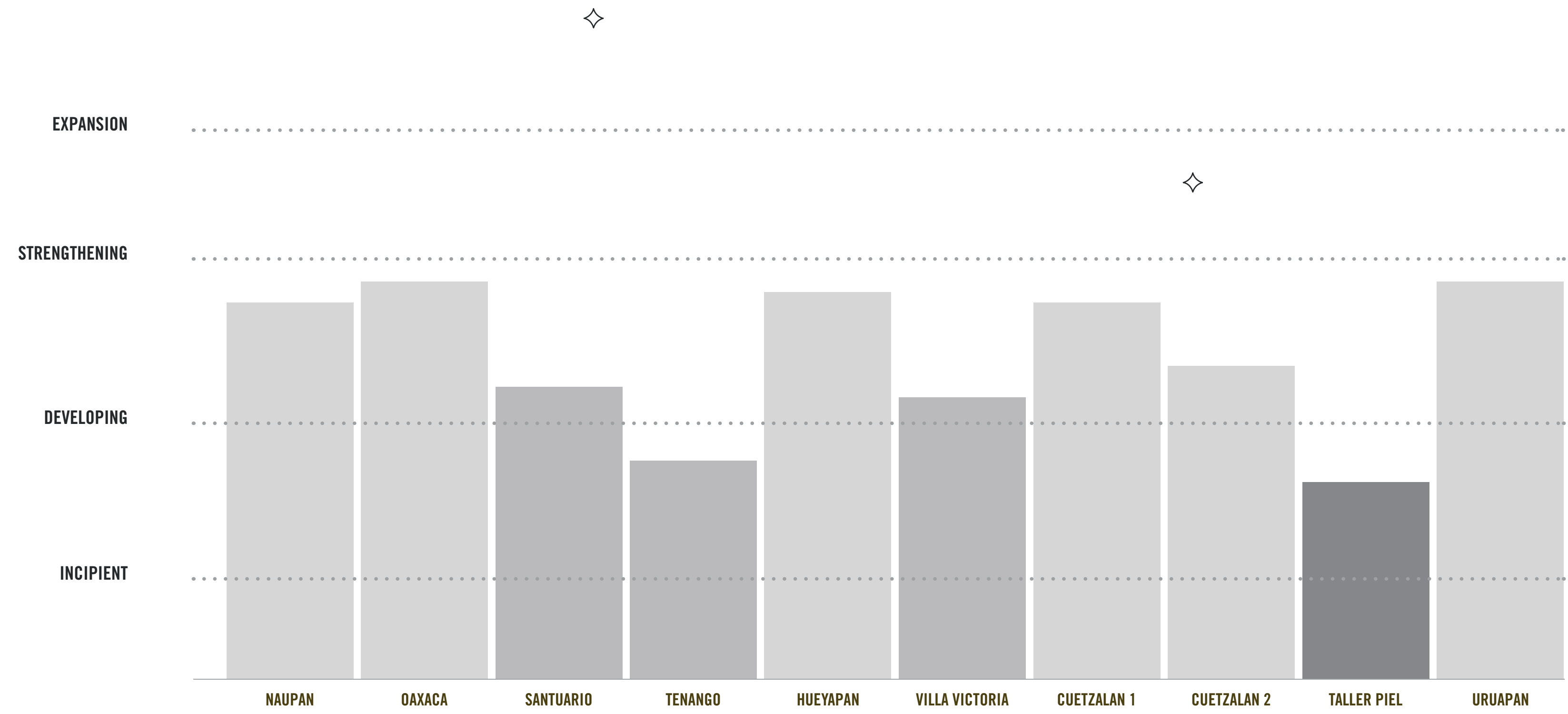
One of our many objectives is to consolidate, strengthen and scale up artisan production chains through the development of professional, personal and organizational tools. With this in mind, Fundación Franxa A.C financed a pilot program in two of the communities we work with, in the states of Puebla and Oaxaca. This project, led by our Impact Team, seeks to lay the foundation of a repeatable and scalable methodology that acts as a living tool for both the communities and the companies that wish to collaborate with them. This work will allow us to ensure a positive impact of our interventions, as well as strengthening the artisan sector and fighting the cycle of poverty in which hundreds of families live.



During the first trimester of this project, two diagnostic matrices were generated that will serve as a guide for the design of interventions.

The first one is related to the level of entrepreneurship and the second one to the level of quality of life. With these matrices we are able to determine the proper interventions and how to measure impact.

As a result of the first diagnosis of the level of entrepreneurship conducted in all of the communities we work with, we obtained the following outcomes:

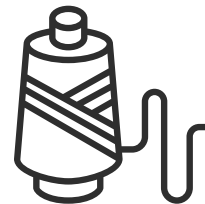


IMPACT AND BUSINESS MODEL ALIGNMENT

In order to be consistent with our purpose and generate a greater impact on the communities where we work, we developed an initiative to better align each functional area of Someone Somewhere with the three impact goals of the company:

1. GENERATION OF FAIR AND CONSTANT WORK
2. EMPOWERMENT OF COMMUNITIES
3. RAISING CULTURAL AND SOCIAL AWARENESS





This tool ensures us as a company to be aligned with our values and that the team is evaluated not only in terms of technical efficiency, but also in terms of social impact.

+ 17 Hours
of group workshops
with all areas

35 Final Indicators

[LEARN MORE](#)

SOME RESULTS

- **IMPACT**
- **PRODUCTION / DESIGN**
- **MARKETING**
- **ECOMMERCE / CREATIVE**
- **RETAIL**
- **ADMIN / FINANCE**

Annually, with the income of SS, 78 artisans had enough income to escape from poverty and 140 crossed the line of extreme poverty

The average percentage of total production costs dedicated to artisanry by product is 25.57%

Created 7 videos highlighting the impact of the company; 3 of which with more than one million views, and one with more than 12 million views

In 2020 we had 22,194 visits to the webpage dedicated to the impact of SS, with an average time of 2:24 minutes spent on the website

134 messages were sent to artisans from happy customers

Artisanal payments outside an adequate tax regime: 0%



I design products with the DNA of our brand in mind - constantly looking for information on trends, materials, crafts and industrial techniques, being very selective with our research so that only the top insights of innovation, design and functionality are filtered and used.”

-Dany, Design

“

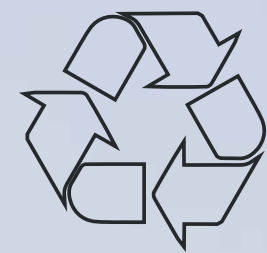
Every sale, every conversation we have with a customer is a new opportunity for him/her to know the what and most importantly, the why of our products. They are designed to make their lives easier.”

- Mar, Retail



My mission is to create alliances based on trust and quality with our manufacturers and suppliers, generating fair payments the entire sector, changing the concept of the textile industry in Mexico”

- Yaz, Production



SUSTAINABLE PRACTISES

The fashion industry is the second most polluting industry in the world, making up for about 10% of all carbon emissions in the world. A big part of that impact is the amount of clothes that we use, with the average consumer purchasing 60% more than they did 15 years ago, and the average lifespan of our clothes now being half of what it was back then. As part of our commitment to being a proactive member of the fashion industry, we are already planning for big changes in the coming year:

MAKING OUR PRODUCTS LAST FOR AS LONG AS POSSIBLE

We want to combat this trend of wastefulness by ensuring our products are functional and durable - making our products last as long as possible, and that they are in use as long as possible. To that end, we are constantly developing our production methods to make sure that the clothes we make can endure the wear and tear of all aspects of life and can serve our customers for as long as possible.

REMOVING UNNECESSARY WASTE FROM THE PROCESS

In order to decrease the environmental impact of our products, in 2020 we introduced fully recyclable bags to replace our plastic bags in stores. This has allowed us to reduce our environmental footprint, but it is only one step towards a more sustainable production line. We intend to implement further changes in our operations and logistics in the coming year.

Certified



CARBON NEUTRAL

In 2020, we teamed up with other B Corporations in committing to having all operations be carbon neutral by the year 2030. This involves making big changes in how we operate, but we believe that by making the necessary changes we can act as a leader in sustainable production in Mexico, hopefully influencing other Mexican companies to follow along in our effort to make the way we produce more sustainable.



PARTNERSHIPS

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.





TOGETHER

Many words can be used to define this year, but for us the word that best describes it is together. Without each other, the situation might have been more than we could have been able to handle, but together, we find ourselves closing the year stronger, with a greater sense of urgency and more motivated than ever in making a difference.

This year we were together with each of you at all times. Every word of encouragement from the artisans, every advice from our mentors, every purchase from our customers, every show of support from our investors and every drop of sweat from our team assured us that Someone Somewhere was always there to support us. Only in this way could we survive this crucial year together.

Together we designed new products to protect ourselves from the threat of a virus. Together we devised new sales channels to keep everyone's jobs by pulling down the curtains and locking the doors. Together we crossed borders and entered the largest market in the world and together we will face this new year to recover what was lost to us and honor the lives of those who are no longer here.

We hope to continue adding pages to this story and together we we'll continue to cross new challenges and frontiers, both physical and imaginary.

With gratitude and a lot of excitement to take on 2021.



JOSÉ ANTONIO NUÑO, ENRIQUE RODRÍGUEZ & FÁTIMA ÁLVAREZ
Founders of Someone Somewhere

IN MEMORY OF IRENE

For the first time, we said goodbye to one of the artisans who has inspired us the most in the construction of this dream that we call Someone Somewhere. With Irene, we encountered challenges, learnings, frustrations, achievements and moments full of happiness. All this, to achieve a dream that, today we share with many more artisans than we could ever have imagined.

Irene saw us arrive and now we see her leave, as her name says, in peace. There is no feeling more intense than having to say goodbye prematurely to such a wonderful person. We do it with the firm promise that we will continue working every day to achieve the dream that we imagined together with her, when we met, more than ten years ago.

José, his son, who has already learned to embroider, remains as a witness and a legacy.

Rest in peace

IRENE (1983 - 2020)



SOMEONE

Petra

SOMEWHERE

Naupan, Puebla

MEET THE ARTISAN