

S O M E O N E
S O M E W H E R E

SUSTAINABILITY
REPORT 2022





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PROLOGUE

The 12 million artisans who call Mexico home are among 300 million such masters of their cultural crafts worldwide – representing a significant economic force for rural communities while preserving traditional embroidery and weaving techniques.

That’s why the partnership between Delta and Someone Somewhere is such an important milestone: By providing a more sustainable and elevated product to our customers across 50 countries worldwide, we are helping to advance social, economic, cultural and environmental impacts in Mexico and beyond.

Someone Somewhere has met us on our journey to embed sustainability in everything we do while having a positive influence on the communities we serve. Their innovative mindset coupled with the agility needed to deliver millions of products on time means we’re able to deliver an elevated, sustainable product to customers that connect each with the artisans who crafted the product they hold.

Samuel Sibble and Fernando Guevara

Supply Chain Management at Delta Air Lines

We have met some of the Someone Somewhere artisans in their workspaces, and we have seen how a commitment like Delta’s can generate profound changes in artisans’ lives and their communities. These makers are creating jobs, expanding their operations and building capital in their hometowns, giving them a clearer vision than ever of their futures.

Honesty, integrity, respect, perseverance, servant leadership – our core values are reflected in those of our partners at Someone Somewhere. We can’t wait to keep climbing with them toward a more sustainable and prosperous future – for everyone.

This report will allow you to understand how Someone Somewhere can be a partner in promoting more peace and prosperity for the people and the planet.



SUSTAINABILITY FOR SOMEONE SOMEWHERE



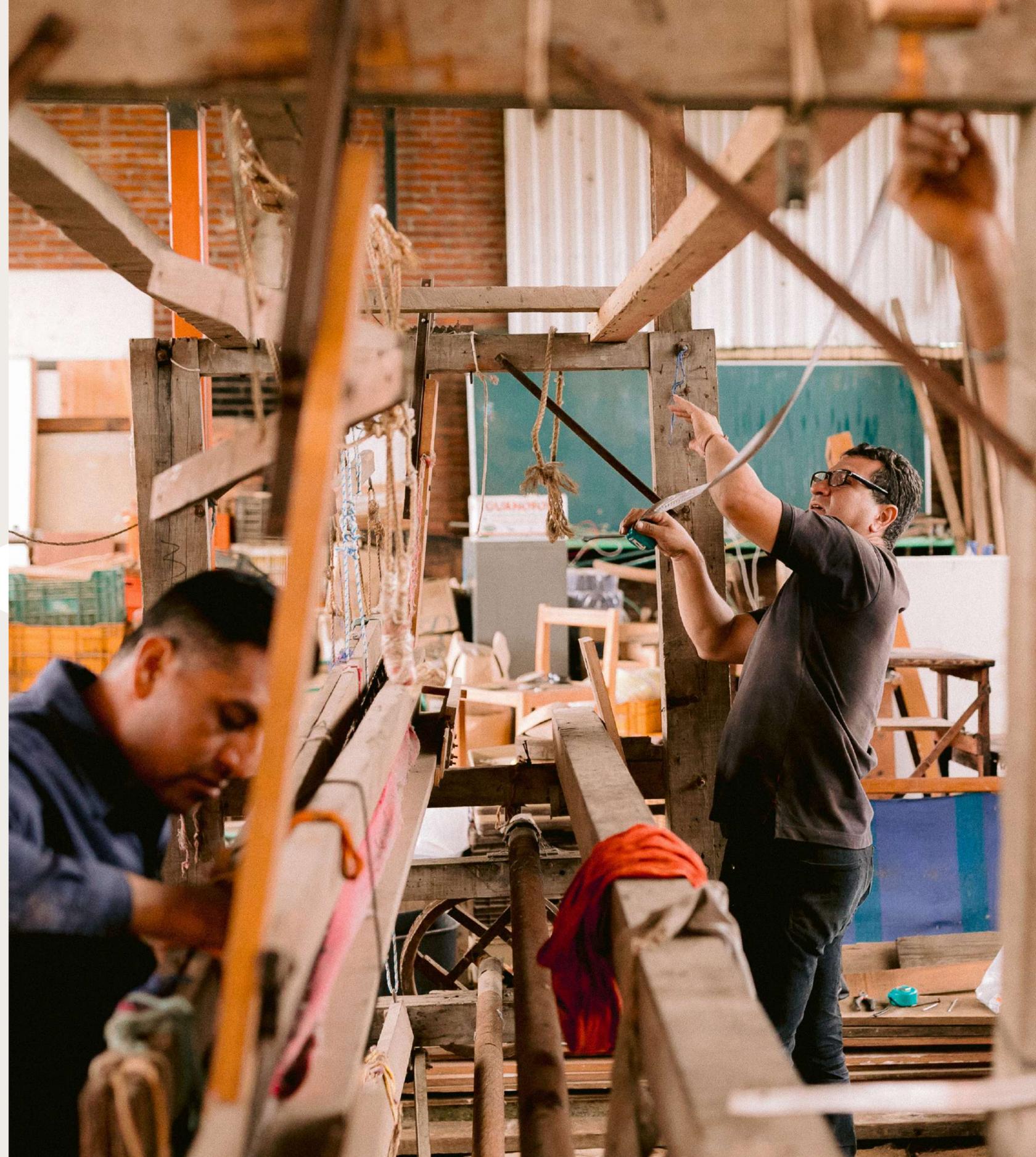
PEOPLE + PLANET

SOCIAL
ECONOMIC
CULTURAL

ENVIRONMENTAL

PURPOSE

TO CONTRIBUTE TO THE WELL-BEING OF
MILLIONS OF ARTISANS WHILE LEAVING THE
PLANET IN A BETTER SHAPE THAN WE FOUND IT.



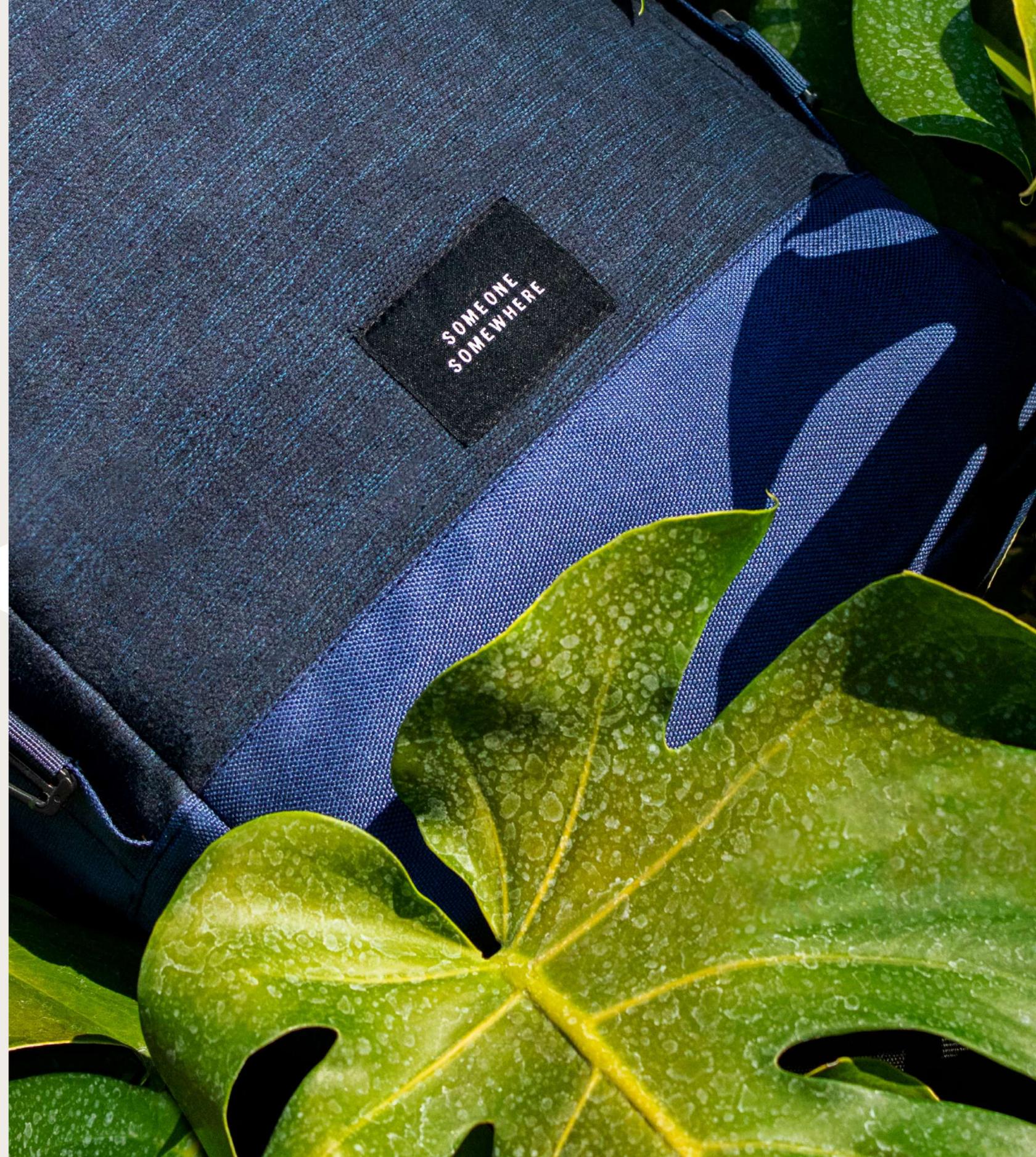
MISSION

TO CREATE INNOVATIVE PRODUCTS THAT
INTEGRATE ARTISANAL WORK, GENERATING
FAIR AND CONSISTENT JOBS THAT PROTECT OUR
PLANET THROUGH A RESPONSIBLE VALUE CHAIN.



VISION

TO BE ONE OF THE WORLD'S LEADING CONSCIOUS COMPANIES, THROUGH MANUFACTURING INNOVATIVE PRODUCTS, GENERATING POSITIVE IMPACT ON OUR PLANET AND ITS PEOPLE.



OUR GOALS EVOLUTION

BEFORE

GOAL 1.

Generate fair & consistent jobs



GOAL 2.

Empower artisan communities by spreading Someone Somewhere knowhow



GOAL 3.

Expand cultural & social awareness relating to artisans and their livelihoods



2022



AFTER

GOAL 1.

Generate fair & consistent jobs



GOAL 2.

Empower people working in the handmade and creative manufacturing sector.



GOAL 3.

Expand cultural & social awareness relating to artisans and their livelihoods



GOAL 4.

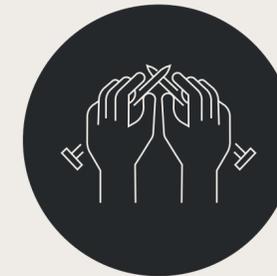
Reduce the environmental impact in all our value chain



*We are currently committed with 10 of the 17 UN Sustainable Development Goals (+30% than last year).

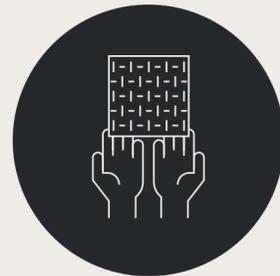
OUR IMPACT IN 2022

PEOPLE



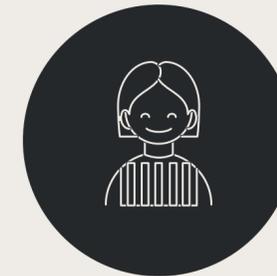
+500K

WORK HOURS GENERATED



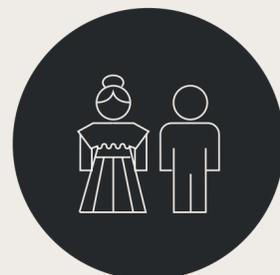
+168%

ARTISANAL INVESTMENT GROWTH



+60%

INCREASE IN WOMEN'S PARTICIPATION IN
ARTISANAL AND INDUSTRIAL PROCESSES



+16%

GROWTH IN PEOPLE
DIRECTLY IMPACTED



+10K USD

INVESTED IN PROJECTS FOR:

- REHABILITATION OF ARTISANAL WORKSHOPS
- TRAINING FOR WOMEN
- COMPLIANCE WITH ETHICAL WORK STANDARDS
IN ARTISANAL AND INDUSTRIAL SECTOR

OUR IMPACT IN 2022

PLANET



+90,000lb
PLASTIC REPLACED WITH
RESPONSIBLE MATERIALS



+150 TONS
REPURPOSED TEXTILES



+1000 TONS
CO₂ OFFSET



42.8%
OF OUR RAW MATERIALS
WERE SUSTAINABLE



+10K USD
INVESTED IN PROJECTS FOR:

- REFORESTATION
- WIND ENERGY
- EMISSION ELIMINATION FROM INDUSTRY

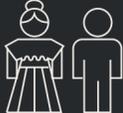
PEOPLE

Our **People Strategy** centers on **generating fair and consistent job opportunities for everyone in our value chain**. In addition, we develop and share best practices among the artisanal and manufacturing sector while connecting them with the rest of the planet in a responsible way.

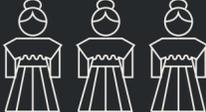


As we continue the endeavor towards improving social and economical conditions for artisanal communities, we are starting to work with the textile manufacturing industry; an equally challenging sector with big opportunities for change. In **Someone Somewhere** we are looking to secure our whole value chain while enhancing the working conditions of every actor involved in delivering our products.

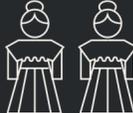
ARTISANAL

300M 

ARTISANS WORLDWIDE

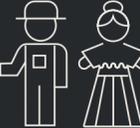
12M 

ARTISANS IN MEXICO

70% 

OF THEM ARE WOMEN
IN UNDERSERVED COMMUNITIES

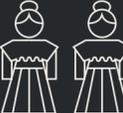
CREATIVE MANUFACTURING

60M 

WORKERS IN THE TEXTILE MANUFACTURING
INDUSTRY AROUND THE WORLD

713K 

TEXTILE MANUFACTURING WORKERS IN MEXICO

65% 

OF THEM ARE WOMEN LIVING IN
VULNERABLE CONDITIONS

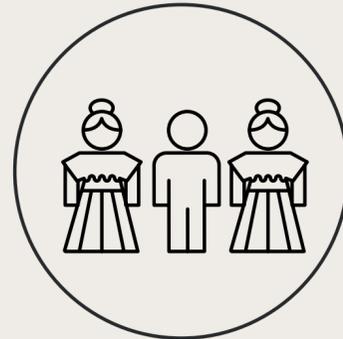
PEOPLE

FEMALE ADVANCEMENT



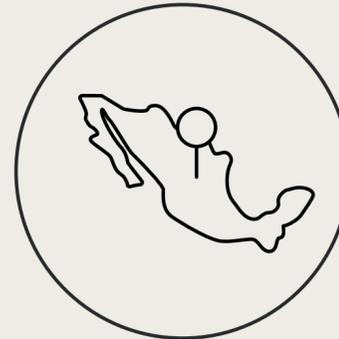
Focus on indigenous, young and vulnerable women

DIVERSITY & INCLUSION



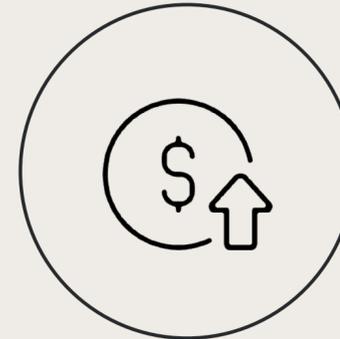
Latinx owned, 60% women team

COMMUNITY PARTNERSHIP



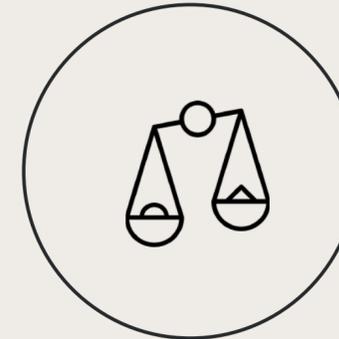
Artisans invest 90% of their income in their families and communities

ECONOMIC DEVELOPMENT



Catalyzing economic development in artisan and industrial sectors

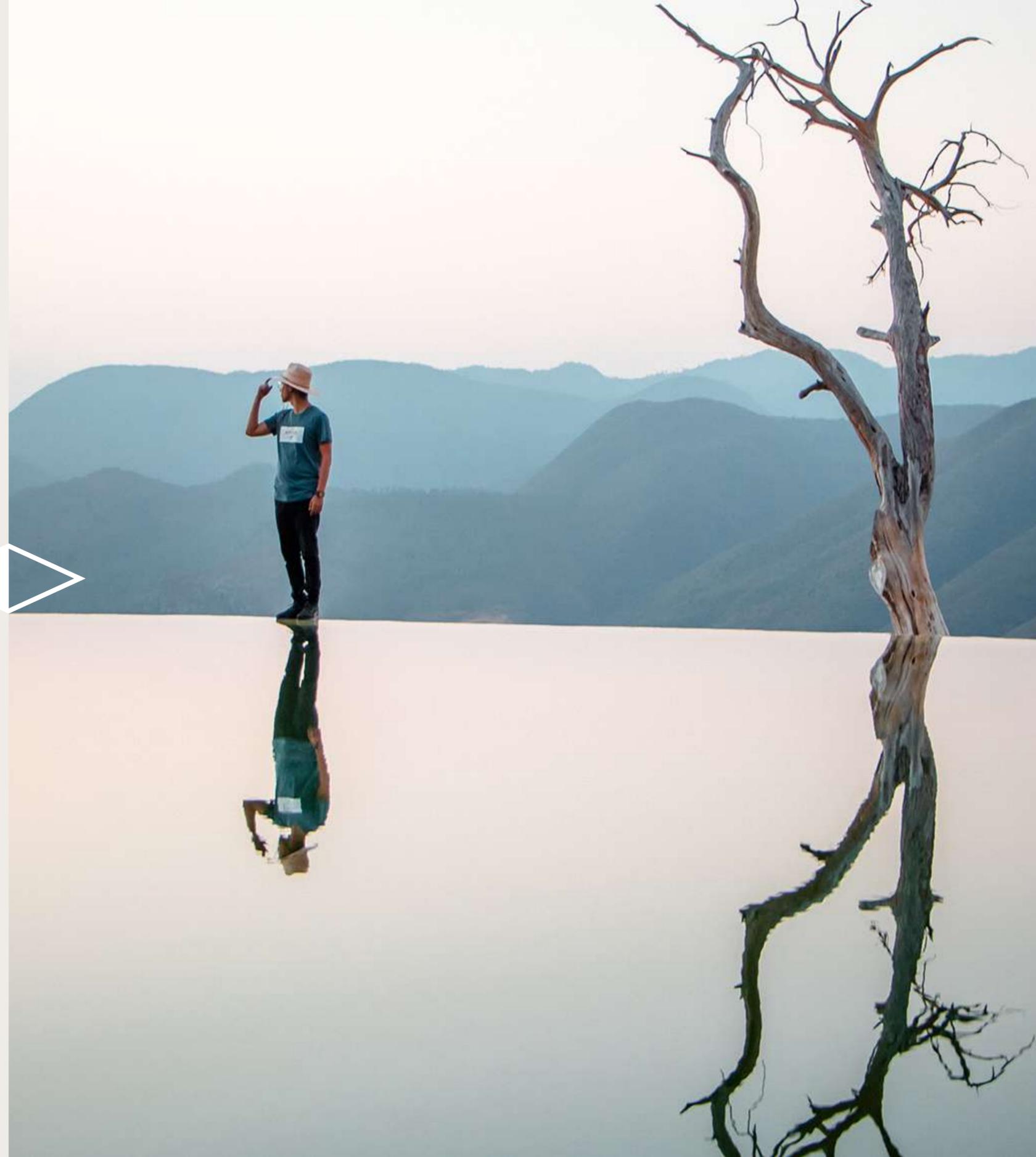
HUMAN RIGHTS



International labor standards and best practices across supply chain

PLANET

Our Planet Strategy first focuses on measuring the ecological footprints of our products and processes, avoiding emissions where possible, reducing our negative impacts from product design to last-mile delivery, offsetting the remaining carbon emissions and developing climate awareness.



WE HAVE FIVE MAIN GOALS IN TERMS OF PLANET:

MATERIALS

- Transition to sustainable generated materials for our products
- Decrease overall material usage
- Continue to use biodegradable packaging
- Reduce the use and consumption of plastics



PRODUCTS

- Design products that are easy to repair, reuse and recycle
- Reduce emission associated with the manufacturing and upstream transportation of our products
- Extend product life cycle from innovation, design and production

WASTE

- Reduce corporate and production waste
- Process and recycle waste generated
- Upcycle initiative to use scrap material generated from production

ENERGY

- Transition to renewable originated sources of energy in our administrative and operational offices
- Reduce energy consumption in manufacturing processes

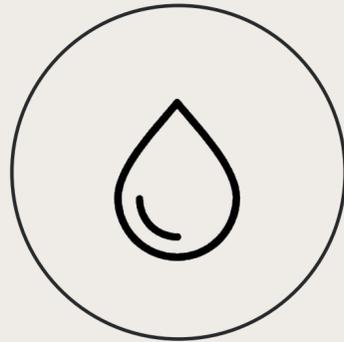
EXTERNAL

- Develop climate awareness
- Develop suppliers' capacities to work on sustainable shared goals
- Implement socially and environmentally responsible processes

The whole Planet strategy involves a lot of measurement and identification, as well as, getting everyone involved, both internally and externally. Growing the engagement, getting more and more committed, putting our goals into action and becoming advocates for social change and environmental responsibility. There's still a lot to do but we are on the right path.

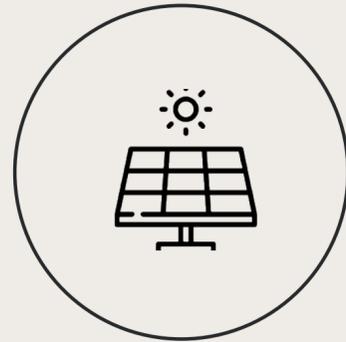
PLANET

WATER



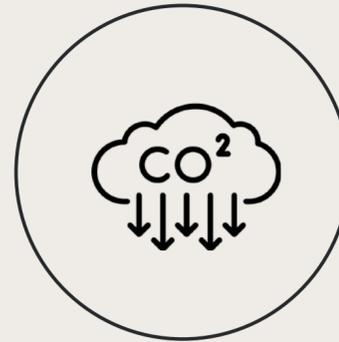
Recycled fabrics that don't require dyeing

ENERGY



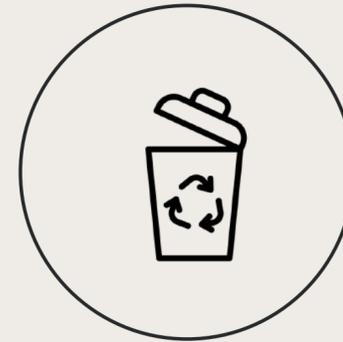
Techniques that require no electricity

CARBON



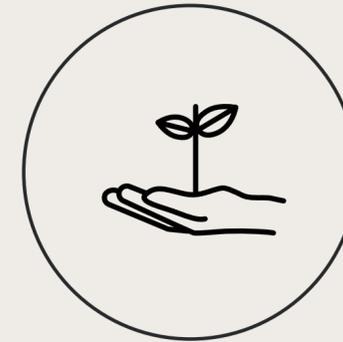
Materials sourced from 200 mile radius, carbon insets

WASTE



Durable and reusable products

RESP. SOURCING



Certified Raw Materials



CERTIFICATIONS

Certified



Corporation™

Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other certifications for businesses, B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

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.

We are proudly B Corp Certified since 2017

We want to be the best company for the world, not of the world.

CERTIFICATIONS



**CLIMATE
NEUTRAL**
CERTIFIED

Certified Climate Neutral companies are in a state in which human activities result in no net effect on the climate system. Being Climate Neutral requires the balancing of residual greenhouse gas emissions with reductions or removals. All Climate Neutral Certified brands must meet climate neutrality standards for measuring, offsetting, and reducing greenhouse gas emissions from making and delivering products and services.

We are officially Climate Neutral Certified since 2022.





TESTIMONIALS

INTERNAL TEAM

"For me, the best part of working at Someone Somewhere is knowing that our work has impacted several communities and improved their living conditions. It's beautiful to work with artisans who are so committed to their craft."

- **Pamela Plaza, Sourcing & Product Development Coordinator**

"The best thing is to do what I like and at the same time see first-hand the impact that we are generating, in the families of the artisans of those of us who work within SS and also in the environment." - **Alejandro Ramos, Planning and Logistics Manager**

"As Someone Somewhere continues to grow and evolve as a social enterprise, positioning ourselves in an honest, responsible and attractive way for our consumers becomes a huge and rewarding challenge. We are proud to achieve it every day, and very excited to continue growing globally, telling the stories of the artisans we work with and reporting the actions we take for the planet. - **Ethan Vázquez, Marketing Manager**"

TESTIMONIALS

ARTISANS

"Thanks to the collaboration with Someone Somewhere, I have a safe job to help my family with whatever they need. My goal is to have an established company and thus be able to generate employment for vulnerable people and share the dream of being independent" - **Jessy**

"This project has helped me to be closer to my daughter since it allows me to be at home. My goal is for the workshop to grow and then be able to give work to other women who want to become independent and learn more about the world of crafting" - **Emma**





TESTIMONIALS

CLIENTS TO ARTISANS

César - your story brought tears to my eyes. This bag I received truly shows the hard work and dedication you have for your family which is absolutely beautiful - just like the bag! I will think of you and your family every time I use it. I pray for continued health along each of your journeys.

JESSICA

Beto, Thank you for making my day special because when I hold my bag I feel like I have met you! I am happy you play sports, too. I'm 62 years old and still play ice hockey. Thank you for your beautiful artistry and I wish you much happiness in the world to come.

EMELYNE

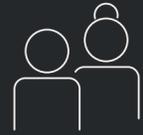
Hi Sandra, Thanks for making the bag for me. We are all connected to each other in one world fabric, interwoven in the great loom of life. I appreciate your hard work and dedication to your craft. You are moving the world forward with your work.

MICAH

DIVERSITY AND INCLUSION

Our people-focused strategy emphasizes the importance of respecting, promoting, and defending all forms of diversity. At Someone Somewhere, we believe that our differences are what make us unique and contribute to the richness and subjectivity of the human experience. To further our commitment to diversity and inclusion, we recently conducted our second company-wide survey and will continue to actively advocate and take action in these areas.





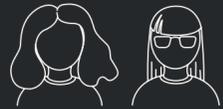
20%

Team Annual Growth Rate



62.5%

Women in Leadership



56.25%

Women on Team



85.7%

Perception of diversity promotion



96.4%

Perception of free expression promotion



89.3%

Perception of cultural diversity respect



78.6%

Perception of DEI policies promotion



85.7%

Perception of LGBTIQ+ inclusivity promotion



RESPONSIBILITY & GROWTH

Throughout 6 years our mission has been enriched and grown more and more. Our social and environmental responsibility involves all the people who collaborate with us, and other organizations that create a more conscious and responsible entrepreneurial ecosystem. Shared growth is part of our commitment. – This is how we apply responsibility and growth at **Someone Somewhere.**



DELTA AIR LINES, A PARTNERSHIP THAT CREATES MORE THAN 250 JOBS

In February of this year, we began a collaboration with Delta Air Lines began, through which Someone Somewhere will provide the Amenity Kits for the Delta One line. A collaboration that allows us to generate more than 250 direct jobs, impact more than 1000 people and build on the development of the artisan communities with which we work.

EMPOWERING ENTREPRENEURSHIP IN LATIN AMERICA: SUMMIT OF THE AMERICAS

We are proud to have been invited to the Summit of the Americas, thanks to our strong partnership with Google, to share our expertise on using digital tools to scale our business. We were honored to have the opportunity to share our Someone Somewhere Social Impact Model with private and public organizations that are interested in transforming their supply chains into more sustainable ones with a partner like us.

CLIMATE NEUTRAL, A COMMITMENT WITH THE PLANET

We are the first Mexican Manufacturing Company to obtain the Climate Neutral certification. This certification is a significant step towards global Net Zero carbon emission and just the first action in our long-term sustainability strategy.

SOCIAL BUSINESS IN NORTH AMERICA

For the first time during the North America Leaders Summit, business representatives from the Mexican Business Coordinating Council, the U.S. Chamber of Commerce, and the Business Council of Canada came together to discuss the opportunities and challenges facing the private sector in the current geopolitical climate matters. During the meeting, we participated in the discussion, advocating for the importance of finding common ground to enable companies of all sizes to collaborate and showcase that Mexico is capable of having reliable and resilient supply chains that generate a significant social impact for vulnerable populations.



6 TONS OF GARBAGE REMOVED FROM FOREST THROUGH COMMUNITY ACTION

In partnership with Plastic Oceans, Fitzer, and Instinkt, successfully led a forest cleanup event this year with the participation of over 65 volunteers. Together, we were able to remove a total of 6 tons of garbage from a 200 square meter area. This effort is just the first step in our long-term plan to address and mitigate the issue of pollution in forests in collaboration with our allied organizations

ENLACE+ GRADUATE: ACHIEVING PROFESSIONALIZATION IN BUSINESS"

Enlace+, a professionalization program created by the Tecnológico de Monterrey. This program is designed for companies in the post-acceleration stage, and it provides valuable support through the an Advisory Council made up of prominent business leaders. After two years of participation in the program, we are thrilled to have achieved outstanding results and officially graduated from the program.

BUILDING A BETTER FUTURE: UNREASONABLE FELLOWS 2022

We became part of Unreasonable CHANGE, an initiative focused on creating an ecosystem of support to scale ventures that are solving pressing global environmental and social challenges. Through this unconventional collaboration, Accenture, Unreasonable and the entrepreneurs will play a leading role in the technological and cultural revolutions needed to rebuild our economies in a way that benefits people and the planet.

GREENING THE FUTURE: PLANTING 3,000 TREES

This summer, we joined Plastic Oceans initiative to make a positive impact on the environment. Through the hard work and dedication of over 200 volunteers, and various incredible brands, we reforest an area planting 3,000 endemic trees, which are estimated to absorb 36 tons of CO2.

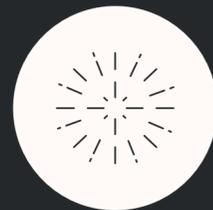
BEHAVIORAL PRINCIPLES

Principle #1

We always consider the social and environmental impact of our decisions

Principle #2

We don't sacrifice our core values and integrity for anything.



Principle #3

We dream big and show it in the little things

Principle #4

We take pride and accountability of our work as we know is our legacy to the world

Principle #5

We are proactive and solve problems as soon as they arise

BEHAVIORAL PRINCIPLES

Principle #6

We will enjoy the rollercoaster by embracing change and learning

Principle #7

We will work smart, prioritize and support our decisions with data



Principle #8

We will be honest and direct and dissent when needed in a caring way

Principle #9

We will be humble and vulnerable

Principle #10

We will trust others and earn their trust

LOOKING FORWARD

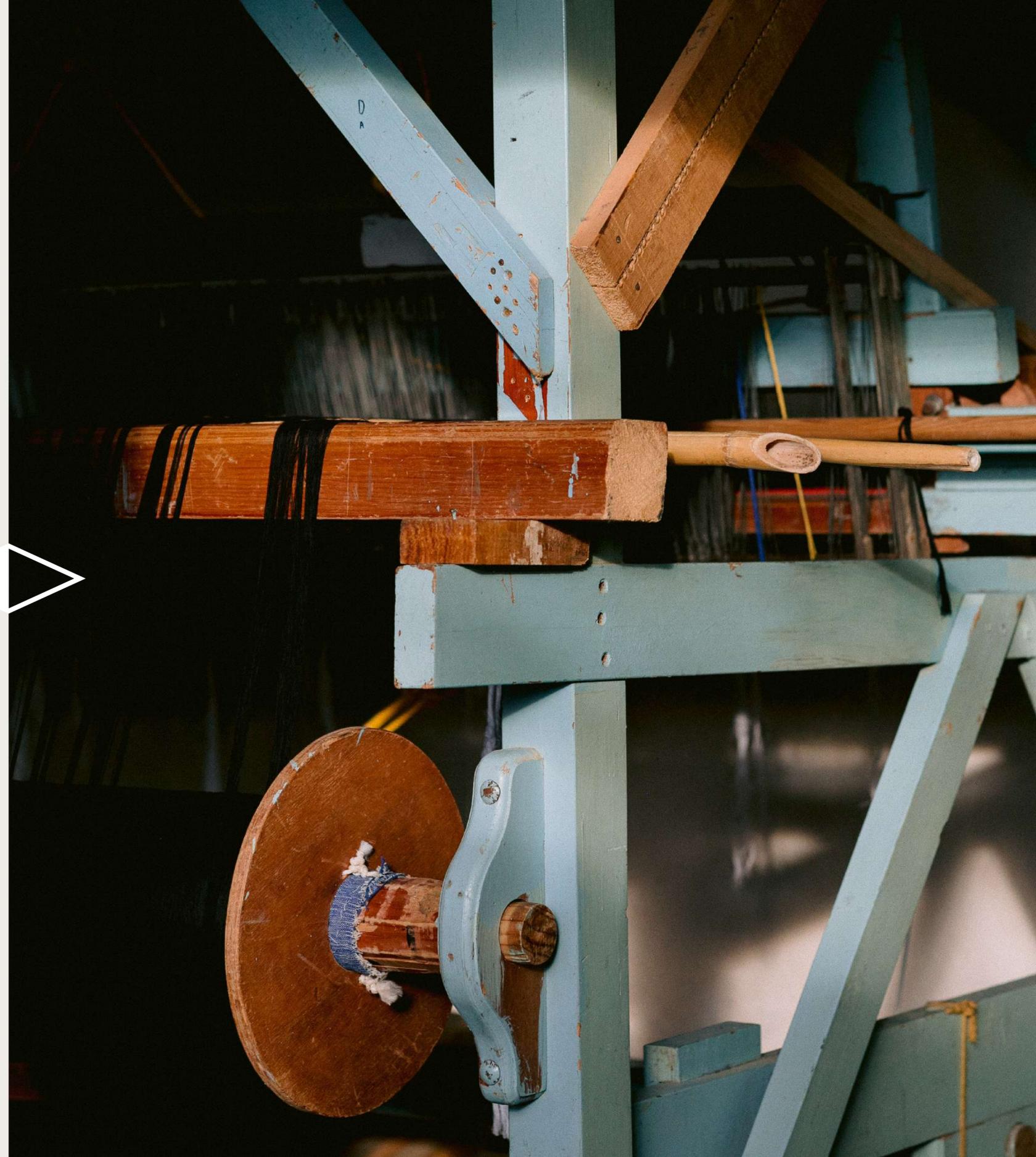
ECOVADIS: In addition to our purpose and guided by our sustainability strategy, focused on people and the planet, we make efforts to continue committing ourselves to the highest international standards of corporate sustainability. That is why, we are currently in the process of certification with EcoVadis, one of the most recognized corporate sustainability rating agencies internationally. This certification will not only help us demonstrate and share the positive impact we generate, but it will also allow us to scale and replicate that impact, while reducing and avoiding potential negative impacts. For more information link: <https://ecovadis.com/en/>



LOOKING FORWARD

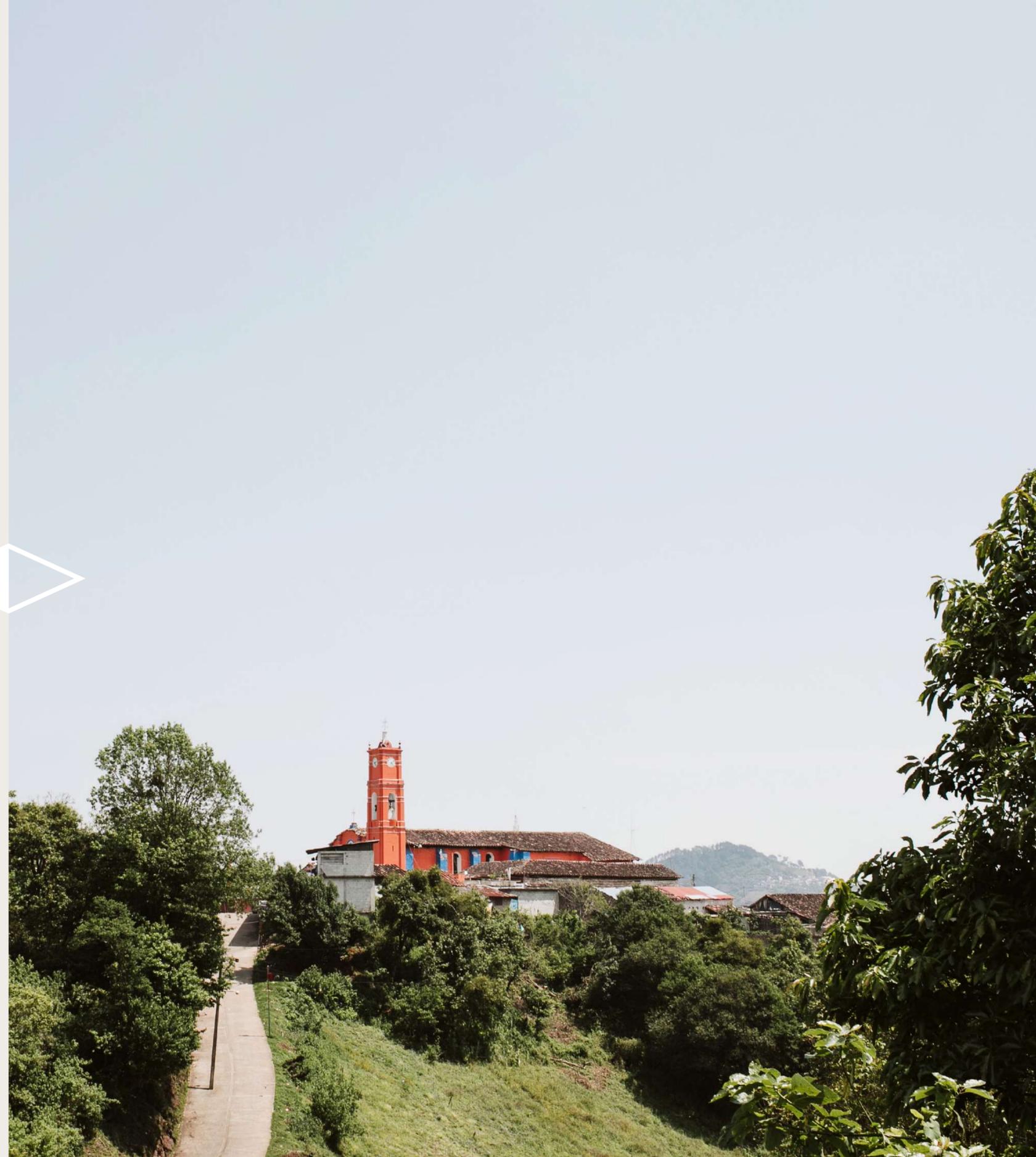
CERTIFYING FACTORIES AND ARTISAN GROUPS:

The international certifications with which we are committed, invite us to also certify our suppliers, our people, who compose and enrich our value chain. We have already taken the initiative, designing, testing and evaluating according to our minimum compliance standards Someone Somewhere, in line with national and international standards. These standards have allowed us to make important improvements at a social and environmental level, both for artisan groups and manufacturing companies. We will continue to generate products with the highest quality while looking to close the gap that exists between formality and informality within both sectors and, in turn, allowing these producers and suppliers to continue developing through other business opportunities, increasing their possibilities and therefore, their economic and social conditions.



LOOKING FORWARD

REDUCING EMISSIONS: Although we have achieved an important milestone by certifying under the Climate Neutral standard in terms of our carbon emissions, this is only one step within a long path towards climate responsibility and obligation as a company and industry. The commitment acquired by buying carbon offsets, with respect to the emissions we generate, implies constant review, measurement and adaptation of our production processes. We will continue to evaluate the total processes of our value chain, adapting those where it is possible to reduce or even avoid emissions, and finally mitigating those where it is impossible to make reductions; actively participating in the selection of carbon capture projects. We continue, and will continue, to bet on products made in a sustainable way, and inviting responsible consumption.



PARTNERSHIPS



Empresa



AUDITORS



All of our work is supported and collaborated by those who have been a part of this story.



THANK YOU!

2022 was one of the most challenging but exciting years. When we ask ourselves if one year will cease to be, we immediately answer that probably not until we live in the world we all want.

This year we met again after a pandemic, and we were able to hug each other and work together around the same table. We return stronger than ever and set ever more ambitious goals.

For the first time, we seated people and the planet at that table in an equally high chair, and we pledged to take care of them in each of the stages our product goes through, from its conception to its use, reuse, and disuse.

We broadened our impact focus from the artisanal sector to the industrial sector, understanding that to deliver the best product, we have to take care of the best team at each stage of our value chain.

Together we weaved tens of kilometers of handmade fabric that became millions of products and made hundreds of dreams come true that have been spread worldwide.

We have strengthened our team with incredible people who work daily to create and maintain a business model whose success is measured by profitability and the social and environmental impact it generates.

We obtained a new certification to validate this commitment, and we implemented actions that will help us improve our economic, social, cultural, and environmental performance to return to the Earth and its people the wealth they give us.

We are sure that with you on board and those who join us, we will have a great 2023 full of challenges and learning, as you will undoubtedly read in our following sustainability report.

Excited and very grateful,

ENRIQUE RODRÍGUEZ, JOSÉ ANTONIO NUÑO Y FÁTIMA ÁLVAREZ
Someone Somewhere Founders

SOMEONE

Petra

SOMEWHERE

Naupan, Puebla

MEET THE ARTISAN