



# 2025 SUSTAINABILITY REPORT

SOMEONE  
SOMEWHERE

# TABLE OF CONTENTS

2025 Sustainability Report

SOMEONE  
SOMEWHERE

- 
- 01** FORWARD
  - 02** WHO WE ARE
  - 03** MISSION & VISION
  - 04** OUR IMPACT
  - 05** OUR HIGHLIGHTS
  - 06** OUR CERTIFICATIONS
  - 07** FEATURED COLLABORATIONS
  - 08** SPREADING THE IMPACT
  - 09** GIVE BACK
  - 10** DIVERSITY, EQUITY, AND INCLUSION
  - 11** SUPPORT THE COMMUNITIES
  - 12** LEARNINGS
  - 13** LOOKING FORWARD

A NOTE FROM

# Sandra Melchor

ASSOCIATE MARKETING MANAGER AT LACOSTE MEXICO

"We are what we create".

Our essence is born from a tiny spark that makes us believe in creating, and moves us to be part of this universe that shelters us under the human elements that give us life and meaning, such as creativity, will and tenacity, to push to make things happen and make them truly iconic.

As Manager of the Marketing area within Lacoste Mexico, we have taken as a core pillar within the team to leave the heart in each project we create. The most beautiful part is when we find the perfect scenario for a project to be born, one that feels like an eternal semblance, and with these words I describe the alliance between Someone Somewhere and Lacoste, where two worlds that once seemed to speak different languages found common ground, proving that fashion and sustainability can coexist, and open space for new, conscious fashion proposals.

Fashion and sustainability, joined in 2025 with Durable Elegance, global campaign launched by Lacoste France, which aims to seek to give a second life to textile fibers and reduce the impact of single-use packaging, under this first, Someone Somewhere, arrived not only for the creation and adaptation of our main tote bag created with recycled materials, but also to speak a story that is declaim between stitches, depicting the iconic crocodile embroidered by hand by Mexican artisans, giving rise to the desire to magnify in turn a social impact that transcended barriers between countries, leaving as protagonist the beauty of Mexican craftsmanship .

With this beautiful project, we have taken the meaning of a tote bag of recycled materials, to elevate it to an iconic piece of textile art, sustainability and fashion, which has become so sought after in Boutiques Lacoste, to mark the beginning of values that converge and unite in yourself, to speak the same language.

**“We are what we create: leaving our heart in every project to turn sustainability and fashion into something truly iconic”.**





# WHO WE ARE AT SOMEONE SOMEWHERE

---

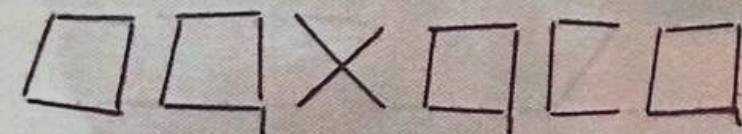
We are a social enterprise on a mission to lift millions of artisans and textile workers out of poverty, while reducing the environmental impact of the textile industry.

# OUR MISSION

To create innovative products that integrate artisanal work, generating fair and consistent jobs that protect our planet through a responsible value chain.

# OUR VISION

Be one of the world's leading conscious companies, through manufacturing innovative products, generating positive impact on our planet and it's people.



# OUR IMPACT

We share the tangible results of our work alongside artisan communities, gender equality, and textile production. This section reflects how our commitment translates into real opportunities, stronger livelihoods, and long-term development.



# OUR PATH TO CREATE

OUR PRODUCTS

Every product begins with the hands that craft it and we want you to meet them.



From the final piece you hold, the journey continues through our label, where a QR leads you to our Meet the Artisan platform.

There, you can discover the story, technique, and community of the artisan who created your product.

This connection brings transparency and celebrates the people behind, transforming each piece into something meaningful, traceable, and deeply human.



# BUILDING LASTING IMPACT

Total Artisans

**285**

Total Women Artisans

**250**

Total Men Artisans

**35**

Total Indigenous  
language speakers

**203**

Total non-Indigenous  
language speakers

**82**

Total women Indigenous  
language speakers

**179**

Hours of work for artisans

**397,636**



# BUILDING LASTING IMPACT

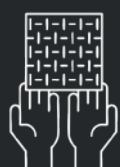
## THIS YEAR WE:

Generated additional income for artisans by:

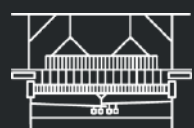
**+ 950,000 USD**

Increased embroidery capacity by:

**+ 280%**



We added four new communities and artisan groups.



We installed two new workshops, each with capacity for +35 people

## THIS YEAR:

**66%** Of the artisans believe our collaboration has been transformative for their lives.

**80%** Of the artisans consider the income they earn through Someone Somewhere to be a primary and stable source of income.

**86%** Believe they have learned new techniques, and that working with Someone Somewhere helps preserve their cultural heritage.

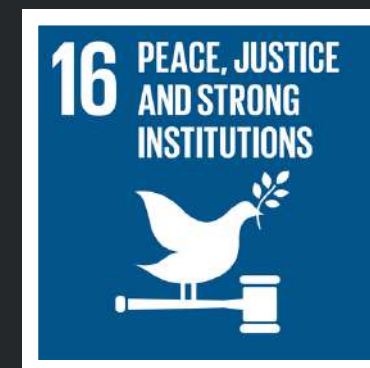
**71%** Feel calm, respected, heard, and satisfied with their work and with the company's processes.

**26%** Are more aware of their decisions around sustainable materials.

**31%** Have started making more intentional choices regarding the materials they use for their work.









# SDG'S

Each year, our Impact team evaluates the Sustainable Development Goals (SDGs) to understand where our work is most aligned. Today, **we directly contribute to 15 of the 17 global goals**, and we remain committed to strengthening this alignment year after year.

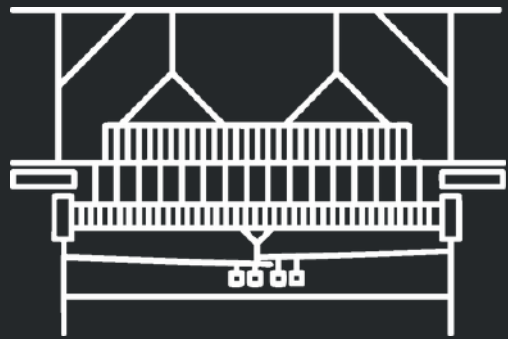


# SDG'S - Social Impact



SDG	SOMEONE SOMEWHERE	2025 SOMEONE SOMEWHERE DATA
 <b>1 NO POVERTY</b>	Additional income generated for artisans living in vulnerable conditions.	\$966,385.56 USD
 <b>3 GOOD HEALTH &amp; WELL-BEING</b>	Implementation of preventive health programs in communities.	Visual Health Campaign; enrollment of 150 artisans in medical insurance; training in postural hygiene and workplace gymnastics for embroiderers.
 <b>4 QUALITY EDUCATION</b>	Training workshops and total technical/digital training hours.	25 workshops with 554 total hours. Artificial Intelligence (AI) workshop held in partnership with Ensamble Artesano.
 <b>5 GENDER EQUALITY</b>	Women generating their independent income.	250 women (88% of the total artisan network).
 <b>8 DECENT WORK &amp; ECONOMIC GROWTH</b>	Individuals with consistent income and generated artisanal work hours.	285 artisans with stable income; 397,635 total hours of work generated.
 <b>10 REDUCED INEQUALITIES</b>	Indigenous representation within the network.	203 indigenous language speakers (71.2% of the network).
 <b>11 SUSTAINABLE CITIES &amp; COMMUNITIES</b>	Income created in rural areas and support for community infrastructure.	Expansion into 4 new rural communities; infrastructure support in Mamiquetla following landslides.
 <b>16 PEACE, JUSTICE &amp; STRONG INSTITUTIONS</b>	Adherence to the UN Global Compact and supply chain transparency.	UN Global Compact signatory; 70% of suppliers audited.

# SDG'S - Environmental Impact










**285 artisans with stable and consistent income.**

**397,637 hours of artisanal work generated.**

DECENT WORK  
& ECONOMIC  
GROWTH



# SDG'S - Environmental Impact

SDG	SOMEONE SOMEWHERE	2025 SOMEONE SOMEWHERE DATA
 <b>6</b> CLEAN WATER & SANITATION	Liters of water saved through the use of circular materials (CircuLoom®).	283,592,513 liters of water saved.
 <b>7</b> AFFORDABLE & CLEAN ENERGY	Reduction in electricity consumption: artisanal vs. industrial processes.	214,040 KWH saved.
 <b>9</b> INDUSTRY, INNOVATION & INFRASTRUCTURE	Artisan groups forming associations and technological innovation.	13 associations established; development of CompassAI for creative processes.
 <b>12</b> RESPONSIBLE CONSUMPTION & PRODUCTION	Recovered textile waste and integration of recycled materials.	82,000 meters of fabric created from textile waste (CircuLoom®).
 <b>13</b> CLIMATE ACTION	Corporate commitment to carbon reduction.	Joined The Climate Pledge (Target: Net-Zero by 2040).
 <b>15</b> LIFE ON LAND	Repurposed textiles prevented from reaching landfills.	57,000 kgs of textiles reused and incorporated into our products.
 <b>17</b> PARTNERSHIPS FOR THE GOALS	Strategic corporate alliances and participation in global forums.	Partnerships with IKEA, Lindt, Lacoste, Decathlon, Chobani, and Liverpool. Participation in Textile Exchange and FLII.

# SDG'S - Environmental Impact

82,000 meters of fabric created from textile waste and integrated into recycled materials (CircuLoom®)

We recycled 3,819 kg of textile waste in our productions, with the help of our partners Marves, Recolecto, and Grupo Promesa.

RESPONSIBLE  
CONSUMPTION &  
PRODUCTION



# SDG'S - Environmental Impact



**283,592,513 liters of water saved  
through the use of circular materials  
(CircuLoom®)**

CLEAN WATER  
& SANITATION

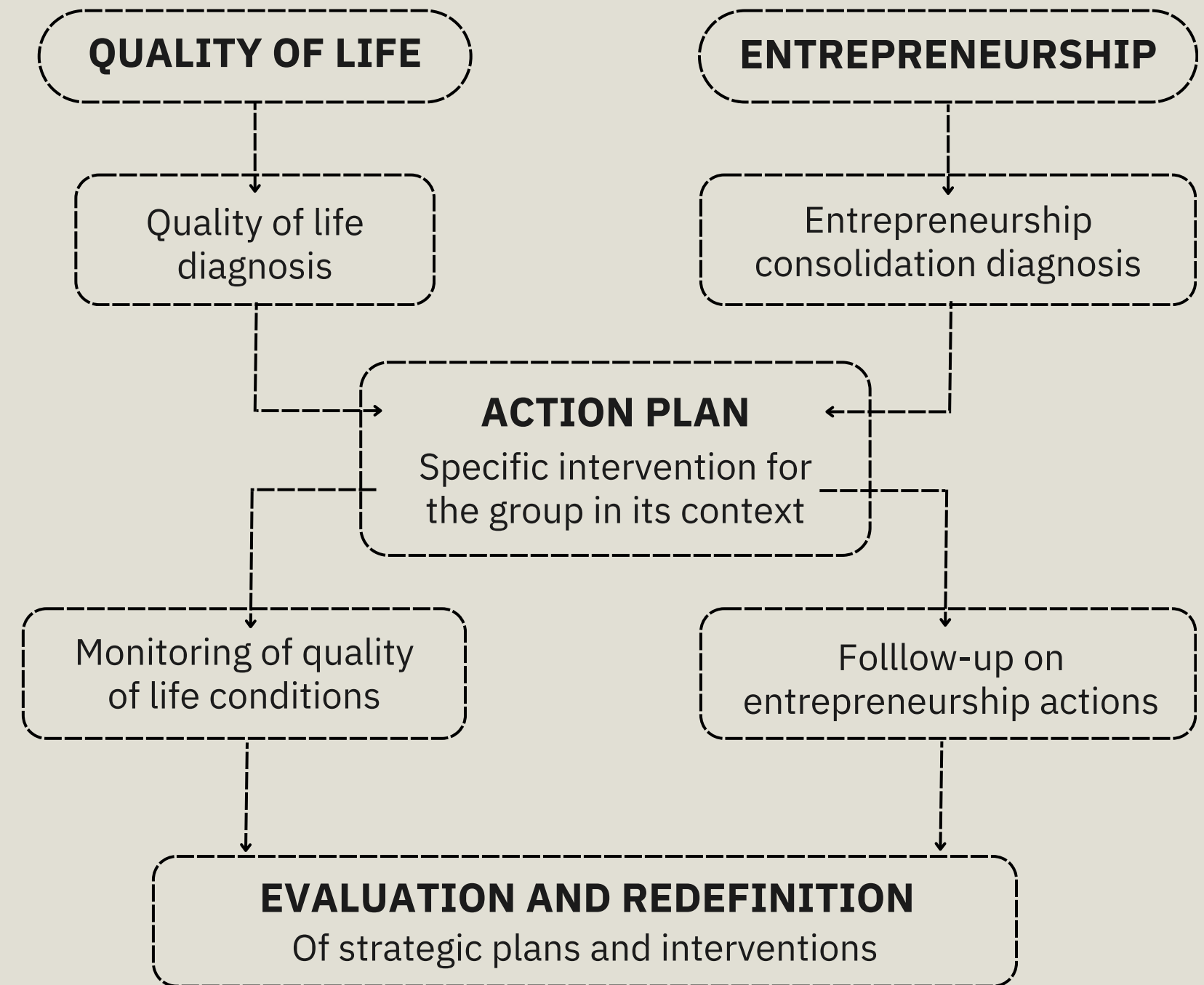


# PATHWAY METHODOLOGY

● ● ● ● Indicators

**Our own development framework to evaluate, monitor, and improve quality of life and entrepreneurship consolidation in rural and peri-urban communities.**

Instead of measuring quality of life only through income, it looks at multiple dimensions, such as access to health, education, basic services, and economic autonomy. It also helps organizations identify gaps in production processes, design more effective interventions, and track long-term improvements in community well-being and business readiness. This approach is especially relevant for impact-driven companies, as it provides a clearer understanding of how their work contributes to meaningful and sustainable progress.



The main goal is to allow artisans to grow at their own pace, to be more informed and better equipped to immerse themselves in a global value chain, knowing that they are in control of how far they want to go.

# HOW IT IS MEASURED



Assess baseline conditions across key well-being dimensions.



Identify priority gaps that limit quality of life or economic mobility.



Develop targeted programs to address these gaps. Monitor progress over time using standardized indicators.



Evaluate overall improvement in both economic stability and broader well-being.

# OUR HIGHLIGHTS

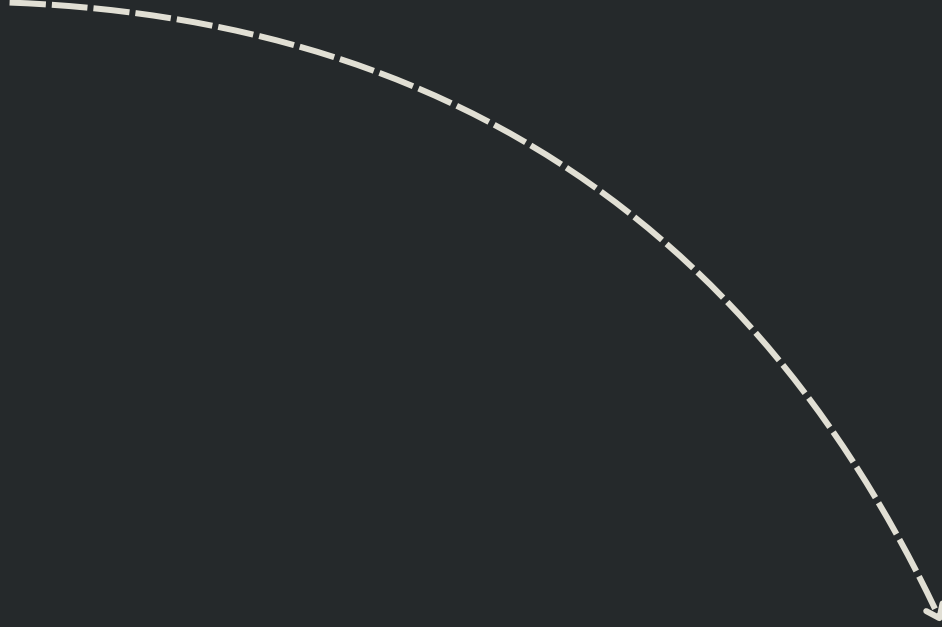


This year was marked by meaningful progress across our craft, our communities, and our collaborations. From welcoming new artisan groups and opening additional workshops, to strengthening our design processes and expanding the techniques we work with, each milestone reflects our commitment to growth with purpose.

# OUR MUSTS FOR ARTISANAL IMPACT

Our most artisan-intensive design so far? Our collaboration with Adidas, in which we created a Jersey for the Copa América with 11 hours of dedicated craftsmanship per piece.

We partner with artisans to ensure their traditional skills not only endure, but thrive. By creating products that honor the techniques they already master, we help preserve cultural heritage while ensuring each artisan is recognized and fairly compensated for their craft. This approach allows communities to sustain their traditions, strengthen their livelihoods, and continue creating work that carries both meaning and value.



**Each Someone  
Somewhere product  
includes in average  
2 hours of artisanal  
work.**

# OUR MUSTS FOR ECOIMPACT

Every year we refine some of our products, and this year, we re-design this backpack to make it increasingly recyclable.

Change the base and back panel from industrial material to Circuloom, making the exterior artisan-woven

Replaced polyester paracord with waxed thread for the pullers.

The brand label is hand-embroidered using 100% recycled thread.



Lining is made from recycled canvas, composed of 50% cotton and 50% recycled polyester

Straps were switched to 100% cotton instead of polyester.

Circuloom's composition:  
75% RCO and 25% RPET for the weft,  
65% RPET and 35% RCO for the warp

# NEW VOICES SAME MISSION



This year, **125 new artisans** joined our **community**, bringing with them their talent, stories, and dedication. Their arrival represents meaningful growth not only in numbers, but in creativity, cultural richness, and collective impact. We are grateful for every woman who chose to be part of this journey, contributing her craft.



**MEET  
THE  
ARTISAN**

# NEW TECHNIQUES NEW STORIES



Crochet  
Technique

Macramé  
Technique

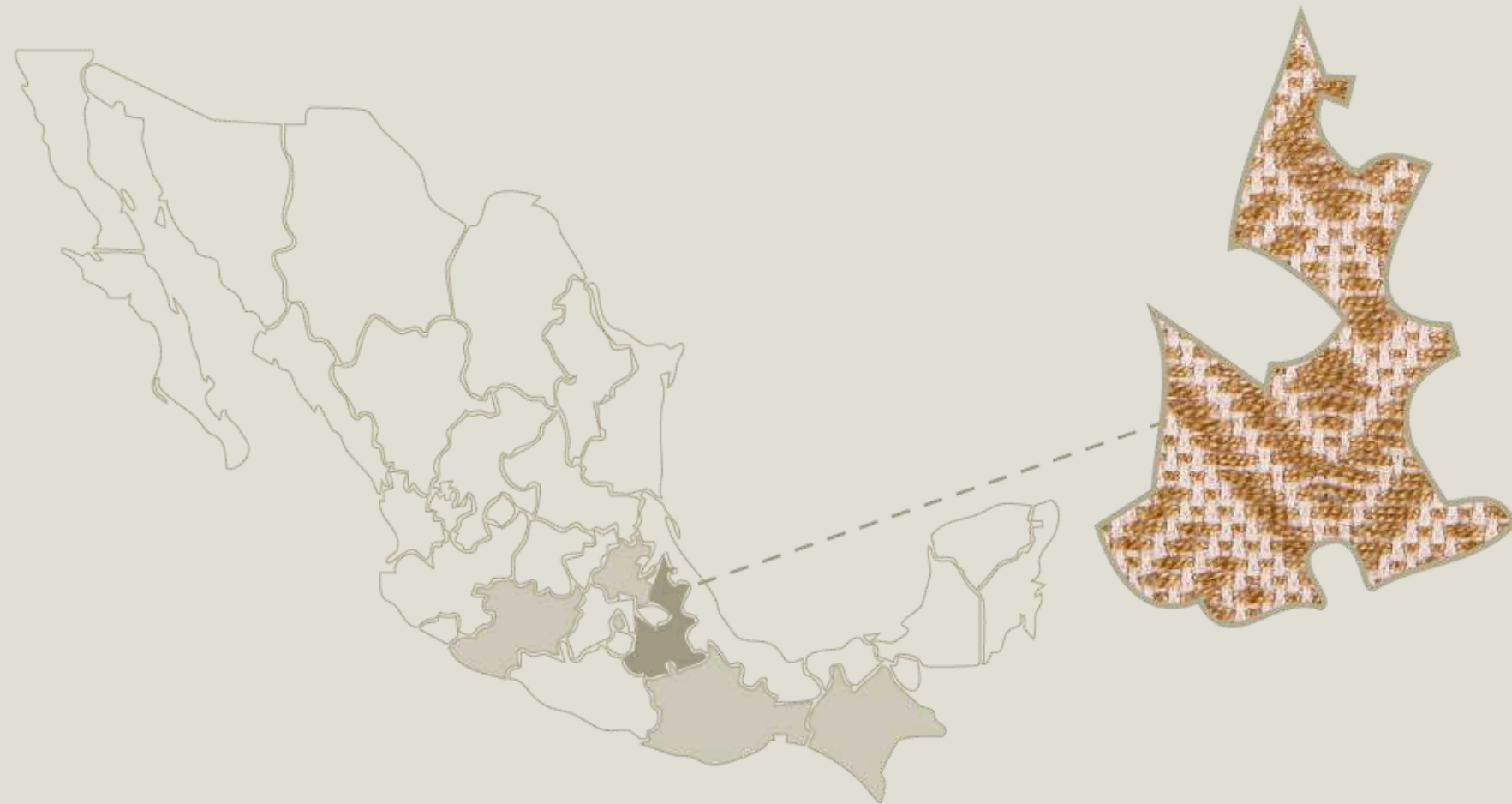
This year, we introduced two new artisanal techniques, **macramé and crochet work**, developed in collaboration with the artisan community of Villa Victoria in Mexico State.

By integrating these techniques, we're expanding our creative possibilities, strengthening partnerships with artisans, showcasing the richness of Mexican craftsmanship while fostering innovation.

# NEW WORKSHOPS NEW OPPORTUNITIES

Where everything started: Puebla.

One of our biggest highlights of the year was opening two workshops in Xolotla and Copila in Puebla.



# AI for Good



---

## CompassAI™

---

We developed **CompassAI**, an internal tool that blends technology, tradition, and creativity to accelerate our processes and unlock new opportunities with future clients.

**CompassAI** allows us to visualize ideas, renders, and potential collaborations in minutes, giving brands a clear view of what we can co-create together even before reaching the artisanal production stages.

Today, **CompassAI** is a tool that inspires us, makes us more efficient, and helps us build more purpose-driven collaborations.



# OUR CERTIFICATIONS

These tools allow us to measure our impact with rigor, remain transparent with our community, and strengthen our commitment to a model that puts people and the planet first.



# BCORP

Certified



Corporation

**A certification that meets the highest standards of social and environmental impact.**

Since 2017, we joined a community of companies that balance purpose and profit. This certification recognizes businesses committed to social and environmental performance.

[KNOW MORE](#)

**+9,000**

Certified B Corps  
Worldwide

**+80**

in Mexico

We became

**1 of 15**

first companies in  
Mexico to earn B Corp  
certification.

# ECOVADIS



Ecovadis is one of the most trusted business sustainability ratings, evaluating companies on environmental, social, and ethical performance.

In the textile industry, where supply chains are complex and sustainability challenges are significant, this certification plays a crucial role in ensuring responsible sourcing, reducing environmental impact, and promoting fair labor practices.

By partnering with EcoVadis, we reinforce our commitment to transparency, accountability, and continuous improvement, ensuring that every step of our process aligns with **ethical and sustainable practices**.

[KNOW MORE](#)

# OUR WAY NET TO ZERO

We are deeply committed to reducing our environmental impact and contributing to the global goal of achieving Net Zero emissions by 2030. Through innovative practices and sustainable solutions, we are taking significant steps toward this ambitious objectives.



## SUSTAINABLE AND LOCAL SOURCING

We prioritize locally sourced and eco-friendly raw materials, supporting regional economies.

---



## CIRCULAR WEAVING INNOVATION

We've developed a circular loom that uses 100% recycled textiles, giving waste a second life.

---



## LOW ENERGY CONSUMPTION

We're committed to practice technical techniques that requires minimal or none electricity.

---



## WATER AND CHEMICAL-FREE PROCESSES

Our textile production methods minimize water usage and eliminate harmful chemicals.

# OUR WAY NET TO ZERO



**United Nations**  
Global Compact

The UN Global Compact is an initiative that encourages companies to operate responsibly, based on 10 principles covering human rights, decent work, environmental care, and anti-corruption. Today, more than 20,000 companies across over 160 countries are part of it. Being a member shows a real commitment to sustainability and positive impact; for us, it means aligning their social and environmental purpose with global standards and strengthening international credibility.

[KNOW MORE](#)

# THE CLIMATE PLEDGE

Recently, we became part of The Climate Pledge, a global commitment founded by Amazon and Global Optimism that brings together more than 500 organizations worldwide committed to reaching net-zero carbon emissions by 2040. Being part of The Climate Pledge means taking concrete, measurable action to reduce environmental impact and build more responsible business models.

[KNOW MORE](#)



# FEATURED COLLABORATIONS

Collaborations have the power to amplify impact. By partnering with companies that share our values and mission, we're able to create products with purpose, strengthen responsible supply chains, and show how business can be a force for good.

# EXPANDING WHOLESALE

**We entered the wholesale market through a strategic alliance with Liverpool.**

This milestone positions us to expand our collaboration models with distributors, retailers, and large commercial partners committed to generating positive impact. It strengthens our visibility and reinforces one of our core pillars: every product communicates the story and craftsmanship of artisans across Mexico. Through this partnership, we extend that storytelling to a broader audience and increase our presence in key retail spaces. **We are currently available in more than 15 Liverpool stores nationwide.**





“Being part of our entry into Liverpool was a challenging yet incredibly rewarding experience. Bringing every detail to life from the ground up and seeing it materialize in each space has been a testament to what we are capable of achieving. More than a brand, we are sharing a unique way of seeing the world”.

**Andrea Couh**

D2C COORDINATOR

AFFIRMING THE POWER OF COLLABORATIONS

# LINDT

We partnered with Lindt to highlight that origins matter, creating a handcrafted CircuLoom® cosmetic pouch filled with Lindt chocolates, distributed across all Costco points of sale nationwide during one of the highest retail seasons of the year. This large-scale collaboration integrated circular materials and artisan craftsmanship into a mainstream consumer product, generating measurable social and environmental impact.



## **SOCIAL IMPACT**

- 51 direct jobs created
- Employment continuity for artisans during a key seasonal period



## **ENVIRONMENTAL IMPACT**

- 1,620 kg of textile waste recovered
- 3,500 meters of CircuLoom® handwoven in Michoacán
- +8 million liters of water saved



AFFIRMING THE POWER OF COLLABORATIONS

# IKEA

## SOCIAL & ENVIRONMENTAL IMPACT

- 15 artisans employed, 53% women
- 1,440 hours of artisan work generated
- 1,371 kg of recycled textiles used in the collection
- 3,132 meters of fabric reused from IKEA's TOSTERO
- 1,800 meters of CircuLoom® fabric produced locally

## MEDIATIC IMPACT

- +45 media outlets covering the collection
- +1.5M people reached
- 99% positive sentiment on social media



We partnered with IKEA Mexico to co-create **ÅTERSTÄLLA 2026**, a circular collection that transforms post-industrial textile waste into a scalable, locally made product line. By recovering textile waste from clients, and mechanically recycling it into new yarn, we developed CircuLoom® fabric handwoven with artisan communities in Mexico, proving that circularity can operate at scale while preserving craftsmanship and generating measurable impact.

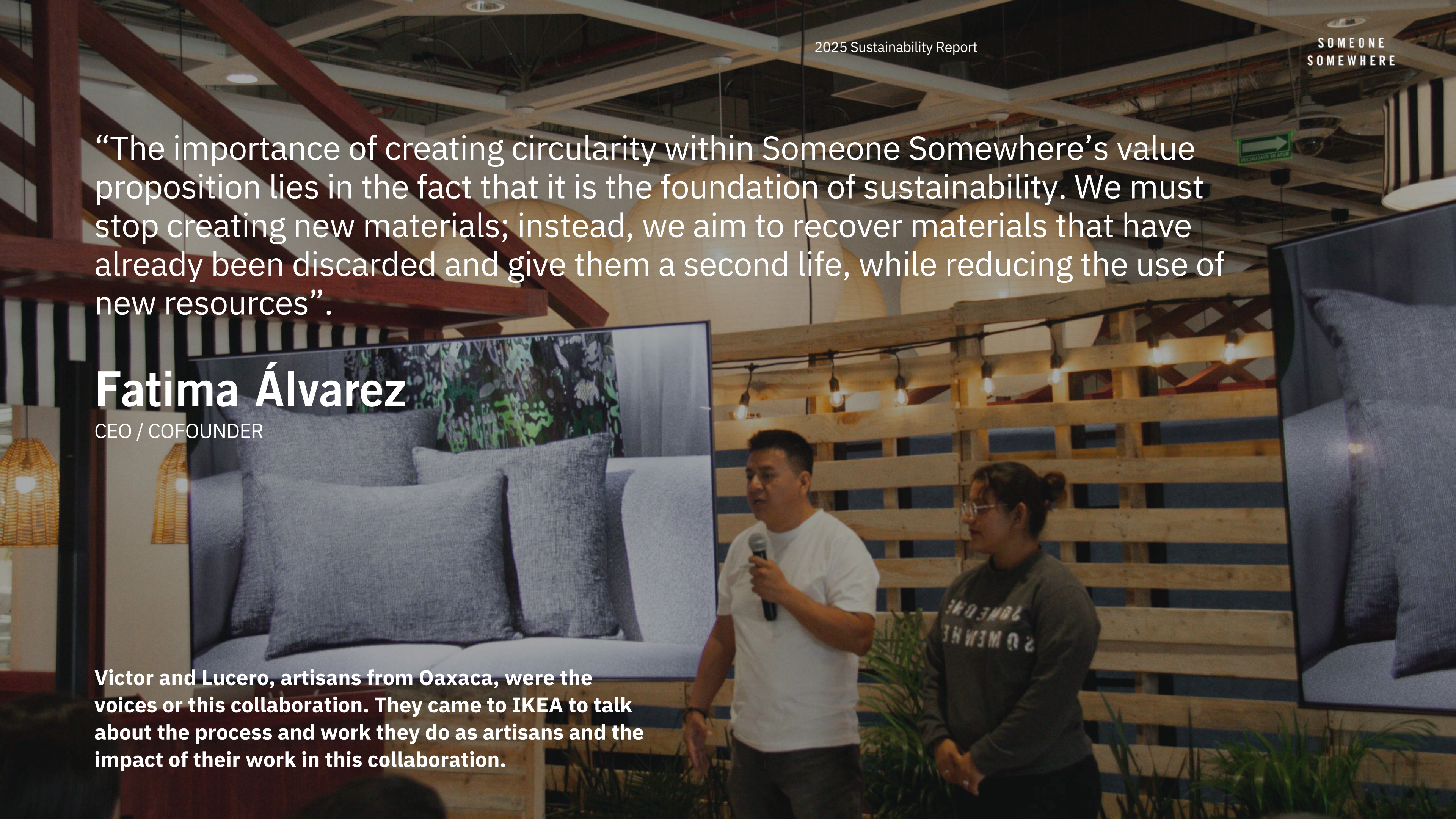


“The importance of creating circularity within Someone Somewhere’s value proposition lies in the fact that it is the foundation of sustainability. We must stop creating new materials; instead, we aim to recover materials that have already been discarded and give them a second life, while reducing the use of new resources”.

## Fatima Álvarez

CEO / COFOUNDER

Victor and Lucero, artisans from Oaxaca, were the voices of this collaboration. They came to IKEA to talk about the process and work they do as artisans and the impact of their work in this collaboration.



“Collaborating with Someone Somewhere isn’t only about creating new products; it is about protecting the planet and crafting something innovative for our customers through artisan made processes”.

WATCH VIDEO

**Dima  
Luchemarsky**  
PRODUCT LEADER AT IKEA



“The ATERSTALLA 2026 collection by Ikea Mexico and Someone Somewhere is an example of how design can be a force for positive change. More than just a product line, this initiative transforms textile waste into functional sustainable accessories”.

READ NOTE

**AD**  
ARCHITECTURAL DIGEST



AFFIRMING THE POWER OF COLLABORATIONS

# DECATHLON

Through an alliance with Decathlon we develop hiking backpacks made with CircuLoom®, our circular fabric created from recycled textiles and handwoven by artisan communities in Mexico. The collection is currently available in Decathlon's stores, and nationwide via Decathlon's website, mobile app, and digital channels, bringing circular materials and social impact into accessible outdoor gear at scale.



“The most meaningful moments for me are when decision-makers experience the impact firsthand. Visiting the community, seeing their reactions, and witnessing how they truly connect with the master artisans and their work is incredibly powerful”.

**Susana Basurto**

HEAD OF BRAND AND INNOVATION



AFFIRMING THE POWER OF COLLABORATIONS

# LACOSTE

This collaboration began with Lacoste Mexico, **marking a milestone where the brand's iconic crocodile was hand-embroidered by artisan communities for the first time** and integrated into tote bags made with 100% recycled materials. Intervened in Puebla and Hidalgo and distributed across all Lacoste stores in Mexico, the project combined responsible sourcing, local production, and cultural heritage at scale.

The collaboration later expanded into additional initiatives, including a special Day of the Dead edition that celebrated Mexican culture while enhancing the customer experience, laying the groundwork for a long-term partnership and future impact-driven projects.



AFFIRMING THE POWER OF COLLABORATIONS

# LACOSTE

DÍA DE MUERTOS EDITION

Lacoste and Someone Somewhere came together to co-design a unique tote bag: made 100% from recycled materials, dyed with natural pigments, and enhanced with artisanal embroidery from Puebla, Hidalgo, and the State of Mexico.

We proudly celebrate Día de Muertos by honoring our roots and transforming them into a special object. Each bag is limited edition, individually numbered, and accompanied by a certificate of authenticity that validates its unique character.



When tradition and culture come together, purpose is created

WATCH VIDEO

READ NOTE



AFFIRMING THE POWER OF COLLABORATIONS

# CHOBANI

The collaboration with Chobani began as part of its The Good Food Club campaign, demonstrating that **merch can be a strategic tool for impact**. We supported Chobani's marketing strategy by creating a collection that not only represented both brands, but also generated fair employment and elevated Mexican craftsmanship. As part of the initiative, a pop-up store in Mexico City was launched, allowing Chobani customers to purchase meaningful pieces that went beyond traditional branded items and contributed to fair job creation.

The collection brought together multiple artisan techniques, starting with Chicotillo loom weaving in Oaxaca, later intervened with hand embroidery from Hidalgo, resulting in unique pieces with a clear narrative of origin and collaboration between communities. This project reinforces how Someone Somewhere can integrate seamlessly into brand communication strategies, **adding social, cultural, and human value to high-visibility campaigns**.



[WATCH FILM](#)

# Chobani.

“As a full-time caregiver to my daughter, this work allows me to support my family while staying present for her. **Thank you for recognizing and supporting our community**”.

ARTISAN AT SAUCILLO



# SPREADING THE IMPACT

Spreading our impact means sharing our story.

Through events, podcasts, articles, and media features, we continue reaching new audiences who connect with our mission and the craftsmanship behind every product.



# Sustainable Fashion



## TEXTILE EXCHANGE 2025

Textile Exchange is one of the most important global gatherings for sustainable textiles, bringing together thousands of industry leaders, brands, suppliers, and innovators to advance circularity, responsible materials, and climate action.

This year, we participated in the event, **where we deepened our knowledge, absorbed key industry insights, and connected with global sustainability leaders**, opening new opportunities for future impact-driven partnerships.

# Impact Investment



## FLII 2025

One of the most important platforms for **impact investing in Latin America**, bringing together investors, funds, entrepreneurs, corporations, and ecosystem leaders focused on generating financial returns alongside positive social and environmental impact. This year, we **actively participated**, connecting with new projects, learning firsthand, and **hosting a workshop on how we use AI tools for successful and strategic prospecting**, showcasing how technology can accelerate purpose-driven business models.

# Sustainability Events

## SUSTAINABLE SUPPLY CHAIN

### DELIVER

Deliver in Las Vegas is a key supply chain and logistics event **focused on innovation and sustainability**. We attended to understand how different industries are adopting more responsible supply chains and to identify new strategic collaboration opportunities.

## CIRCULARITY

### MEXICO CIRCULAR HOTSPOT

Fátima Álvarez, CIO and Co-founder, attended the event and shared our success case with IKEA Mexico, highlighting **how we integrate circular economy principles as a core value proposition within our production models**. The experience allowed her to learn from key circularity initiatives across the country.



# EY! AWARDS

The **EY Awards (EY World Entrepreneur Awards)**, organized by Ernst & Young (EY), recognize entrepreneurs who stand out for their leadership, innovation, and ability to generate positive global impact. This recognition validates business models evaluated under international standards of excellence, scalability, and social and environmental impact.

In this edition, Someone Somewhere was recognized with the:

- **“Entrepreneurship in Acceleration”**
- **“Impact Entrepreneurship”**

Reaffirming that social and environmental impact is now a core pillar in the global business landscape.



# GLI GENDER

The **GLI Forum (Gender Lens Investing Forum)** is an international platform that promotes gender-lens investing as a key strategy to drive social impact, strengthen economies, and accelerate more inclusive business models. The forum brings together companies, investors, organizations, and impact leaders to advance solutions that integrate gender equity into financial and business decision-making. This year, we participated in the **Mexico edition**, where **Fátima Álvarez** had the opportunity to participate and share insights on:

## Equity - Inclusion - Diversity

Reinforcing our commitment to building strategic partnerships that amplify our social and environmental impact.



# PODCASTS



## PUNTO Y SEGUIDO - IGENERIS

- The challenges of launching a sustainable fashion brand
- The obstacles within the industry
- Advice for those who want to start their own venture

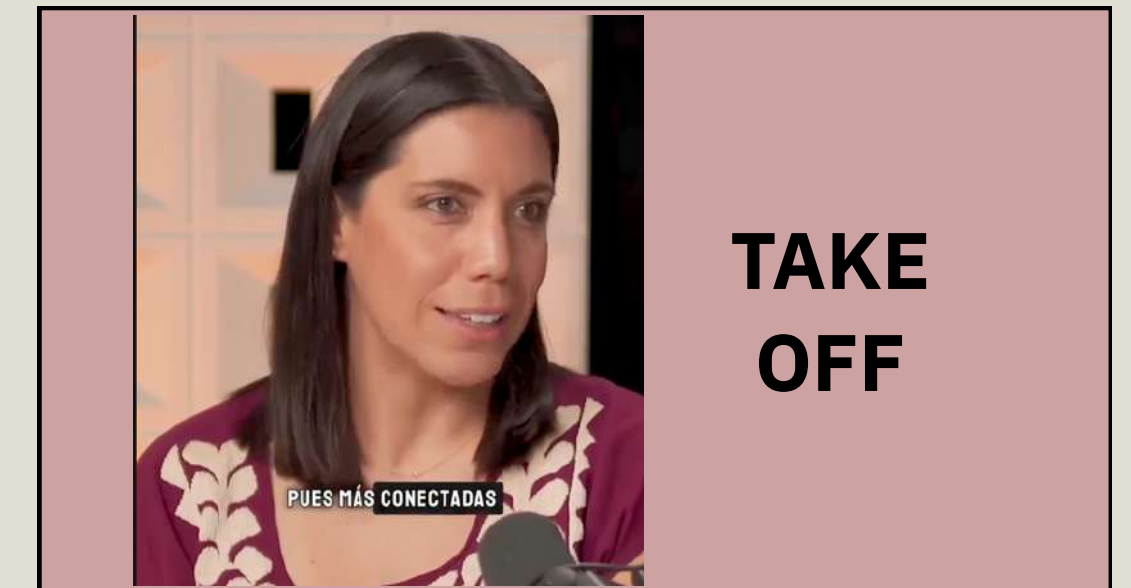
[LISTEN HERE](#)



## MUJERES DE CAMBIO Disruptivo y Fomento Social Banamex

A documentary fragment that speaks from lived experience where, for being a woman, her voice has been ignored in spaces of power. If we want to build a more just and inclusive future, we can't continue overlooking what many women face.

[WATCH HERE](#)



## TAKE-OFF PODCAST - Mónica Díaz

A podcast that share stories about entrepreneurships. “My mission in life is for the world to understand that artisans are committed and dedicated people. In 10 years, they have never failed me.” says Fatima, co.fouender of Someone Somewhere

[WATCH HERE](#)

# GIVE BACK



Giving back is part of who we are. At Someone Somewhere, we share knowledge and tools beyond our day-to-day work by hosting workshops, teaching practical skills, including the responsible use of AI and giving talks to students and emerging professionals.

SOMEONE SOMEWHERE SHARING

# ENTREPRENEURSHIP

KNOWLEDGE



This year, several members of the Someone Somewhere team dedicated time to share their knowledge and experience with entrepreneurs and students across different regions of the country. These exchanges also created **valuable spaces to learn** from new generations and fresh perspectives, helping us continue to grow and evolve as a team.

**Knowledge shared.  
Perspectives exchanged.  
Impact multiplied.**

AI WORKSHOP FOR

# ARTISANS

Sharing knowledge to unlock new creative possibilities.



During Design Week, together with **Ensamble Artesano**, we facilitated a workshop on the use of AI tools for artisans, designers, and students. This collaboration allowed us to share what we are discovering along the way, fostering creativity and the development of new projects. The workshop was led by Susana Basurto, Head of Brand & Innovation, and Gloria Ortega, Head of Design.

# CIRCULAR CAMPAIGN

Grupo PROMESA and RECOLECTO's expertise in environmental education and responsible waste management, we ensured these donations were directed into recycling and reuse processes that gave materials a second life **promoting a more conscious and sustainable culture of consumption.** At Someone Somewhere, we partnered with Grupo PROMESA to amplify the impact of textile recycling in Mexico. Through our joint campaign, we transformed our stores into collection points where people could donate unused garments and textiles.



# DIVERSITY, EQUITY, AND INCLUSION

We believe listening is essential to advancing Diversity, Equity, and Inclusion. Through an anonymous company survey, we gathered feedback from our team to better understand their experience and identify opportunities to build a more inclusive workplace.



PEOPLE AT

# SOMEONE SOMEWHERE

**86%** Consider that diversity is promoted within the organization

---

**79%** Consider that the organization promotes freedom of expression in the workspace

---

**86%** Consider that the organization respects and values diversity

---

**74%** Consider that internal policies promote diversity, equity, and inclusion

2025 Sustainability Report



PEOPLE AT

# SOMEONE SOMEWHERE

**78%** Consider that the organization promotes friendly and inclusive practices toward sexual diversity

---

**82%** Consider that the organization acknowledges sexual diversity

---

**91%** Consider that employees respect diversity (cultural, economic, and religious)

---

**75%** Believe that the organization promotes free speech and open spaces for different ideas, beliefs, and opinions



THIS YEAR

# WE EXPERIENCED

**25** Training workshops      **554** Training hours

---

**58** Someones in the team

**57%** women      **43%** men

---

**41%** Gen X      **30%** Millennial      **29%** Gen Z





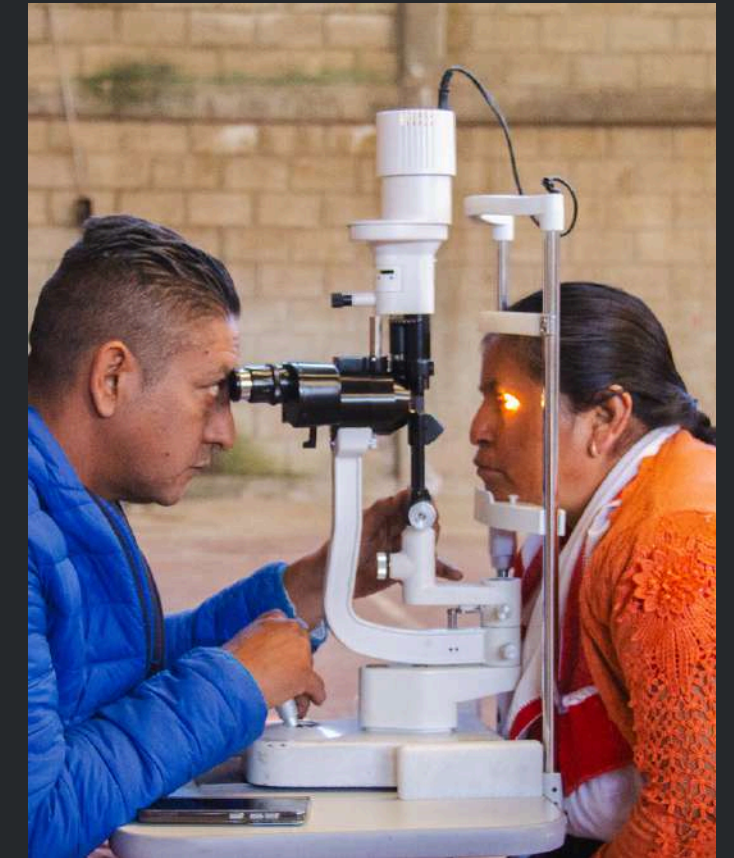
# SUPPORTING THE COMMUNITIES

Community care goes beyond our products. Through these initiatives, we supported recovery, access to essential services, and reinforced our commitment to the people who make our work possible.

# VISION CARE

## CAMPAIGN

At Someone Somewhere, we take seriously the well-being of the artisans who bring each piece to life. For this reason, this year we carried out a visual health campaign in the community of Naupan, Puebla. This campaign not only transformed lives, but also showed that healthcare can be accessible to everyone.



**+ 150 artisans**  
received personalized care,  
medications, medical exams,  
and eyeglasses

MAMIQUETLA COMMUNITY

# RECONSTRUCTION



After this year's heavy rains, we joined the communities we work with to support the reconstruction of artisans' homes. By coming together on the ground, we helped restore safe living spaces and reinforced our commitment to supporting our partners beyond production, especially in times of need.

# LEARNINGS

## 1 Innovation must be constant

Innovating doesn't only mean creating new ideas, but continuously improving what already exists. We applied it across the entire spectrum, from refining internal processes to integrating artificial intelligence as a strategically.

## 2 The value of operation is irreplaceable

We proved that every piece, every step, and every gear in operations is crucial to meeting our goals. This year we reinforced the importance of executing with excellence, relying on experts. We learned that a solid operational foundation is what allows the mission to become a reality.

## 3 Testimonials are living evidence of impact

We understood that testimonials are one of the most powerful tools for measuring and communicating impact. Our takeaway is clear: we must continue gathering, listening, and sharing them so that our impact becomes increasingly visible.

## 4 Planning is essential, but flexibility is strategic

This year reaffirmed that planning is indispensable, yet it's impossible to anticipate everything. We learned to maintain solid planning and a clear projection while leaving room to adapt, iterate, and continuously improve.

## 5 Collaboration amplifies everything

Working together with communities, companies, allies, and mentors turned every challenge into an opportunity and every project into a collective learning experience. We understood that our purpose grows when we build it alongside others.



A THANK YOU NOTE FROM

# The Founders

Antonio Nuño, Fátima Álvarez, Enrique Rodríguez

2025 was a year full of learnings just like every stage of our story. This year, reminded us of something fundamental: **the power of collaboration.**

We collaborated with new artisan communities who gifted us new ways of seeing and creating. Together, we learned new techniques, new ways of working, and new possibilities for keeping alive the traditions that inspire us. Every partnership with a community is a window into a different world.

We also collaborated with strategic allies who helped us better measure our impact, question ourselves with greater intention, improve our internal processes, and strengthen our business strategy. Thanks to them, we now understand more clearly where we stand and which path we need to follow.

We sought guidance from mentors and individuals who shared their experience to help us look further and with greater clarity. Their support has allowed us to make more intentional decisions and continue building a resilient and committed company.

We collaborated with the social entrepreneurship sector, an ecosystem that deeply inspired us this year. The conversations and shared learnings reminded us that we are not alone, that we exist within a network of people and organizations who believe in a fairer and more sustainable future.

We collaborated with brands that believed in our mission and chose to create positive impact alongside us. They show us, every day, that there is a tremendous willingness out there to make the world better and to invest time and resources where they are most needed. Their trust is one of our most important driving forces.

We are grateful for every learning and also every mistake. Both prepare us to move toward a more consolidated 2026, with firmer steps and a clearer vision of what we want to continue building.

We give special thanks to all the people who are part of Someone Somewhere to those who continue walking with us, believing in this mission, and growing alongside a project that is now much bigger than any one of us.

**This report is a way to document, transparently and permanently, everything that can be achieved when we work as a team and when we share a deep, collective purpose.**

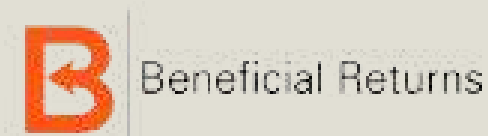
**Thank you for accompanying us for another year!**



**“Special thanks to those who continue walking with us, believing in this mission, and growing alongside a project that is now much bigger than any one of us.”**

# PARTNERSHIPS

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



“Craftsmanship runs through my veins. I enjoy embroidery, and it’s something I carry as a legacy. I remember being taught from a young age, and I’ve never stopped since”.

## Cristina

ARTISAN AT NAUPAN, PUEBLA



SOMEONE

Margarita

SOMEWHERE

Hidalgo