

2024 SUSTAINABILITY REPORT



SOMEONE
SOMEWHERE



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FORWARD

At Promotora Social México, we have always believed in the power of entrepreneurship to transform lives, and Someone Somewhere is a perfect example of this belief in action. More than just a brand, Someone Somewhere is a movement—one that connects hundreds of artisans to the global market while preserving their rich cultural heritage. By blending tradition with modernity, they open doors to new opportunities and build a path toward a more sustainable and inclusive future.

From the very beginning, founders Enrique Rodríguez, Antonio Nuño, and Fátima Álvarez envisioned a world where artisans could thrive by sharing their craft with the world. Each of their products is a testament to resilience, dignity, and opportunity—showcasing the remarkable talent and dedication of artisans from regions such as Oaxaca, Puebla, and Chiapas, among others.

Beyond crafting beautiful and sustainable products, Someone Somewhere makes a profound difference in people's lives. By ensuring fair wages, fostering female leadership, and providing artisans with the tools they need to succeed, they are creating long-lasting positive change in their communities. Their unwavering commitment to sustainability and cultural authenticity proves that businesses can be both impactful and profitable.

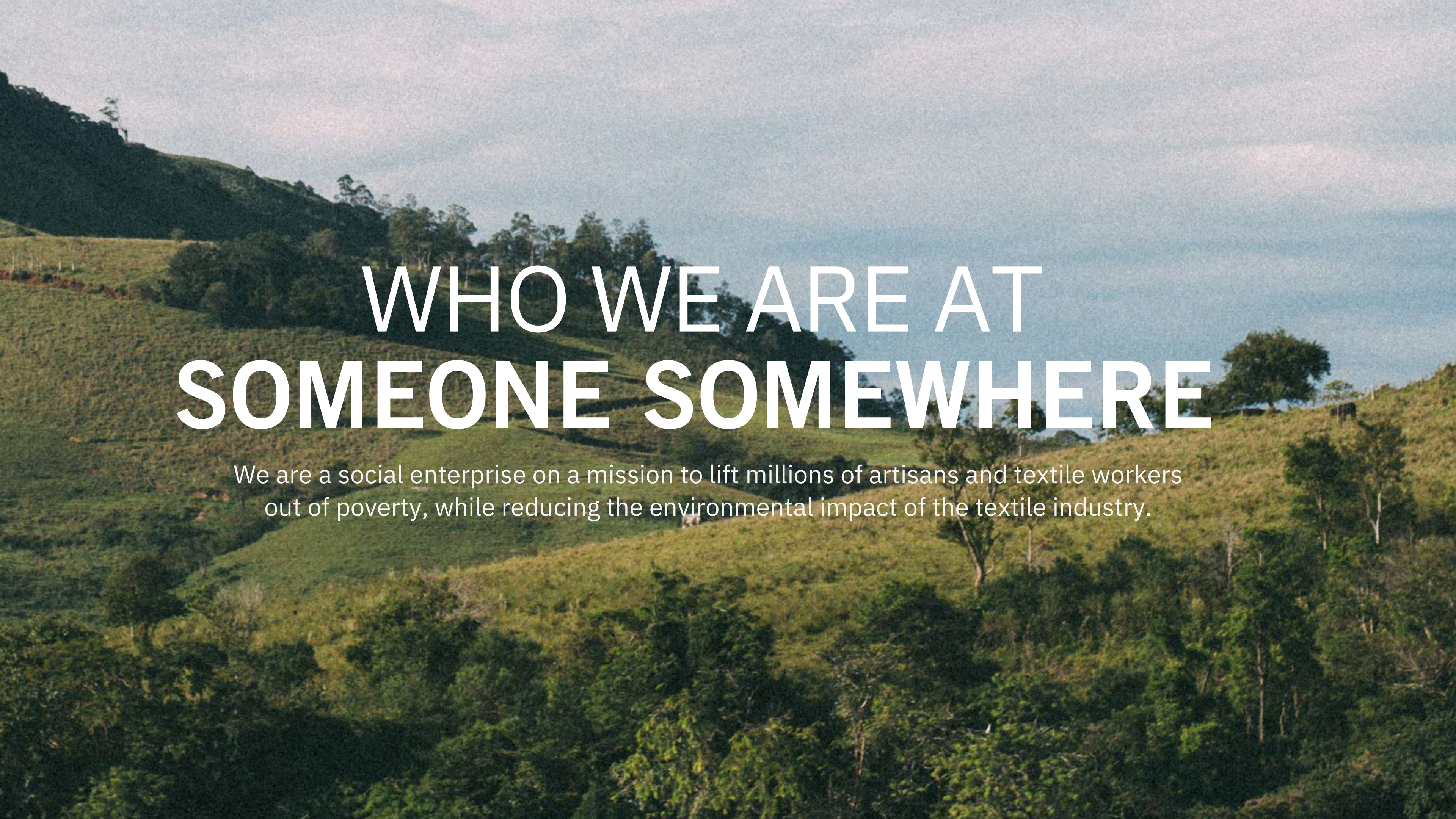
Today, Someone Somewhere works with more than 300 artisan families, creating meaningful partnerships that connect rural communities with international markets. Their ability to tap into a growing trend among corporations seeking products with social purpose, alongside an increasing emphasis on material circularity and sustainable sourcing, has opened doors to global B2B opportunities. These collaborations are living proof that thoughtful, mission-driven business models can uplift entire regions and inspire us all to make more conscious choices.

This report is a glimpse into the incredible journey of Someone Somewhere, highlighting their dedication and the tangible impact they are making. It stands as a reminder of the power of community, culture, and collaboration in driving sustainable change. At Promotora Social México, we are proud to stand alongside them and learn from their inspiring work.

Juan Carlos Domenzain

Executive President
Promotora Social México



The background of the image is a lush, green landscape. It features rolling hills with dense vegetation, including various trees and shrubs. The sky is a clear, pale blue, suggesting a bright, sunny day. The overall scene is peaceful and natural, providing a stark contrast to the industrial nature of the text being presented.

WHO WE ARE AT SOMEONE SOMEWHERE

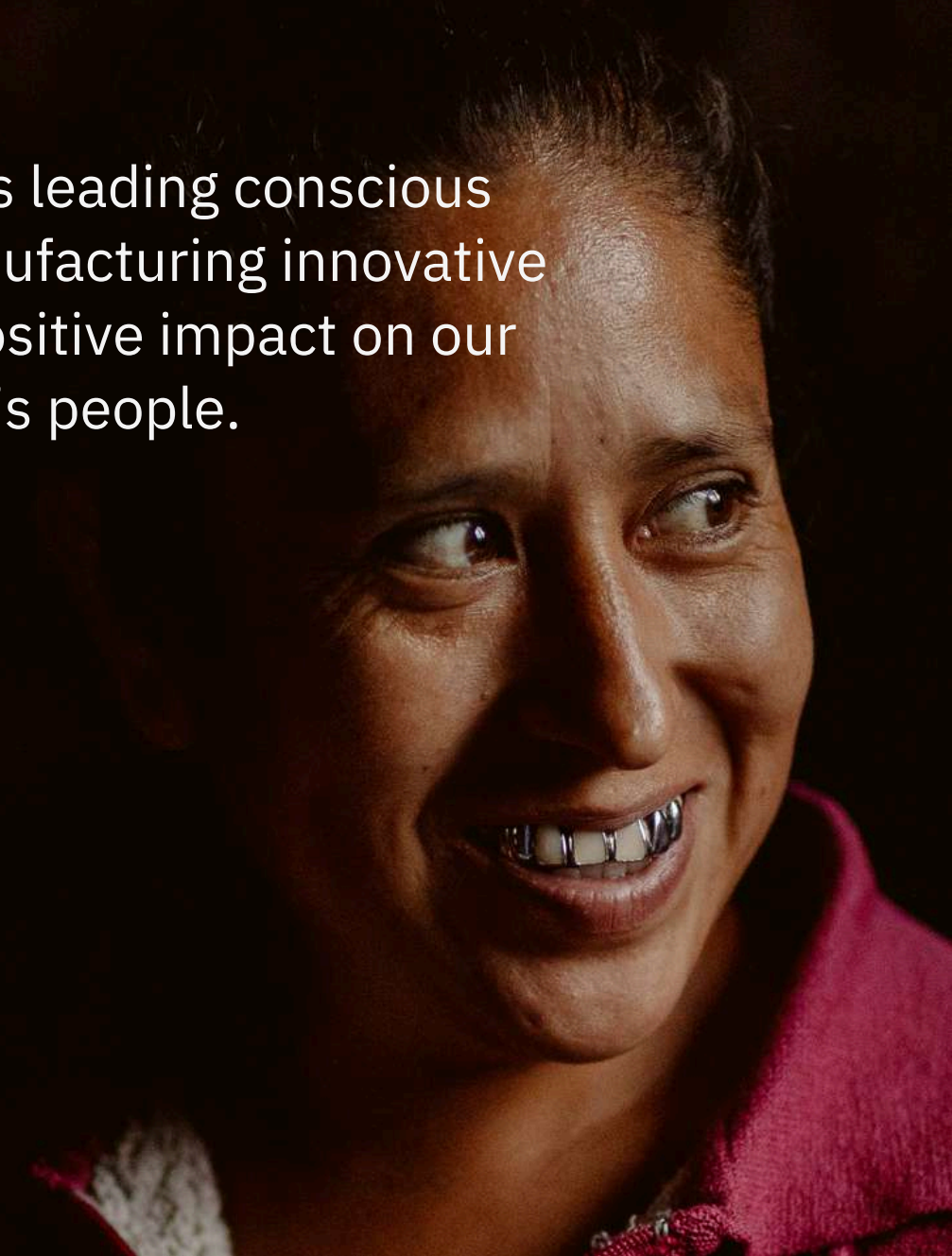
We are a social enterprise on a mission to lift millions of artisans and textile workers out of poverty, while reducing the environmental impact of the textile industry.

OUR MISSION

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

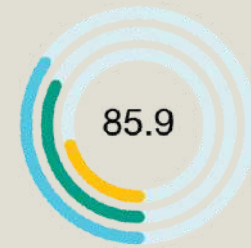
OUR VISION

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



OUR CERTIFICATIONS

BCORP



We are proud to announce that we renewed our B Corp certification. We've been part of the B Corp movement since 2018, joining a global community of companies that balance purpose and profit. This certification recognizes businesses committed to high social and environmental performance, transparency, and accountability proving that business can be a force for good.

1

GOVERNANCE

Evaluates company's mission, ethics, **transparency**, and how it involves stakeholders through its structure or policies.

2

WORKERS

Evaluates employee well-being, **growth**, and satisfaction, emphasizing employee ownership or workforce development.

3

COMMUNITY

Evaluates company's impact on communities through diversity, economic contributions, and models like **fair trade** and local development.

4

ENVIRONMENT

Environment evaluates a company's impact on nature and highlights eco-friendly practices, **innovations**, and products.

5

CUSTOMERS

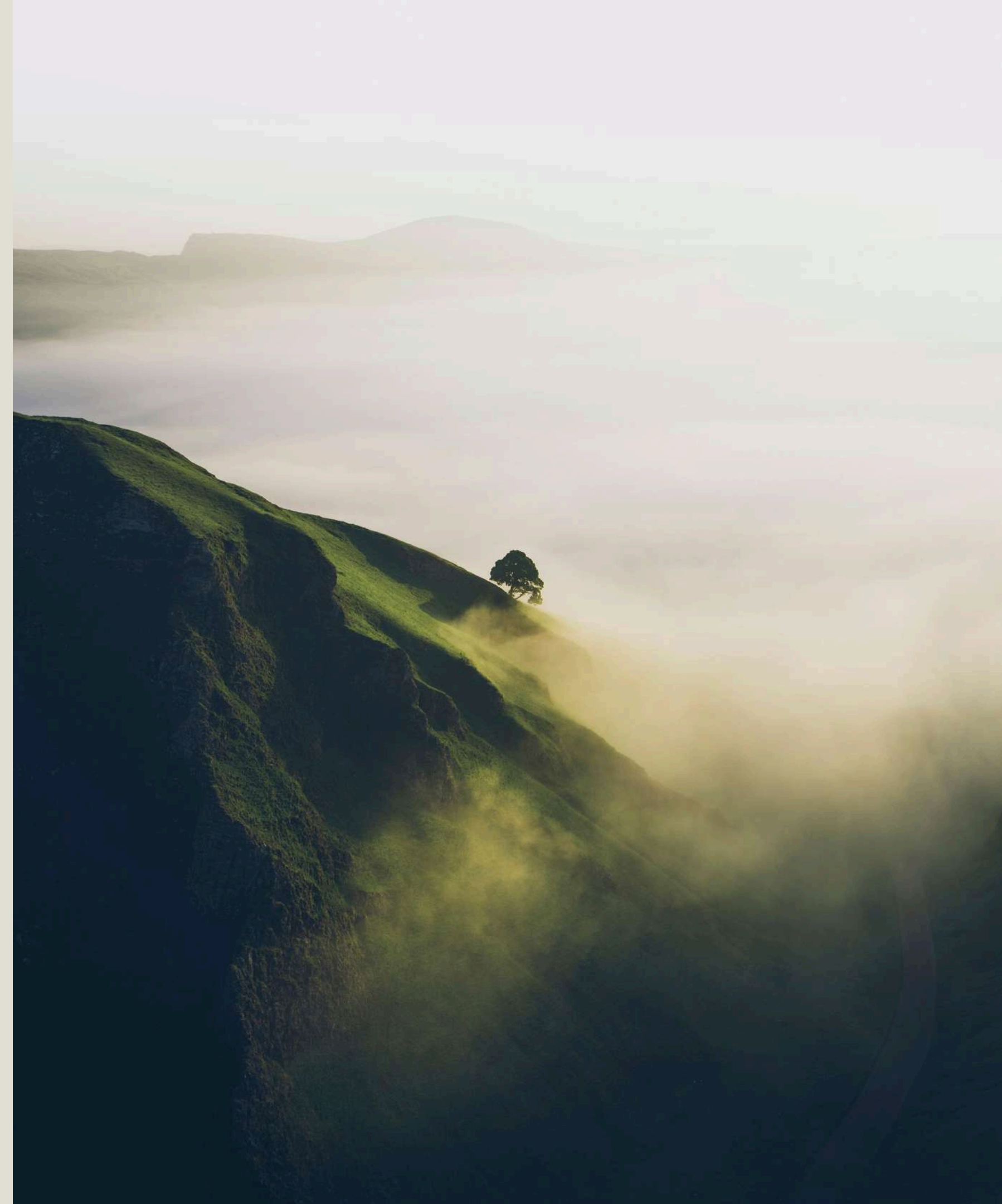
Assesses product quality, **ethical marketing**, data security, and feedback, highlighting solutions that address social challenges.

ECOVADIS



EcoVadis is one of the **world's 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**.



OUR WAY TO NET 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 objective:

- **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 Compumption :** We're committed to practice technical techniques that requiere minimal or none electricity
- **Water and Chemical-Free Processes:** Our textile production methods minimize water usage and eliminate harmful chemicals

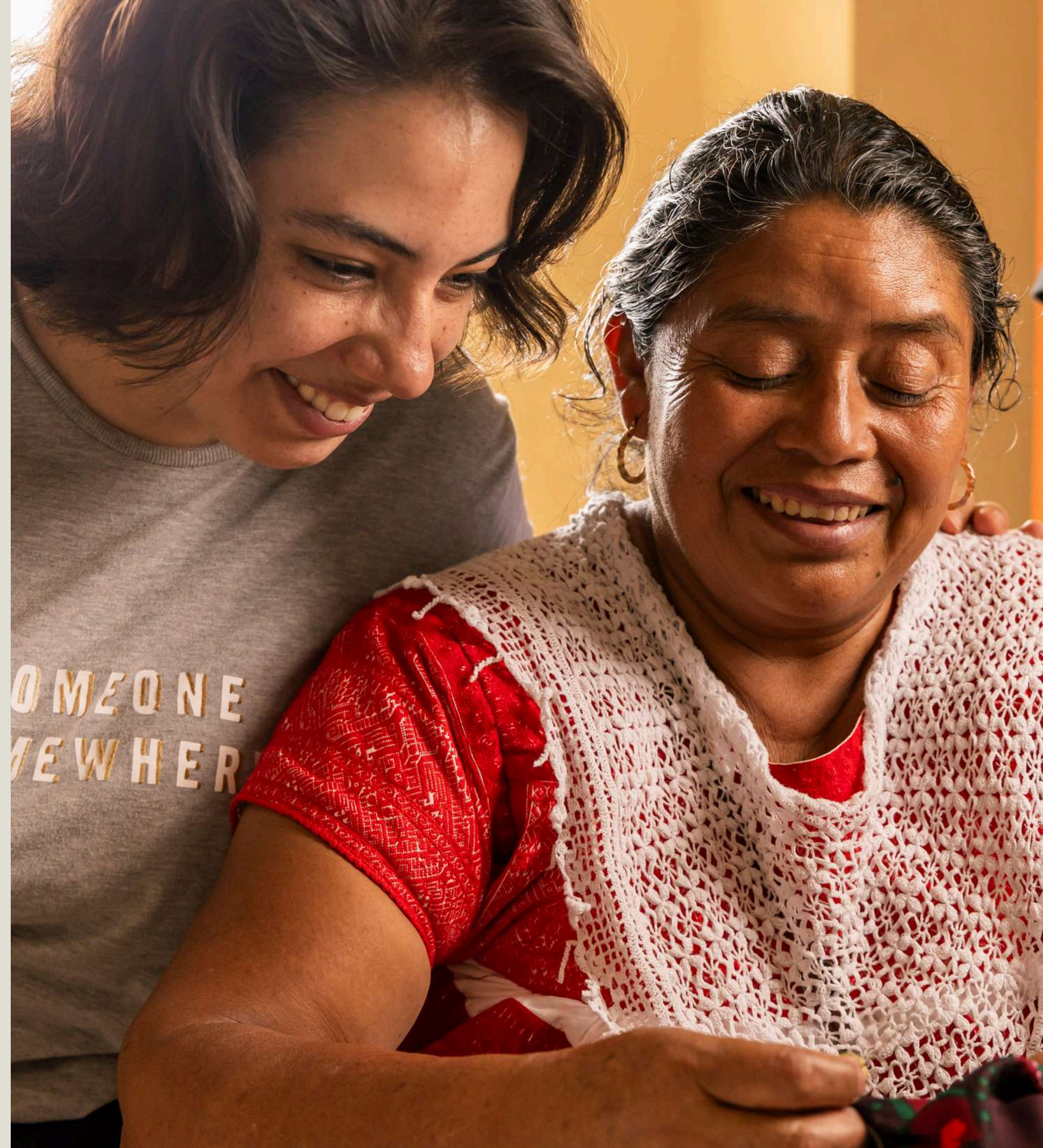
OUR IMPACT

+200
Artisans

+200
Textile Workers

60%
Women

60%
Indigenous people



SDG'S

Aligning with the UN's SDGs keeps us focused on creating meaningful impact. These goals guide our actions, from sustainability to community empowerment, ensuring we contribute to a better, more equitable future.



DIVERSITY, EQUITY AND INCLUSION

71% of employees believe the company is committed to maintaining a diverse team

77% can express themselves and be who they are without fear

74% trust that we'll make the right decisions in cases of discrimination, or violence.

87% of employees interact respectfully with people from different backgrounds

62% of employees believe that the company acknowledges sexual diversity





TRAINING

This year, we've invested in workshops and development programs to strengthen our team and amplify our impact.

1590

Hours of training

436 Soft Skills

539 Normativity

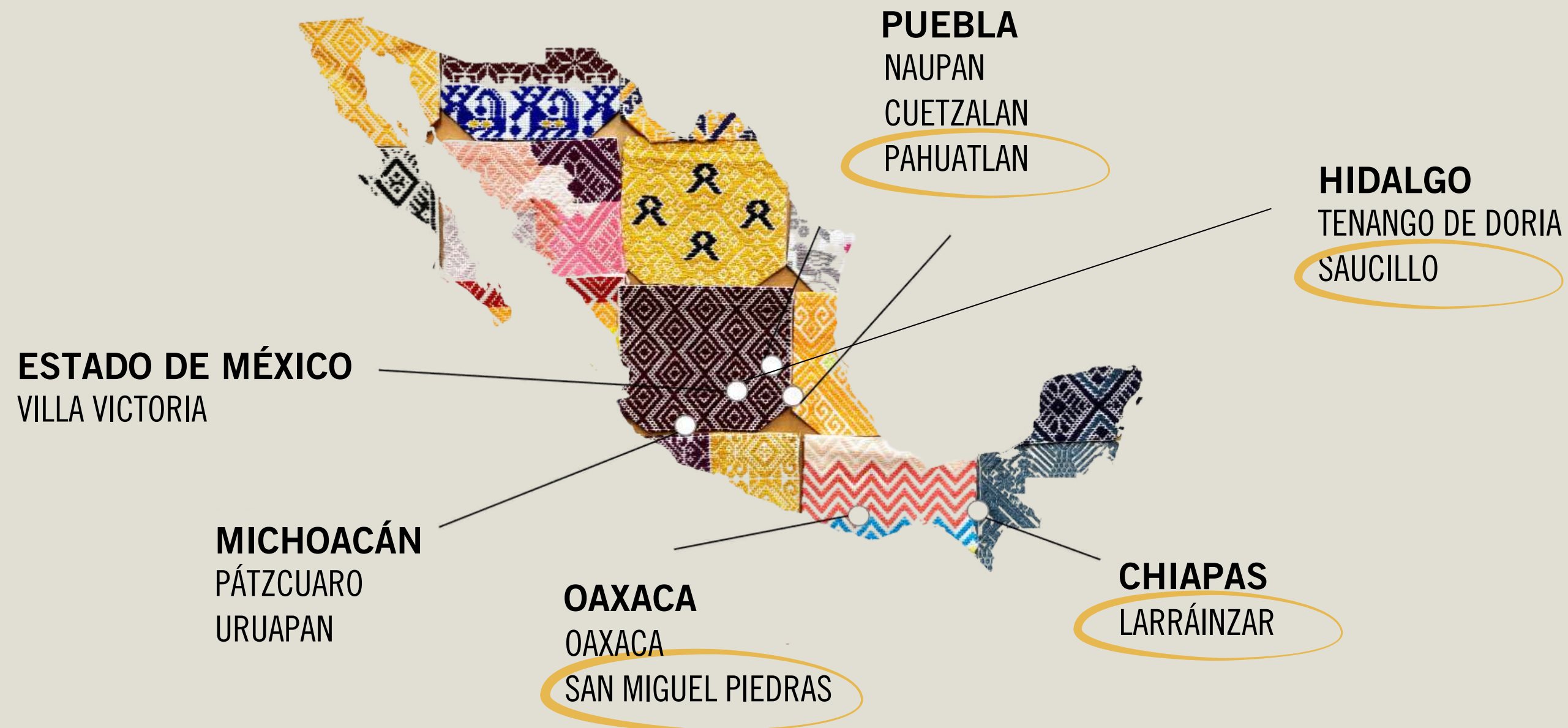
528 Technical Skills

87 Culture

OUR HIGHLIGHTS

NEW COMMUNITIES

Expanding collaborations with new communities is another way we measure success. Each partnership opens job opportunities, and brings us closer to our mission of empowering artisans while driving meaningful impact. This year we started collaborating with four new communities.



EXPANDING OUR CRAFTMANSHIPS

This year, we've added **hand-painted designs** by skilled Oaxacan artisans to our catalog. This innovation celebrates Mexico's rich artistic traditions while enhancing the uniqueness and storytelling of our products.

By integrating this technique, we're expanding collaborations with artisan communities, empowering their creativity, and blending cultural heritage with modern, sustainable design.

This initiative aligns with our mission to share the beauty of Mexican craftsmanship globally while fostering impact and innovation.





LILIANA, OAXACA MÉXICO



NEW WORKSHOP

Where everything started: Naupan, Puebla.

One of our **biggest highlights of the year** was opening a new workshop in Naupan, Puebla. This space allows us to professionalize our collaboration with artisans, improve organization, and enhance quality control for our products.

It's a huge win, and we loved being part of it, celebrating our anniversary by painting walls, assembling furniture, and sharing this milestone together as a team.



LOOMINOUS

Innovation: Energy-Generating Looms

What if weaving could generate **clean energy**?

We partnered with IDB Lab, and artisans from Oaxaca to create a model that converts the loom's movement into electricity, powering up to 3 LED bulbs for 20 hours, charging devices, and storing extra energy for later use.

After trials, and co-development with artisans, our result:

A scalable, replicable system with a dynamo and two batteries, seamlessly integrated into artisans' workflow.





EXPANDING IMPACT: CHIAPAS

Jolob is a cooperative led by the Gómez family, specializing in pedal loom weaving.

In our Pathway Methodology, this group scored 3.23/4 replacing them in a development stage.

To strengthen operations, the group aims to: optimize cost structures by integrating logistics costs into pricing.

With these improvements, Jolob continues to be a leading model of social entrepreneurship.

FEATURED COLLABORATIONS

ADIDAS

Affirming the power of collaborations

We partnered with Adidas for the Copa América 2024, creating a limited-edition, hand-embroidered jersey for the **Mexican National Team**.

Artisans in Puebla dedicated **11 hours to meticulously embroidering each piece**, blending craftsmanship with sports culture.

This collaboration reached +11 million people, generating global visibility and opening doors **for future partnerships** with mission-driven brands committed to sustainability and social impact.



IMPACT:
Puebla, México

APPLE

Redefining Sustainable Packaging

We partnered with Nimble to co-design a handcrafted, sustainable packaging solution that **replaces plastic** while celebrating Mexican craftsmanship.

This unique packaging is carefully handmade by artisans using eco-friendly materials, merging tradition with sustainability.

Today, it's making an impact worldwide available in **over 30 Apple Stores across the globe.**

This collaboration is a testament to how design, sustainability, and social impact can come together to create a better future.



IMPACT:
Oaxaca, México

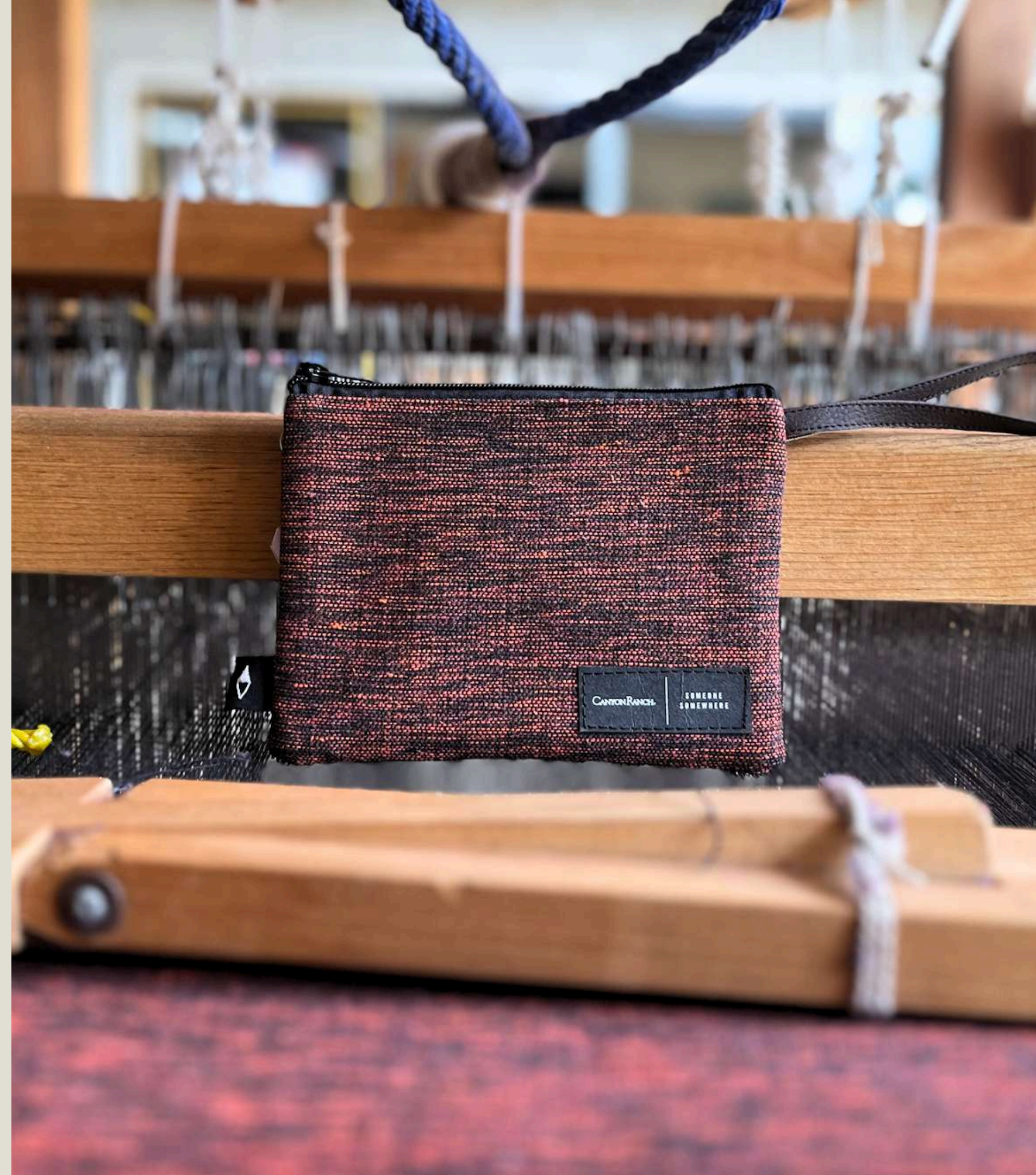
CANYON RANCH

Co-designing Sustainable Luxury

In partnership with Canyon Ranch, a premier luxury spa in Las Vegas, we co-created **custom handcrafted gift bags** for their special guests.

This initiative not only elevated the gifting experience but also enhanced **customer engagement** while replacing plastic and products with opaque supply chains.

By integrating sustainability and artisanal craftsmanship, we brought purpose and transparency to every detail, aligning with Canyon Ranch's commitment to wellness and **conscious living**.



IMPACT:
Oaxaca, México

RAPPI CARD

Raising Customer Experience

In Mexico, we partnered with Rappi Card, a leading fintech company, to create a **unique and meaningful gift** for their customers.

Every time a customer ordered a new card, they received a handwoven wallet crafted by Oaxacan artisans, designed to be used **long after** their card arrived.

This collaboration added value beyond the product itself strengthening **marketing strategy**, user acquisition, and brand perception.



IMPACT:
Chiapas, México



SPREADING THE IMPACT

SPREADING THE IMPACT

EVOLVE

We participated in Evolve 2024, a key event focused on **innovation, sustainability**, showcasing how craftsmanship and sustainability drive impact.

FLII

Latin American Impact Investing Forum is a key event bringing together leaders in **impact investment and social innovation**. We participated, creating and building a strong community.



SPREADING THE IMPACT

Volcano Summit

Our CEO, Antonio Nuño, was a panelist at Volcano Summit Guatemala, sharing insights on how innovation, sustainability, and social impact can **drive business transformation.**

SOCAP

Our CEO, Antonio Nuño served as a judge at SOCAP, contributing his expertise in impact-driven business and sustainability **to evaluate and support innovative solutions** for global challenges.



SPREADING THE IMPACT

Latimpecto

We participated as hosts at Latimpecto Oaxaca, **bringing together leaders in impact investment and social innovation** to discuss how craftsmanship and sustainability can drive meaningful change.

Tech Week

Our Head of Brand, Susana Basurto, spoke at Tech Week 2024 about how **we use AI to scale our social and environmental impact** while staying true to our purpose.



AWARDS

LAS 140

Honored to Be Among Las 140 de Impacto

We were recognized as one of the 140 Impact Enterprises in Mexico, an event by Banamex and Impact Hub CDMX, celebrating **businesses driving social and environmental change**.

We were the **Most Nominated Company in Mexico** – A responsibility that inspires us to keep proving large-scale impact is possible.

Top 30 Best Practices – Honored to be among the best.

Our co-founder Enrique Rodríguez Aréchiga received the award on behalf of our entire team.

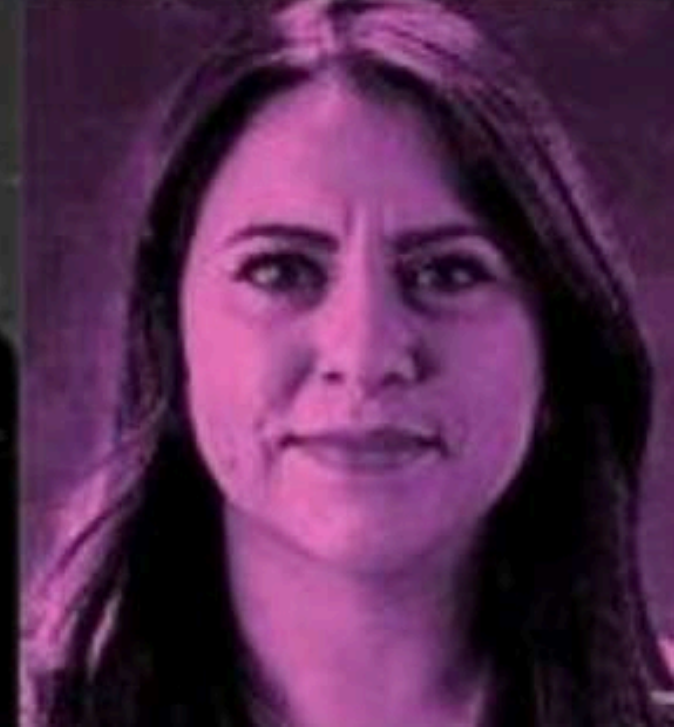


“

**WOMEN
WORK FROM
DIFFERENT
FRONTS**

EL HERALDO
DE MÉXICO

— Voces —
REFERENTES



THE VOICE OF OUR IMPACT

“

THANK YOU FOR
THE OPPORTUNITY
OF HAVING A
CONSTANT AND
INCREDIBLE JOB

- JOSE





”

I’m proud to build a social enterprise with high standards, **see our team grow**, and make an impact. But most of all, I’m proud to work with a team that leads with a deep sense of humanity.

- ***Yuridia Vences, Head of People***

“

A HUG TO
THE HEART

-  CLARA





”

This year brought challenges, and growth. I was grateful to drive impact in artisan communities. The **future excites me**, I believe in our potential to overcome obstacles to achieve the growth we envision

- *Francisco Ávila, Production Lead*

LEARNINGS

1

Sustainability starts with design

Sustainable design starts from the beginning. Choosing better materials and reducing waste early on leads to greater impact.

2

Innovation makes it real with materials.

To drive positive impact, we must continue expanding our database of sustainable materials and partners, ensuring that every product we create moves us closer to a better planet.

3

Impact grows through collaboration.

We realized that to truly scale our social impact, we need to expand our partnerships—working with more communities, brands, and organizations that share our vision.

4

Growth is measured in people.

Beyond business metrics, we learned that the true growth of a company is reflected in the growth of its people—empowering teams, artisans, and partners to thrive.

LOOKING FORWARD

As we move into 2025, our vision remains clear: **to continue driving impact across communities, the textile industry, the planet, and society.** Sustainability and social responsibility are not just part of our mission—they are the foundation of everything we do.

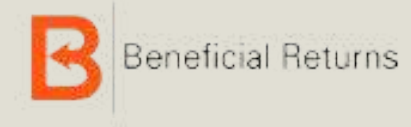
This year, we aim to deepen our commitment **by fostering more meaningful collaborations and forming strategic alliances that amplify our reach and impact.** We believe that transforming the value chain into a force for good is possible when like-minded organizations come together with a shared purpose.

Innovation, transparency, and responsibility will continue to guide us as we push the boundaries of what's possible in sustainable textiles. **We are excited for the opportunities ahead** and for the partners who will join us in shaping a more equitable and regenerative future.

Together, we can drive **real, lasting change.**



PARTNERSHIPS



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

SOMEONE

Lucero

SOMEWHERE

Oaxaca