

AICI
Sustainability
Committee

FIRST PAPER for AICI Members

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1. Presentation by President Lilian Bustamante

Two years ago, I talked with Susy Bello Knoll, PhD, about Sustainability; in that opportunity, I invited her to deliver an AICI Teleclass about this topic. She told me that she was working on this with people from Europe and USA. We had some meetings with them and then Susy started developing a project focused on 2021-2023 that would fit our needs for AICI.

We started the project in January 2021 and then in May-June we asked AICI members who were interested in this topic to join us. Also, we had some helpful sessions from the Global Conference 2021.

Susy was able to get a gift from the University Torcuato Di Tella in Argentina to support our project. Professor Jaqueline Pels, director of the Inclusive Business Think Tank at the University Di Tella Business School (ENI-DiTella as abbreviated in Spanish), guided a group formed by Susy and two professionals — Maria Eugenia Leguizamón (Argentina) and Verónica Grauert (Uruguay) — at Inclusive Business Course 2021 Edition to help with this AICI project. We are so grateful for the dedication that they have shown on this.

With the work of all the members of the AICI Sustainability Committee, we have produced this FIRST PAPER for AICI Members.

Sustainability is part of our values and beliefs. We know there is so much to learn; it is a slow process because we need to change our way of thinking to help people and our planet.

2. Introduction by Chair Susy Bello Knoll

I have the honor to work for an extraordinary group of image consultants as volunteers of the Sustainability Committee. Let me present them, indicating the subject of each Group.

Group 1: Sustainability and pillars

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Group 3: SDG 4, 10 & 12

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Together we worked on this paper to give AICI members basic concepts about Sustainability and Sustainable Development Goals (SDG) of the United Nations (UN) Agenda 2030.

Our President inspired us by asking us to improve our profession with a focus on our Vision, Mission and Values.

Please, be part of the change. Be part of the future “Transforming the world” committing to the SDGs of UN Agenda 2030.

3. Sustainability by Group 1

Sustainability concept

Let's think: What world do we want?

What is our contribution and legacy as an organization? A new type of development: sustainable development.

In 1987, the Brundtland Report formalized the concept of sustainable development. From that moment on, the term has been used in all areas, from the United Nations itself to governmental, international and business organizations, among others.

The report says, **“sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”**.

It is more than a livable, equitable and viable world. It is development based on three pillars: social, environmental and economic.

The SUSTAINABLE DEVELOPMENT of our industry is possible through carrying out actions that generate VALUE around SUSTAINABILITY.

4. Environmental sustainability by Group 1

Environmental pillar

This pillar is based on humanity's responsibility for its natural environment to safeguard the future, dignity and well-being of societies throughout the world.

Also, sustainable development is understood as the protection and conservation of nature to preserve natural resources through efficient use, the protection of species diversity and the preservation of ecosystem functions.

Assumptions:

- All activities, actions and products of civilization are interrelated with nature.
- Understanding the importance of nature and ensure its existence.
- Ensuring the natural basis for human life.

5. Economic sustainability by Group 1

Economic Pillar

This pillar allows economic, social and environmental development in a productive and competitive way, through responsible production and

consumption, satisfying the needs of current generations without compromising the development of future ones.

It promotes and manages the care of the environment as an economic resource, allowing the reduction of poverty by meeting the needs of current and future populations, in a virtuous circle that feeds back on sustained growth.

Guiding Principles:

1. Stimulation of competition and efficiency in markets by promoting the use of new technologies.
2. Stability of public finances.
3. Simplicity and sustainability of the administrative structure and easy access by citizens.
4. Development of policies to support research and innovation by companies and industries.
5. Energy efficiency, preserving natural resources and reducing energy dependence.
6. Reduction of emissions and effective treatment of waste, minimizing social cost.
7. Attention to housing needs by rationalizing resources and protecting the environment.
8. Promotion of continuous training as an instrument of social cohesion and personal development of citizens.
9. Improvement of social benefits, striving for sustainability in their financing.

6. Social sustainability by Group 1

Social Pillar

The third pillar is about intergenerational equity, taking a socially responsible attitude, where future generations have the same or more opportunities than previous generations in a stable world, with decent living conditions in areas such as education, health, knowledge, innovation and access to culture.

Assumptions:

- Seeks inclusion and satisfaction of the needs of the most vulnerable groups.
- Its purpose is to eliminate poverty so that all social strata benefit from the virtues of economic growth.
- To strengthen the cohesion and stability of populations.
- Equity between countries: a change is needed in the relations between developed and developing countries.
- Manage resources responsibly, ensuring that human activity is carried out in a way that does not destroy the environment of the communities where it takes place.
- Ensure decent, stable and fair workplaces.
- Ability to work towards common goals.

About the culture

We must not take intellectual property, traditional knowledge, cultural expressions or elements of the culture of another person or community without their permission. This can be more harmful when the community of origin is a minority group that has been oppressed or exploited in various ways or when the object of appropriation is particularly sensitive, such as sacred objects.

Caring within the social: culture

Human communities are the place where each person unfolds their being in relation to others, and in this Exchange, they grow and become self-realized.

7. Rio 1992 Declaration by Group 2**RIO DECLARATION ON ENVIRONMENT AND DEVELOPMENT**

In 1992, during the Earth Summit, the Rio Declaration on Environment and Development was produced, proclaiming 27 principles focused on 4 key elements: people, sovereignty, conflicts and responsibility.

Key elements**1. People**

- Sustainable development is focused on the present and future generations as they are entitled to a healthy and productive life;
- Women, indigenous people and their communities, and youth should be recognized by the state and inspired to act for a better future.

2. Sovereignty

- Each State has their own laws and the right to exploit their resources with the responsibility of ensuring activities within their jurisdiction.
- All States should work towards eradicating poverty and address the needs of developing countries in a spirit of global partnership.

3. Conflicts

- The environment and natural resources should be protected by the States even in times of war and oppression, respecting international laws.
- Whenever possible, States should resolve environmental disputes peacefully and by appropriate means in accordance with the Charter of the United Nations.

4. Responsibility

4.1. Prevention

- Conserve, protect and restore the health and integrity of Earth's ecosystem;
- Each individual within a nation should have appropriate access to information concerning the environment that is held by public authorities, including information on hazardous materials;
- Develop policy measures in order to better address environmental challenges connected with economic growth and sustainable development, based as much as possible on an international consensus;
- Applied environmental impact assessment for proposed activities that are likely to have significant adverse impact on the environment and are subject to a decision of a competent national authority.

4.2. Eradication and Containment

- Eliminate unsustainable patterns of production and consumption, and promote appropriate demographic policies;
- Develop national and international laws regarding liability and compensation for the victims of pollution and other environmental damage;
- Cooperate to discourage or prevent the relocation or transfer to other States of any activities and substances that cause severe environmental degradation or are found to be harmful to human health;
- Develop economic instruments taking into account that the polluter, in principle, bears the cost of pollution, with due regard to the public interest and without distorting international trade and investment.

8. Millennium Development Goals (MDGs) by Group 2

At the United Nations (UN) Millennium Summit in 2000, world leaders signed the UN Millennium declaration to fight against poverty, hunger, diseases, illiteracy, environmental degradation, and discrimination against women through the following eight MDGs by 2015:

1. To eradicate extreme poverty and hunger;
2. To achieve universal primary education;
3. To promote gender equality and empower women;
4. To reduce child mortality;
5. To improve maternal health;
6. To combat HIV/AIDS, malaria, and other diseases;
7. To ensure environmental sustainability;
8. To develop a global partnership for development.

The rally behind MDGs created the most outstanding global anti-poverty movement. They have generated unprecedented results, saving millions of people by improving their living conditions. Despite of these major advancements, inequalities persist — and progress between countries is disparate with remaining important gaps for the poorest countries, often due to economic conflicts.

9. Agenda 2030 by Group 2

In 2015, the 193 member states of the United Nations approved the 2030 Agenda for Sustainable Development, as a roadmap towards a new development paradigm in which people, the planet, prosperity, peace and partnerships take a central role.

The 2030 Agenda has 17 Sustainable Development Goals (SDGs), which replace the Millennium Development Goals (MDGs) and will guide the work of the United Nations until 2030.

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet, and improve the lives and prospects of people around the world.

The Agenda is:

- **Civilizing:** It puts people at the center, has a rights-based approach and seeks global sustainable development within planetary limits.
- **Universal:** it seeks a renewed alliance where all countries participate equally.
- **Indivisible:** It integrates the three pillars of sustainable development — economic, social and environmental — thus presenting a holistic vision of development.

Decade of Action on 3 levels: At the SDG Summit in September 2019, with less than ten years to go to achieve the Sustainable Development Goals, world leaders called for a decade of action and results for sustainable development, vowing to mobilize funding, improve implementation at the national level and strengthening institutions to achieve the Goals by the scheduled date, 2030, leaving no one behind.

- **Global Action:** To ensure greater leadership, more resources and smarter solutions regarding the Sustainable Development Goals.
- **Local Action:** That includes the necessary transitions in policies, budgets, institutions and regulatory frameworks of governments, cities and local authorities.

- **Action by people:** Youth, civil society, the media, the private sector, trade unions, academia and other stakeholders, to generate an unstoppable movement that drives the necessary transformations.

10. Sustainable Development Goals by Group 2

The SDGs are integrated, because they recognize that interventions in one area will affect the results of others:

Goal 1. End poverty in all its forms everywhere.

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Goal 3. Ensure healthy lives and promote well-being for all at all ages.

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Goal 5. Achieve gender equality and empower all women and girls.

Goal 6. Ensure availability and sustainable management of water and sanitation for all.

Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all.

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Goal 10. Reduce inequality within and among countries.

Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable.

Goal 12. Ensure sustainable consumption and production patterns.

Goal 13. Take urgent action to combat climate change and its impacts.

Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

11. Sustainable Development Goals No. 4 by Group 3

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Why does **education** matter? Education enables upward socioeconomic mobility.

Education for all has always been an integral part of the sustainable development agenda. The World Summit on Sustainable Development (WSSD) in 2002 adopted the Johannesburg Plan of Implementation (JPOI). The JPOI addressed the need to integrate sustainable development into formal education at all levels, as well as through informal and non-formal education opportunities. There is growing international recognition of Education for Sustainable Development (ESD) as an integral element of quality education and a key enabler for sustainable development.

During the United Nations Decade of ESD (2005-2014), UNESCO launched the Global Action Programme (GAP) on ESD. The overall goal of the GAP was to generate and scale up actions in all levels and areas of education and learning to accelerate progress towards sustainable development. GAP identified five priority areas to advance an ESD agenda: policy support, whole-institution approaches, educators, youth and local communities. Through its association with GAP, HESI will aim at helping institutions to develop sustainability plans in

partnership with the broader community, and assist universities in incorporating sustainability into campus operations, governance, policy and administration.

As part of the AICI Sustainability Committee, our role will be to advance the knowledge of our members. Our education portfolio has been about curating a brand for our clients (individual and/or corporate). With this new sustainability emphasis, we aim to provide current knowledge and the important role we play as Image Consultants in the whole ecosystem.

12. Sustainable Development Goals No. 10 by Group 3

Goal 10: Reduce Inequality within and among Countries

Inequality may be based on:

- Income
- Sex
- Age
- Disability
- Sexual orientation
- Race
- Class
- Ethnicity
- Religion
- Opportunity

Inequalities continue to persist across the world. Almost 2 in 10 people reported having personally experienced discrimination on at least one of the grounds established by international human rights law.

10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status:

- Children in the poorest 20 percent of the population are still up to three times more likely to die before their fifth birthday.
- Social protection has been significantly extended globally, yet persons with disabilities are up to five times more likely than average to incur catastrophic health expenditures.

- Despite overall declines in maternal mortality in most developing countries, women in rural areas are still up to three times more likely to die while giving birth than women living in urban centers.
- Up to 30 percent of income inequality is due to inequality within households, including between women and men. Women are also more likely than men to live below 50 percent of the median income.
- Of the one billion people with disabilities, 80 percent live in developing countries.
- One in ten children live with a disability.
- Only 28 percent of persons with significant disabilities have access to disability benefits globally, and only 1 percent in low-income countries.

Inequalities Globally

- The 85 richest people in the world own the same amount as the 3.5 billion poorest people.

Inequalities between Countries

- Disparities in GDP per capita;
- Disparities in disposable household income;
- Financing to developing countries;
- Imports from developing countries.

Inequalities within Countries

- Income poverty;
- At-risk-of-poverty gap;
- GINI co-efficient;
- Income share of bottom 40 percent of populations.

13. Sustainable Development Goals No. 12 by Group 3

SDG 12 ensures sustainable consumption and production patterns.

Goal 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

LINEAR MODEL: Take. Make. Waste.

We take resources from the ground to make products, which we use, and, when we no longer want them, we throw them away.

How did we get here?

1. Industrial revolution,
2. Mass production,
3. Easy access to goods/products from all over the world at affordable prices.

What Is a Circular Model/Circularity?

A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.

Circularity In Clothing: In clothing, circularity means making effective and efficient use of repurposed fibers, designing for longevity, and making it possible to retain the value of products and materials in their end-of-life phases.

Better Processes & Products: In doing so, we ensure material efficiency, longer product life, and a flow of resources from post-use to the production of new products.

What can we do? We can all play an active role by learning more about circular economies and practicing the following: Return, Repurpose, Recycle. Let us work to create shared value for both our businesses and society. Our commitment must not stop at creating products with longevity; rather, we must encourage the utilization of waste as a potentially new resource. By helping our clients manage their garments' life cycle, we are able to work together to pioneer sustainable innovation.

14. The future

We have a dream: more than thousands of image consultants around the world doing sustainable business with triple impact.