



TV

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UN IN ACTION

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ECUADOR: BIODIVERSITY CONSERVATION

VIDEO

ANDES MOUNTAINS

ALPACA HERDS

ALPACA SHEARING

AMELIE DUCHI ON CAMERA
DURING ALPACA SHEARING

WOMEN SHEAR ALPACAS AND

AUDIO

NARRATION

High up in the Ecuadorean Andes indigenous communities tend their herds of alpacas – a llama-like animal known for its fine and soft fleece. Alpacas are not only environmentally friendly – their hooves and teeth do not damage the paramo grasslands, an important source of water for the region – but they also can improve the livelihoods of the people living here. (26")

Once a year Amelie Duchi and other members of the community gather to shear the alpacas and grade their fleece for quality. (8")

AMELIE DUCHI (Spanish) F

"It is a community effort. There are 40 teams who collect the wool together. We then share with each other the money we get." (8")

NARRATION

Alpacas were reintroduced here a decade ago but these communities had lost their

SEPARATE FLEECE BY HAND

traditional knowledge on how to look after them. Now a local conservation organization, is helping them better manage the animals. Project manager Alfredo Ati says it all about providing alternative sources of income. (20")

ALFREDO ATI ON CAMERA

ALFREDO ATI: (Spanish) **M**

"We are working on improving the quality of the wool so we can get the best price for this high grade material." (7.5")

WOMEN SPIN ALPACA YARN
OUTSIDE

NARRATION

The project is part of a Biotrade programme initiated by the UN Conference on Trade and Development to help the communities access niche markets that are willing to pay them a fair price for the sustainably-produced alpaca yarn. (13")

LORENA PEREZ AT HOME
DESIGNS CLOTHES

One business giving the community a fair price for its yarn is Paqocha, founded by Lorena Perez. She makes top of the range knitwear for the domestic and export market. A former nature guide, she gave up her job in order to concentrate on helping poor women earn a decent wage. (18")

LORENA PEREZ ON CAMERA

LORENA PEREZ (English) **F**

"It was like a dream to work with an ecological animal with poor women in the mountains and with more women in the cities and towns who are poor." (10.5")

NARRATION

LORENA FITS SCARF ON WOMAN

Lorena has signed up to the UNCTAD BioTrade principles, which guarantee that her products preserve the environment and that her workers receive a fair salary. Dolores Aguirre and her sisters earn seven times the going rate for their alpaca sweaters, dresses and scarves. (19”)

WOMEN WEAVE CLOTHES

DOLORES AGUIRRE (Spanish) **F**

DOLORES AGUIRRE ON CAMERA

“I like this work because it is creative and I can earn a living, work at home and help my family.” (6”)

NARRATION

CUSTOMERS AT SHOP

As in other developing countries the market in Ecuador for these premium products is growing. But according to Lorena Jaramillo from UNCTAD it is the international market that is key for the success of BioTrade. (13.5”)

LORENA JARAMILLO (English) **F**

JARAMILLO ON CAMERA

“The foreign consumers are the ones that can motivate and keep the initiatives going and they are the ones that guarantee the economic sustainability of the initiative.” (8.5”)

NARRATION

FASHION SHOW

In Geneva, models show off the latest in eco chic to an international audience. Organized by UNCTAD and GreentoGreener, the show brought together designers from more than

OAKES IN FITTING ROOM

40 countries committed to creating sustainable fashion that preserves the environment and respects labour standards. Top model Summerrayne Oakes was delighted to showcase the alpaca dress designed by Paqocha. (33")

OAKES ON CAMERA

SUMMERRAYNE OAKES (English) **F**

"In the case of this dress it's really helping disenfranchised groups and a cultural craft which is in preservation. All consumers can be philanthropists in a way and if you do that through buying a beautiful dress, or whatever, it may be that you are helping to contribute to that." (16.5")

INGVERSEN LOOKS AT CLOTHING
ON DISPLAY

NARRATION

But while consumer demand for sustainable fashion is growing, top designer Peter Ingversen says the industry still has work to do. (8")

INGVERSEN ON CAMERA

PETER INGVERSEN (English) **M**

"The big challenge is, are the products stylish enough? Does the consumer really want to buy into it even though it might be ethically correct but are the designs good enough? That is the challenge we have in front of us." (12")

FASHION SHOW

NARRATION

In fashion parlance, it will be at least a decade before green is the new black, but

these Ecochic warriors believe that the industry is starting to head in the right direction. (10")

UN LOGO

This report was produced by Claire Doole for the United Nations.