00:00:03:16 - 00:00:06:08

What happens is that in La Guajira

00:00:06:08 - 00:00:09:01

plastic pollution is an issue

00:00:09:01 - 00:00:11:23

quite complex,

00:00:11:23 - 00:00:14:23

quite, quite serious.

00:00:15:15 - 00:00:19:02

Because one of the causes, to put it in a way,

00:00:20:18 - 00:00:23:20

for many decades

00:00:24:12 - 00:00:27:12

we have been buying

00:00:29:03 - 00:00:32:06

our food, an example would be rice,

00:00:32:13 - 00:00:34:18

That comes in a plastic wrapper,

00:00:34:18 - 00:00:36:16

The coffee comes in a plastic wrapper.

00:00:36:16 - 00:00:38:23

The spaghetti has plastic wrap.

00:00:38:23 - 00:00:41:19

Then buying that

00:00:41:19 - 00:00:42:21

here in the communities,

00:00:42:21 - 00:00:46:00

In rural areas, there is no sanitation system.

00:00:46:19 - 00:00:49:07

So the garbage truck doesn't pass here,

00:00:49:07 - 00:00:52:10

here the plastics that enter have no way out

00:00:52:11 - 00:00:55:11

so they stay in the communities

00:00:55:18 - 00:00:58:23

and that is why we say that this problem is cumulative.

00:00:59:07 - 00:01:03:19

We have been buying this plastic for many years.

00:01:04:18 - 00:01:07:18

and those plastics have remained in the communities

00:01:08:04 - 00:01:11:03

and that's why we have pollution

00:01:12:05 - 00:01:13:08

for waste

00:01:13:08 - 00:01:16:16

quite visible in the communities.

00:01:16:20 - 00:01:18:12

So,

00:01:18:12 - 00:01:20:18

This becomes a conflict

00:01:20:18 - 00:01:23:18

a problematic.

00:01:23:23 - 00:01:26:07

So serious that when we walked the trails

00:01:26:07 - 00:01:29:07

From the rancherías we are going to see plastics,

00:01:30:06 - 00:01:30:21

One goes for the cardones and

00:01:30:21 - 00:01:33:07

The cardons have plastic stuck.

00:01:33:07 - 00:01:35:19

One walks through the sea,

00:01:35:19 - 00:01:38:18

There is plastic on the beaches too, so now Manaure

00:01:38:18 - 00:01:40:00

is flooded.

00:01:40:00 - 00:01:43:07

To the extent that in 2019 Semana magazine,

00:01:43:07 - 00:01:46:06

a very popular magazine in Colombia published

00:01:46:11 - 00:01:50:18

an article titled La Güajira flooded with garbage.

00:01:51:20 - 00:01:54:17

And it is a phrase

00:01:54:17 - 00:01:57:05

that is not far from reality.

00:01:57:05 - 00:01:59:21

La Güajira really is flooded with plastics,

00:01:59:21 - 00:02:05:00

is flooded with waste and to

00:02:05:12 - 00:02:08:12

counteract this problem

00:02:09:04 - 00:02:13:22

We created this initiative ''Threads for *Mma*'' and

00:02:14:12 - 00:02:15:16

what we do is

00:02:16:19 - 00:02:19:15

bring workshops to communities,

00:02:19:15 - 00:02:23:20

to different communities, on awareness

00:02:24:01 - 00:02:27:09

facing the issue, the environmental issue

00:02:27:22 - 00:02:30:09

and how plastic,

00:02:30:09 - 00:02:33:09

How damaging is going to be when we leave it in nature.

00:02:34:22 - 00:02:38:05

These workshops are also

00:02:38:22 - 00:02:42:10

contextualized in our culture.

00:02:42:18 - 00:02:45:12

It's not just coming and saying

00:02:45:12 - 00:02:48:16

You have to classify them, classify solid waste

00:02:49:11 - 00:02:52:00

and so, but also to know

00:02:52:00 - 00:02:54:19

like our culture

00:02:54:19 - 00:02:58:17

has a thought regarding this topic.

00:02:59:10 - 00:03:02:10

And that's why, from that, ''Threads for *Mmá* '' was born,

00:03:02:16 - 00:03:05:21

where we bring workshops to the communities and also

00:03:07:12 - 00:03:09:23

we generate an exchange

00:03:09:23 - 00:03:13:03

where communities give us classified waste

00:03:13:03 - 00:03:15:05

and in return we give them threads,

00:03:15:05 - 00:03:18:05

we give them the wool to make

00:03:18:05 - 00:03:21:05

the backpacks, the

00:03:22:08 - 00:03:24:08

handles, the hammock.

00:03:24:08 - 00:03:28:22

This is how we give value to waste and communities

00:03:28:22 - 00:03:30:04

They say well, it's worth it

00:03:30:04 - 00:03:33:19

really, because there is a, there is an added value.

00:03:34:02 - 00:03:36:03

So they give us that waste,

00:03:36:03 - 00:03:38:15

We collect that waste,

00:03:38:15 - 00:03:42:12

There is a collection center here in the mountains, in the desert,

00:03:42:12 - 00:03:43:06

There is a collection there

00:03:44:06 - 00:03:45:22

and we take that waste

00:03:45:22 - 00:03:48:22

to the point of the urban area where it is

00:03:49:20 - 00:03:52:06

the garbage truck and all that.

00:03:52:06 - 00:03:56:02

And to also give continuity to these elements,

00:03:56:02 - 00:03:59:18

Like cardboard, we take it to recycling stores.

00:04:00:19 - 00:04:02:09

On the other hand,

00:04:02:09 - 00:04:05:02

the communities once they have the threads that we

00:04:05:02 - 00:04:08:02

We give to them, they make a product with that thread.

00:04:09:08 - 00:04:10:22

This is how we are focusing

00:04:10:22 - 00:04:13:22

in backpacks and accessories.

00:04:13:22 - 00:04:17:13

They make backpacks, for example, and

00:04:17:13 - 00:04:20:13

seeing that it is necessary to generate

00:04:21:07 - 00:04:25:11

a store where the results

00:04:25:11 - 00:04:26:09

of this exchange and this

00:04:26:09 - 00:04:30:18

barter we’re doing can be exposed; as well as

00:04:31:05 - 00:04:33:19

ensuring that this craftsman who made the product

00:04:33:19 - 00:04:35:13

receives a fair payment.

00:04:35:13 - 00:04:36:12

Because here in La Güajira

00:04:36:12 - 00:04:39:19

That is also another problem that artisans do not get paid well,

00:04:40:07 - 00:04:43:07

So the middleman always wins.

00:04:43:09 - 00:04:45:22

That's why we have a store where it is sold exclusively

00:04:45:22 - 00:04:48:14

everything that is the result of that exchange

00:04:49:13 - 00:04:50:22

and so

00:04:50:22 - 00:04:53:02

from the sale of a product

00:04:53:02 - 00:04:54:20

like the case of a backpack,

00:04:54:20 - 00:05:01:01

a backpack gives us money to buy new

00:05:01:01 - 00:05:04:13

threads, new bags to work with communities

00:05:05:02 - 00:05:08:02

and so from a product it is what gives us,

00:05:09:02 - 00:05:11:19

It gives us money to fuel the entire process.

00:05:11:19 - 00:05:15:06

So the buyers, the people who

00:05:16:01 - 00:05:19:01

who find that product

00:05:19:14 - 00:05:22:22

we give you the opportunity wherever you are in the cities

00:05:23:08 - 00:05:26:05

that they can contribute something

00:05:26:05 - 00:05:30:05

in the end to the health of the planet.

00:05:30:22 - 00:05:33:22

If a person buys a product from us, from that

00:05:34:01 - 00:05:36:20

They are contributing to the environment.

00:05:36:20 - 00:05:37:09

In this case

00:05:37:09 - 00:05:38:14

to this part of Colombia,

00:05:38:14 - 00:05:41:03

trying to reduce pollution

00:05:41:03 - 00:05:44:16

and at the same time also generate that awareness about

00:05:45:10 - 00:05:50:05

of the crafts of indigenous groups, which do not

00:05:52:17 - 00:05:54:16

It's just an element

00:05:54:16 - 00:05:56:07

but behind a craft

00:05:56:07 - 00:05:57:22

There really is a story.

00:05:57:22 - 00:06:00:22

There was what I told you just now about *Wale’kerü*

00:06:01:12 - 00:06:03:21

and about how important this is

00:06:03:21 - 00:06:07:07

and about how in a craft there is a configuration,

00:06:07:23 - 00:06:09:22

there is ancestral knowledge,

00:06:09:22 - 00:06:13:04

then also generating that awareness for the buyer,

00:06:13:08 - 00:06:16:18

to the person to tell them not to buy just because it’s trendy,

00:06:17:02 - 00:06:20:06

do not buy to consume,

00:06:20:10 - 00:06:21:08

what is

00:06:21:08 - 00:06:23:09

the last thing we do now we just for consumption,

00:06:23:09 - 00:06:26:23

No, buy out of conscience that where I buy

00:06:27:11 - 00:06:29:10

from this that I am generating,

00:06:29:10 - 00:06:31:08

What impact am I generating?

00:06:31:08 - 00:06:34:07

So this product is very nice,

00:06:34:13 - 00:06:38:05

is being done in rural areas Manaure and

00:06:38:05 - 00:06:41:14

La Guajira and here where we are

00:06:43:02 - 00:06:45:00

where

00:06:45:00 - 00:06:48:00

as I was saying here now

00:06:48:14 - 00:06:50:05

it's an idea,

00:06:51:08 - 00:06:52:18

they don't even come in here

00:06:52:18 - 00:06:55:18

political entities or entities

00:06:56:23 - 00:06:58:13

who have responsibilities to look

00:06:58:13 - 00:07:00:14

How the communities are

00:07:00:14 - 00:07:02:12

So we are making a very cool impact.

00:07:02:12 - 00:07:04:05

and we hope that this work, which

00:07:04:05 - 00:07:07:05

This idea can be replicated in other contexts,

00:07:07:12 - 00:07:09:20

not only in our Wayuu culture,

00:07:09:20 - 00:07:13:02

but also in other brothers and indigenous people,

00:07:13:02 - 00:07:16:01

can somehow replicate this idea.

00:07:16:04 - 00:07:18:12

And we hope to continue growing.

00:07:18:12 - 00:07:21:05

We hope to help more Wayuu families,

00:07:21:05 - 00:07:24:05

We hope to help more communities through this.

00:07:24:09 - 00:07:26:22

and in the medium term,

00:07:26:22 - 00:07:28:01

or well, the end,

00:07:28:01 - 00:07:31:21

The goal of all this is also to one day say

00:07:31:21 - 00:07:32:14

see, look,

00:07:32:14 - 00:07:34:02

we contributed a bit

00:07:34:02 - 00:07:37:02

to the reduction of pollution in La Güajira.

00:07:37:02 - 00:07:40:17

That is our dream through that project.

00:07:41:12 - 00:07:43:12

And so well,

00:07:43:12 - 00:07:45:13

thanks

00:07:45:13 - 00:07:48:13

for making us a little bit visible

00:07:50:07 - 00:07:54:17

and well, to continue fighting in these processes,

00:07:55:19 - 00:07:57:11

in this case in La Güajira.

00:07:57:11 - 00:08:00:06

[Interviewer] And what is the name of the project store?

00:08:00:06 - 00:08:01:10

we have the store

00:08:01:10 - 00:08:04:19

“Ishotot nos une” (ishototnosune username) that *Ishotot* has the word *Isho*,

00:08:05:09 - 00:08:06:14

which is blood,

00:08:06:14 - 00:08:10:09

then color of blood or blood unites us really

00:08:11:01 - 00:08:11:07

that is

00:08:11:07 - 00:08:13:00

Such that

00:08:13:00 - 00:08:14:23

a store created in the community,

00:08:14:23 - 00:08:16:14

We don't have an establishment yet.

00:08:16:14 - 00:08:18:05

physical, everything is virtual,

00:08:18:05 - 00:08:21:05

You can find us on different social networks

00:08:21:09 - 00:08:24:09

and we are there as *Ishotot nos une* and as *Hilos por Mma*.

00:08:24:09 - 00:08:27:17

These two sources can reach us.

00:08:28:16 - 00:08:31:16

[Interviewer] Cool and how to summarize

00:08:32:03 - 00:08:35:04

[Interviewer] the project in like a sentence of

00:08:36:01 - 00:08:39:14

[Interviewer] as quickly as a summary of everything,

00:08:40:10 - 00:08:43:10

[Interviewer] of the project idea.

00:08:45:05 - 00:08:48:05

Of course, yes.

00:08:49:09 - 00:08:52:21

From the purchase of a product

00:08:55:08 - 00:08:58:08

we generate impact,

00:08:58:23 - 00:09:00:22

a social impact and an impact…

00:09:00:22 - 00:09:03:05

two specific impacts,

00:09:03:05 - 00:09:05:19

an environmental impact and a social impact.

00:09:05:19 - 00:09:08:08

That's why, let's buy

00:09:08:08 - 00:09:10:22

or that the products

00:09:10:22 - 00:09:14:02

that we buy is a product that has a purpose

00:09:15:10 - 00:09:18:10

quite,

00:09:19:15 - 00:09:22:15

pretty good, both for

00:09:22:16 - 00:09:25:16

the artisan as well as for the planet.

00:09:26:14 - 00:09:27:11

Yeah.

00:09:27:11 - 00:09:31:03

[Interviewer] Yes, do you collect, collect the plastic,

00:09:31:03 - 00:09:34:03

[Interviewer] sell it and buy the thread?

00:09:35:03 - 00:09:38:03

Well let's say that the plastic here,

00:09:38:06 - 00:09:41:16

here in the communities the use of plastic,

00:09:41:16 - 00:09:45:14

here the communities they have them, they reuse them, so like this

00:09:45:14 - 00:09:49:22

for example, the pot, the one with the soda,

00:09:50:15 - 00:09:51:04

here it

00:09:51:04 - 00:09:54:10

reused to store oil, to store other liquids

00:09:54:19 - 00:09:57:22

and when this plastic material no longer has

00:09:58:19 - 00:10:01:19

one last use is that

00:10:02:02 - 00:10:03:16

they are free. No?

00:10:03:16 - 00:10:06:08

That's why when we collect all that material,

00:10:06:08 - 00:10:09:10

Most of them are already very very damaged materials,

00:10:10:00 - 00:10:13:00

Well, what we have to do is take it directly

00:10:13:07 - 00:10:15:00

to the sanitation point.

00:10:15:00 - 00:10:16:22

Other materials such as cardboard,

00:10:16:22 - 00:10:19:22

That one we do take it to the recycling stores,

00:10:20:12 - 00:10:23:02

They give it continuity and

00:10:23:02 - 00:10:26:17

we receive a coin in exchange for carrying that

00:10:26:17 - 00:10:30:20

There, but it is not our forte, really our forte

00:10:30:20 - 00:10:32:06

Is the product.

00:10:32:06 - 00:10:33:19

From the purchase of the product

00:10:33:19 - 00:10:36:13

is that it gives us money to buy more threads,

00:10:36:13 - 00:10:38:09

to buy more bags,

00:10:38:09 - 00:10:39:08

because we deliver

00:10:39:08 - 00:10:40:20

bags to the communities so that they can

00:10:43:07 - 00:10:46:01

collect waste. Our strong

00:10:46:01 - 00:10:49:01

It is in the product of craftsmanship.

00:10:49:09 - 00:10:53:02

Yes they pay us for the cardboard, for the plastics, but

00:10:53:02 - 00:10:56:02

It's not sufficient payment.

00:10:56:02 - 00:10:58:14

But we are very happy that with the store

00:10:58:14 - 00:11:01:14

It gives that continuity, they give it a use.

00:11:02:14 - 00:11:03:14

[Interviewer] Yes.

00:11:03:14 - 00:11:07:04

[Interviewer] Well, is there anything else you want to tell about knitting or

00:11:08:09 - 00:11:10:09

[Interviewer] from this site

00:11:10:09 - 00:11:13:09

[Interviewer] or what we have seen today.

00:11:14:04 - 00:11:17:04

Something else I could tell

00:11:19:15 - 00:11:21:14

would it be necessary

00:11:21:14 - 00:11:25:07

change the perspective of

00:11:25:08 - 00:11:28:17

how to see communities and how

00:11:28:21 - 00:11:31:21

futures should be made

00:11:32:21 - 00:11:34:11

projects with communities.

00:11:34:11 - 00:11:37:11

There are many projects

00:11:38:09 - 00:11:40:19

of the government, let's put it this way,

00:11:40:19 - 00:11:43:08

But mostly those projects fail.

00:11:43:08 - 00:11:45:15

because it is not being done or is not working

00:11:45:15 - 00:11:48:15

the communities. In this case we with ''Hilos por Mma''

00:11:49:17 - 00:11:52:08

We saw the need to create that store,

00:11:52:08 - 00:11:55:08

because at the beginning

00:11:55:15 - 00:11:58:08

the products,

00:11:58:08 - 00:12:01:15

The crafts that came out were sold to the local market

00:12:02:04 - 00:12:04:00

and there he did not receive a fair payment.

00:12:04:00 - 00:12:08:12

So it is always thinking about the entire process, about each thing,

00:12:09:18 - 00:12:12:00

If I give this, where will it end?