

THE SUSTAINABLE FASHION COMPANY EVEA USING LATEX OF THE AMAZONIAN FOREST IN PERU

[Evea Eco Fashion](#) is a social enterprise that develops sustainable and of high quality biomaterials for fashion in Peru. The production process result is a shoe made without cutting down any tree, without harming any animal and without polluting the environment.

The company works with communities of the Departments of Pasco, Madre de Dios, Amazonas, Ucayali and Loreto in the Peruvian Amazon. Those communities use their ancestral knowledge to extract the milky liquid called latex, produced by the [Shiringa trees](#) through a sustainable and artisanal process, and transform it into wild natural rubber. The Evea company buys this rubber at a fair price to produce soles for footwear.



Working with artisans, researchers, engineers, biologists, chemists, designers, communities and laboratories, the company has managed to produce a high quality and sustainable footwear. The web page of the Evea Eco Fashion [presents the features of the footwear](#): a resistant and non-slip sole, manufactured with certified organic cotton, biodegradable dyes, watery glue which is not harmful for the workers.

The Evea company was created in Lima in 2015 by graduated students of the country universities: Cristian Gutiérrez, Jorge Cajacuri, Óscar Chunga and Celeste Moreno. The national institution [Innovate Peru](#) has co-financed 70% of the initial investment of Evea, which also managed to capture the interest of other national institutions and win national prizes that facilitated the development of the innovative productive project. In addition, at international level, in 2017 Evea won the Green Latin America Awards in the category *Responsible Production and Consumption* and the Viva Schmidheiny Award in the category *Environmental Innovation*. In 2018 Evea has been winner of the TIC Americas awards.

The Evea company achieved these important recognitions thanks to the innovative process adopted, which ensures a high quality product and at the same time [the following social, economic and environmental benefits](#).

It improves the economy of the Amazonian communities that collect and produce wild rubber. Based on the information provided by Evea, if before the families earned 1.30 dollars per kilogram of natural rubber, being associated with Evea's sustainable production chain, they



can now earn between 3 to 4 dollars depending on the area. Paying a fair price above the cost of the market, the company benefits the communities and makes the collection of rubber a profitable business for both parties. This increasing in income contributes to encourage the protection of Shiringa trees at the same time.

The impact on the environment. By offering Amazonian families the opportunity to get economic incomes from their environment without cutting the trees, the productive process adopted contributes to stop deforestation, to improve the biodiversity and the care for the forest. To achieve its objectives of social and environmental impact, the company also creates alliances with local governments, private institutions and state agencies that preserve the Amazon rainforest, strengthening the development of the Peruvian jungle.

Enhances the local resources. Beside the latex harvested by the Shiringa tree, the company uses for its shoes organic cotton cultivated without pesticides and artificial insecticides or toxic substances that harm the soil and the plant. In addition, organic cotton does not need irrigation because it is grown in an area where abundant rains are more than enough for cultivation. The processes are framed in the Global Organic Textile Standard (GOTS), a world leader in the processing of textiles made with organic fibre, which includes ecological and social criteria. The standard GOTS are recognized through supervision and certifications in all the components of the textile supply chain.

Represents a change towards sustainability of the fashion sector. Fashion is the second most polluting industry in the world: 20% of the toxics that are dumped in the water come from the textile industry; the leather tanning industry uses chemicals such as cyanide and arsenic, polluting soils, water and air; plastic material is taking over the planet; the production of conventional cotton generates an unsustainable water impact. In this framework the production process adopted by the company Evea Eco Fashion represents a change and an example for small and medium innovative companies worldwide.

The sustainable footwear of the Evea company is already available on the national and international market. [Indiegogo](#) dedicates a wide presentation to the Evea's footwear, valuing the innovative contributions of the productive process adopted.

To know more

[Evea Ecofascion website](#)

[Evea in Indiegogo.com](#)

[Award TIC Americas 2018](#)



[Award Latinoamericaverde 2017](#)

[Award Viva Schmidheiny 2017](#)

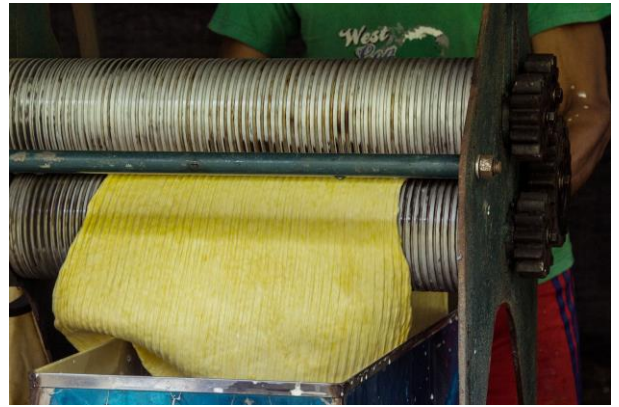
[Article in innovateperu.gob.pe](#)

[Article in tejiendopuentes.org](#)

[Article in redaccion.la mula.pe](#)

[Article in economiaverde.pe](#)

[Shiringa trees in Wikipedia](#)



eved
ECO FASHION

Calzado elaborado de caucho natural, algodón orgánico y tintes biodegradables

Trabaja con comunidades amazónicas

Procesamiento ecológico del látex del árbol de la shiringa

Extracción artesanal sin dañar o talar árboles

PRODUCE a través de **Innovate Perú** ha cofinanciado el **70%** de esta Start up

Fotos: Eved, Eco Fashion

The infographic features a central image of a yellow sneaker with a small tree growing out of the sole. It is surrounded by circular icons depicting various stages of production: a person working with fabric, a person in traditional Amazonian attire, and a person tapping a tree for latex. The 'eved' logo is at the top left, and the text 'eved ECO FASHION' is at the bottom right.



MIL ARBOLES QUE
CRECEN HACEN
MENOS RUIDO QUE
UN ARBOL QUE SE
DESTRUMBA

eved
ECO FASHION
"Plantar por la vida"