



Hey,

I'm Veronica



#designmatterstokyo



INCLUSIVE DESIGN FOR

SOCIAL CHANGE



VERONICA D'SOUZA

Social Entrepreneur, Musician, Advisor

JURY Member of The Index Award

Board member of the Danish Design Council

Mother of two girls

DEI

Diversity, equity and inclusion is a term used to describe policies and programs that promote the representation and participation of different groups of individuals, including people of different ages, races and ethnicities, abilities and disabilities, genders, religions, cultures and sexual orientations.



Let's start a revolution!

...and then?



ANNET SHILAHU

AGE 15.

My first day when I started my menstration period I used rags because my father did not afford to buy me a pad. I did not have anyone to afford to buy for me cause my mother had been already dead. I felt ashamed of my self I stayed for a week at home because I thought it was not normal. I was very funny because I went everywhere telling people that the bleeding is come out of my vagina. A few days later ~~our~~ friend introduce me to thier life skills teacher. I explained everything to her and at last she promised to provide for me pads.







Ruby Cup
MENSTRUAL CUP

YOU CAN DO EVERYTHING
Menstrual Hygiene Product

WHY USE RUBY CUP?

- HEALTH**
Non-toxic, organic, natural
for your safety & the earth
- SAFE**
No leakage, can wear up to 12 hours
- COST-SAVING**
Go environment
- RE-USABLE**
Lasts up to 10 years

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MENSTRUAL CUP





CUSCO, PERU



POVERTY IS THE MAIN CAUSE OF FEMALE INCARCERATION



made
by
Benigna

DRUGMULE
CHILDREN: 3
SENTENCE: 17 YEARS
CUSCO, PERU





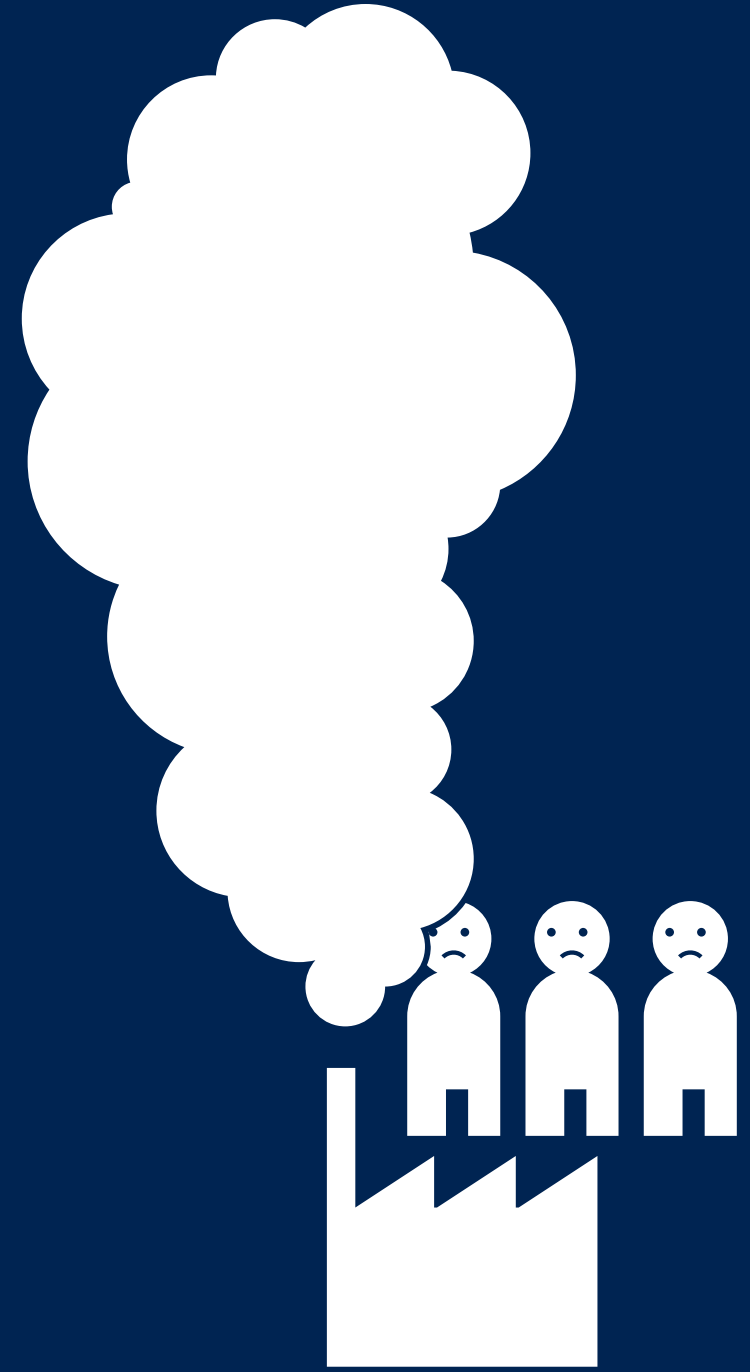


danish design
100% natural material
made in prison

CARCEL

THE FASHION INDUSTRY

Fast fashion is amongst the most polluting industries in the world



Pollution



>\$3/day



Collections and seasons



Retail

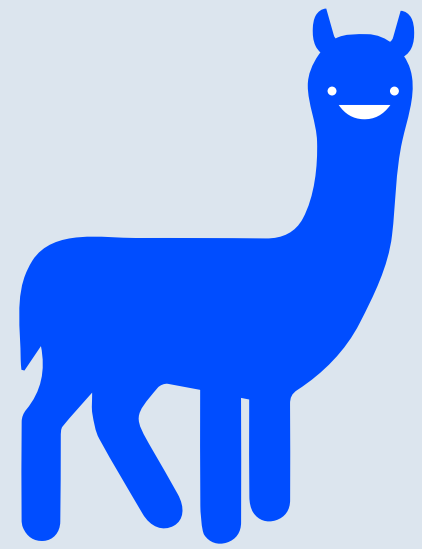


Waste and sales



**Quality?
Value loss**

A new world of fashion



**100% natural
material**



**Address
poverty**



No seasons



**No stock
No waste**



**No compromise
No sales**

“Stock less than you sell
and never discount a thing”

Michael Preysman

Skiltefabrikken.dk

out of stock

PRE-ORDERS ONLY
MAY 15TH - JUNE 15TH

CARCEL

out of stock

PRE-ORDERS ONLY
MAY 15TH - JUNE 15TH

CARCEL

out of stock

PRE-ORDERS ONLY
MAY 15TH - JUNE 15TH

CARCEL

out of stock

PRE-ORDERS ONLY
MAY 15TH - JUNE 15TH

CARCEL

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CARCEL

Edith S.H. - Cusco, Peru

CUSCO, PERU







914

hiang Mai Women's Correctional Institution

TOGETHER WITH

CARCEL

CARCEL

CARCEL



Princess Bajrakitiyabha Mahidol
Ministry of Justice, The Department of Corrections
and the NGO 'Kamlanjai Project' under



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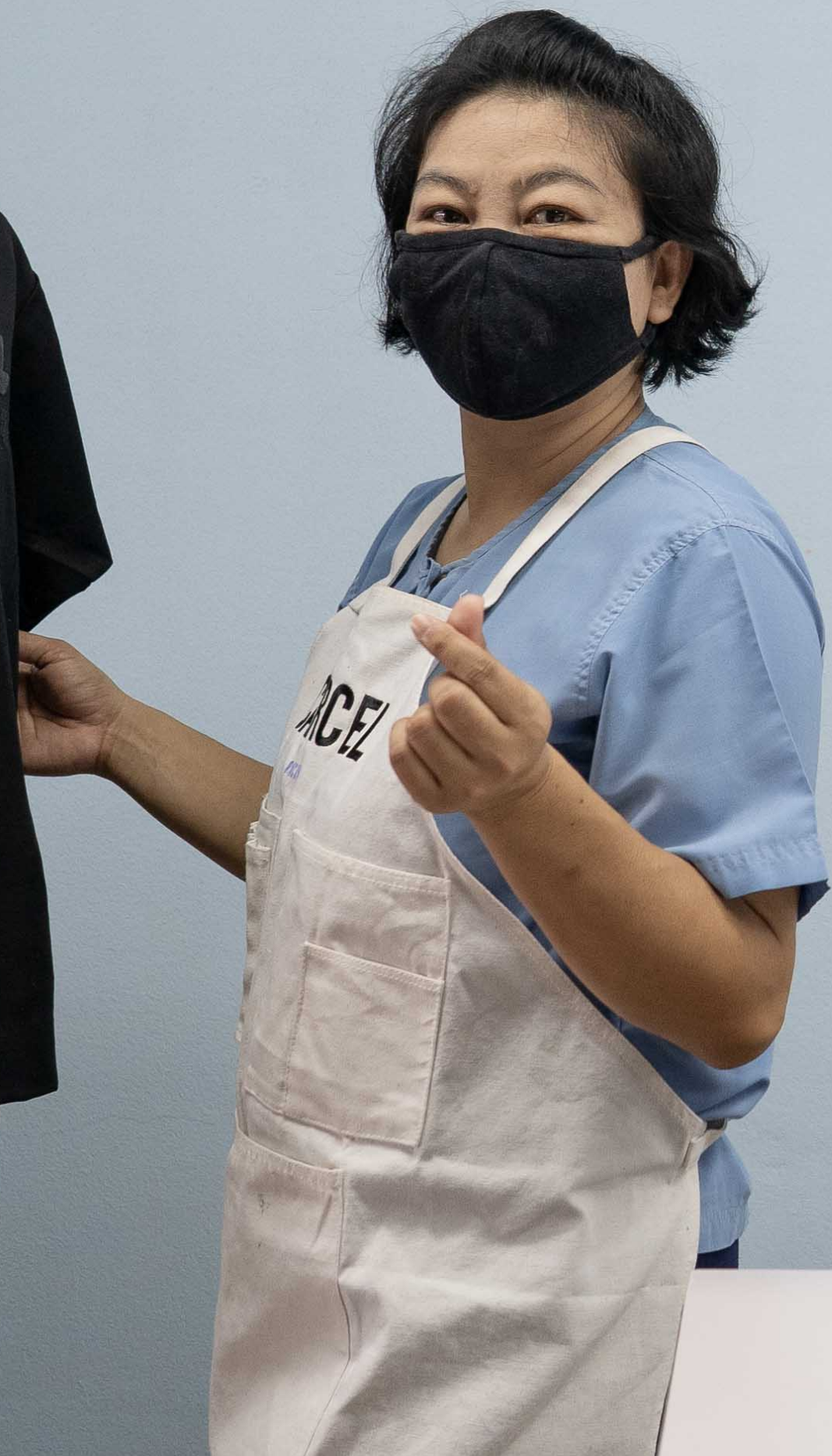
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CARCEL







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INSIDER

DANSK

Wallpaper*

The Telegraph

ELLE

FINANCIAL TIMES

Berlingske



BAZAAR
Harper's



“cooler than
Acne and creating
social impact”

BUSINESS INSIDER NORDIC

“the coolest new label
in copenhagen is made by
women in prison”

VOGUE.COM

The New York Times

INTERNATIONAL EDITION | SATURDAY-SUNDAY, FEBRUARY 23-24, 2019

In defense of those bad billionaires

Will Wilkinson
Contributing Writer

OPINION

Billionaires are in notably bad odor with many people on the left. Socialists have long held that large stores of private wealth are tantamount to violence against those in need. But regular non-radical folks not on the left are fed up, too. Howard Schultz's potential independent White House bid is simply infuriating, and it's maddening to feel helplessly tangled in the gilded web of global intrigue emanating from the president, his plutocrat dictators and America's retail overlord, Jeff Bezos.

Thanks at least in part to Bernie Sanders and the sizzling rise of Alexandria Ocasio-Cortez, this dry wick has met a spark. Enthusiasm for radical leveling is whistling out of the hard-left fringe and blossoming into a mainstream mood.

As wealth in other countries proves, it's time to abolish bad U.S. policy instead.

Ms. Ocasio-Cortez's policy adviser, Dan Riffe, contends that "every billionaire is a policy failure" (that's the tagline on his Twitter handle) because "the acquisition of that much wealth has bad consequences" and "a moral society needs guardrails against it." He'd like to see the 2020 Democratic primary contenders answer a question: Can it be morally appropriate for anyone to be a billionaire?

It's a compelling litmus test. I'd also like to watch would-be Democratic nominees take it. However, I hope that they would stick up for the idea that it can be morally kosher to bank a billion and that the existence of virtuous three-comma fortunes is a sign not of failure but of supreme policy success.

The empirical record is quite clear about the general form of national political economy that produces the happiest, healthiest, wealthiest, freest and longest lives. There's no pithy name for it, so we'll have to settle for "liberal-democratic welfare-state capitalism." There's a "social democratic" version, which is what you get in countries like

WILKINSON, PAGE 9

The New York Times publishes opinion from a wide range of perspectives in hopes of promoting constructive debate about consequential questions.



Peruvian inmates at work. One high-end fashion brand pays prisoners in Peru \$180 to \$329 a month, with the prison taking a 10 percent cut of the inmates' wages.

Made in prison, worn by you

Is it ethical to build a profitable fashion brand using inmates' labor?

BY ELIZABETH PATON
AND ANDREA ZARATE

In a lush valley surrounded by the Peruvian Andes — past two sets of security gates, high fences, barbed wire and a rigorous pat-down — 13 women stood hard at work. They were weaving and knitting luxurious alpaca wool sweaters, deep-pile roll-necks and silky-soft track pants, destined to be sold to wealthy shoppers with lives far away, and a far cry, from their own.

All were prisoners at the women's penitentiary center in the city of Cusco, serving long sentences, predominantly for drug-related crimes but also murder, human trafficking and robbery. They were also employees of Carcel, a Danish

brand founded in 2016 specifically to provide incarcerated women with jobs, training and, possibly, a crime-free future.

More than two years into their program, both Carcel's founders and the Peruvian prison authorities say the project has been a measurable success. It's popular with prisoners and consumers alike and proof that the profitable and responsible production of luxury fashion can have a place behind bars.

Peru is becoming something of a case study on the issue of aid versus exploitation. More than 5,000 women are incarcerated there, and over 50 percent are actively employed in producing leather goods, clothing and textiles, according to INPE, the national penitentiary institute.

Yet questions around the ethics of prison labor and regulation have also made headlines of late. There have been reports that Muslims incarcerated in brutal Chinese internment camps are

producing sportswear and strikes against imposed labor for paltry wages in American prisons. This month, tensions flared on social media when Carcel introduced a new line of silk garments produced in women's jails in Thailand.

"Companies are literally advertising that they use slave labor now as a reason you should buy their product," one person wrote on Twitter, prompting a chorus of outrage from hundreds.

"Your 'sustainable business model' includes the need for women to be in prisons," another user wrote, followed by a slew of confused-face emojis. The more Carcel posted explanations on its practices, payment models and prices, the angrier the responses became.

"Prison labor is a very complicated and opaque topic," said Peter McAllister, the executive director of the Ethical Trading Initiative, an alliance of companies, trade unions and nongovernmental organizations that back workers' rights.

"On one hand, there are definitely well-intentioned brands with rehabilitation programs in place doing some good work all over the world," he said. "On the other hand, there are big questions to be asked around whether inmates should ever form the mainstream production of a profit-driven label, particularly given how many unacceptable cases of prisoner exploitation exist deep in the global fashion supply chain."

Fashion has a long-established history in prisons, dating to the 1700s. Traditionally, most manufacturing programs in countries like the United States or Britain were run either by government bodies or correctional boards to mass-produce low-value items like military uniforms at scale. Inmates received well below the minimum wage, if anything at all. In the 1990s, with a record number of people behind bars in many countries, there was a boom in private companies' employing pris-

PRISONERS, PAGE 2

China tracks people using DNA and got U.S. help

BEIJING

Gear from Massachusetts and Yale lab's material aid campaign against Uighurs

BY SU-LEE WEE

The authorities called it a free health check. Tahir Imin had his doubts.

They drew blood from the 38-year-old Muslim, scanned his face, recorded his voice and took his fingerprints. They didn't bother to check his heart or kidneys, and they rebuffed his request to see the results.

"They said, 'You don't have the right to ask about this,'" Mr. Imin said. "If you want to ask more, they said, 'you can go to the police.'"

Mr. Imin was one of millions of people caught up in a vast Chinese campaign of surveillance and oppression. To give it teeth, the Chinese authorities are collecting DNA — and they got unlikely corporate and academic help from the United States to do it.

China wants to make the country's Uighurs, a predominantly Muslim ethnic group, more subservient to the Communist Party. It has detained up to a million people in what China calls "re-education" camps, drawing condemnation from human rights groups and a threat of sanctions from the Trump administration.

Collecting genetic material is a key part of China's campaign, according to human rights groups and Uighur activists. They say a comprehensive DNA database could be used to chase down any Uighurs who resist conforming to the campaign.

Police forces in the United States and elsewhere use genetic material from family members to find suspects and solve crimes. Chinese officials, who are building a broad nationwide database of DNA samples, have cited the crime-fighting benefits of China's own genetic studies.

To bolster their DNA capabilities, scientists affiliated with China's police used equipment made by Thermo Fisher, a Massachusetts company. For comparison with Uighur DNA, they also relied on genetic material from people around the world that was provided by Kenneth Kidd, a prominent Yale University geneticist.

On Wednesday, Thermo Fisher said it would no longer sell its equipment in CHINA, PAGE 4

Oscar speaks with an increasingly political voice

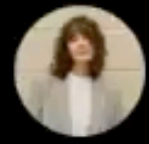


could be construed as political in some

CARCEL

THE WALK





alyssainthecity

THE LAB CPH



"how many seasons do we have left?"

@carcelclothing



lottaliinalove



@carcelclothing changing the walk 🔥🔥



alyssainthecity



let's walk together
🙏❤️ @carcelclothing



DESIRABILITY

MAKE IT THE COOLEST PLACE TO BE

INCLUSIVE DESIGN FOR SOCIAL CHANGE



HUMILITY

ASK QUESTIONS, LET PEOPLE GIVE THE ANSWERS

INCLUSIVE DESIGN FOR SOCIAL CHANGE



DECENTRALIZE

DESIGN FOR PLURALISM, POWER TO THE PEOPLE

INCLUSIVE DESIGN FOR SOCIAL CHANGE



**DIVERSITY,
EQUITY & INCLUSION**

**CREATES NEW PERSPECTIVES
AND A BETTER WORLD**

