

GREEN  
CARPET  
FASHION  
AWARDS

IF NOT US  
THEN WHO?

IMPACT REPORT

# GREEN CARPET FASHION AWARDS

STOP MINING  
IN THE  
AMAZON!

Photo by Stefanie Keenan - Getty Images for Green Carpet Fashion Awards



# IF NOT US THEN WHO?

An Indigenous-led, US-based 501 c 3 that is a collective of Indigenous and non-Indigenous storytellers.

## OUR VISION

A world where communities led by Indigenous Peoples belong to an abundant natural world inspired by resilient storytelling.

## OUR MISSION

Support environmental leadership from Indigenous Peoples and Local Communities to build networks and cultivate inclusive impact-driven storytelling.

## OUR IMPACT

To build networks and cultivate inclusive impact-driven storytelling.



62,4M

Global Reach  
since 2014



170+

Films  
Produced



137

Filmmakers &  
Creatives Trainees



68

International Screenings  
and Events





# GCFA X INUTW

Some of the INUTW team attended as guests to last year's Green Carpet Fashion Awards, where Sônia Guajajara was honored for her achievements in advocating for Indigenous rights and environmental protection, as well as Helena Gualinga as part of the GCFA Young Leaders. This year, our presence as a partner and one of our team members, resident coordinator, and part of the communications leadership team, Yurshell Rodríguez, was recognized as the 2024 GCFA Young Leader Honouree.

This report will show the connections built, the organizations approaching us for collaboration, press amplification around Yurshell's commitment to climate justice and coral reef protection, and the next steps to extending experiences such as GCFA to diversify spaces and include Indigenous and Afro-descendant narratives across different industries like the impactful fashion industry.



GCFA 2023: Kalfein Wuisan, Kynan Tegar, Isabela Santana, Priscila Tapajowara, Helena Gualinga, Kerry Rodriguez, Mariel Jumpa, Eli Virkina and Eric Terena.



GCFA 2024: Leo Cerda, Yurshell Rodriguez, Leah Thomas, Paul Redman and Mariel Jumpa

gettyimages  
Credit: Dave Benett



## YURSHELL RECOGNIZED AS A YOUTH INFLUENCE FOR CLIMATE JUSTICE

Yurshell Rodríguez, a climate activist from Colombia, won a lawsuit against deforestation in the Amazon rainforest. She's part of the Raizal community and works with If Not Us Then Who, an international NGO, to protect nature. In her roles as Coordinator of the Residency Program and part of the Communications Leadership team, she collaborates with Sea Land and Culture Foundation Old Providence Initiative, striving to preserve both the Raizal culture and the ecosystems they rely on. Additionally, she speaks out for climate justice at events like COP25 and COP26.

[Check her message for Green Carpet  
Fashion Awards](#)



## THE JOURNEY

Having an Afro-Indigenous Raizal representing like Yurshell in spaces like Hollywood and LA is crucial as she and the team actively work to amplify the importance of including climate narratives from Indigenous Peoples and Afro-descendant voices. By being present in these spaces, they bring attention to unique perspectives and challenges faced by these communities, fostering greater awareness and understanding. Yurshell's presence provides an opportunity to connect with local stakeholders, explore collaborations, and advocate for the needs of local communities, amplifying their voices on a broader platform and ensuring their perspectives are heard in decision-making processes, thereby advancing climate justice and visibilizing diversity in climate activism spaces.





# AFTER EVENT AMPLIFICATION - IF NOT US THEN WHO

## From Raizal Activist to Recognition in Hollywood: A Journey of Impact and Advocacy



### How it all began

This year has been one of the most exciting and challenging of my life. Embracing my new journey into motherhood intensified my commitment to climate justice. The call to Hollywood ignited my passion to continue advocating for oceans, coral reefs, and my Raizal community.

*Photo by Stefanie Keenan/Getty Images for Green Carpet Fashion Awards*



### The force of collective climate justice activism in Hollywood

Yurshell Rodriguez's nomination as Youth Honoree by Co-chairs from Green Carpet Fashion Awards amplifies her impactful message on ocean and coral protection for her Raizal community and Afro-indigenous voices for climate justice. Learn more about her feature at Atmos Earth and behind-the-scenes moments with climate activists and Hollywood agents of change.

## "From Raizal Activist to Recognition in Hollywood: A Journey of Impact and Advocacy"

Yurshell takes us on her journey from Colombia to Hollywood, sharing captivating images that capture each moment. Through these visuals, she connects with fellow agents of change dedicated to amplifying activism and raising awareness for climate justice.

[Read the Blog](#)

## Newsletter Amplification

The INUTW newsletter connects with funding organizations, key activists, and grassroots movements of Indigenous Peoples and Local Communities who support our mission. With over 2000 subscribers, we're spreading awareness about the Green Carpet Fashion Awards and the world of sustainable fashion.

[Subscribe to our Newsletter](#)



# WE CONNECTED WITH INFLUENCIAL KEY ACTORS FOR SOCIAL CHANGE



**ADITI MAYER**

Visual storyteller and climate activist exploring style, sustainability, and social justice.



**LEAH THOMAS**

American environmental activist working with intersectionality to environmental justice.



**WAWA GATHERU**

Kenyan-American climate activist passionate about cultivating a climate movement



**MARY ROBINSON**

Former President of Ireland and Project Dandelion co-founder



**VANESSA NAKATE**

Environmentalist, Author, UNICEF Goodwill Ambassador



**MAYA PENN**

Founder and director Asali Movie, Ted Talk activist



**NALLELI COBO**

Goldman Prize Winner 2022 Co-founder South Central Youth Leadership Coalition



**ZENDAYA**

Actress and Activist



**YUSRA MARDINI**

Olympian and Founder Yusra Mardini Foundation



**AMBER VALLETTA**

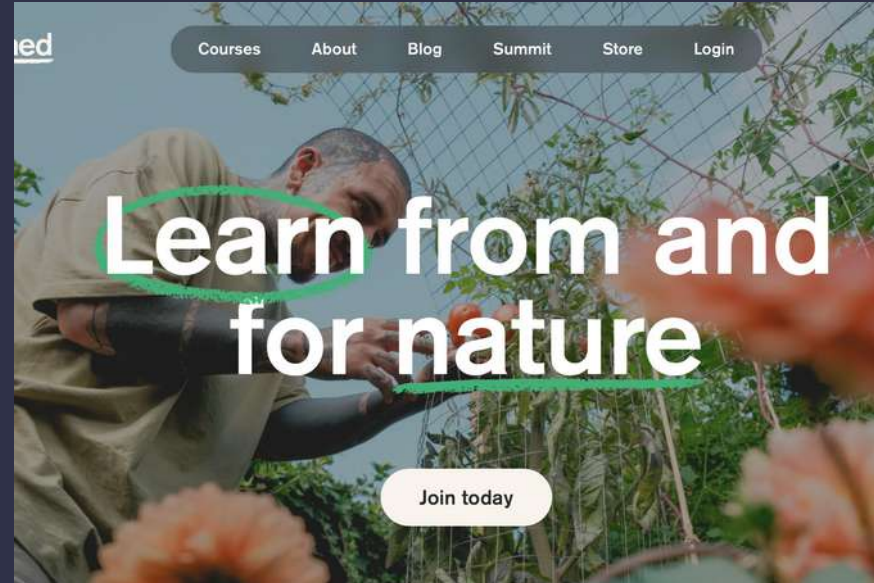
Activist, Model and Actress part of the Co-chair Team for GCFA

## ORGANIZATIONS WE CONNECTED



### PROJECT DANDELION

Collaboration on Earth Day campaign. Working along with women in climate justice



### INITIATIVE EARTH CHARITY EARTHED

Work together proposal from Earthed. a charity and a nature skills platform where you can learn skills from our nature teachers celebrate traditional knowledge and those who hold it and participate in community activities across many topics and terrains.  
Platform with a 79.6 K Followers



### THRED MEDIA

Invitation to write / Thred Media is producing a 300+ page research report that will serve as a guide on the global issues and timely solutions most important to Gen Z today. Invitation to write a 'Dear World' letter which will be featured in one of the chapters.



### BLACK PEARL ORGANIZATION

Work together on a proposal from BLACK PEARL, a pioneering cultural sustainability organization, redefining the landscape of sustainability and culture. they work across design, fashion, music, entertainment, and education. People and the planet are priority.





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Photo by Dave Benett/Getty Images for Eco-Age



Photo by Stefanie Keenan - Getty Images for Green Carpet Fashion Awards



Photo by Dave Benett/Getty Images for Eco-Age



# DIGITAL MEDIA MENTIONS



**Atmos**  
Climate & Culture Platform  
306k Followers



**Saad Amer**  
Climate Activist  
23k Followers



**Aditi Mayer**  
Visual Storyteller &  
Sustainability Activist  
96,5k Followers



**Alexia Leclerc**  
Environmental Justice  
Organizer  
4k Followers



# DIGITAL AMPLIFICATION

Some of the featured media that came from this experience:

The logo for Atmos, featuring the word "Atmos" in a bold, black, sans-serif font.

**Among the Celebrity Glitz, an Awards Ceremony With Meaning**

[Read the Article](#)

The logo for EI, featuring the letters "EI" in a large, black, serif font, with a small sunburst graphic above the "I".

**A “daughter of the Archipelago” at the Green Carpet Fashion Awards**

[Read the Article \(Spanish\)](#)

The logo for Vanity Fair, featuring the words "VANITY FAIR" in a black, serif font, with "VANITY" and "FAIR" on separate lines.

**Zendaya, a riot of fringes at the 2024 Green Carpet Fashion Awards (and all the other looks of the evening)**

[Read the Article \(Italian\)](#)

The logo for VOGUE ITALIA, featuring the word "VOGUE" in a large, black, serif font, with "ITALIA" in a smaller, black, serif font below it.

**At the Green Carpet Fashion Awards 2024, jeans were tasted**

[Read the Article](#) (Italian)

The logo for Teleislas, featuring a stylized "E" with a bird-like graphic inside it, and the word "TELEISLAS" in a black, sans-serif font below it.

**TeleislasNews I Central Broadcast featuring Yurshell’s interview**

[Watch the interview \(From 35:00\)](#)

The logo for bnp, featuring the letters "bnp" in a bold, black, sans-serif font, with the "b" and "n" connected.

**Zendaya Dazzles in Vintage Cavalli at 2024 Green Carpet Fashion Awards, Advocates for Sustainable Fashion**

[Read the Article](#)





IF NOT US THEN WHO?  
IF NOT NOW, WHEN?

[www.ifnotusthenwho.me](http://www.ifnotusthenwho.me)