

## ABOUT US

The Sustainable Fibre Alliance (SFA) is a non-profit international organisation working with the extended cashmere supply chain, from herders to retailers, to promote a **global sustainability standard for cashmere**, in order to preserve and restore grasslands, ensure animal welfare and secure herder livelihoods.

We have three key goals:



Reduce the environmental impact of cashmere



Ensure high welfare of cashmere goats



Increase herder resilience to livelihood risks

**Our vision** is for all cashmere to be produced in a way that minimises environmental impact, safeguards herder livelihoods and meets high welfare standards.

**Our mission** is to ensure the long-term viability of the cashmere sector by promoting the SFA Cashmere Standard and encouraging the adoption of responsible production practices

## THE SFA CASHMERE STANDARD

Developed with key industry stakeholders, the SFA Cashmere Standard represents the diverse perspectives of the cashmere supply chain and offers a credible, holistic certification scheme for responsible cashmere. Global in focus but applicable to local contexts, our standard system follows ISEAL guidelines and consists of six building blocks that work together to reward best practice and connect cashmere producers with the international market.

We work with herders and cashmere processors to tackle barriers to sustainability and improve compliance with the SFA Cashmere Standard

CAPACITY BUILDING

TRACEABILITY

Our chain of custody model (being piloted in 2020) will provide a system for tracing SFA Certified fibre along the supply chain.

Our codes of practice on **rangeland stewardship**, **animal welfare** and **clean fibre processing** outline best practice requirements for responsible fibre production.

CODES OF PRACTICE

CLAIMS

Once our chain of custody is in place, SFA Members will be allowed to make on product claims of SFA Certified cashmere in their products.

Our assurance process ensures that our process for accrediting producers against our Standard is credible and involves independent assessment.

ASSURANCE PROCESS

RESULTS & IMPACT

Our Monitoring and Evaluation Framework allows us to track our progress, manage our work adaptively and achieve maximum impact.



## OUR APPROACH

The SFA are unique in that we are both **market-led**, providing a voice for the cashmere industry, and **grassroots**, offering a deep understanding of rangeland systems and the challenges facing the livestock herders. We are **inclusive**, bringing together diverse perspectives along the supply chain and providing a global platform for stakeholders to tackle sustainability challenges. We are also an **evidence-based** and **process-oriented** initiative, focusing on the journey toward sustainability through the promotion of traditional knowledge and best practice.



At the ground-level, we work directly with herder organisations to build trust and encourage collective governance of rangeland resources with our **Rangeland Stewardship Code of Practice**, while the **Animal Husbandry** and **Fibre Harvesting Code of Practice** is focused on the health and well-being of cashmere goats.



At processor level, our **Clean Fibre Processing Code of Practice** is focused on sustainable processing and ethical business practices, including the efficient use of water and energy, reduction of harmful chemicals and ensuring safe working environments.



Further downstream, we also work with manufacturers, brands and retailers of cashmere fibre to raise awareness of sustainability issues and promote the SFA Cashmere Standard as the ethical choice for responsible cashmere.



In collaboration with our members, we are developing a chain of custody model which will deliver financial incentives for producers and provide full traceability of SFA Certified fibre through the supply chain. This is the first traceability project of this scale to be carried out with cashmere and will result in the first SFA Certified products available on the market in 2021.

Our primary objective is to provide a standard that is internationally recognised, appropriate for the local context and effective at promoting behaviour change.

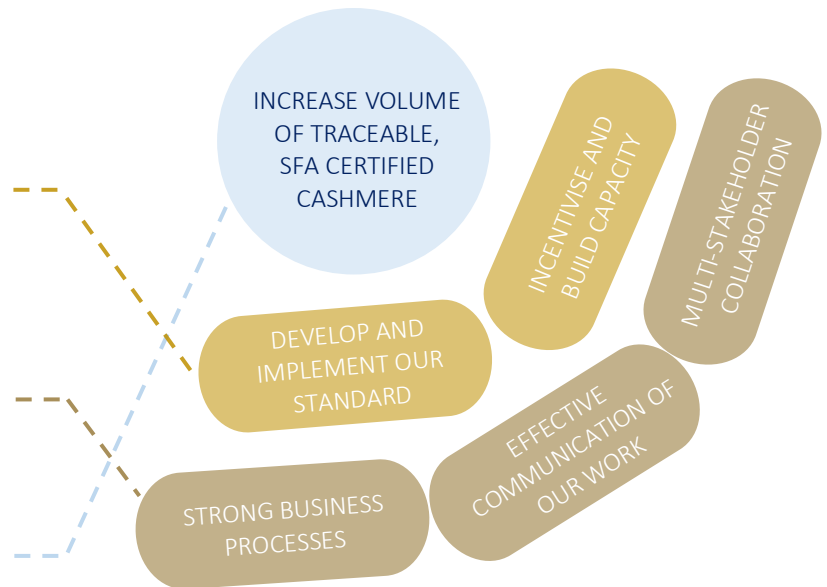




# ROADMAP TO 2030

The driving focus of our 2030 Strategy is better outcomes for cashmere producers, their goat herds and the rangelands that support them. Building on the success of the last five years, we will scale up our efforts in Mongolia and expand the SFA Cashmere Standard into China, building capacity and promoting responsible production practices. Our six interlinked strategic directions will empower the SFA to deliver our ambitious targets and contribute to 17 of the UN’s Sustainable Development Goals.

Supported by our growing membership base and strong partnerships, we will “develop & implement the SFA Cashmere Standard” and “incentivise the SFA Cashmere Standard and build capacity for compliance” across all cashmere-producing regions. A “strong business process”, and a focus on “effective communications” and “stakeholder collaboration” will help us to achieve our ultimate objective of “traceable, SFA Certified cashmere”.



## 2030 TARGETS

SFA Certified fibre represents 50% of global production	Financial incentives encourage and reward responsible production practices	Full traceability of SFA Certified cashmere through the supply chain
Our standard is widely adopted by herders and processors with support from partner organisations	Strong demand for SFA Certified fibre on the international market	Knowledge Exchange Hub provides forum for cross-sector partnerships and joint funding opportunities
The SFA is the leading global, multi-stakeholder alliance for sustainable cashmere production	Increased added value through fibre quality improvements	Impact assessments demonstrate better outcomes for people and the environment



It is thanks to the loyal support of our members and the strength of our partnerships that we have evolved into the global network we are today. Join us today to support our efforts to transform the cashmere sector and achieve real, lasting impact for cashmere producers and the rangelands that support them. Contact [admin@sustainablefibre.org](mailto:admin@sustainablefibre.org) for a Member Information Pack or to discuss partnership opportunities.