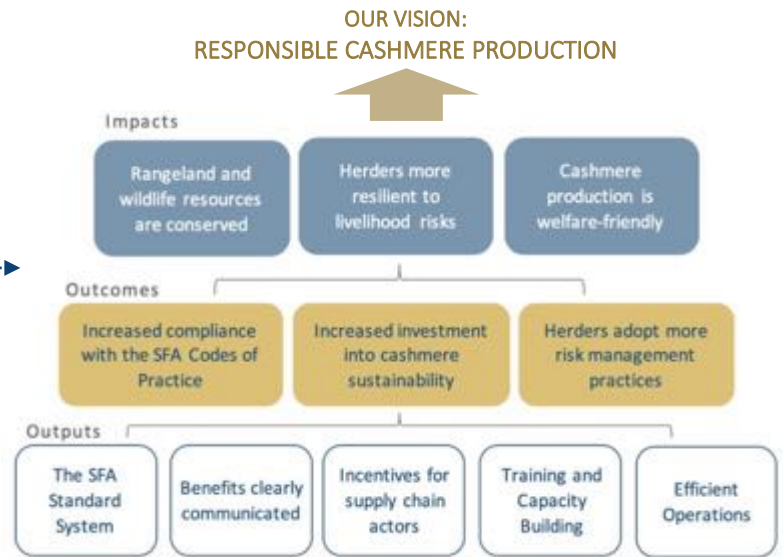




The Sustainable Fibre Alliance (SFA) is a global multi-stakeholder network with a mission to ensure the long-term viability of the cashmere industry. As a standard holding body, we promote **the SFA Cashmere Standard** to encourage the adoption of responsible cashmere production practices that are better for people, livestock and the environment. Our **theory of change** describes our pathway to achieving our long-term vision and provides a framework for monitoring and evaluating our progress toward our desired outputs, outcomes and impacts. Using key performance indicators (KPIs), in this report we present an overview of our key results and achievements for the year January 2019 to January 2020.



Output KPIs

- 35 herder organisations registered with the SFA
- 35 herder organisation leaders provided training
- 12 herder organisations SFA-Certified for both rangeland stewardship and animal husbandry
- The SFA Cashmere Standard is influencing:
 - 4,027 herding families
 - 3.7ha of land across 11 Mongolian provinces
 - 602,140 cashmere goats
 - the production of 170 tonnes of raw fibre
- SFA Register launched
- Clean Fibre Processing Code of Practice developed
- Young Herder Programme expanded
- Individual Work Programmes launched
- First compliance data reviewed
- Inner Mongolia scoping study completed
- 2,800 Herder Handbooks distributed to herding communities
- Six online training modules created
- 35 staff from Khan Bank passed instructor exam for our codes of practice
- Seven videos exploring Mongolian herding life

“We are responsible for preserving the important value of this vast cultural heritage for the next generation of herders. The SFA Cashmere Standard helps us do this”

– Mongolian herder, 2019

SFA Individual Work Programmes

For companies looking to enhance their corporate social and environmental responsibility, there is a strong motivation to support something unique and individual to their brand. We now offer SFA members the opportunity to invest directly and efficiently in multi-year, field-level sustainability efforts in Mongolia and Inner Mongolia. Our programmes are adaptable to individual members’ needs and are designed to compliment our existing goals and field activities.

Key achievement: In 2019, Johnston’s of Elgin’s Young Herder Programme reached over 350 children from six schools in the Khentii region of Mongolia.



Responsible Herder Capacity Building Programme

In collaboration with Khan Bank, we are developing extensive training resources to improve herders’ understanding of the SFA Cashmere Standard and promote collective governance in herding communities.

Our **Herder Handbook** covers the most essential requirements of our codes of practice and includes reference images, useful citations and recommendations from independent assessors.

Outcome KPIs

How is the SFA Cashmere Standard influencing grazing practices and animal welfare?

Improvements in compliance with our codes of practice is evidence that herders are adopting better production practices for cashmere. While full compliance is the ultimate goal, in the meantime our focus is on *continuous improvement* as herders take action and embark on their sustainability journey. In 2019, we conducted the first comparison of herder organisations' compliance scores, following one year of registration with the SFA. Results show considerable improvement in average compliance for both Rangeland Stewardship and Animal Husbandry Codes of Practice (Table 1).



Table 1: Improvements in herder organisation compliance with the SFA codes of practice	Average compliance score (%)*			
	2018	2019	change	improved?
Rangeland Stewardship				
1. Rangeland manager and rangeland area	13	73	60%	👍
2. Rangeland resources and wildlife assessment	7	32	25%	👍
3. Pasture Management Plan (PMP)	7	37	30%	👍
4. Assessment and monitoring of PMP implementation	6	2	-4%	👎
Animal Husbandry				
1. Feed and water supply	60	74	14%	👍
2. Sustainable environment for animal husbandry	63	79	16%	👍
3. Herding, maintenance and health	52	52	0%	👎
4. Goat herding and maintenance	47	76	29%	👍
5. Birthing and newborn livestock care	50	69	19%	👍
6. Goat combing and shearing	50	75	25%	👍
7. Transportation and vehicle maintenance	43	63	20%	👍
8. Humane euthanasia	47	80	33%	👍
9. Risk preparedness	22	20	-2%	👎
10. Administration and record keeping	12	34	22%	👍

* Very Poor (0- 24%) | Poor (25-49%) | Good (50-74%) | High (75-100%) |

Who are we working with to promote sustainable cashmere?

Governmental and inter-governmental bodies

- Mongolian Ministry of Food, Agriculture and Light Industry
- Mongolian Wool and Cashmere Association
- Tuv Provincial Government
- United Nations Development Programme

Development banks

- Mongolian Khan Bank
- Asian Development Bank
- European Bank of Research and Development

Non-governmental organisations

- The Nature Conservancy
- Agronomes et Vétérinaires Sans Frontières
- Green Gold
- Wildlife Conservation Society

Technical and industry experts

- Mongolian Institute of Animal Husbandry
- Mongolian Universities
- Supply chain consultants and technicians

How are we increasing investment into sustainable cashmere?

10 domestic washing and dehairing plants committed to be assessed against our Clean Fibre Processing Code of Practice.

Mongolia's National Cashmere Programme (2018-2022), of which we are a key implementation partner, is increasing investment into the domestic processing sector.

The SFA now has 32 corporate members who are financially contributing to the development and implementation of the SFA Cashmere Standard.

We supported Mongolia's national forum for Livestock Breeding Practitioners, attended by over 800 people, to explore pathways for improving the quality of Mongolian fibre.