

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

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

TRACEABILITY

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

CODES OF PRACTICE

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.

CLAIMS

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

ASSURANCE PROCESS

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

RESULTS & 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.



TRANSFORMING THE CASHMERE SECTOR

In preparing our 2030 Strategy, we asked ourselves what success would look like for the cashmere sector in 10 years' time. We identified a range of targets that need to be achieved in order to secure a long-term supply of sustainable cashmere on the global market:

2030 SECTOR-LEVEL GLOBAL TARGETS

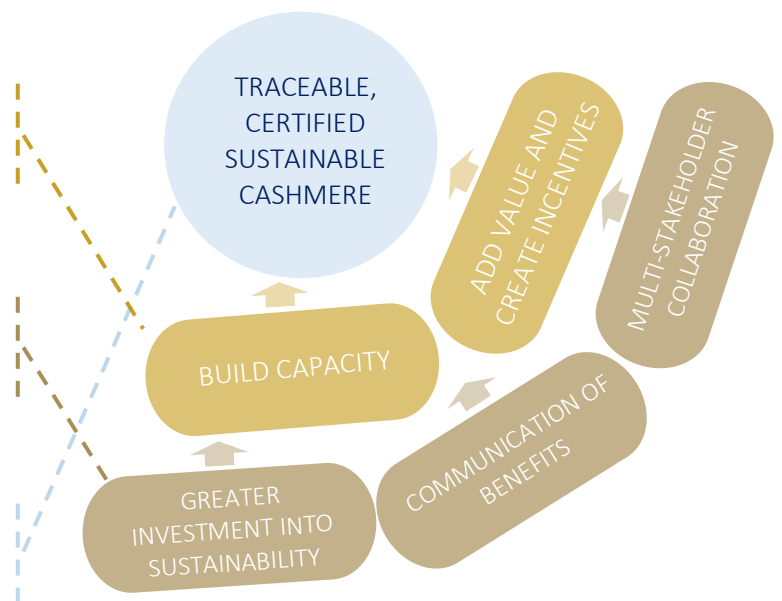
Certified sustainable cashmere represents 80% of global fibre production	37 million goats are animal welfare assured	Full traceability of certified sustainable cashmere through the supply chain
134 million hectares of pasture under sustainable and community-based management	1.5 million herders and farmers supported in the adoption of responsible production practices	Impact assessments demonstrate positive outcomes for people, wildlife and the environment

OUR CONTRIBUTION TO GLOBAL TARGETS

We recognise that reaching these targets will require a concerted effort by all stakeholders in the cashmere supply chain. Building on the success of the last five years, over the next decade the SFA will contribute to this effort in order to secure better outcomes for producers, their goats and the rangelands that support them. Focusing on key producing regions to maximise our impact, we will scale up our efforts in Mongolia and expand the SFA Cashmere Standard into Inner Mongolia, China.

Our **key strategic directions for 2030** are intended to:

- Build capacity for greater adoption of responsible production practices
- Add value to cashmere fibre through incentives and quality improvements at herder, farm & processor levels
- Strengthen our global alliance for sustainable cashmere through membership and multi-stakeholder collaboration
- Provide a forum for cross-sector partnerships and joint funding opportunities through a Knowledge Exchange Hub
- Encourage greater transparency and credibility in the cashmere supply chain
- Increase supply and demand for certified sustainable cashmere with credible assurance systems on the international market



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 for more information about membership, our 2030 Strategy or to discuss partnership opportunities.