

# Code of Best Practice – where to from here



# UNITED NATIONS SDG'S



# Ethical Fashion ?



# Ethical Fashion



**Ethical Fashion** is an umbrella term to describe **Ethical Fashion Design, Production, Retail, and Purchasing**. It covers a range of issues such as working conditions, exploitation, fair trade, **sustainable Production**, the environment, and **Animal Welfare**

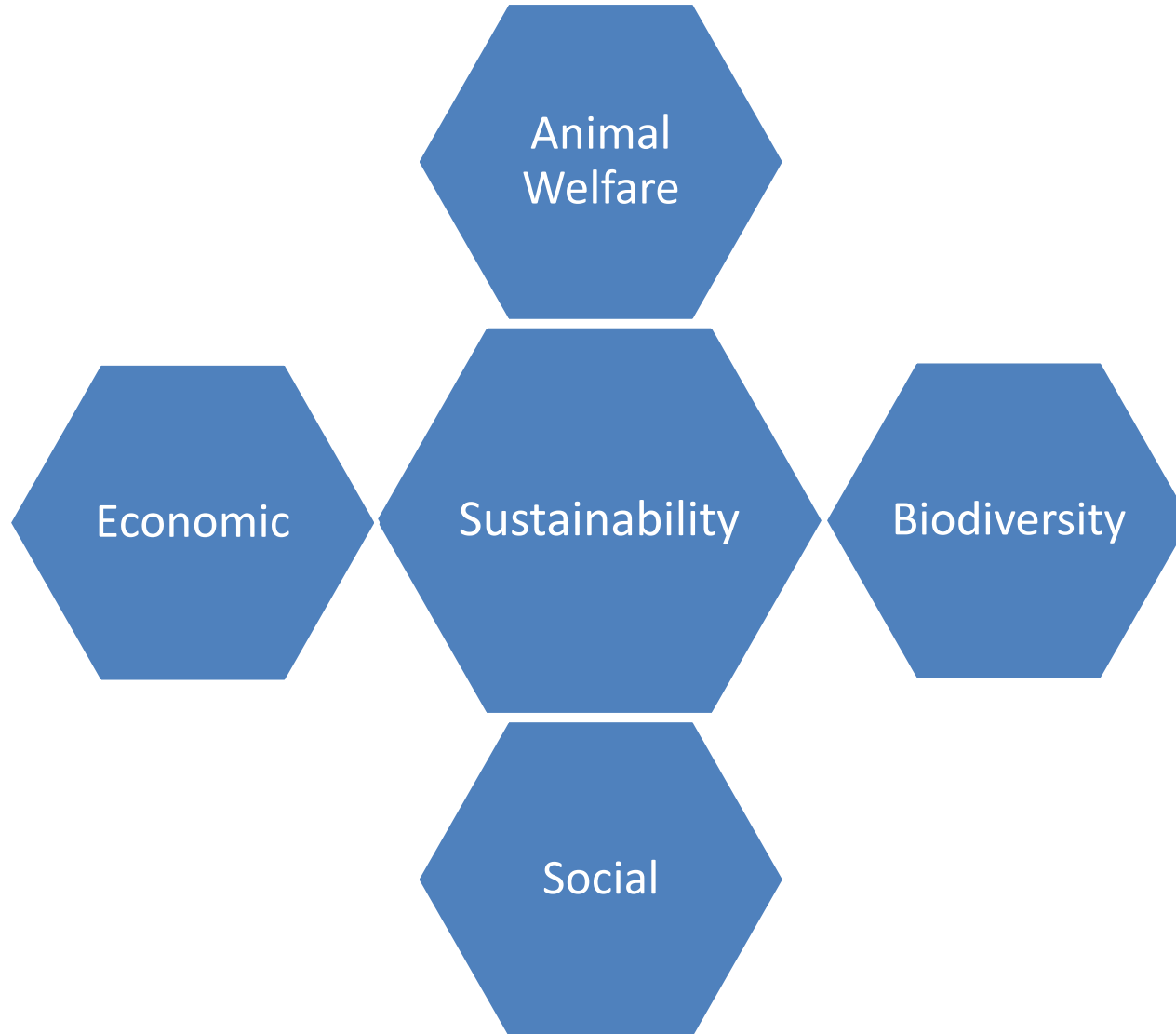
# What Is Sustainability?



Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.

The concept of [sustainability](#) is composed of three pillars: economic, environmental, and social—also known informally as profits, planet, and people.

# Sustainability within animal fibre context



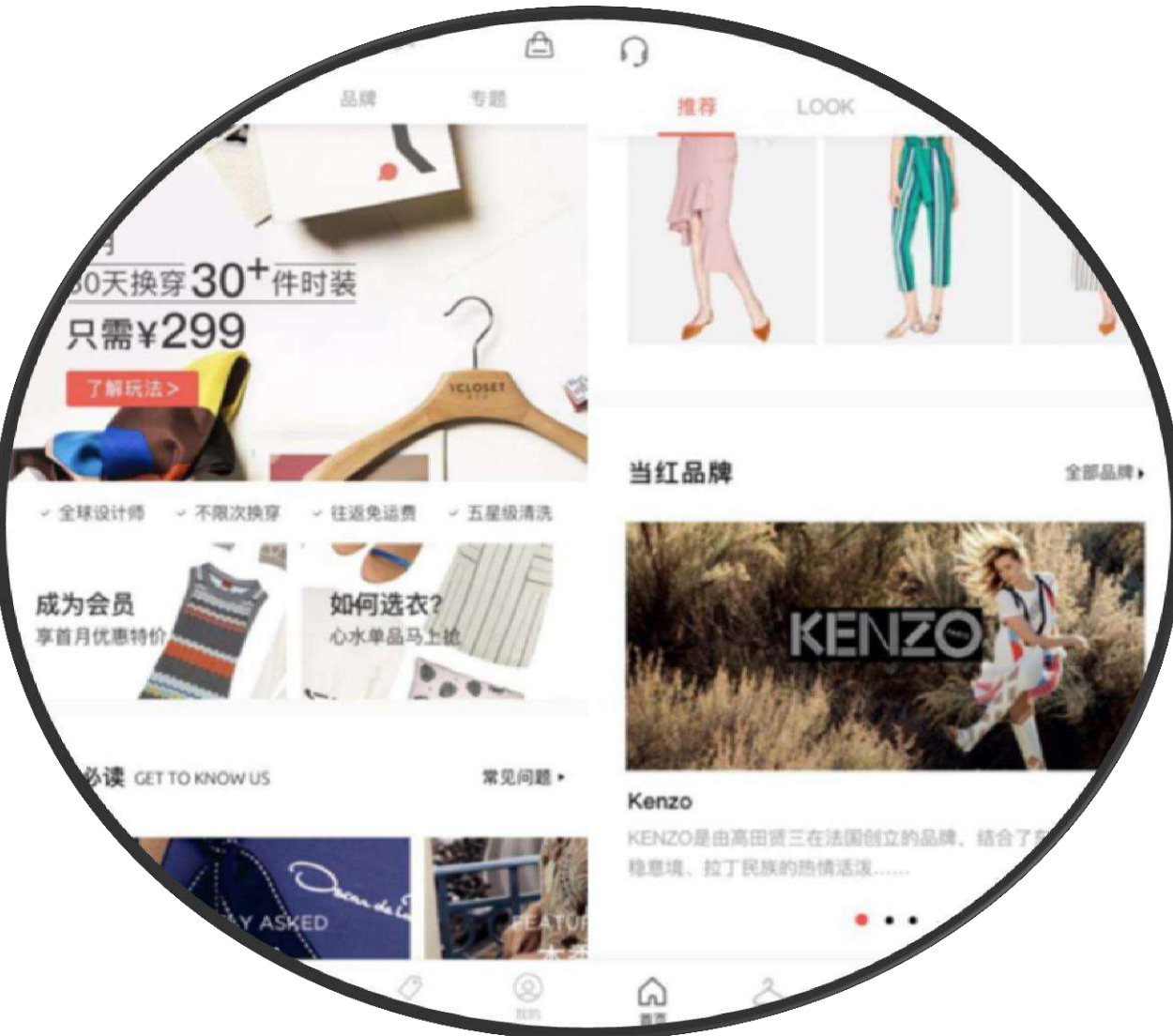
# Circular Economy



# Circular Economy



# New Concept - YCLOSET



❑ Rental service with a monthly subscription of 499 Yuan

❑ Platform had over 5 Million active users in 2017

❑ Raised over USD 70 Million with Investors , including Alibaba

# Production Standards





**TextileExchange**

# TE global standards



# What the Brands/Consumer wants



- Trust in the raw material supply chain
- Visibility rather than traceability
- Visibility can not be achieved without traceability

# What we have



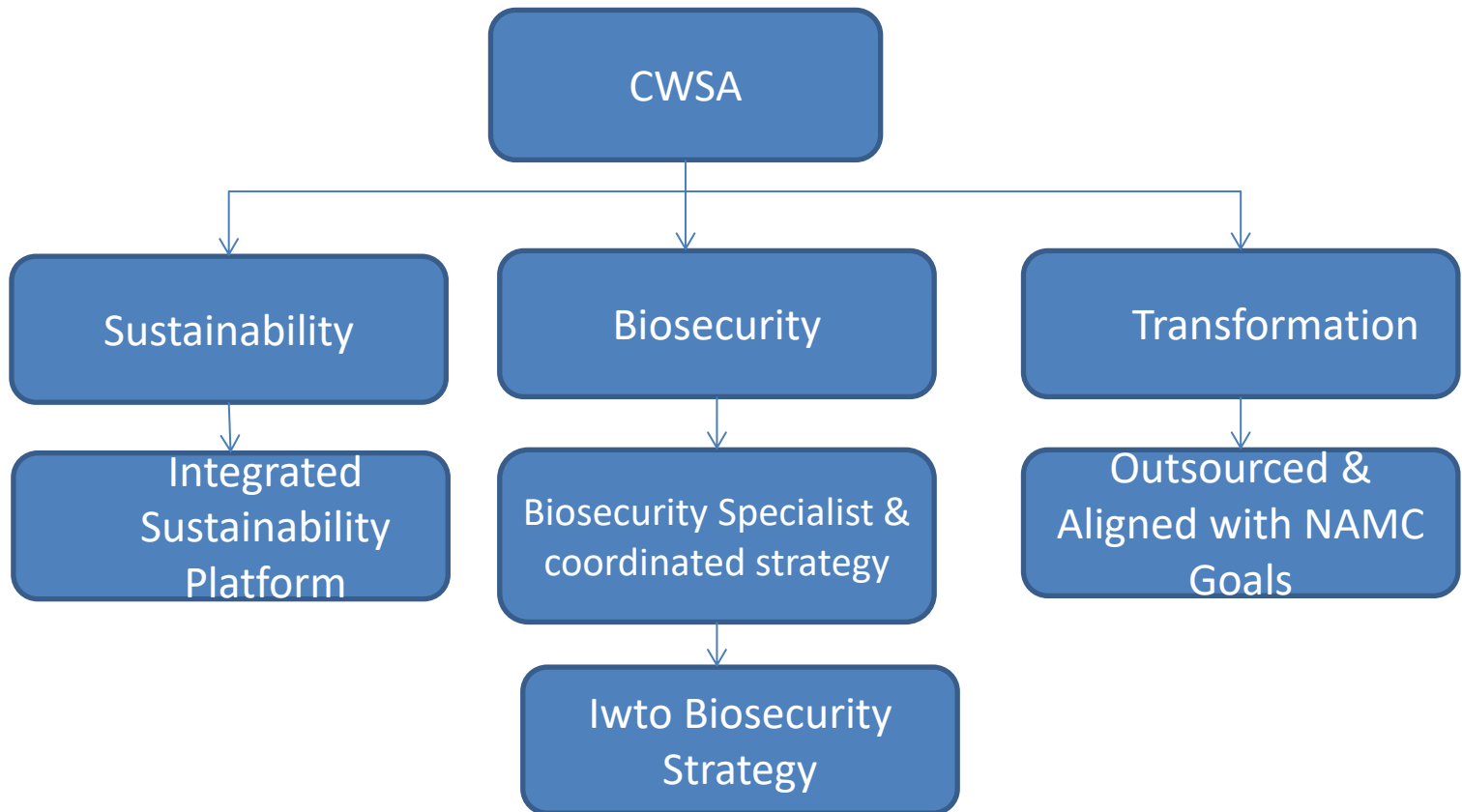
- Dedicated farmers , already farming sustainably
- Following ethical principles

# What we need



- A Sustainable Wool production guideline aligned with International standards
- Guidelines set by Industry and implemented across the board
- Well trained and competent advisors to roll out the guidelines
- User friendly electronic assessments
- Fully integrated traceability platform

# CWSA Strategy





Sustainability (SWSA)

Sustainability & Best Practices

Rvf vaccination

Fmd strategy

Anthrax

PPR

WTB

RWS / Abelsoni / ZQ (Brokers)

Integrated Platform

Producer self evaluation

On farm assessment

NWGA Advisor 1

NWGA Advisor 2

SWSA

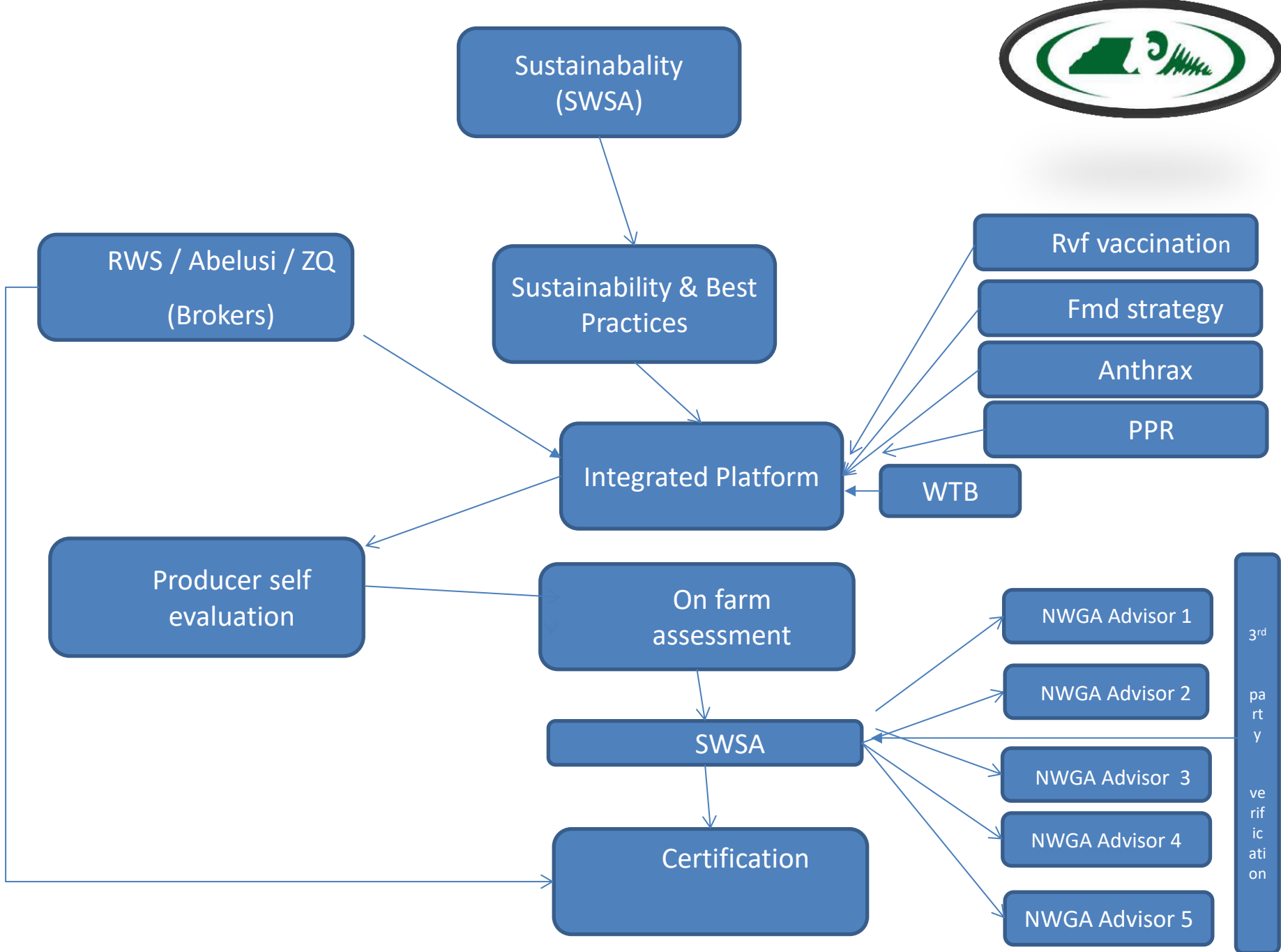
NWGA Advisor 3

NWGA Advisor 4

Certification

NWGA Advisor 5

3<sup>rd</sup> party verification



# Goals from H & M



We have improved our requirements on animal-based fibres and:

- We have long-term goals in place for all materials of animal origin
- We aim to reach full traceability and only source from farms with good animal husbandry for all animal-derived materials by **2025** the latest
- By end of **2022**, all wool used in our products should come from farms certified to the **Responsible Wool Standard**
- Since **2015** we only accept virgin down from farms that are certified according to the [Responsible Down Standard](#), and H&M Group is the biggest buyer of “preferred down” in the world.





Thank you / Dankie / Enkosi

