

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**

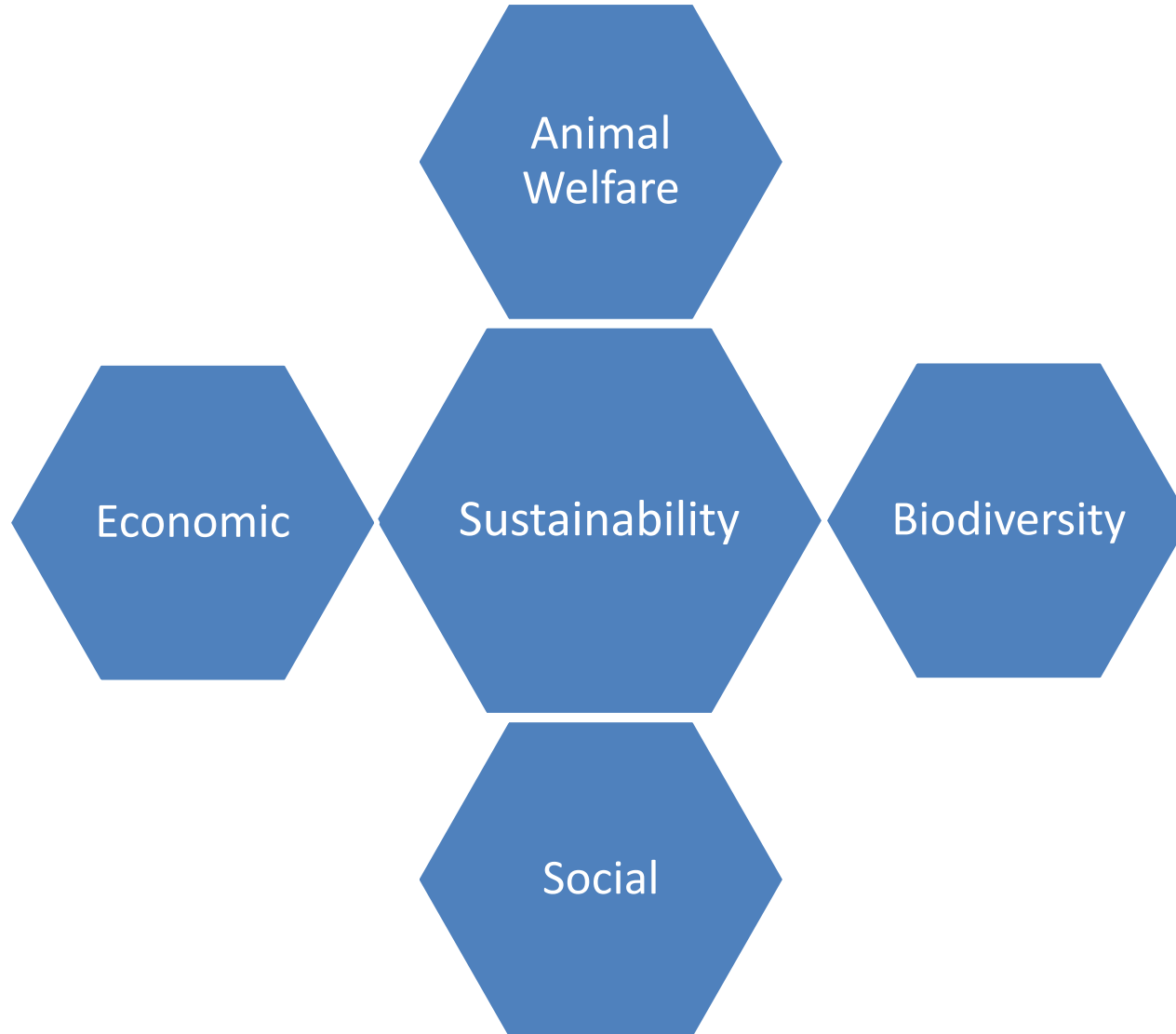
What Is Sustainability?



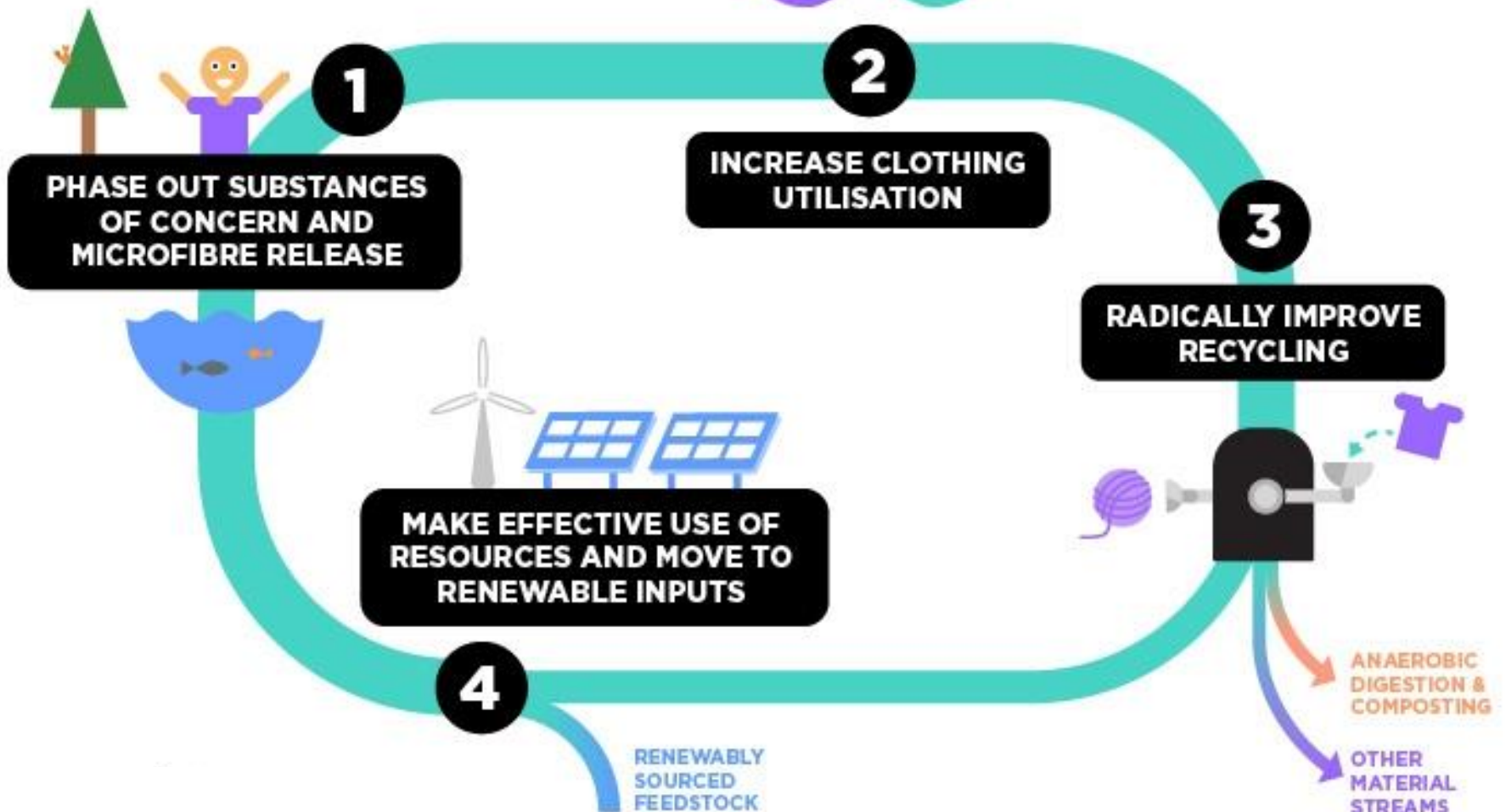
Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.

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



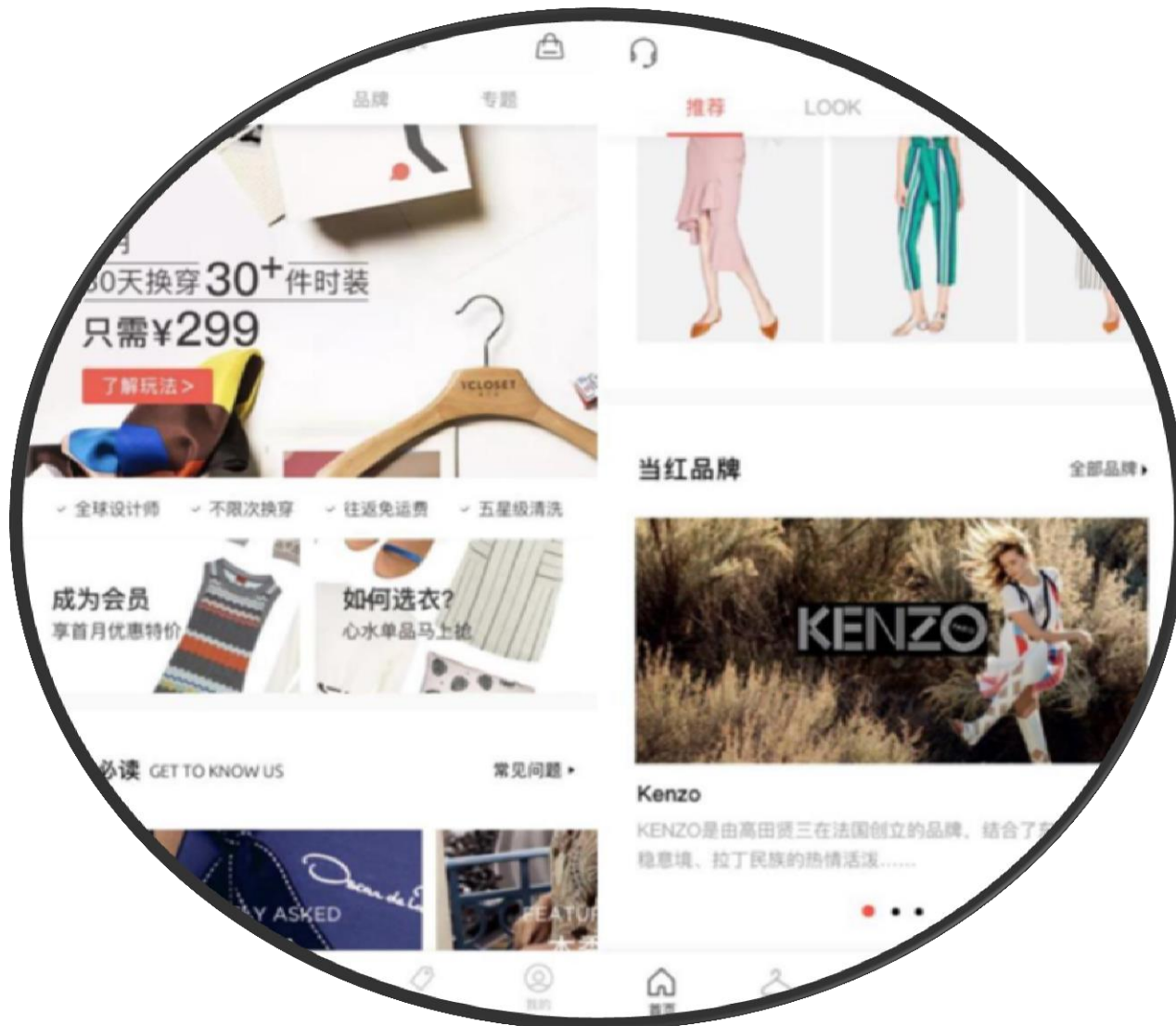
Circular Economy



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



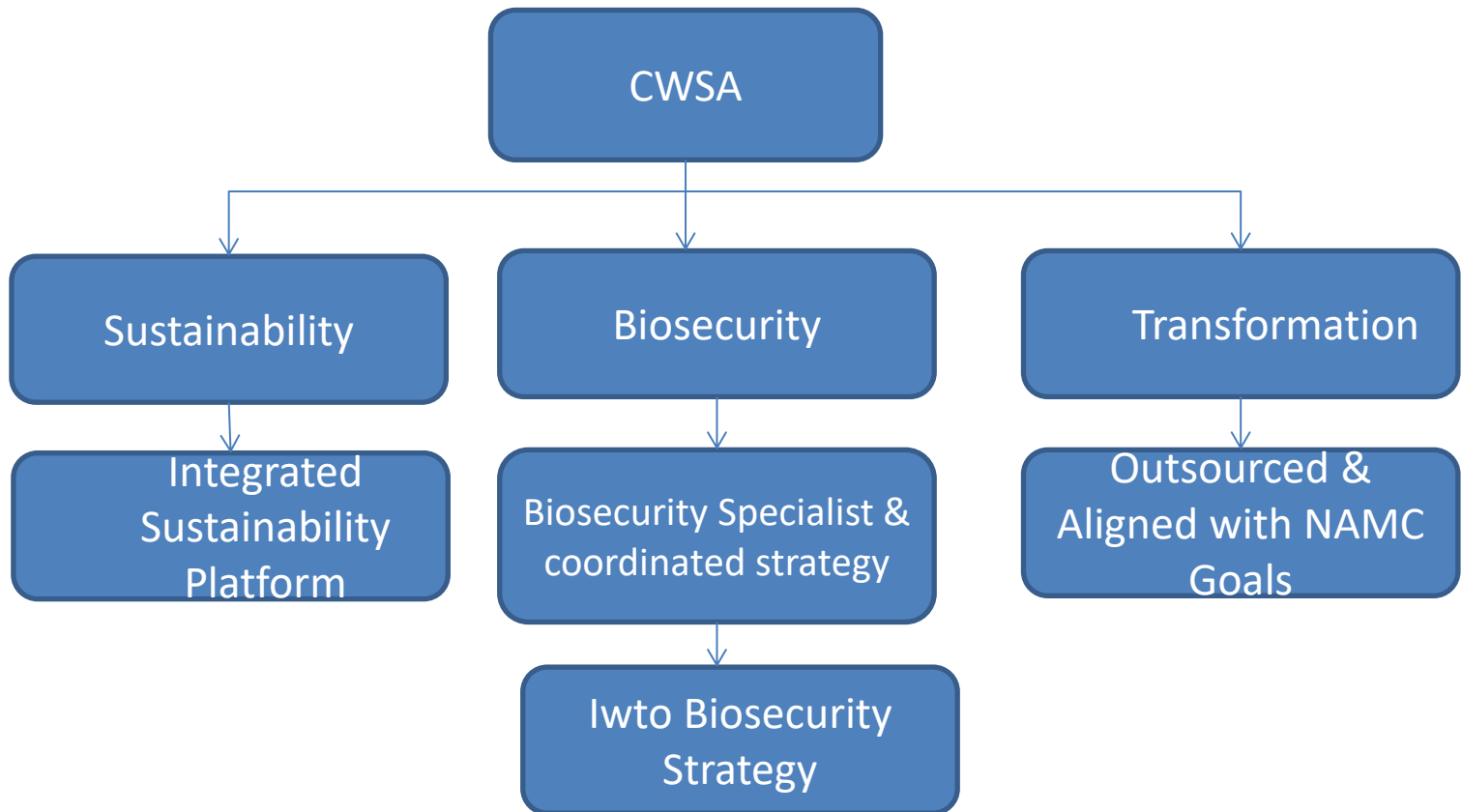
- Dedicated farmers , already farming sustainably
- Following ethical principles

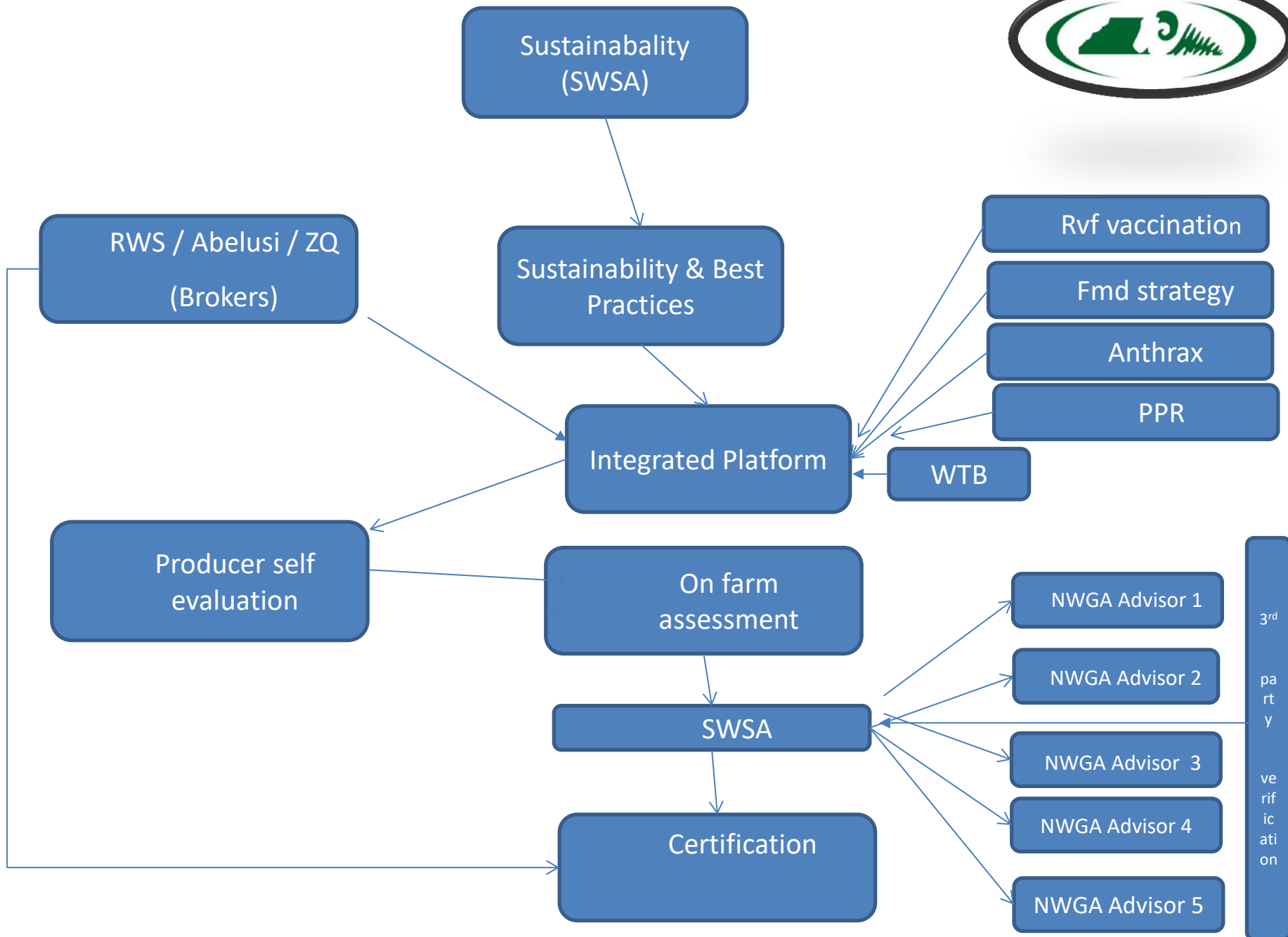
What we need



- 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





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

