Enkhtuvshin Shiilegdamba
WCS Mongolia Program Director

Sustainable and Wildlife Friendly Cashmere Project example from Southern Gobi of Mongolia
Using the fashion supply chain and private sector to drive sustainability

#LivestockAgenda
Natural Capital of Mongolia – Large Intact Grasslands

Gobi-Steppe Landscape
Covering area of 827,000 km\(^2\)

Compared to Greater Yellowstone
Ecosystem Area which covers 108,000 km\(^2\)
Natural Capital of Mongolia – Critical Migratory Wildlife

- Snow leopard (*Uncia uncia*)
- Argali (*Ovis ammon*)
- Khulan Wild Ass (*Equus hemionus*)
- Siberian Ibex (*Capra sibirica*)
- Goitered gazelle (*Gazella subgutturosa*)
- Mongolian gazelle (*Procapra gutturosa*)
- Saiga antelope (*Saiga borealis*)
Natural Capital of Mongolia – Threats

- Habitat fragmentation
- Land conversion
- Land degradation
- Infrastructure development
- Wildlife poaching and trade
- Grazing competition with livestock
- Infectious diseases outbreaks and mass mortality
What is the Sustainable and Wildlife Friendly Cashmere Project?

The Sustainable Cashmere Project is a new initiative that aims to use market mechanisms to foster sustainable and long lasting practices to deliver measurable improvements on rangelands, wildlife and livelihoods through the cashmere supply chain for herders in Mongolia.
A diverse set of players

The sustainable and wildlife friendly cashmere project established in Mongolia is a collaboration between a diverse set of organisations:

- Kering Group a French luxury fashion company,
- Oyu Tolgoi a copper mining project,
- Wildlife Conservation Society an International conservation NGO,
- Natural Capital Project a partnership of institutions,
- Wildlife Friendly Enterprise Network an international certification NGO
A diverse set of players

- Through its Environmental Profit & Loss study, the Kering Group has identified that Cashmere production has a significant environmental cost that Kering would like to reduce as a part of its supply chain.

- Rio Tinto’s Oyu Tolgoi Copper Mine is committed to Net Positive Impact in Mongolia. The SCP is also a biodiversity offset program to help OT achieve their NPI commitment and meet Mongolian and international environmental requirements.

- Wildlife Conservation Society has a commitment to save wildlife and wild places. The Gobi-Steppe landscape, has been identified a priority landscape that requires conservation action.
One common objective

Drive significant improvements in biodiversity conservation and ecosystem health, as well as positive outcomes for herder livelihoods in the South Gobi region of Mongolia.
Sweeping changes in the socio-economic landscape

- Deregulation and privatization of the livestock sector following democratization and transition into free market capitalism in 1990
- Access to global demand for cashmere fiber
- Disproportionately high price of cashmere over other livestock products
- Significant increase in goat numbers in Mongolia (quadrupling since 1970)
The Sustainable and Wildlife Friendly Cashmere Project Structure

Wildlife
- No poaching
- Awareness
- Guardian dog
- Wildlife monitoring

Pasture
- Rangeland monitoring
- Pasture management

Livelihoods
- Breeding
- Sorting, cleaning
- Health
- Certification
- Capacity building
- Alternative income
Wildlife Component

- Wildlife population baseline studies
- Participatory wildlife monitoring
- Training and workshops on ecologic education
- Guardian dog re-introduction
- Camera trap observation and monitoring
Rangeland Component

- Field-based rangeland monitoring
- Participatory rangeland monitoring
- Technical assistance in pasture management planning
Livelihoods Component

- Livestock health improvement and breeding opportunities
- Young herder and cooperative capacity development
- Trainings on cashmere value addition
- Income diversification opportunities
- Increased profitability from cashmere production
There is an enormous opportunity to use market forces to drive positive social & environmental change.

Developing a focus on sustainable sourcing of raw materials is key.

Changing complex global supply chains with multiple players is challenging, and takes time with a new collaborative approach.

Success for this project will be dependent on consistent drivers from Brands, verified outcomes and transparency across the supply chain.
Incentives and certification

- Access to incentives will be closely linked with commitment to sustainable, wildlife friendly practices.
- This will be reinforced and supporting by appropriate certification/verification that will be based on outcomes and not only practices.
- A ‘positive feedback’ will be created by market requiring sustainable practices and incentives structure to maintain and reward engagement of herders.
- As a result of this project investigating a global supply chain and market driven incentive mechanism that is aimed at improving the economics of herders in Mongolia including financial and technical support structure.
Баярлалаа!
Any questions?

www.livestockdialogue.org
Livestock-Dialogue@fao.org

#LivestockAgenda