



GLOBAL AGENDA FOR
SUSTAINABLE LIVESTOCK



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8th MSP meeting Ulaanbaatar, Mongolia, 11-15.06.2018

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Sustainable and Wildlife Friendly Cashmere Project example from Southern Gobi of Mongolia

Ulaanbaatar, 8th MSP Meeting
11-15 June, 2018



Food and Agriculture
Organization of the
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SUSTAINABLE
DEVELOPMENT
GOALS



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 km²

Compared to Greater Yellowstone

Ecosystem Area which covers 108,000 km²



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.

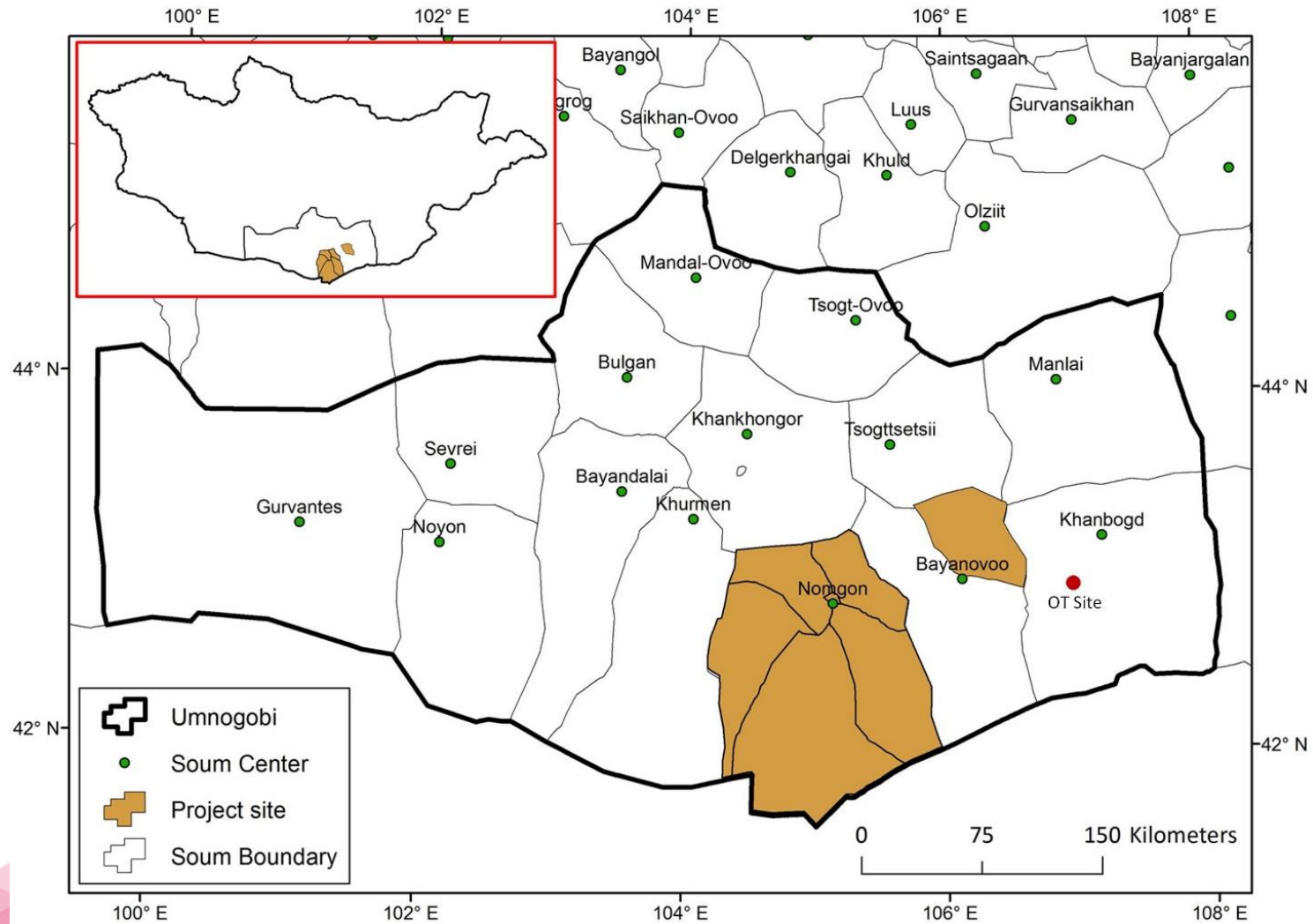


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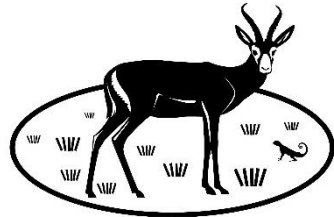
Sweeping changes in the socio-economic landscape

- 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)

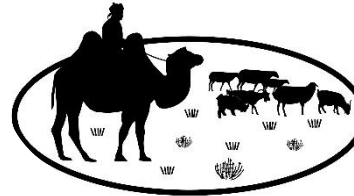
Project Implementation Location in Southern Gobi of Mongolia



The Sustainable and Wildlife Friendly Cashmere Project Structure



Wildlife



Pasture



Livelihoods



No poaching



Awareness



Rangeland monitoring



Breeding



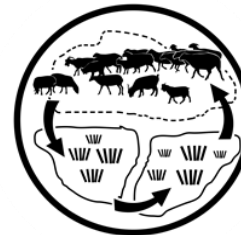
Sorting, cleaning



Wildlife monitoring



Guardian dog



Pasture management



Health



Certification



Capacity building

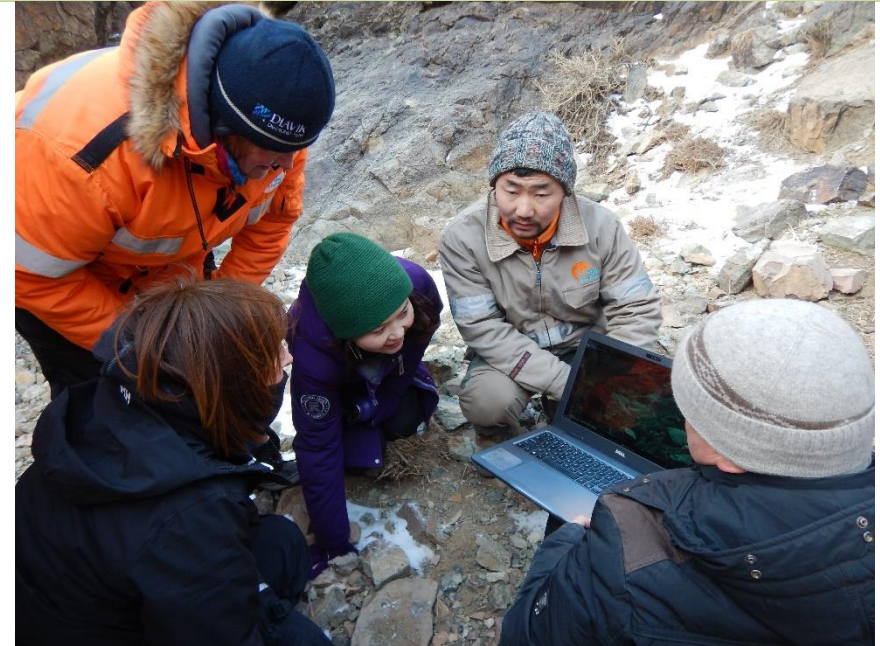


Alternative income



Wildlife Component

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

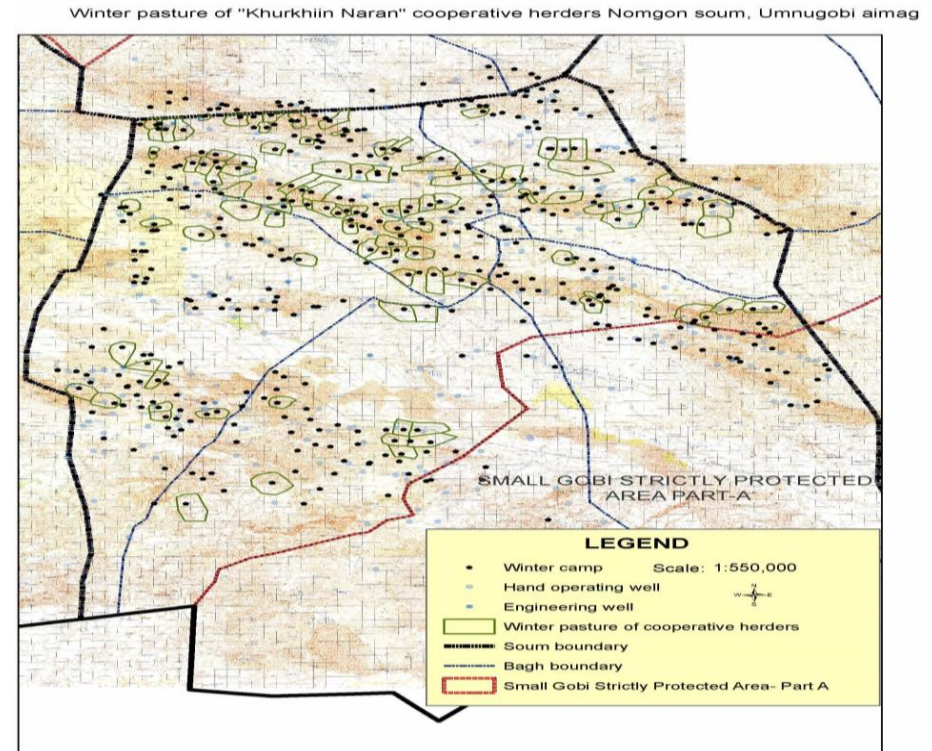


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Rangeland Component

- 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



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Fashion supply chain

- 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.



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Баярлалаа!
Any questions?



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