



Natural Fur Delivering Sustainability

A decade-long commitment across
the global supply chain

GOOD FOR
WELFARE

GOOD FOR THE
ENVIRONMENT

GOOD FOR
PEOPLE

Natural Fur
Delivering Sustainability



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Foreword

The International Fur Federation is proud to be launching this ambitious sustainability strategy.

Natural fur is one of the most sustainable materials available on the market. It is also a major, global sector worth some \$30 billion a year and employing hundreds of thousands of people. Driving change and improvement in such a diverse and complex industry is not easy or straightforward, but it is right and to be expected.

We recognised that it was time to both codify what the industry already does and also set out an overarching framework with clear goals so that it would be able to move, collectively, towards a position of ever greater sustainability. As a federation with unique relationships across the supply chain, we are well placed to do this work.

The global fur sector therefore developed ambitious programmes and a clear direction of travel around animal welfare, environmental protection and for the people and communities that work in the sector.

We are committed to transparency and will report regularly on our progress as the strategy is implemented – what is measured can be improved.

Natural fur, the responsible and sustainable choice.

Mark Oaten
CEO, International Fur Federation

Why introduce a sustainability strategy?

The implementation of sustainability practices is increasingly common, no more so than in the fashion sector. More specifically, the sector is being asked to rethink the production and the consumption processes of each material through the lens of sustainable sourcing, environmental guidelines for the supply chain, respect for animal welfare standards and regulations protecting workers, communities, and business. The International Fur Federation (IFF) recognises these challenges and has been addressing these specific issues in a number of different ways. Developing a sustainability strategy for the sector was a logical progression.

Fur is already one of the most sustainable materials, but we want to go further using our unique ability to engage across the supply chain. With this level of engagement and cooperation, it was agreed that the sector could, under the stewardship of the IFF, develop an ambitious, yet achievable, sustainability strategy. By working with experts in the field of sustainability,

this strategy has been developed with clear objectives and targets. It is based around three key pillars – Welfare, Environment, and People.

What the IFF learned in building this Sustainability Strategy was that almost all of the upstream and downstream processes in the fur supply chain take into consideration the basic features of sustainability coming from national and international regulation. However, there is margin for a clear improvement in practices that lead to better sustainability outcomes. There will always be ethical and moral challenges when using animal-based materials such as fur, but is also vitally important that the facts about the sector are clear and transparently presented, in order that informed decisions can be made.

The IFF is a federation and not a corporation, but with our strong supply chain relationships we are able to implement a meaningful and impactful commitments. The IFF is confident that it can deliver a positive and more sustainable future.

STRATEGY COMMITMENTS

HIGHLIGHTS

- Launch FURMARK, a global welfare certification and traceability scheme in 2020
- Introduce a new independently developed chemical standard for the fur sector in 2020
- Introduce a social and environmental certification programme across the supply chain by 2025
- Expand sector circularity programme to promote re-use, up-styling and recycling of natural fur
- Commitment to transparent annual reporting and mid-term review



The International Fur Federation was established in 1949 and is the only organisation to represent the international fur industry and regulate its practices and trade. The federation promotes the business of fur and establishes certification and traceability programmes on welfare and the environment. It is also committed to supporting young designers and retailers who intend to go into the fur fashion trade.

The international Fur Federation represents 56 member associations in over 40 countries around the world. The members encompass all parts of the fur trade, including farmers, trappers, dressers, manufacturers, brokers, auction houses, retailers and designers. Each of these members has signed a strict code of conduct committing them to uphold the industry-relevant laws they fall under in their home countries.

The Natural Fur Chain

The IFF represents and works with members across a diverse global supply chain. Both natural farm fur and wild fur are typically sold at auction before being prepared and manufactured into retail garments. Due to the quality, longevity and costs of natural fur garments, many customers will seek to have furs restyled or remodelled over time

AUCTION PROCESS

Natural fur pelts are typically sold through an auction house, where the pelts are sorted and graded into lots ready to sell to buyers from around the world. The largest auction houses operate in Denmark and Finland. Auctions specialising in wild fur operate in Russia and Canada.

DRESSING & DYEING

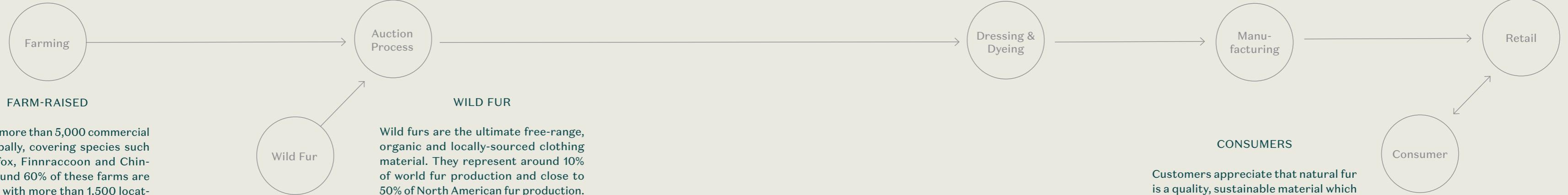
Dressers and dyers are a critical component within the fur supply chain. They dress and dye furs in line with customer demands, ensuring that the chemicals used in the process are compliant with national and, where applicable, international regulations.

MANUFACTURING

The manufacturing of natural fur is a clear example of the slow fashion movement. Slow fashion means an emphasis on environmental sustainability, which is achieved through designing, creating and buying garments for their quality and longevity. Natural fur products are often handmade by craftspeople, and the quality and costs of the natural fur used ensures that little material is wasted.

RETAIL

Fur retail sales today are distributed through a variety of channels including online, high-street stores and boutiques. Family-owned furriers still play an important role in promoting, selling, repairing and re-modeling fur garments. They also play a key role in educating consumers about fur.



FARM-RAISED

There are more than 5,000 commercial farms globally, covering species such as mink, fox, Finn raccoon and Chinchilla. Around 60% of these farms are in Europe, with more than 1,500 located in countries such as Denmark and Finland. Farming is subject to strict regulation, covering a range of areas from the welfare of the animals to the environmental impacts.

WILD FUR

Wild furs are the ultimate free-range, organic and locally-sourced clothing material. They represent around 10% of world fur production and close to 50% of North American fur production. Thanks to strict regulations and professional, independent management, the most important North American and Russian furbearers are as plentiful today as they have ever been. The wild fur used today comes from species sourced in accordance with strict national, provincial and state government regulation.

CONSUMERS

Customers appreciate that natural fur is a quality, sustainable material which can be re-styled or recycled. This understanding of the product ensures a long life-cycle for natural fur.



Design

Developing a Fur Sector Sustainability Strategy

In 2018, the IFF began working with leading sustainability experts BSR* in developing a sustainability strategy.

The sustainability planning process was based on robust mapping, materiality assessments and gap analysis, in order to finalise a roadmap for the industry to progress.

BSR engaged a range of stakeholders across the fur supply chain in order to gauge their insights and expectations of the sector moving forward. This materiality assessment identified a series of key topics, ranking them by priority areas. This process was critical in identifying how a strategy could be developed and taken forward.

The fur sector's commitment is built around a comprehensive list of key sustainability issues. The list has formed the basis of a strategy now comprised of three key pillars.

* BSR is a global non-profit organisation that works with a network of more than 250 member companies and other partners to build a just and sustainable world.



Materiality assessment identified a range of key priorities for the fur sector



The Foundations of our Sustainability Strategy

Fundamental to our Sustainability Strategy is the commitment to internationally recognised standards of business conduct and the ambition to have a positive contribution to sustainable development.

Therefore, our strategy reflects the ten principles of the United Nations Global Compact (UNGC) on human rights, labour, environment and anti-corruption. It aims at driving commitment to global social and ethical standards, such as the United Nations Guiding Principles on Business and Human Rights (UNGPs), the ILO Core Conventions and anti-corruption frameworks, among others.

We also recognise that the world is facing an unprecedented climate and inequality crisis, and action to advance sustainable growth is urgent. Our support of the United Nations Sustainable Development Goals (SDGs) seeks to identify where, as an industry, we have the highest impacts on the environment and where we should focus to contribute to a sustainable future.

Both elements are complementary and indivisible in our strategy commitment, and we will encourage our members to participate in both initiatives.



THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT

1. HUMAN RIGHTS: Businesses should support and respect the protection of internationally proclaimed human rights;
2. and make sure that they are not complicit in human rights abuses.
3. LABOUR: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. the elimination of all forms of forced and compulsory labour;
5. the effective abolition of child labour; and
6. the elimination of discrimination in respect of employment and occupation.
7. ENVIRONMENT: Businesses should support a precautionary approach to environmental challenges;
8. undertake initiatives to promote greater environmental responsibility; and
9. encourage the development and diffusion of environmentally friendly technologies.
10. ANTI-CORRUPTION: Businesses should work against corruption in all its forms, including extortion and bribery.



Engaging and Understanding the Natural Fur Supply Chain

UNDERSTANDING EXPECTATIONS

IFF consulted widely with stakeholders in the development of its sustainability strategy. In order to identify and prioritise the sector's most material issues, we sought the input of stakeholders from across the fur value chain and from independent sustainable fashion organisations and experts, and from sustainability rating agencies.

Consumer perspectives were integrated through comprehensive research across 6 markets. It was necessary to test the public perception of natural fur and the broader topic of sustainability in fashion. With these stakeholder insights, the IFF was much better placed to set clear goals for delivery over a defined period.

UNDERSTANDING CURRENT PRACTICE

The IFF commissioned extensive research across each stage of the fur supply chain to understand current practices. This research has helped to inform concrete sustainability goals. Fieldwork involved direct engagement with individual businesses and with international and national associations through to government agencies. This included:

- FARMING**
 Associations across 12 countries representing around 3000 farms participated in the research.
- WILD FUR**
 Associations and agencies across the US, Canada and Russia that promote and regulate wild fur.
- DRESSING AND DYEING**
 International Dressers and Dyers Association (IFDDA) representing leading businesses across the globe.
- MANUFACTURING**
 Manufacturers in key production locations - including Greece, Turkey, Italy, China and Russia.
- RETAILING**
 Retail businesses across Asia, Europe and North America.

Insights on the profile and current practices across the fur value chain



Understanding consumer attitudes to natural fur

CONSUMER INSIGHTS

It is vital that there is a clear understanding of consumer attitudes and expectations of the natural fur sector.

Preliminary research conducted in the UK during 2018* showed that consumers generally had a limited knowledge and understanding of the fur sector.

The IFF needed to test this further to understand whether attitudes to fur were deep held or simply surface level.

The IFF commissioned both qualitative and quantitative research as part of this process.

QUALITATIVE

Focus groups in New York, London, Hong Kong in Q1 2019

QUANTITATIVE

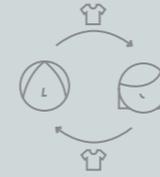
Online survey** of 6,000 consumers across 6 major global fur markets: US, UK, Russia, France, Italy and Germany. Fieldwork took place in Q3, 2019.



* Populus Omnibus (August 2018)

** Based on nationally representative samples. Conducted by Mitchla Marketing on behalf of IFF.

Insight from the consumer



Consumers across the world care about sustainability, but they are not as committed to it. They want clear, easy-to-access information.

SUSTAINABILITY AND FASHION

Sustainability has to be delivered by designers and brands that are trusted by customers. Sustainability has to be meaningful and consumer-friendly.

The fashion industry has to move towards sustainability by using fewer synthetic materials (e.g. plastic-based materials), fewer chemicals (i.e. chemicals which are recognised as having an impact on the environment) and by using more recycled materials.



Natural materials are seen as better quality, more durable and more luxurious. Consumers recognised fur as a quality material that can last more than 20 years and only needs cleaning periodically.

NATURAL FUR AND ANIMAL WELFARE

Consumers want to know the facts, i.e. what species is in a garment and that it was not endangered or mistreated. They want reassurance that the animal welfare standards are independent and certified.

66% of adults surveyed were 'open minded' to designers and brands using fur if animal welfare standards can be demonstrated.



Around 70% of consumers believe FURMARK is a positive development. FURMARK will give consumers more confidence and reassurance when choosing natural fur.

FURMARK

Consumers want information and a strong brand. This means having an informative summary of key points, with additional deeper sustainability and traceability information available online so they can check it.

Around 65% of consumers consider the traceability system a good tool for FURMARK, and that this information should be reflected in the garment.



Delivery

A comprehensive insight sets the tone for our strategy

OUR VISION

- We represent a natural product
- We ensure implementation and continuous improvement of animal welfare standards
- We are committed to transparency and traceability within our supply chain
- We aim to engage the whole supply chain to commit to environmentally friendly practices
- We support and will promote a positive working environment
- We will commit to supporting those communities that depend on natural fur
- We will promote a circular fashion model

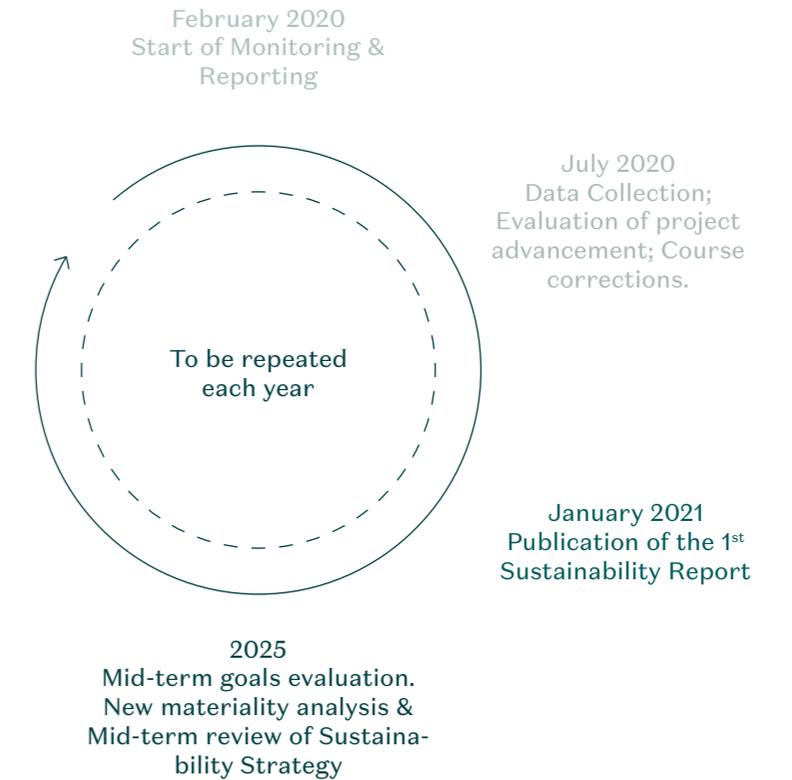


Delivering a 10 year strategy

Our strategy will be delivered over 10 years, with a mid-term review in 2025. Each year, we will demonstrate our accountability and progress through an annual report.

In order to ensure a strict reporting system and an efficient level of control over the projects, the implementation phase of the strategy is linked to the development of the global certification scheme, FURMARK.

2030
Evaluation of achieved goals



How we structure the strategy

Our Sustainability Strategy is based on the initial assessment by sustainability experts BSR.

This is a 3 pillar approach focused on Welfare, Environment and People.

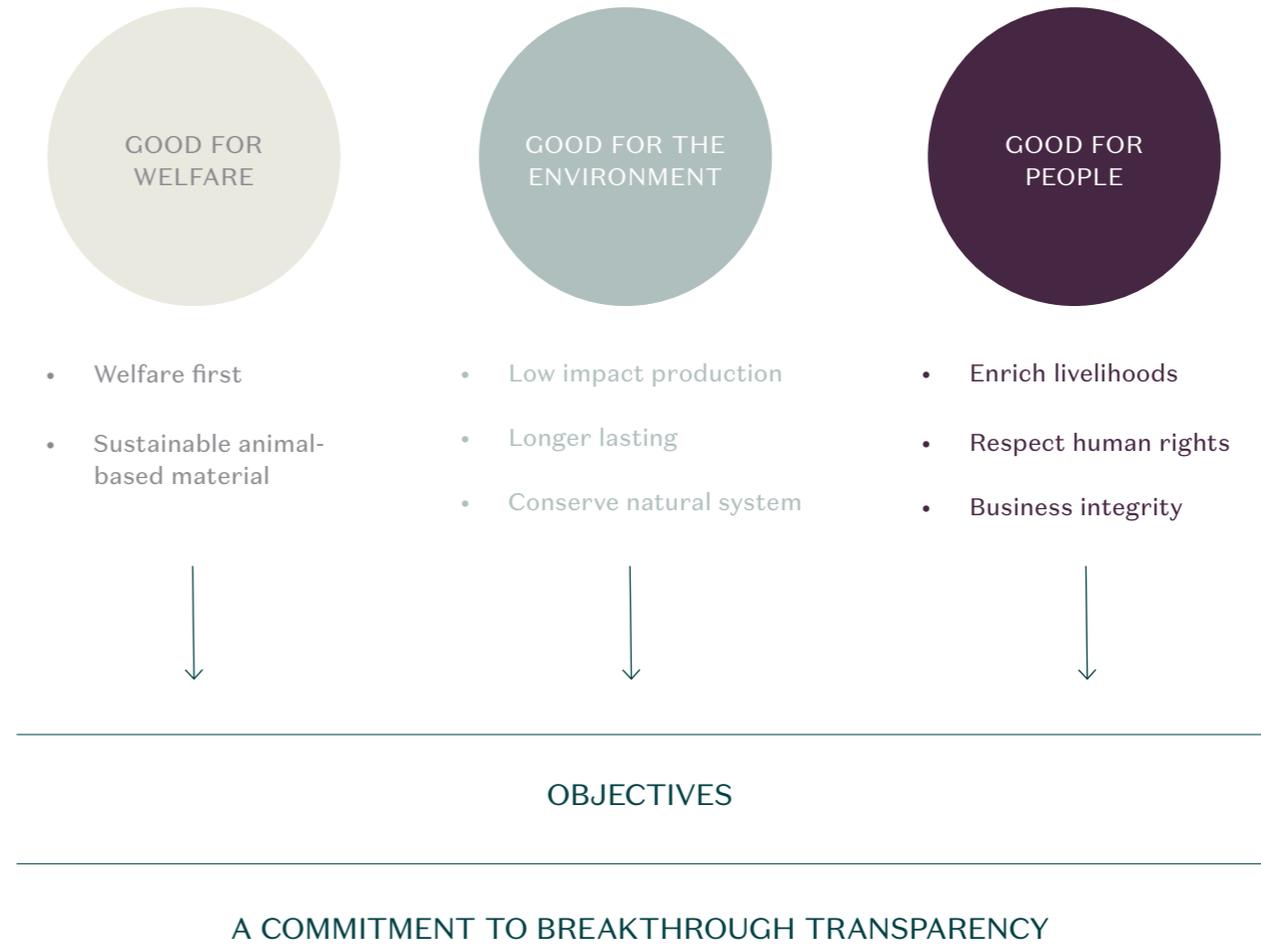
Each pillar is supported by eight areas of action. Each action is then linked to specific objectives, which are described in this section.

The objectives that have been set were informed by close cooperation with our partners across the supply chain.

We are committed to ensuring transparency throughout the implementation of the strategy.

This is a dynamic strategy, actions and objectives will evolve but we will ensure that this is clearly reflected in our reporting.

A THREE PILLAR STRATEGY





We will ensure that welfare standards are amongst the highest for animal-based materials and that the use of fur is considered for its natural and sustainable qualities.

Animal welfare is one of the most pressing challenges faced by the fur sector, both in terms of farm-raised fur and wild fur. The IFF takes its commitment to animal welfare seriously, and with partner associations across the world has taken great strides in delivering independent, science-based and world-class certification programmes. These programmes also respect national and international regulatory requirements, ensuring close harmonisation.

The International Fur Federation contributes to respect for animal welfare by creating a new global standard for the sector, FURMARK. This global certification and traceability scheme, covering both wild and farm-raised fur, will be rolling out from 2020. In parallel with the introduction of FURMARK, work is underway in developing independent certification schemes for other fur-bearing species. This will be introduced into FURMARK over the next decade.

SDGs' CONTRIBUTION



COMMITMENT

WELFARE FIRST

SUSTAINABLE ANIMAL-BASED MATERIAL

- Ensure transparency and traceability of animal welfare across the supply chain.
- Set science-based welfare standards for the sector.
- Promote a sustainable, animal-based material.

ACTIONS

- Develop a global scheme (FURMARK) that will ensure animal welfare control and transparency, linking the pelt movement within an independent third-party traceability system.
- Evaluate all existing animal welfare programmes under FURMARK and incorporate new third-party animal welfare certification programmes into the scheme.
- Collaborate with leading expert groups on animal welfare topics
- Promote animal-based materials and fibres in the fashion industry.

OBJECTIVES

- By end 2020, 90% of the global fur production sold through auction houses will be certified under FURMARK.
- By 2030, 100% of FURMARK certified companies will disclose their audit results.
- By the end of 2020, all FURMARK welfare programmes will be subject to a further independent expert review.
- By 2030 incorporate at least three new certification programmes into FURMARK ensuring they meet all the required principles.
- By 2025, extend independent third-party shadow audits to all FURMARK programmes.
- By 2030, the IFF will contribute to 5 wild fur projects with leading sustainable use groups and experts.
- Develop and participate in the working groups on animal-based material and sustainable fibres to improve practices/techniques and address challenges in the fashion industry.

Commitment:

WELFARE FIRST

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



15 LIFE ON LAND



The International Fur Federation is committed to high levels of animal welfare standards, which are robust, independent and science-based. The development and implementation of these standards are central to FURMARK.

FURMARK is an independent, world-class and comprehensive certification and traceability scheme that covers sustainability, animal welfare and transparency at all stages of the fur supply chain. It is a global scheme that comprises different animal welfare programmes and species, from sustainable farm-raised fur to sustainably harvested fur from the wild. Each animal welfare certification scheme is science-based and subject to third party assessment.

As an example of the positive progress of these programmes, WelFur has been endorsed by the European Commission as a Self-Regulation and Co-Regulation Initiative: it is the first ever animal welfare programme to be promoted by the Commission through their database of 'soft law' initiatives.

FURMARK incorporates a new chemical standard - developed with a third-party institute. They will test samples and conduct monitoring visits to ensure each member of the International Fur Dressers and Dyers Association (IFDDA) is compliant with these new standards.

(*)

The IFF is working with partners around the world to develop certification programmes for other furbearing species, such as chinchilla. The IFF is also working directly with member associations to implement country specific certification programmes.

TRACEABILITY SYSTEM

The IFF is working with leading traceability solution providers ChainPoint in the development of a system that tracks the movement of furs through the supply chain to the finished garment.

This system will link to a label that manufacturers may wish to use as part of their communications to consumers on the sustainability and transparency of the furs within that garment. This system of traceability will be subject to independent checks to ensure compliance through the supply chain.

IMPLEMENTATION

FURMARK will be gradually implemented during 2020, reflecting the readiness of each certification programme and the timings of auction sale.

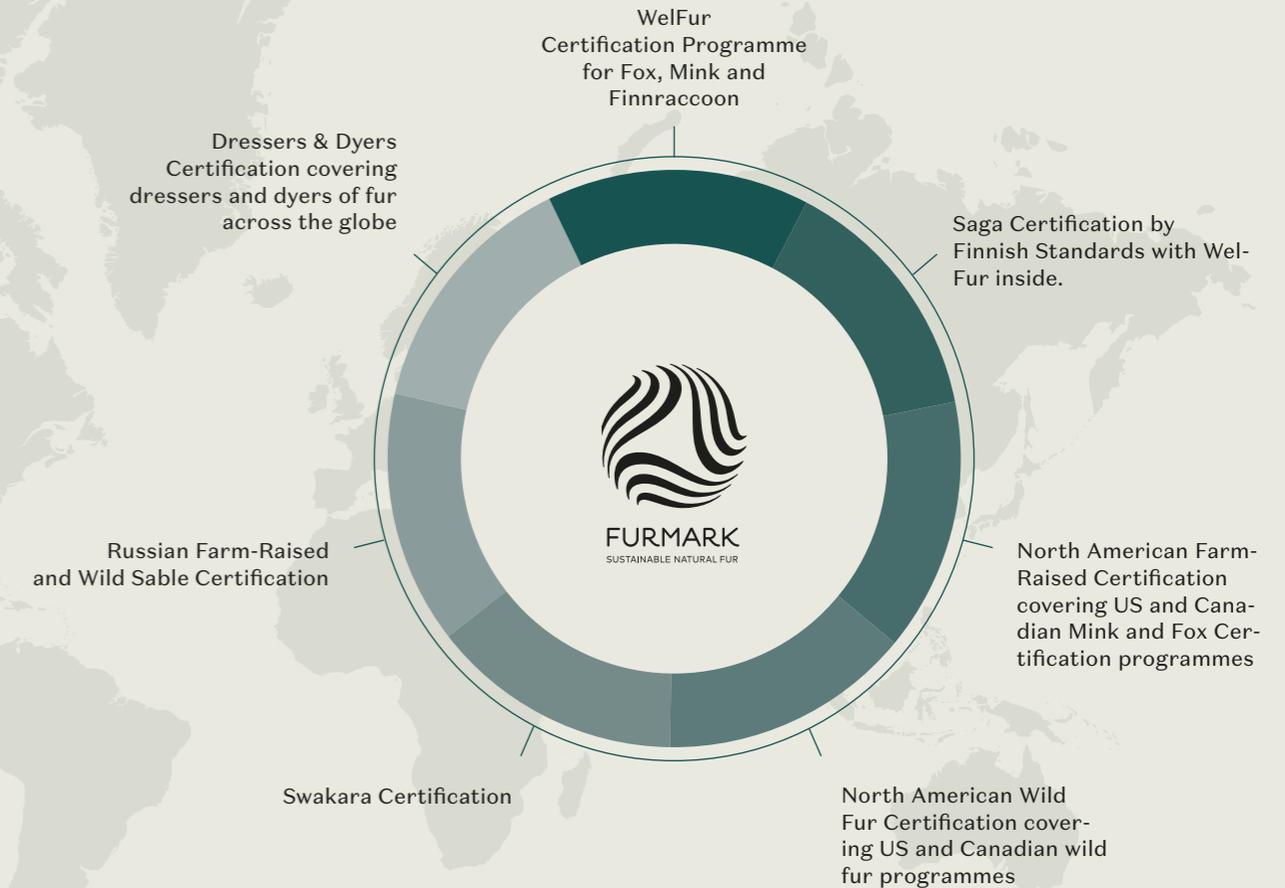
FURMARK PROGRAMMES

Each of the programmes under FURMARK must adhere to three key principles:

1 **SCIENCE**
Certification programmes and their individual protocols are all science-based and approved by independent experts.

2 **INDEPENDENT INSPECTION**
Certification programmes must be verified by third parties and publicly available.

3 **TRANSPARENCY**
Certification programmes under FURMARK must be sustainable, relevant, accessible, and traceable



Commitment:

SUSTAINABLE ANIMAL-BASED MATERIAL

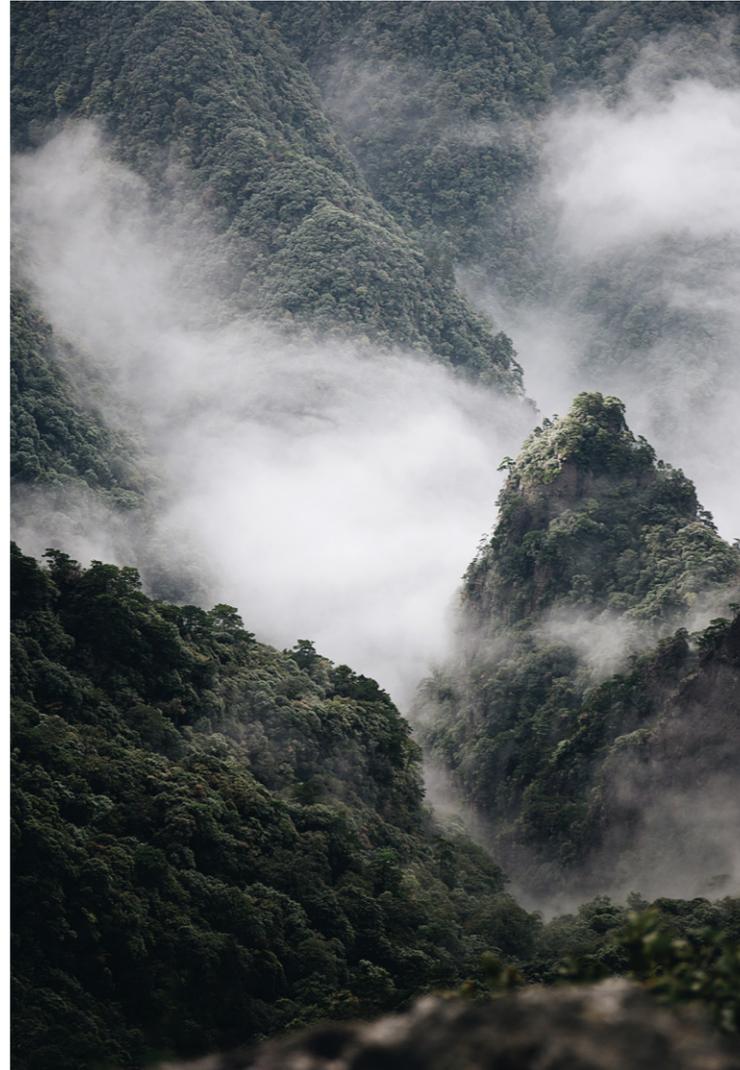
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



15 LIFE ON LAND



The International Fur Federation supports responsible, sustainable use of furbearing species in accordance with national and international legislation. Hunting and trapping wild fur is a well-established and long-proven method of wildlife management, and through a proactive approach we can minimise its environmental impact. The IFF and its members work with a range of global partners. They include such august bodies as the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and the International Union for Conservation of Nature (IUCN). The IFF has committed to strengthening its participation and support for the sustainable use of furbearing animals, sharing our knowledge and best practice. The IFF will also learn from and reflect on the positive practices of other animal-based sectors, in order that we can drive forward levels of welfare standards, transparency and traceability which are at least equivalent to these other sectors.



ANIMAL WELFARE MANAGEMENT, SUSTAINABLE HARVESTING AND FAIR TRADE IN WILD LIVING RESOURCES.

The fur sector is actively involved in a range of research and development projects focussed on science-based animal welfare standards. As evidenced by the certification programmes that comprise FURMARK. The IFF is committed to continuing this support for robust independent research. The IFF's members work closely with North American governments and officials at federal, provincial and state level to ensure the sustainable harvesting of wild fur. As a result of the different reasons for trapping, 100 percent of the wild fur harvest from North America is part of government wildlife management programmes.

UNECE PROJECT ON 'ENHANCE TRANSPARENCY AND TRACEABILITY IN SUSTAINABLE VALUE CHAINS IN GARMENTS AND FOOTWEAR'.

The UNECE is developing a three-year project with the aim of implementing a global standard to increase traceability and transparency in the value chain. With a focus on due diligence and respect for environmental and industry-specific requirements. Since 2019, the IFF has played an active role in this project participating in a number of specific working groups.

The IFF is committed to working on this project, sharing best practice and implementing agreed recommendations.

ROUNDTABLE ON ANIMAL-BASED MATERIAL AND NATURAL FIBRES.

IFF is actively participating in a range of sustainability discussions. working with stakeholders such as ISEAL, Textile Exchange, UNECE, CITES, IUCN and Sustainable Apparel Coalition. These forums provide platforms for constructive discussion on the use of animal-based materials. IFF is committed to continued engagement across multiple forums, promoting evidence-based approaches to natural fur.



We will leverage fur’s qualities as a natural product and minimise the negative environmental impacts by designing out waste and pollution across the value chain, keeping products and materials in use, conserving natural habitats and promoting fur as a sustainable natural and quality product.

As a natural animal-based product, which is both farm-raised and sourced from the wild, we recognise that the environmental impact of the fur life cycle must be fully assessed and understood. The environmental impact extends through the supply chain, from the manufacturing process to the point where a finished garment reaches its last use. It’s critical that all aspects of the natural fur supply chain are fully reviewed. The IFF has commissioned a series of independent studies in order to determine where our environmental impact is most obvious and how we can seek to improve over a defined period.

SDGs’ CONTRIBUTION



COMMITMENT

LOW - IMPACT PRODUCTION	CONSERVE NATURAL SYSTEM	LONGER-LASTING
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- | | | | |
|---|--|--|--|
| <ul style="list-style-type: none"> Ensure the transparency of chemical usage, pollution and emissions in production processes. | <ul style="list-style-type: none"> Improve the production process to minimise the impact along the value chain. | <ul style="list-style-type: none"> Protect biodiversity and promote sustainable harvesting. | <ul style="list-style-type: none"> Explore and establish a system of circularity. |
|---|--|--|--|

ACTIONS

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none"> Establish a reporting system on environmental practices for companies under FURMARK and introduce/include an environmental audit scheme under FURMARK certification. | <ul style="list-style-type: none"> Collecting, monitoring and processing data along the fur supply chain to contribute to better research of the environmental impact and design environmental projects to deliver improvement. | <ul style="list-style-type: none"> Contribute to research on conservation programmes, evaluating the impact of human activity. Adapt industry standards in line with evolving conservation knowledge and focus on training of participants. | <ul style="list-style-type: none"> Implement and invest in re-used, re-cycled and re-worn projects; focus on the durability of fur. |
|--|--|--|--|

OBJECTIVES

- | | | | |
|---|--|---|--|
| <ul style="list-style-type: none"> By 2025, implement an environmental audit scheme for certified FURMARK suppliers. By end 2020, publish a list of certified dressers and dyers. By 2030, at least 90% of certified stakeholders under FURMARK will undertake an environmental audit. By end 2020, publish report on the impact of wild fur on global warming. | <ul style="list-style-type: none"> By 2030, implement best practice campaigns to lower energy consumption through certified FURMARK supply chain. By 2025, review and enhance the Safe Fur chemical standards. By 2025, introduce 5 projects to increase the efficiency of the farm and dressing and dyeing by-product management. During 2020 commission report on the impact of farm-raised fur on global warming. | <ul style="list-style-type: none"> By end 2020, implement an audit of the wild fur supply chain, from trapper to auction house in North America and Russia. By 2030, contribute to 5 research programmes on the environmental impact of wild animal sourcing. | <ul style="list-style-type: none"> By 2030, develop at least 1 competition for each IFF key member to focus on re-use and recycling. By 2030, develop at least 1 project for each IFF key member on re-use and recycling of fur. |
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Commitment:

LOW-IMPACT PRODUCTION

6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



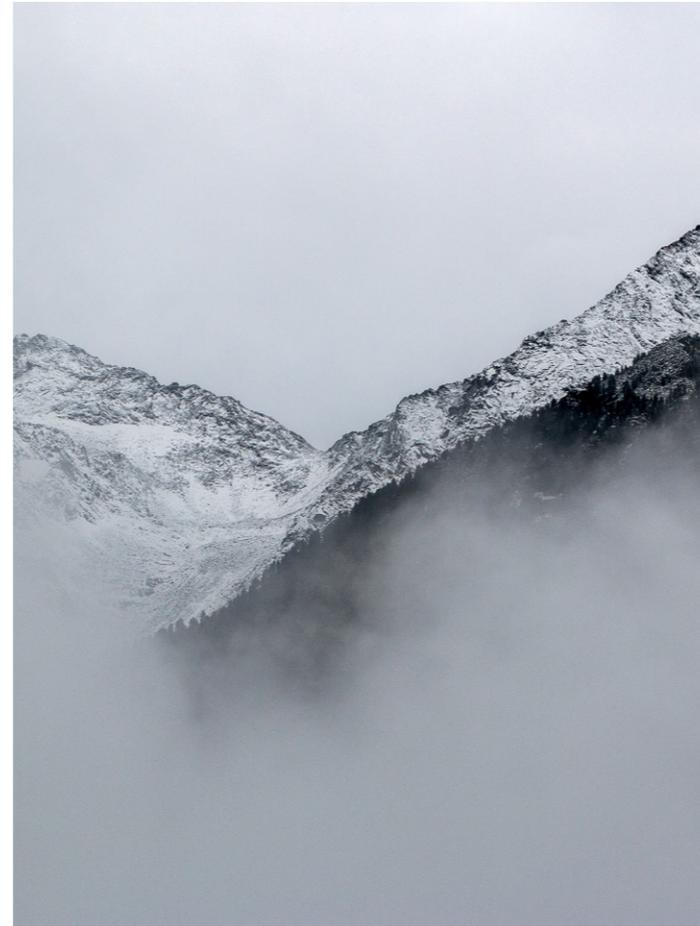
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



To deliver low-impact production through the supply chain, it was necessary to commission projects addressing specific challenges. Examples of these projects are described here, although they are at different stages of delivery. The PEF project reflects the EU Commission’s desire to communicate the impact of garment production to consumers.



GLOBAL WARMING POTENTIAL OF FARM-RAISED FUR AND WILD FUR

The IFF is committed to commissioning independent and robust research into global warming potential (GWP) over the entire fur life-cycle of manufactured farm-raised and wild fur.

Farm-raised fur. Previous studies have been conducted on the impact of farm-raised fur production, however, the results have not reflected the true life-cycle of the product or the more modern and efficient production methods. The IFF’s sister organisation, Fur Europe, is seeking a comprehensive, independent and robust assessment of these issues. The research results will provide a benchmark for future action. **Wild fur.** A study of the global warming potential of wild fur was commissioned in Q3, 2019. The initial findings indicate that wild fur has a negligible carbon footprint.

STATUS – IN PROGRESS

The study into the global warming potential of wild fur will be published in Q2, 2020. Further details concerning the study of farm-raised fur will be communicated during 2020.

SAFE FUR CHEMICAL STANDARDS

Safe Fur is the new chemical standard for dressing and dyeing. Under FUR-MARK certification, dressing and dyeing companies who are part of the International Dressing and Dyeing Association (IFDDA) are committed to operating to high standards in respect of the environment. Each member must meet strict national and, where applicable, international regulations. The Safe Fur chemical standard was developed to provide consistency and reassurance for customers. The standard has been developed with a third-party testing institute, FILK. It includes a list of chemicals and their respective limits. IFDDA members submit samples to FILK for testing. FILK is also required to conduct monitoring visits ensure compliance with the submission process.

STATUS—IN PROGRESS

By Q3, 2020 all the IFDDA members will complete the certification procedure after an on-site test.

PEF PROJECT

The European fur sector is on track with the EU’s Product Environmental Footprint (PEF) initiative, a harmonised, transparent method to assess and communicate the environmental impact of consumer products. Fur Europe, is now a part of the Apparel and Footwear Environmental Footprint Technical Secretariat, PEFCR. The organisation aims to develop a solid set of rules on environmental footprint assessment. The environmental information obtained will then be used to (1) communicate to consumers, and (2) develop a strong evidence-based system for the further improvement of environmental credentials of the fur sector.

STATUS—IN PROGRESS

Fur Europe is following the EU schedule and timeline. The project will be ready for 2023.

Commitment:

CONSERVE NATURAL SYSTEM



Wild fur comes from carefully managed and abundant wild furbearer populations throughout North America and Russia, providing a surplus which can be harvested on an annual basis without negatively impacting their numbers.

Federal, State, Provincial and Territorial governments control this sustainable harvest, which is conducted by licensed trappers. The trappers use regulated and certified traps during carefully defined seasons and within strict quotas. Hunting and trapping wild fur are well-used methods of wildlife management and have little impact on the environment. There are strict quotas set by central government or state conservationists to sustain populations at levels appropriate for the optimum health of the ecosystem.

The sale of wild fur not only provides vital income for remote and indigenous communities but also helps toward managing the eco-system. The people living and hunting in these wild and remote environments are mindful of their impact on nature and respect the animals they harvest. Often the whole animal is used, and that which cannot be eaten is returned to the eco-system to provide food for other wild species.

The IFF is committed to working with its partners across the world, but specifically in Canada, USA and Russia to ensure wild fur harvesting continues to be conducted sustainably.

MANAGEMENT SCHEMES HELP THE SURROUNDING ECOSYSTEM TO:

- Reduce habitat degradation
- Restore species to areas where they have been extirpated
- Proportionally increase wild-life species
- Eradicate an invasive species
- Decrease animal disease (e.g. rabies outbreaks)

WILD SABLE MONITORING SYSTEM

The Russian Fur Union and the Central Siberian State Reserve worked together on a wild sable monitoring project during 2018-2019. The project was designed to provide detailed evidence of the wild sable population and the role and impact of harvesting. Various scientific methods of accounting were used during this process including the use of radio frequency tagging, recording traces, migration analysis, research of the food supply. Data from the regional hunting authorities was analysed in addition to direct discussions with the hunters. The results show that the wild sable population is thriving and in some areas of Siberia it is recommended that the hunting quotas could be increased in order to manage the population levels due to its impact on other species. The IFF is committed to further support of these important research programmes.

NORTH AMERICAN CONSERVATION PROGRAMMES

Wild fur in North America is subject to a wide-ranging system of laws, regulations, checks and controls that emphasise the sustainability and welfare of all fur-bearing species and protect endangered species. Ensuring population and environmental sustainability are key to how wild fur is harvested. The system of checks and balances operates at local, state, regional and provincial levels of government and also through far-reaching international agreements. It is necessarily complex, as it spans different agencies, species, range-states, environments and national borders. Trappers play a key role in observing and reporting on the environment within their specific trapping areas. This provides officials with key insights which would ordinarily be missing. The IFF will continue to support the respective associations and projects that maximise this environmental impact.

CITES

CITES is an international convention structured to ensure that trade in wild living resources is done sustainably. The IFF was one of the earliest supporters of CITES and, to this day, plays an active role in providing evidence to the expert committees that comprise this august organisation. The IFF will commit to continuing its active role within CITES, and maintain evidence-based policy-making as core to the organisation's purpose.

Commitment:

LONGER LASTING



The manufacturing of natural fur is a clear example of the slow fashion movement. Slow fashion means an emphasis on environmental sustainability, which is achieved through designing, creating and buying garments for their quality and longevity. Natural fur products are often handmade by craftspeople, and the quality and costs of the natural fur used ensures that little material is wasted. This is in stark contrast to the industrial scale ‘fast fashion’ that places greater focus on quick turnaround, low costs, and is ultimately cheap for the consumer. The IFF will commit to running fashion projects that focus on key sustainability topics tailored towards circularity, such as re-design and re-use of existing garments. The IFF will continue to provide robust and transparent research into the life-cycle of fur.

REMIX: SUSTAINABILITY AND DESIGN

For 16 years the IFF has run Remix - a showcase for next generation designers who interpret a theme using natural fur.

Sustainability has been a key theme for these young designers, and the IFF will continue to ensure that future projects will continue to support their work with sustainable natural fur.



NATURAL FUR AND BIODEGRADABILITY

In 2018, Fur Europe commissioned Organic Waste Systems (OWS), world-leading specialists in biodegradability and compostability, to explore the biodegradability of natural and fake fur.

The study comprised of dyed and undyed real fur as well as fake fur. OWS examined how both real and fake plastic fur degraded in conditions set up to mimic a closed landfill, the so-called ‘anaerobic biodegradation’.

The natural fur samples biodegraded swiftly, starting to disintegrate within days as micro-organisms consumed the carbon inside the fur. The fake fur, however, showed no biodegradation at all.

The IFF will commit to commissioning further independent research into the life-cycle of natural fur.

NEW MODELS OF CIRCULARITY

Fur design has consistently looked to a greater use of recycled materials, reflecting its inherent quality and longevity. In order to truly drive forward a circular approach, the IFF will work with a number of designers on take-back schemes and the promotion of circular systems

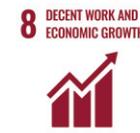




We will strive to enrich livelihoods, provide good working conditions, respect the human rights of workers and communities throughout the fur sector, and promote business integrity across the value chain.

People in the fur sector’s supply chain are located in every corner of the world, reflecting the nature of this long-established trade. The supply chain from farmers to retailers is a broadly positive story, but there has been no real attempt to proactively assess the wellbeing of those working within it and how they are rewarded and protected. This strategy therefore begins a process of mapping the people within our supply chain and, through close cooperation, implements a series of assessments and subsequent recommendations to raise standards even higher for them. The IFF will be guided by internationally recognised standards, such as ISO 26000.

SDGs’ CONTRIBUTION



COMMITMENT

ENRICH LIVELIHOODS

- Promote and communicate the positive social impact of each contributor within the supply chain.

RESPECT HUMAN RIGHTS

- Integrate respect for Human Rights as defined by UN Guiding Principles in all IFF member activity.

BUSINESS INTEGRITY

- Promote compliance to the highest ethical standards of business conduct.

ACTIONS

- Monitoring and promoting positive sector impacts and creating advancement opportunities for all workers.
- Developing IFF’s Human Rights Policy, aligned with the UNGP’s; integrating gender considerations and making members accountable for compliance.
- Align the actions of the IFF and their members towards positive and ethical practices and comply with the highest ethical standards and business integrity in trading and production.

OBJECTIVES

- By 2030, fully map the contribution of 80% of people employed in the FURMARK supply chain;
- By 2030, identify and develop five collaborative projects in support of communities within the sector, including indigenous people.
- By 2030, develop a range of programmes to engage young people in the industry, providing the opportunities and skills to work with fur.
- By 2030, IFF will have a monitoring system to track members’ commitment to the IFF’s Human Rights Policy.
- By 2030, the FURMARK certification will include a high-level assessment of a producer’s human rights performance.
- By 2030, achieve 100% transparency in reporting of human rights and social impacts under the FURMARK scheme.
- By 2025, implement Code of Practice, and commit to 100% respect of social, environmental and business integrity expectations.
- By 2030, full transparency of the social certification of businesses within the FURMARK supply chain.

Commitment:

ENRICH LIVELIHOODS

8 DECENT WORK AND ECONOMIC GROWTH



The fur industry employs up to one million people around the world, and, with tens of billions of US Dollars of economic activity directly related to fur every year, the industry makes a huge contribution to government tax revenues and to the incomes of rural communities. Fur also allows many indigenous communities to carry out their traditional way of life while providing for their families in some of the harshest climates on Earth. The IFF is committed to defending and promoting the communities that depend on natural fur. The IFF will enhance the promotion of natural fur in fashion and design, driving forward new campaigns across the world.

**INDIGENOUS PEOPLE
- THE EVENKI**

The territory of Evenkia is located in Northern Siberia, Russia. Evenkia is home to significant hunting areas, with around 75 million hectares suitable for the sable population.

Wild sable thrives in this environment, helped by a lack of natural predators. In these remote areas, wild sable represents a key income stream for the indigenous people. The IFF is committed to continuous engagement with the Russian authorities to ensure the transparency and robustness of a sustainable harvest of wild sable. The IFF will also work with partners in Russia to highlight the important role of the indigenous people in wild sable harvesting.



**FUR EUROPE
SUMMER SCHOOL**

The Fur Summer School, organised by Fur Europe and the Hellenic Fur Federation, is a place for young people to explore different aspects of the fur sector's value chain, such as craft, sustainability, design, business models, ethics, and marketing and communication. Each year, the summer school takes place in Kastoria and Siatista in Greece, which is the heart of the oldest fur hub in Europe and home to thousands of skilled fur practitioners and manufacturers. The sector remains committed to working with young creatives who wish to learn and work with natural fur.



KASTORIA

Kastoria, or the 'fur city', is found in northern Greece in Western Macedonia. This relatively small city has become encompassed by the fur sector. It is home to hundreds of manufacturing companies and workshops. Kastoria is also home to a number of WelFur certified fur farms and to dressers and dyers who are IFDDA members.



Commitment:

RESPECT HUMAN RIGHTS

BUSINESS INTEGRITY

5 GENDER EQUALITY



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



The fur industry is the source of livelihood and employment for over one million people worldwide and, therefore, has the potential to impact both individuals and communities through employment, fair and decent working conditions and ethical business practices. We seek to fast-track this potential by using both compliance instruments and by investing in skills development in these communities.



IFF CODE OF CONDUCT AND HUMAN RIGHTS POLICY

The IFF Code of Conduct reflects the globally recognised industry standards on fighting corruption and bribery and aligns with international regulatory expectations, such as the UK Anti-Bribery Act and the OECD Guidelines for Multinational Enterprises. All members will be expected to sign the Code and encourage and monitor implementation in their respective organisations.

Additionally, the IFF Human Rights Policy will reflect the organisation's commitment to respect internationally recognised human rights as defined by the UN Declaration on Human Rights and the framework of the UN Guiding Principles.

STATUS—START-UP

March 2020 IFF will start the process to become signatory of the UN Global Compact

FURMARK DUE DILIGENCE AND BUSINESS INTEGRITY SELF-ASSESSMENT

The FURMARK process will be integrated with a self-assessment questionnaire to measure due diligence and business integrity performance of our members. Before the development of such process, the IFF will develop guidance and tools to facilitate members' adoption of the new standards. IFF will encourage the creation of a dedicated working group for members to collaborate on this issue, advance knowledge sharing particularly from more experienced members, and improve performance.

STATUS—IN PROGRESS

In Q1 2020 due diligence scheme will be finalized and ready for implementation.



FURMARK SOCIAL ASSESSMENT AND CERTIFICATION

The FURMARK certification will be integrated with a social assessment and certification component.

The social assessment will be designed to reflect internationally recognised standards on social compliance and human rights, such as the ILO Core Conventions and existing social certification schemes such as SMETA-Sedex and amfori BSCI. This process, to be developed in 2020, will include the development of assessment tools, the selection of auditing partners, the definition of prioritisation criteria and frequency of the assessment. Members and producers undergoing assessment will be required to comply with the standard and address any areas of improvement to achieve compliance.

STATUS—IN PROGRESS

In 2020 an initial check of social working condition will be implemented at dressing and dying level and manufacturers

Governance & Transparency

BUILDING AN EFFECTIVE GOVERNANCE STRUCTURE

Sustainability is ingrained within many aspects of the supply chain. The IFF Board, which is comprised of senior leaders from across the sector, were therefore clear in their understanding, commitment and strategic influence in supporting the development and delivery of this strategy.

The IFF, with the support of its Board, established a sector working group that brought together sustainability leads from key elements of the fur supply chain. This included the experience of those whose respective companies are already committed to delivering sustainability reporting.

The IFF is a federation and not a corporate but given the unique relationship across the sector it is able to model its governance structure in a similar way:

1. Commitment at Board level. The Director of Standards and Sustainability within IFF reports to the Board tri-annually on progress, ensuring that the Board has full oversight and commitment.
2. Alignment. Delivering the strategy is an IFF priority. It is therefore closely integrated and aligned with broader federation goals. It also aligns with key IFF member strategic priorities.
3. Flexibility. The sector is truly global and the IFF's remit incorporates stakeholders from across the entire supply chain. The strategy is therefore designed with an emphasis on flexibility in order that it can adapt and reflect the emerging opportunities that will arise within the sector.
4. Accountability. The IFF will provide transparent annual and interim reporting over the course of the decade long strategy.

Governance & Transparency

SUSTAINABILITY STRATEGY DELIVERY TEAM

The IFF office in London has a dedicated team focusing on sustainability and standards. They work closely with regional offices and colleagues around the world.

To ensure sector expertise is fully reflected in the development of the strategy sustainability leads within from across the sector, including representatives from major companies that already have their own corporate sustainability strategy in place were brought together to establish a Sustainability Working Group.

This group has built on the work that had been conducted by independent sustainability experts BSR, in order to work collaboratively in identifying gaps in our knowledge and understanding which would be critical in shaping future commitments.

TRANSPARENCY

As the strategy is launched, the IFF will continue to play a coordinating role to ensure that key events such as annual reporting and interim reviews have full oversight from key representatives from within the sector. The strategy will incorporate a specific action plan in order deliver on each objective. IFF will continue to consult with all external parties as the strategy develops to ensure that alignment and transparency of delivery.

Key Sector Stakeholders

FUR HARVESTERS AUCTION INC.

Fur Harvesters Auction Inc (FHA) is located in North Bay, Ontario, Canada and is the only trapper-owned and trapper-operated fur auction house in the world.

KOPENHAGEN FUR

Kopenhagen Fur is the world's largest fur auction house and the undisputed world-leader within the global trade of quality mink skins.

Established in 1930 and cooperatively owned by the fur breeders in Denmark, Kopenhagen Fur sets world class standards for sustainability in the fur value chain from farm level and beyond. Kopenhagen Fur and the Danish fur farmers continuously strive to be even better tomorrow than yesterday. Therefore, Kopenhagen Fur prioritizes sustainability by engaging in constant scientific research to identify potentials for even better solutions. Areas such as climate footprint, animal welfare, environment and circular economy are essential focus points for Kopenhagen Fur as a responsible firstmover and trendsetter in the global fur trade.

SAGA FURS

Saga Furs is a full-service auction house and the only publicly listed fur auction company in the world. It was established in 1938 and is situated outside of Helsinki, Finland. Saga Furs sources pelts from Europe and North America and oversees the world's broadest selection of superior farm-raised furs. Saga Furs is

the fur industry pioneer in initiating, monitoring and reporting on sustainable practices, including its own farm-management certification program and a proprietary product traceability system. In 2008, the company introduced the first and most extensive corporate social responsibility (CSR) policy in the fur business and joined the 'United Nations Global Compact'. Saga Furs is guided by a companywide code of conduct, launched in 2017, which sets out standards of behaviour for all employees, including Management Team members and the Board of Directors.

SOJUZPUSHNINA

Located in Moscow and St. Petersburg, Sojuzpushnina was established in the 1930s and was, until 2003, a unitary state enterprise (USE). It is currently an all-union, self-supporting, foreign trade association. There are three to five auctions a year in St. Petersburg selling a total of about 600,000 sable pelts. Russia is the only nation to offer sable (branded with the label 'Sobol').

INTERNATIONAL FUR DRESSERS AND DYERS ASSOCIATION (IFDDA)

In April 2011, dressers and dyers from around the world decided to cooperate in order to enhance the role of their profession within the fur trade. The result was the International Fur Dressers and Dyers Association (IFDDA). All FURMARK certified dressers and dyers must be part of the IFDDA.



Natural Fur Strategy Overview



We will ensure that welfare standards are amongst the highest for animal-based materials and that the use of fur is considered for its natural and sustainable qualities.



We will leverage fur's qualities as a natural product and minimise the negative environmental impacts by designing out waste and pollution across the value chain, keeping products and materials in use, conserving natural habitats and promoting fur as a sustainable natural and quality product.



We will strive to enrich livelihoods, provide good working conditions, respect the human rights of workers and communities throughout the fur sector, and promote business integrity across the value chain.



COMMITMENT

OBJECTIVES

Welfare First

Ensure transparency and traceability of animal welfare across the chain.

- By end 2020, 90% of the global fur production sold through auction houses will be certified under FURMARK.
- By 2030, 100% of FURMARK certified companies will disclose their audit results.

Set science-based welfare standards for the sector.

- By the end 2020, all FURMARK welfare programmes will be subject to a further independent expert review.
- By 2030 incorporate at least three new certification programmes into FURMARK ensuring they meet all the required principles.
- By 2025, extend independent third-party shadow audits to all FURMARK programmes.

Sustainable animal-based material

Promote a sustainable, animal-based material.

- By 2030, the IFF will contribute to 5 wild fur projects with leading sustainable use groups and experts.
- Develop and participate in the working groups on animal-based material and sustainable fibres to improve practices/techniques and address challenges in the fashion industry.

Low - impact production

Ensure the transparency of chemical usage, pollution and emissions in production processes.

- By 2025, implement an environmental audit scheme for certified FURMARK suppliers.
- By end 2020, publish a list of certified dressers and dyers.
- By 2030, at least 90% of certified stakeholders under FURMARK will undertake an environmental audit.
- By end 2020, publish report on the impact of wild fur on global warming.

Improve the production process to minimise the impact along the value chain.

- By 2030, implement best practice campaigns to lower energy consumption through certified FURMARK supply chain.
- By 2025, review and enhance the Safe Fur chemical standards.
- By 2025, introduce 5 projects to increase the efficiency of the farm and dressing and dyeing by-product management.
- During 2020 commission report on the impact of farm-raised fur on global warming.

Conserve natural systems

Protect biodiversity and promote sustainable harvesting.

- By end of 2020, implement an audit of the wild fur supply chain, from trapper to auction house in North America and Russia.
- By 2030, contribute to 5 research programmes on the environmental impact of wild animal sourcing.

Longer-lasting

Explore and establish a system of circularity.

- By 2030, develop at least 1 competition for each IFF key member to focus on re-use and recycling.
- By 2030, develop at least 1 project for each IFF key member on re-use and recycling of fur.

Enrich livelihoods

Promote and communicate the positive social impact of each contributor within the supply chain.

- By 2030, fully map the contribution of 80% of people employed in the FURMARK supply chain.
- By 2030, identify and develop five collaborative projects in support of communities within the sector, including indigenous people.
- By 2030, develop a range of programmes to engage young people in the industry, providing the opportunities and skills to work with fur.

Respect Human Rights

Integrate respect for Human Rights as defined by UN Guiding Principles in all IFF member activity.

- By 2030, IFF will have a monitoring system to track members' commitment to the IFF's Human Rights Policy.
- By 2030, the FURMARK certification will include a high-level assessment of a producer's human rights performance.
- By 2030, achieve 100% transparency in reporting of human rights and social impacts under the FURMARK scheme.

Business integrity

Promote compliance to the highest ethical standards of business conduct.

- By 2025, implement Code of Practice, and commit to 100% respect of social, environmental and business integrity expectations.
- By 2030, full transparency of the social certification of businesses within the FURMARK supply chain.

