



K E R I N G

*Empowering Imagination*

# *Pythons*

Sustainability &  
Traceability

UNCTAD-CITES MEETING

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# *Pythons: Sustainability & Traceability*

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*Conservation & Ecosystem Services Specialist*

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*CSR Director*

**Mr. Daniel Natusch, IUCN BPSG**

*Expert, Project Coordinator*



# Today's presentation

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- Kering Sustainability
- Gucci: example of approach to sustainability & traceability
- Program of work on Pythons  
(Public-Private Partnership)
  - PPP structure & goal
  - Overview of work streams
  - Traceability elements



# About Kering

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## LUXURY



GUCCI · BOTTEGA VENETA · SAINT LAURENT  
ALEXANDER McQUEEN · BALENCIAGA · BRIONI  
CHRISTOPHER KANE · MCQ · STELLA McCARTNEY  
SERGIO ROSSI  
BOUCHERON · DODO · GIRARD-PERREGAUX  
JEANRICHARD · POMELLATO · QEELIN

## SPORT & LIFESTYLE



PUMA · VOLCOM  
COBRA · ELECTRIC · TRETORN



# Sustainability Strategy & Targets

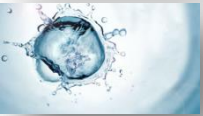
In April 2012, Kering publically announced a **set of core sustainability targets** to achieve across its Luxury and Sport & Lifestyle brands by 2016



Implementing an **Environmental Profit & Loss Account (E P&L)** across all Luxury and Sport & Lifestyle global brands. Once completed, the Group E P&L will provide a first monetary valuation of environmental impacts analysis throughout the business operations and supply chain.



Evaluating our key suppliers a minimum of every 2 years and helping guide them to meet best practices and adhere to Kering's code of conduct



Reducing our carbon emissions, waste and water usage resulting from the production of products and services from Scope 1 and Scope 2

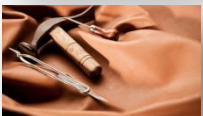
**100% of precious skins and furs in our products will come from verified captive breeding operations or from wild, sustainable managed populations**



All our collected animal skins have been phased out and eliminated from our production by 2020



100% of gold and diamonds in Kering's products will be sourced from verified operations that do not have a harmful impact on local communities, wildlife or the ecosystems which support them



100% of **leather** from domestic livestock within Kering's products will be from responsible and verified sources that do not result in converting sensitive ecosystems into grazing lands or agricultural lands for food production. 100% of **precious skins and furs** in our products will come from verified captive breeding operations or from wild, sustainable managed populations.



100% of **paper and packaging** or Kering will be sourced from certified sustainably managed forests with a minimum of 50% recycled content



# Solutions & Approaches

## *Gucci leadership in sustainable sourcing & traceability*

### THE GUCCI GCC PASSPORT

The GCC passport tells you the story of this product from the very beginning. Fashion is a global industry utilizing many different materials and reliant on a vast amount of people and places. We believe in knowing the provenance and history of a beautiful product from beginning to end. The story of this product is one of ecological intelligence, ethics and commitment to a new way of producing fashion.



Name Gucci New Jackie Bag for the Green Carpet Challenge

Nationality Italian



GUCCI  
RESPONSIBILITY



# Collaboration across python supply chain

## *Public-Private Partnership: Kering, Gucci, ITC, IUCN*

*To contribute to improved sustainability, transparency and animal welfare standards in the python skin trade*

### ∞ Scope

- 2-3 year program focused on base of supply chain in SE Asia in 2 phases:
  - Research & Recommendations
  - Implementation & “Road Testing”

### ∞ Principles

- Transparency & publication of results
- Collaboration & shared learning in implementation
- Contribution to the CITES process

### ∞ Partners

- International Trade Centre
- IUCN Boa & Python Specialist Group
- Kering/Gucci

### ∞ Structure

- Steering Committee (Partners)
- Project Coordinator (Daniel Natusch)
- External Expert Advisors





# Public-Private Partnership

*Program with 4 key work streams with different deliverables*

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## ∞ Wild Harvest

Research into the sustainability of wild harvests in Indonesia and Malaysia, with recommendation for undertaking CITES non-detriment findings for pythons and establishment of mechanisms for monitoring sustainability of wild harvests

## ∞ Local Livelihoods *(ITC leadership)*

Research into the significance of the python skin trade (both wild harvest and farming) for the livelihoods of people and communities in Indonesia, Malaysia and Vietnam. Including testing new protocol (from ITC/IUCN) on evaluating livelihood benefits and recommendations on how to enhance the benefits

## ∞ Humane Treatment *(with EHA)*

Implementation of best practice guidelines for the humane treatment & slaughter of pythons in pilot sites (captive & wild harvest) based on methods put forward in the “*Analysis of humane killing methods for reptiles in the skin trade*”

## ∞ Captive Breeding

Feasibility of captive breeding & testing techniques to validate captive origin of snakes





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