



**THE GOOD
CASHMERE
STANDARD**
by AbTF

1ST RETAIL SUMMIT OF THE GOOD CASHMERE STANDARD[®]

AN INITIATIVE OF THE AID BY TRADE FOUNDATION

25 - 26 OCTOBER 2022 IN ISTANBUL, TURKEY

AGENDA



1ST RETAIL SUMMIT OF THE GOOD CASHMERE STANDARD[®]

Language: English

DAY 1 MONDAY, 24 OCTOBER

Time	Topic
All day	Arrival of guests and registration
19:00 CEST	Get-together with drinks and snacks

DAY 2 TUESDAY, 25 OCTOBER

Time	Topic	Responsible
10:00–10:15 CEST	Welcome and opening remarks	Ms Tina Stridde AbTF Managing Director
10:15–11:00 CEST	From Zero to Hero? Sustainable Raw Materials in Rising Global Demand	Mr Christian Barthel AbTF Head of Business Development
11:00–11:30 CEST	Coffee break	
11:30–12:30 CEST	Animal Welfare: Challenge Accepted! A Closer Look at Cashmere Farms	Ms Gudrun Kersten GCS Project Manager Verification
12:30–14:00 CEST	Lunch	
14:00–15:00 CEST	What's in It for Farmers? Insights into Training and Communication	Ms Vanessa Loewenich GCS Project Manager Training & Implementation
15:00–15:30 CEST	Coffee break	
15:30–16:30 CEST	Track & Trace: Traceability and Transparency of the Cashmere Supply Chain Through CATS 2.0	Ms Magdalena Bau Ms Monika Wiedemann AbTF Project Manager Customer Relations & Supply Chain Integrity
16:30–17:30 CEST	How to Communicate About Sustainable Raw Materials: Engendering Enthusiasm and Avoiding the Greenwashing Trap	Ms Isabelle Grosskopf AbTF Project Manager Digital & Brand Marketing
17:30–17:45 CEST	Closing remarks	Aid by Trade Foundation
19:00–22:00 CEST	Dinner cruise on the Bosphorus	



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DAY 3 WEDNESDAY, 26 OCTOBER

Time	Topic	Responsible
09:30-09:45 CEST	Opening remarks and overview	Aid by Trade Foundation
09:45 - 10:25 CEST	Ability to Trace Raw Cashmere Through Marking (Part 1): Optical Fingerprint Presentation followed by discussion	Mr Tobias Herzog Managing Director, Tailorlux Germany
10:25 - 11:00 CEST	Ability to Trace Raw Cashmere Through Marking (Part 2): DNA Marker Presentation followed by discussion	Dr Michela Pudu CEO, Haelixa, Switzerland
11:00-11:30 CEST	Telling Your Cashmere Story to the Consumer: Marketing Opportunities With Product Labelling	Mr Simon Leppich General Manager NILORN Germany
11:30-11:45 CEST	Coffee break	
11:45-12:45 CEST	Cashmere & Climate	Ms Anna Heaton Fiber and Materials Strategy Lead: Animal Materials at Textile Exchange
12:45-14:00 CEST	Lunch	
14:00-15:30 CEST	Cashmere & Climate Plenary discussion, led by Mr Stefan Schurig, Senior Climate Advisor to the Aid by Trade Foundation	All participants
15:30-16:00 CEST	Coffee break	
16:00-17:30 CEST	Retailer and Brand Engagement for Cashmere Farms Beyond Cashmere Uptake: Opportunities for Direct Involvement Plenary discussion, led by Mr Christian Barthel	All participants
17:30-18:00 CEST	Summary and closing of the summit	Ms Tina Stridde AbTF Managing Director
19:00-23:00 CEST	Dinner	

DAY 4 THURSDAY, 27 OCTOBER

09:00-12:00 CEST	Advisory Board meeting, by invitation	Members of Advisory Board
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