



# Responsible Down Standard (RDS) in Action

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# Presenters

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*Director of Standards*



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*Standards Manager*



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*Standards Coordinator*

# Meet the Standards Team



# Agenda

1. About RDS 3.0
2. About Chain of Custody
3. Labeling and Claims
4. Ongoing Standards Work
5. About RDS Adoption



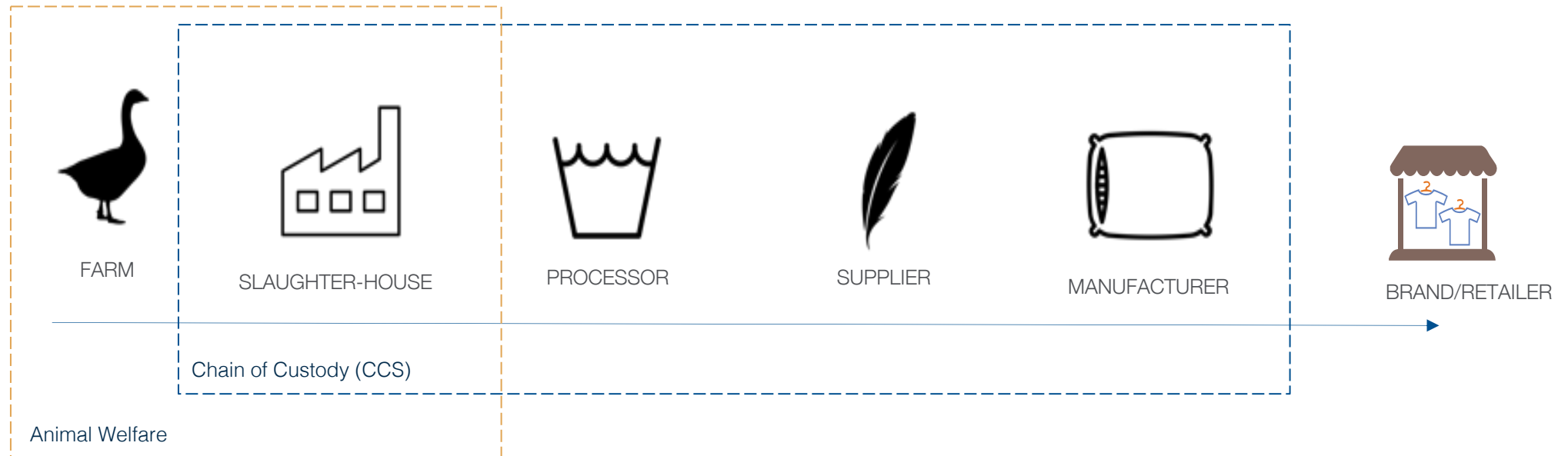
# RDS Objectives

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- Ensure that down and feathers do not come from supply chains where animals have been subjected to any unnecessary harm.
- Reward and influence the down and feather industry to incentivize practices that respect the humane treatment of ducks and geese.
- Education and development of the supply chain in order to drive continuous improvement of best practices.
- Provide companies with a tool to know what is in their products, and to make accurate claims.
- Ensure strong chain of custody for certified materials as they move through the supply chain.



# Scope of the Responsible Down Standard



# Desired Outcomes: Animal Welfare

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**Nutrition:** Access to sufficient feed and water suited to the animals' age and needs to maintain normal health and to prevent prolonged hunger, thirst, malnutrition or dehydration.

**Living environment:** Animals are kept in an environment that provides the conditions and facilities needed for health, safety, comfort and normal behaviour.

**Animal management:** Animals are managed in a way that promotes good health and prevents disease. Sick or injured animals are treated. Husbandry operations are carried in a way that minimizes pain and distress.

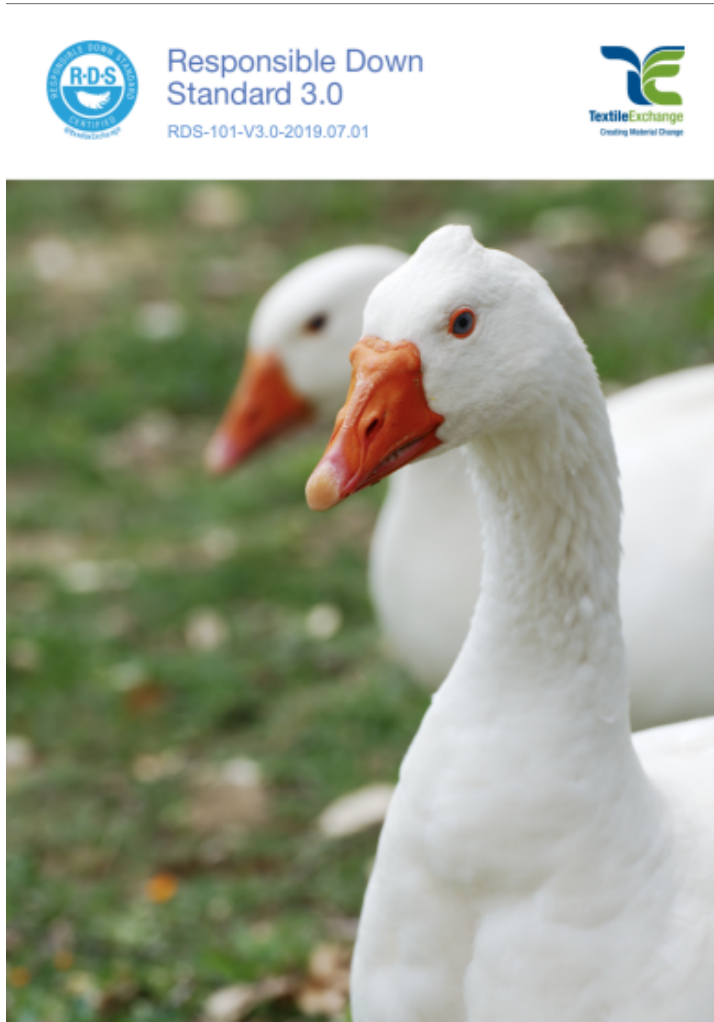
**Handling and transport:** Good human-animal relationships are in place and animals are handled and transported around the farm and off the farm in a way that protects welfare.

**Management, plans and procedures:** Farmers have a clear strategy and set of protocols to safeguard the welfare of the animals, and to demonstrate compliance to the standard.





# Responsible Down Standard v3.0



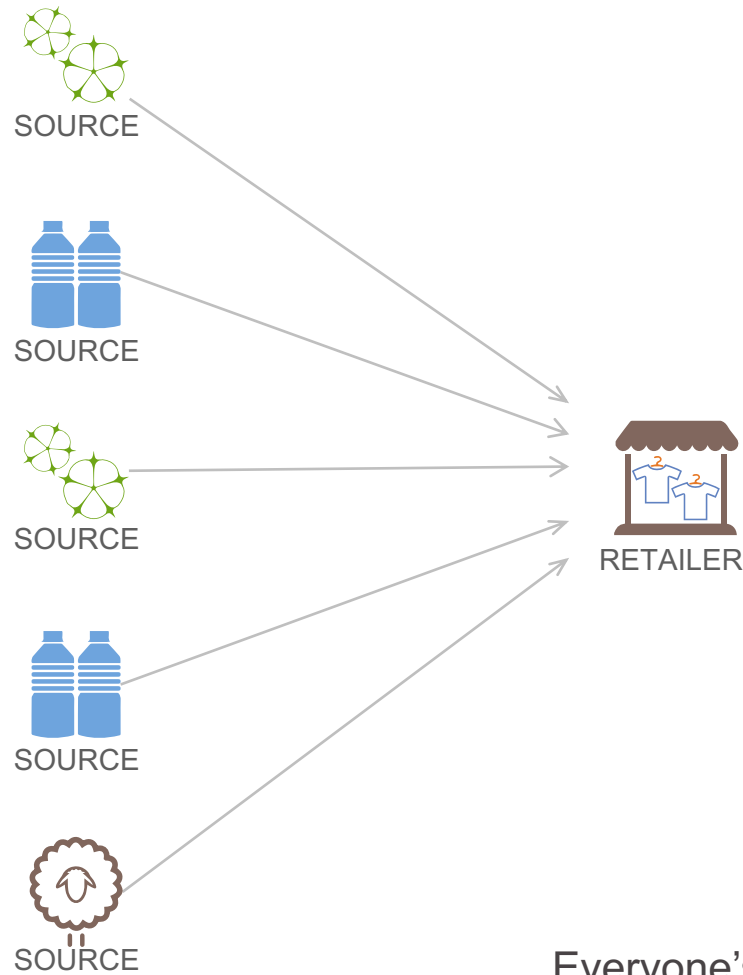
# Key Changes in RDS v3.0

Structural  
Changes

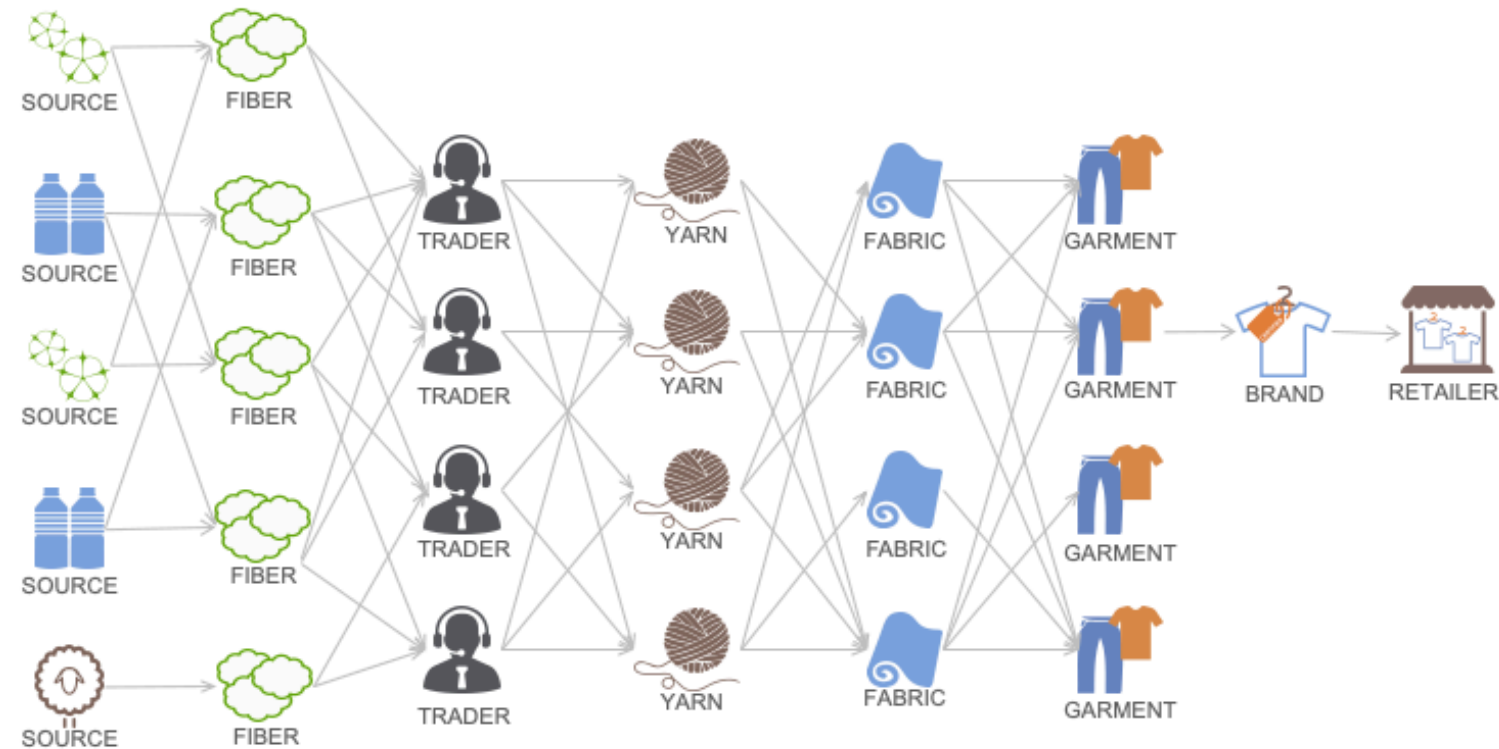
Strengthened  
Criteria

# Chain of Custody

# The Challenge: Managing Supply Chain Complexity



Everyone's **Dream**



Everyone's **Reality**

# The Solution: Principles of Chain of Custody



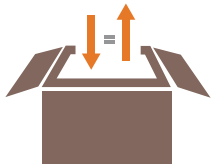
## Product Identification

- Certified products are accurately identified.
- Content percentages of claimed materials are accurate.



## Product Segregation

- Certified goods are not mixed with non-certified goods.
- Certified goods are stored separately from non-certified goods.



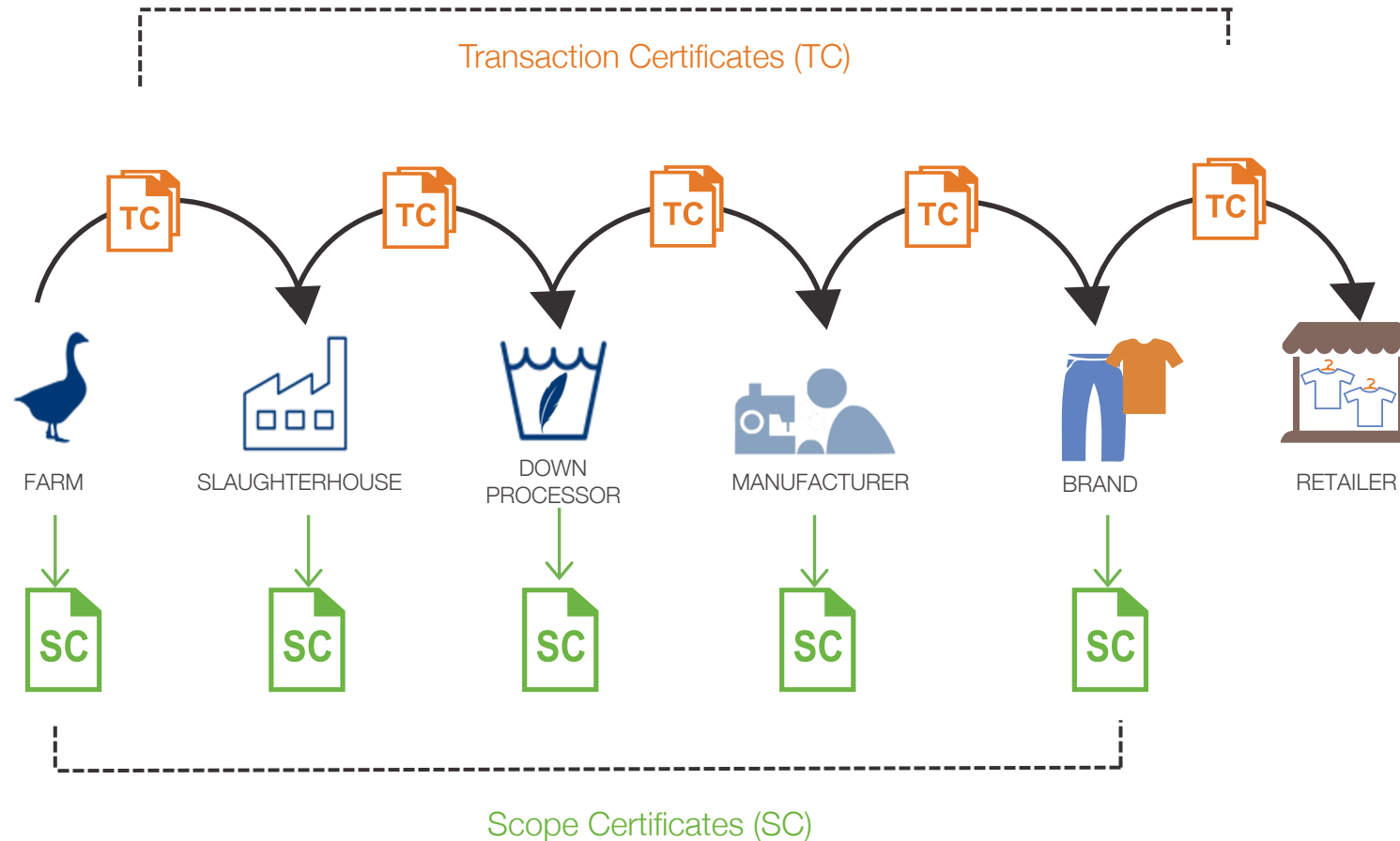
## Volume Reconciliation

- Certified outgoing products match the incoming certified goods.
- $(\text{Input}) \pm (\text{production loss}) = (\text{output})$



# The Solution: Principles of Chain of Custody

The aim of chain of custody, is to preserve the identity of the claimed material, and to track its movement through the supply chain up to the final product. This is done through 1 Scope Certificates (SC) and 2 Transaction Certificates (TC)



# Common Certification Questions

# How do I Get Started?

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Make a Commitment to Preferred Fibers and Materials



Set a Target for Volume



Define Qualities & Quantities



Choose Partners



Certify the Supply Chain or Work With Already Certified Sites



Communicate. Show off your hard work!

# How do I Find Certified Suppliers?

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- ✓ Tap into already certified supply chains
  - ✓ Review the list of certified companies on our website
  - ✓ Utilize your Textile Exchange membership to contact supply chain partners
  
- ✓ Work with your existing supply chain
  - ✓ Understand how certification works
  - ✓ Motivate and support your supply chain to get certified
  - ✓ Use Textile Exchange resources

# What are the Steps to Get Certified?

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1. Select an approved Certification Body (see approved CBs listed on our Integrity website)
2. Send application
3. Schedule audit
4. On-site audit
5. Follow-up (if needed)
6. Receive Certification Decision

# What is the Cost of Certification?

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It depends. Certification cost is comprised of

- ✓ CB application fee
- ✓ CB scope / audit fee
- ✓ CB auditor travel
- ✓ Textile Exchange fees
- ✓ CB transaction certificate fee

# Claims and Labeling

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# Communicate with your Supply Chain

There are two types of claims that are used to communicate a standard:

- ✓ General marketing claim
- ✓ Product-specific claim



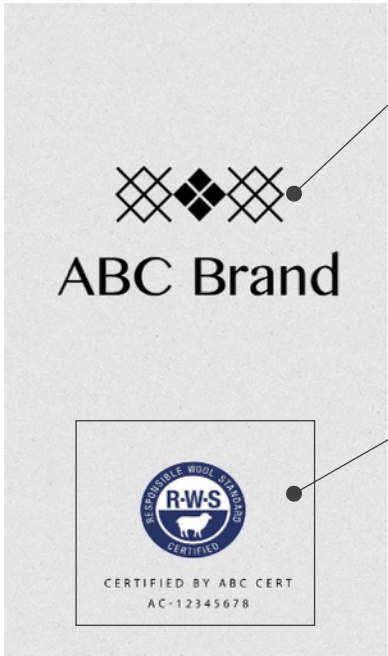
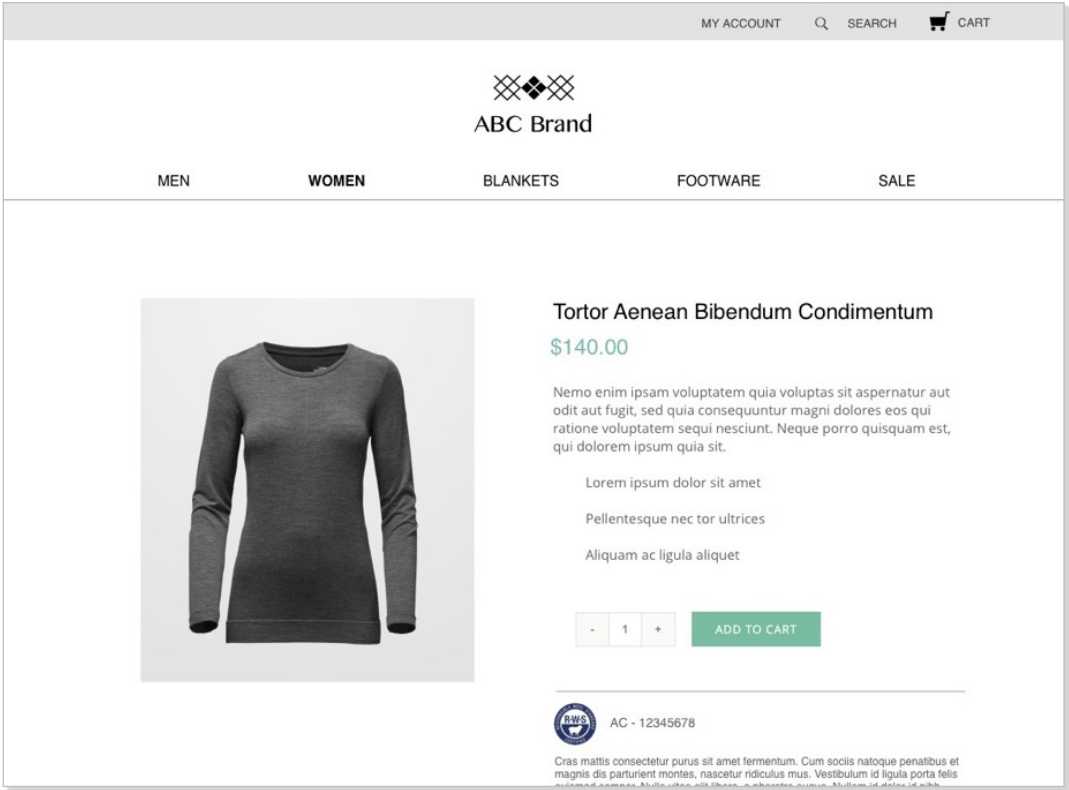
# General Marketing Claims

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Centers around a **commitment**, whereas the final product does not (yet) need to be certified.

- ✓ *“I am committed to source only RDS certified down by 2025”*
- ✓ *“All of ABC Brand’s down duvet cover will be RDS certified by 2020”*

# Product-Specific Claims



Your company (Certified Organization) brand name or logo

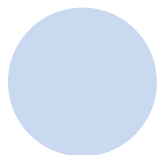
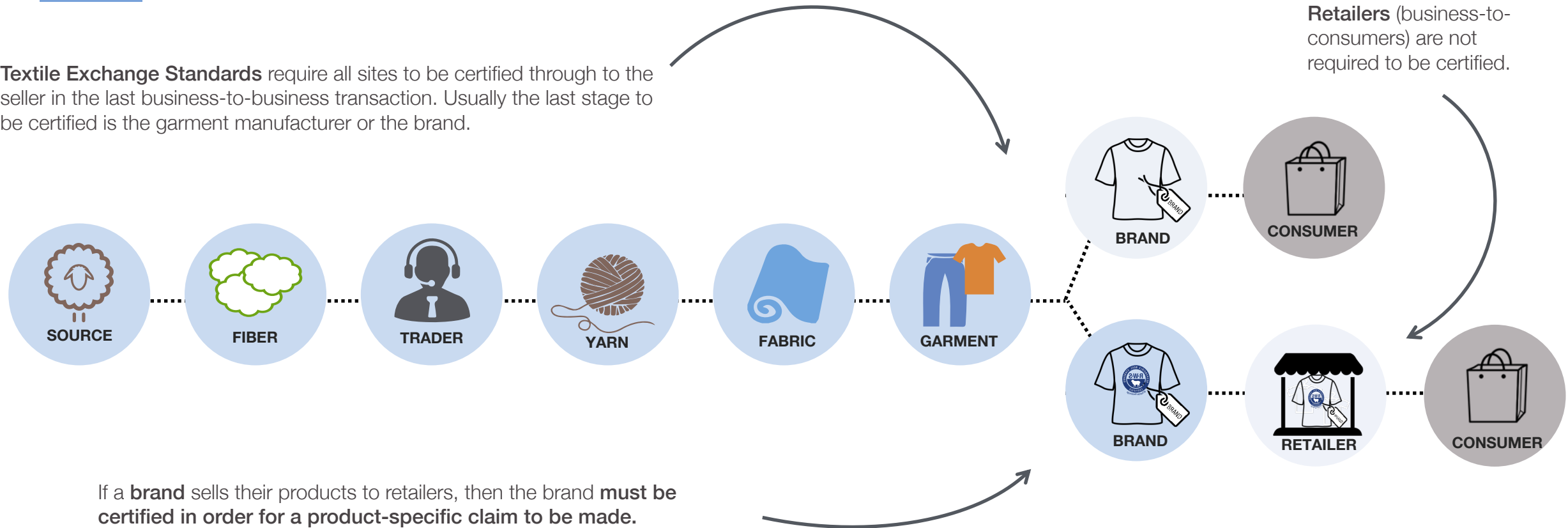


Certification Body (CB)      Certification number (issued by CB)

# Making Claims



**Textile Exchange Standards** require all sites to be certified through to the seller in the last business-to-business transaction. Usually the last stage to be certified is the garment manufacturer or the brand.



= Certified Organization



= Non-Certified Organization

# Brand Certification Context

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- Certification required up to seller in final B2B transaction
  - Manufacturer
  - Brand
  - Wholesaler
- Certification process is the same as other stages in the supply chain
- Exemptions in place for brands with wholesale networks (CCS V2.0 Section D)
  - 100% Claimed Material
  - Batch Code Label
  - Brand Network Certification

# What are the Requirements for Labeling?

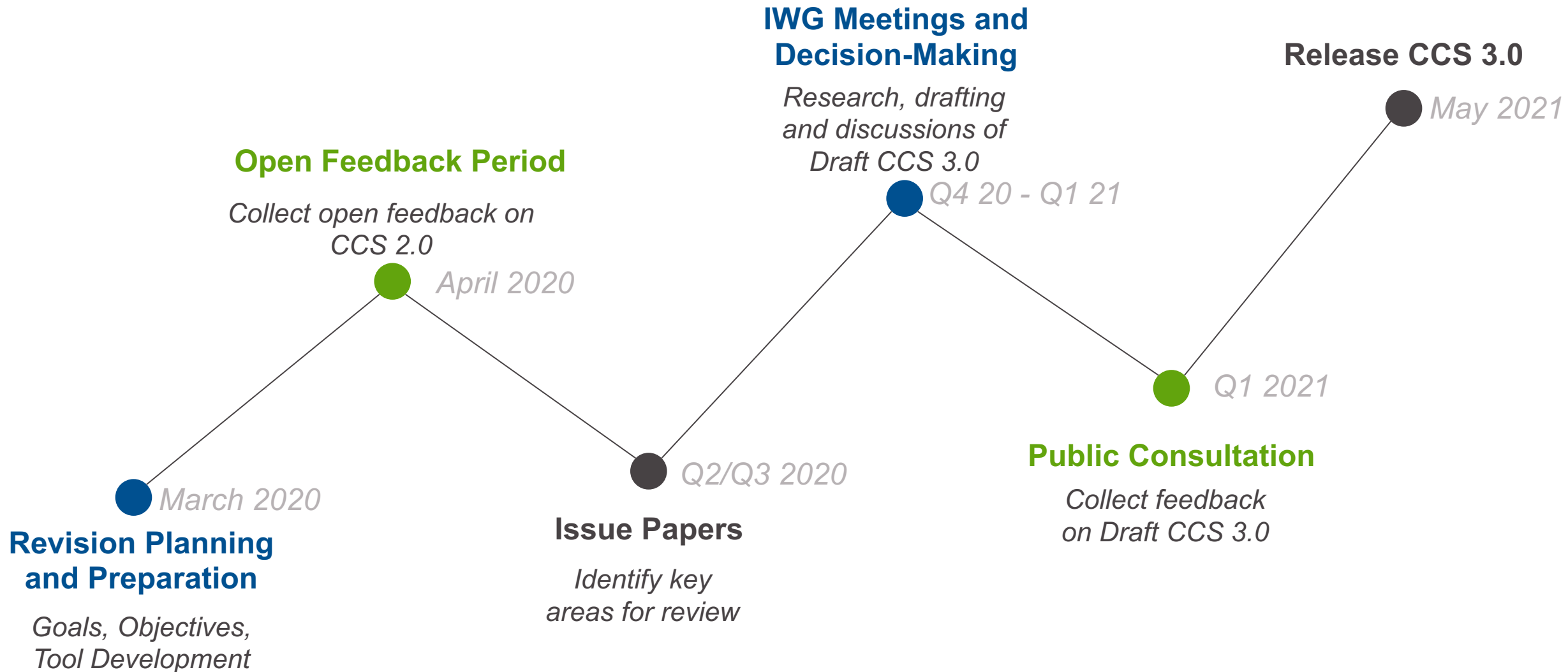
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- ✓ Proof of a certified supply chain up to seller in final B2B transaction
- ✓ Comply with RDS logo use and claims guide
- ✓ Receive approval from an authorized certification body

# Standards Work in Progress

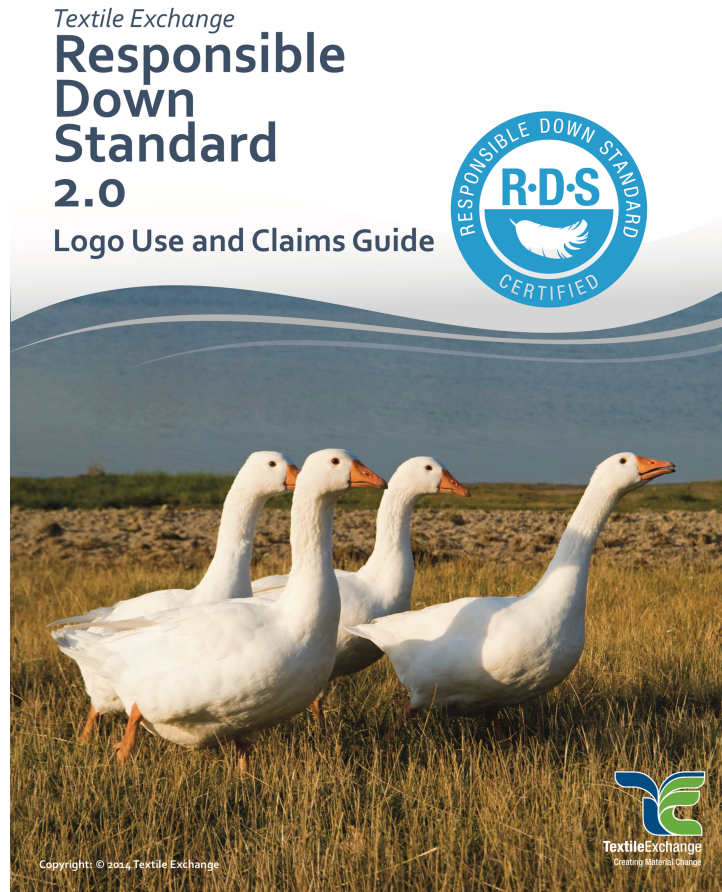
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# CCS Revision Timeline



# Claims Framework

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In  
development

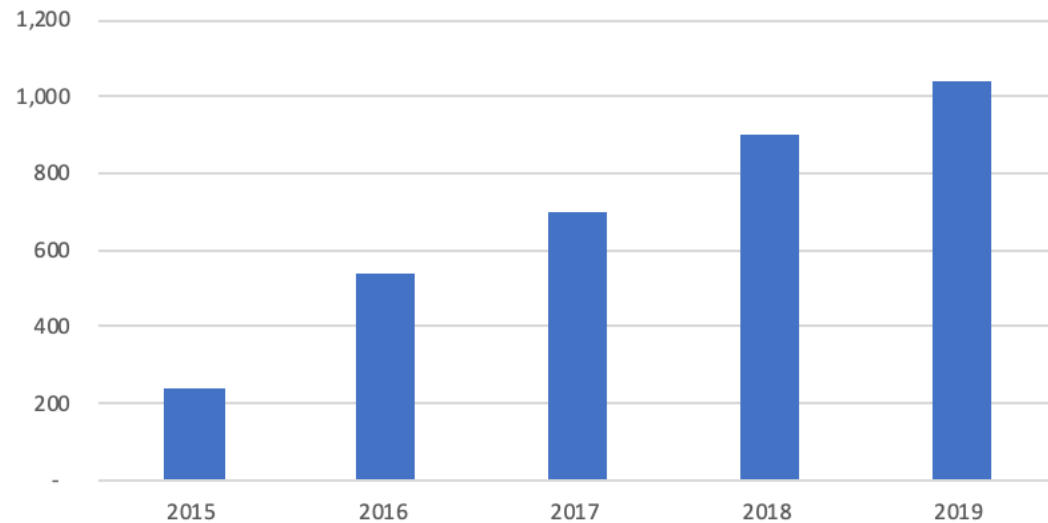


# RDS Adoption

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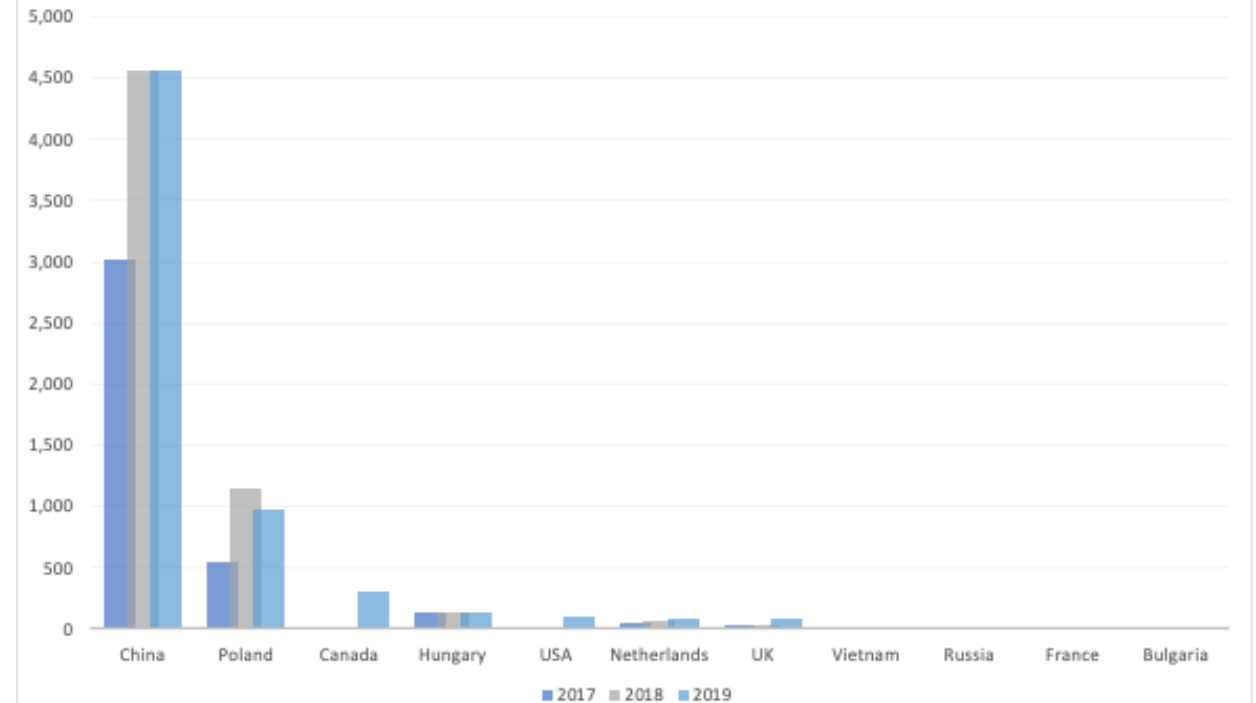
# RDS By the Numbers

RDS sites



| RDS         | 2015 | 2016 | 2017 | 2018 | 2019  |
|-------------|------|------|------|------|-------|
| Sites       | 239  | 539  | 696  | 904  | 1,041 |
| Growth rate | -    | 126% | 29%  | 30%  | 15%   |

RDS Certified farms



| RDS         | 2017 | 2018 | 2019  |
|-------------|------|------|-------|
| Farms       | 3768 | 5969 | 6,277 |
| Growth rate | 29%  | 58%  | 5%    |

# Learning More...

Volume of RDS down

Market share of RDS down

Commitments

Stakeholder reach

Non conformities

**Alex Eakins**  
*Sr Manager, Corporate Sustainability*



# Support Materials

# Resources

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- [RDS 3.0](#)
  - RDS [User Manual](#)
  - RDS [Logo Use and Claims Guide](#)
  - RDS [Certification Procedures](#)
  - Multiple [videos](#) explaining how RDS works
  - How to [get certified](#)
  - How to [find certified suppliers](#)
  - [Brand and Retailer Certification Toolkit](#) and the [Supplier Certification Toolkit](#)
- ...and many other resources can be found [here](#).
- A recorded [training on Brand Certification](#) under the CCS 2.0
  - Participate in the [Content Claim Standard 3.0 Revision](#)
  - For any questions please email [ResponsibleDown@TextileExchange.Org](mailto:ResponsibleDown@TextileExchange.Org)

# Questions?

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# Thank you

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