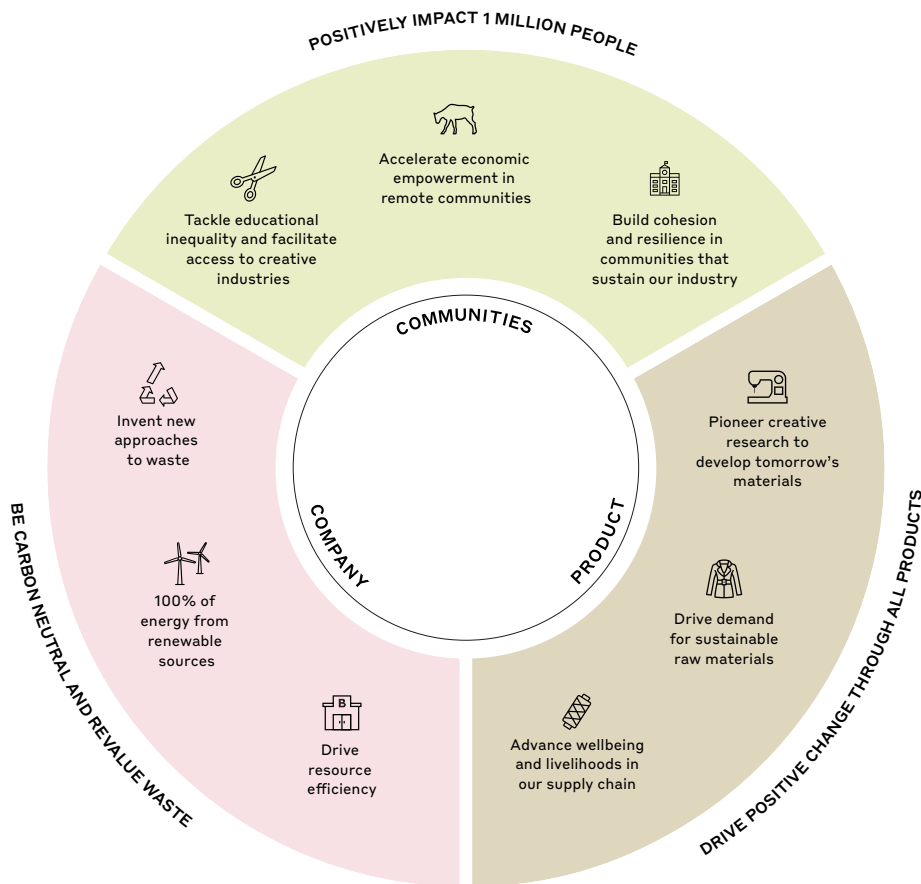


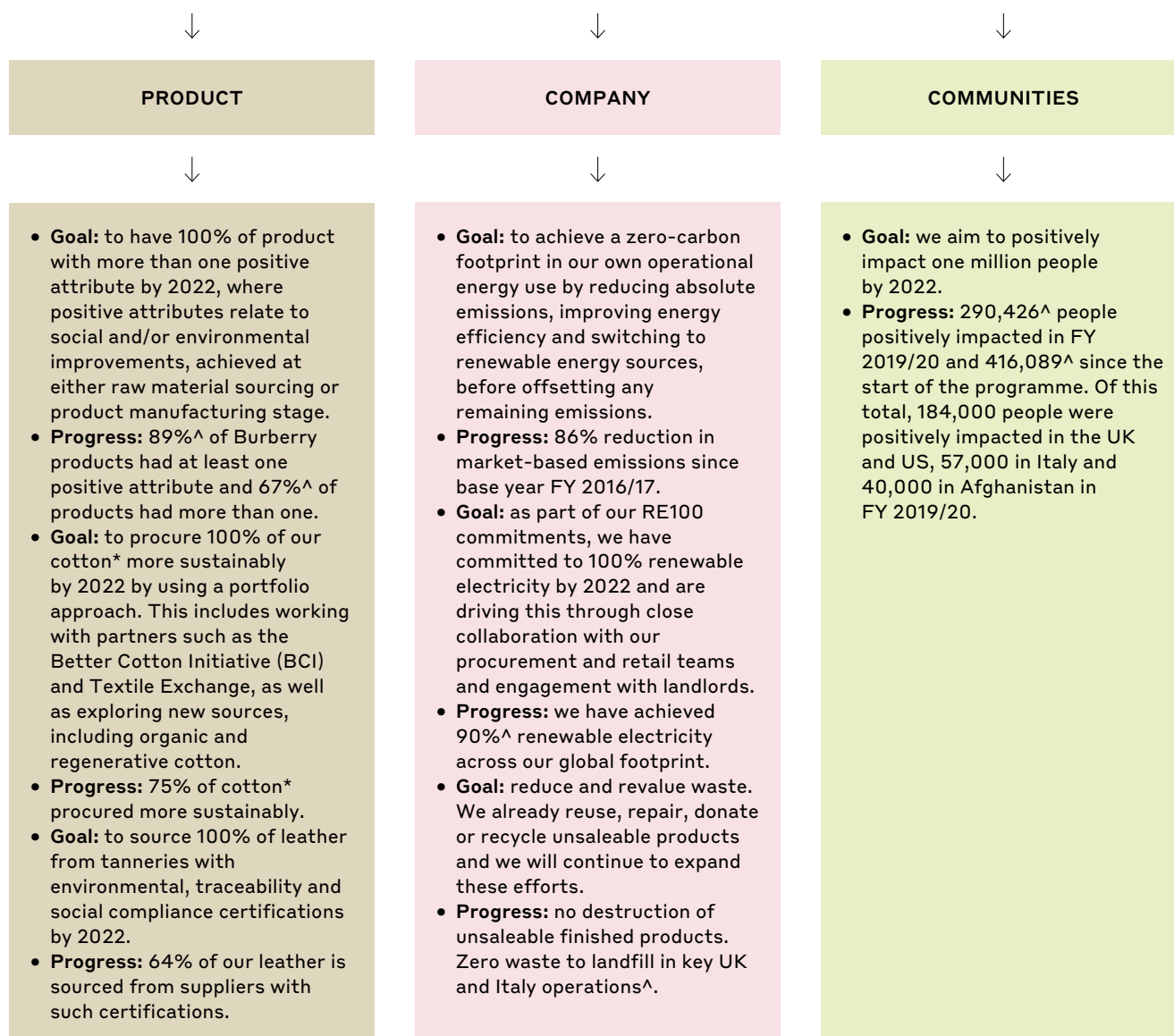
BUILDING A MORE SUSTAINABLE FUTURE

Burberry's commitment to sustainability is long-standing, grounded in the belief that for our future growth, we need to actively address the challenges facing our industry and the world in which we live. We are dedicated to reducing our environmental footprint and enabling social progress as we help transform our industry through powerful collaborations.



CREATING TOMORROW'S HERITAGE

Taking steps to protect our planet and ensure we have a positive impact on those in our supply chain and communities.



^ Please see page 71 for details on external assurance.

* Where cotton is the product's main material.

We are halfway through our current five-year Responsibility Agenda, which focuses on three main areas: company, product and communities. The strategy was developed in collaboration with key stakeholders, to address the most material social and environmental impacts along our value chain and builds on 15 years of expertise. Our strategy is aligned to the Paris Climate Agreement and informed by the UN's Sustainable Development Goals (SDGs). Our contribution towards the goals is referenced on page 63.

A Sustainability Steering Group (SSG) was established in 2019 to review and oversee the Group's strategy on environmental and social issues. The SSG will convene at least three times a year and is chaired by the CEO who is accountable for ensuring oversight of climate-related risks and opportunities. It is also attended by the CO&FO, who is also a member of the Leadership Network for the Accounting for Sustainability initiative. Our Responsibility targets to 2022 are owned by senior leadership across key departments and progress is reviewed by the SSG. Updates are shared regularly with the Ethics Committee, Risk Committee and the Board.

Objectives and progress are regularly reviewed by the Burberry Responsibility Advisory Committee, comprising independent external experts who play the role of "critical friends". The committee liaises with the Burberry Responsibility team four times per year to hear progress updates, provide challenge and offer support.

Our employees play a crucial role in delivering our Responsibility goals, for example, by driving energy efficiency across our operations and helping to raise levels of awareness. This year, we ran a series of engagement campaigns to promote climate action across our employee base, continuing our successful partnership with Big Clean Switch to encourage UK employees to change to renewable energy at home. Inspired by younger generations, we also ran intergenerational "Kids for Climate" events with our employees and their children in London and Hong Kong S.A.R., in collaboration with the World Wide Fund for Nature (WWF). The events aimed to educate and capture the imagination of our employees and leaders.

PROGRESSING OUR STRATEGY

As the global climate crisis becomes more critical, our sustainability priorities and focus areas require constant review. This year, we reviewed our Responsibility strategy in light of the changing external environment and confirmed our priority areas. This built on the work we did in FY 2018/19, when we explored the uncertainties, risks and opportunities associated with climate change impacts to 2040, in line with the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD). Read more about our progress on pages 110 to 115.

In FY 2017/18, we set the goal of sourcing 100% of our cotton through the BCI. As the dynamic cotton supply chain continues to innovate and evolve, we have broadened the scope of our target and ambition. We are now focused on reaching our target to procure 100% of our cotton* more sustainably by 2022. This will be achieved through a portfolio approach, which includes working with partners, such as the BCI and Textile Exchange, as well as exploring new sources, including organic and regenerative cotton.

PARTNERSHIPS


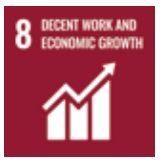




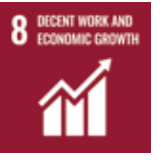
To deliver our Responsibility goals and create real change in the industry, we recognise the need to work in partnership with others. Through The Burberry Foundation, we are proud to partner with organisations such as Pur Projet, Oxfam, Progetto Quid and Teach First, among many others. Our work with these organisations is changing the lives of people within communities impacted by the luxury fashion industry and its supply chains. We are a signatory to the United Nations Framework Convention on Climate Change (UN Climate Change) Fashion Industry Charter for Climate Action, The Fashion Pact, a G7 climate change initiative, and the Ellen MacArthur Foundation's Make Fashion Circular Initiative. We also sit on the board of The Sustainable Fibre Alliance (SFA) and the Zero Discharge of Hazardous Chemicals (ZDHC) group. As a principal partner of The Living Wage Foundation and The Global Living Wage Initiative, we are helping to lead a collaborative effort to promote fair and responsible employment.

* Where cotton is the product's main material.

OUR CONTRIBUTION TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Our Responsibility Agenda contributes to a range of the United Nations Sustainable Development Goals, where we feel we are uniquely placed to make a positive difference. We recognise the power of working in collaboration to drive real change in the industry, which is why SDG 17 runs across the breadth of our strategy enabling progress in all areas of our work.

RELEVANT SDGs

<p>PRODUCT See pages 64 to 65</p>					<p>SDG 6.3 SDG 6.4 SDG 8.7 SDG 8.8 SDG 9.4 SDG 12.5 SDG 12.6 SDG 13.3 SDG 15.A SDG 17.17</p>
					
<p>COMPANY See pages 66 to 68</p>					<p>SDG 7.2 SDG 7.3 SDG 7.A SDG 12.2 SDG 12.5 SDG 13.3 SDG 17.17</p>
<p>COMMUNITIES See pages 69 to 71</p>					<p>SDG 1.4 SDG 4.1 SDG 4.4 SDG 4.C SDG 5.5 SDG 8.3 SDG 8.6 SDG 10.2 SDG 17.17</p>
					

PRODUCT

We are committed to using our position and influence to drive social and environmental improvements and foster innovation in our supply chain, from the sourcing of raw materials to the manufacturing of finished products.

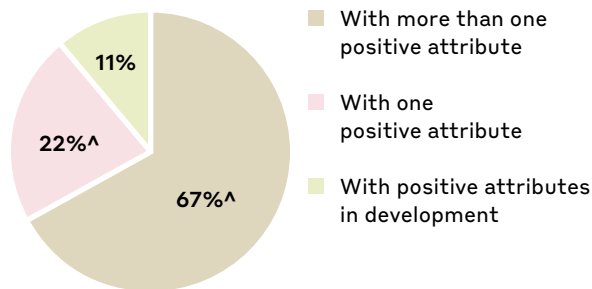
DRIVING POSITIVE CHANGE THROUGH 100% OF OUR PRODUCTS

We continue to make good progress towards our 2022 goal to drive positive change through all of our products. We have defined key positive attributes relating to a range of social and environmental programmes, which drive improvements in the raw material and manufacturing stages of our supply chain. A positive attribute could include leather from a tannery with social, environmental and traceability certifications or a product that has been manufactured in a facility that is running a wellbeing programme for workers.

At just over the halfway point in our five-year Responsibility strategy, in FY 2019/20, 89%^ of Burberry products had at least one positive attribute and 67%^ had more than one. We continue to foster an environment of innovation and collaborate with our suppliers to drive improvements in areas such as sustainable materials, worker wellbeing, chemical management, energy reduction, renewable energy purchasing, water reduction and waste recycling to drive towards our 2022 goals.

In addition, the environmental improvements we are promoting across our supply chain contribute significantly to our science-based target to reduce Scope 3 emissions by 30% by 2030.

% OF PRODUCTS WITH POSITIVE ATTRIBUTES



^ Please see page 71 for details on external assurance.

* Where cotton is the product's main material.

STIMULATING DEMAND FOR MORE SUSTAINABLE RAW MATERIALS

Ever since our founder, Thomas Burberry, invented gabardine in 1879, materials innovation has formed part of our DNA and continues to be a key focus today. Our goal is to incorporate more sustainable materials into our products to stimulate demand for more innovative materials across the industry as a whole.

Cotton, cashmere and leather are our key raw materials, representing approximately 30% of our overall greenhouse gas emissions. We have implemented a series of innovative programmes within our supply chain, which are designed to reduce the carbon, water and biodiversity impacts of these materials.

Cotton: we aim to procure 100% of our cotton more sustainably by 2022 by using a portfolio approach. This includes working with partners such as the BCI and Textile Exchange, as well as exploring new sources, including organic and regenerative cotton. Over 75% of our cotton was sourced more sustainably in FY 2019/20*. This compares to 68% in the prior year*. Our programmes include working with BCI, who trains farmers on how to grow cotton more sustainably through efficient soil, water and land use, while improving the livelihoods of farming communities. We continue to promote more sustainable farming practices among our suppliers and also remain committed to driving demand for organic cotton. In FY 2019/20, we worked directly with cotton growers in the US to develop a fully traceable organic cotton supply for the future.

Cashmere: in FY 2019/20, we explored cashmere farming practices in China, working cross-industry with other brands and non-governmental organisations (NGOs). We also continued our support for the Sustainable Fibre Alliance in Mongolia. By the end of FY 2019/20, over 4000 herding families had committed to the SFA's Codes of Practice on Animal Husbandry and Cashmere Fibre Harvesting.

Leather: during FY 2019/20, we made significant progress, particularly on leather traceability, by working closely with our Italian tanneries. Our goal is to source 100% of our leather from tanneries with environmental, traceability and social compliance certifications. Currently 64% of our leather is sourced from suppliers with such certifications.

In addition, we have programmes to ensure that we proactively tackle the impacts of other raw materials, such as viscose, within our business. In FY 2019/20, we partnered with Canopy, an NGO that works to protect the world's ancient and endangered forests and species by collaborating with business leaders and supply chain partners, to ensure we only source viscose from responsible sources.

PROMOTING WORKER WELLBEING

Our ethical trading programme works with all finished goods vendors, subcontractors and key raw material suppliers and involves engaging with both management and workers to review performance and drive improvements. We work closely with supply chain partners to go beyond regulatory compliance and have a positive impact on workers' lives. During FY 2019/20, we conducted 631 audits and assessments, and completed 71 training and engagement visits, to support our partners in building stronger human resource management systems and introducing innovative worker engagement and wellbeing programmes.

Worker wellbeing monitoring continued across our supply chain through the roll-out of our Worker Wellbeing Survey. Launched in 2018, the survey, which was developed in collaboration with an international NGO, has been used to engage with approximately 2750 workers across 15 facilities worldwide. In response to results of the survey, we developed a programme that aims to improve communication and empathy between workers, supervisors and management. It was developed and delivered in collaboration with an expert third party organisation and led to improved wellbeing scores across all indicators.

As well as supporting improvements at the facilities of our vendors, subcontractors and raw materials suppliers, we encourage our partners to do the same with their upstream supply chains too. In FY 2019/20, 16 of our key supply chain partners were involved with our Vendor Ownership Programme, which helps them to set up their own ethical trading programmes to monitor and improve working conditions in their supply chain.

We are accredited as a UK Living Wage employer, and promote living wages in our supply chain in line with our commitment to fair and responsible employment. We are a Principal Partner of the Living Wage Foundation and are on the steering group of the Global Living Wage Initiative. In 2019, we contributed to the Living Wage Foundation's "The Sustainable Development Goals and The Living Wage" report, which shows how a global expansion of the Living Wage could help to deliver a range of SDGs.

Our strategic supplier of cashmere scarves, Johnstons of Elgin, who we have partnered with for 120 years, became accredited as a Living Wage Employer in 2019. It was named the winner of the Anchor Institution Award by Living Wage Scotland because of the impact accreditation had on its staff.

MINIMISING OUR WATER FOOTPRINT

As a retailer and manufacturer, we are mindful of our use of water and are always looking for ways to reduce our impact. Our Water Conservation programme focuses on promoting best practice and new technologies in the supply chain, as well as introducing water-efficient materials into the product range and identifying opportunities to recycle process water back into the manufacturing processes. In FY 2019/20, 80% of our key wet processing facilities were engaged in the early stages of our Water Conservation Programme. We are committed to evolving our position on water stewardship beyond our existing programmes in key agricultural supply chains from cashmere goat and cotton farms through to tanneries. We regularly evaluate our water impact by utilising the WWF Water Risk Tool.

LEADERSHIP IN CHEMICAL MANAGEMENT

In FY 2019/20, we continued to deliver on our commitment to eliminate the use and release of unwanted chemicals. We commissioned an external review of our chemical management programme to verify achievements and identify opportunities for improvement. We also launched an enhanced chemical management assessment framework, which introduced significantly advanced requirements for our business partners. We also conducted over 100 on-site chemical management assessments.

We continue to build capacity with our partners and have initiated an accreditation process for individuals to be trained and qualified to perform chemical management assessments. We promote the use of technology to drive efficient chemical management and have partnered with an external provider to create an online tool to help facilities procure better chemical formulations. Approximately 50 facilities within the supply chain are using this tool in their day-to-day chemical management.

We recognise that supply chain chemical management is an industry-wide challenge and are actively involved in collaborative initiatives, including acting as a ZDHC Board member.

COMPANY

We believe in respecting the environment and conducting our business in a responsible way. The success of our business over the long term depends on the environmental sustainability of our operations, the resilience of our supply chain and our ability to manage climate change impacts.

BECOMING CARBON NEUTRAL

Our goal is to be carbon neutral in our own operational energy use by 2022 and to obtain 100% of our electricity from renewable sources in the same time frame. Our commitments in relation to climate change extend beyond our business operations and activities.

We have two climate goals approved by the Science Based Target initiative (SBTi): to reduce our absolute Scope 1 and 2 greenhouse gas emissions by 95% by 2022 and our absolute Scope 3 greenhouse gas emissions by 30% by 2030 (all from a 2016 base year). The Scope 1 and 2 target focuses on emissions from our direct operations (including electricity and gas consumption at our stores, offices, internal manufacturing and distribution sites), while the Scope 3 target relates to indirect emissions in our extended supply chain (which includes the impact from the sourcing of raw materials and manufacturing of finished goods). The targets covering greenhouse gas emissions from Burberry's operations (Scopes 1 and 2) are consistent with reductions required to keep warming to 1.5°C, the most ambitious goal of the Paris Agreement. To date, we have reduced our Scope 1 and 2 emissions by 82% compared to FY 2016/17.

At Burberry, to achieve our climate-related goals we focus on energy efficiency first and foremost. We drive energy efficiency across our stores by instilling good practice behaviour and installing more efficient lighting systems at our new and refurbished stores. We then reinvest savings into renewable energy procurement in the region, before finally offsetting any remaining emissions, reducing our emissions footprint to zero. We are now carbon neutral in our own operational energy use across 85% of our sites globally and procure 83%^ of our total energy (90%^ of electricity) from renewable sources.

Through engaging with our suppliers on energy efficiency and renewable energy, we have reduced emissions in the supply chain by more than 1600 tonnes of carbon. These initiatives, alongside our transition to more sustainable raw materials, are contributing to our Scope 3 science based target.

We are supporting the UN Climate Change's efforts in the fashion industry and have taken a leadership position by collaborating with other brands to promote energy efficiency and renewable energy across the entire fashion industry. In addition, we signed the Fashion Charter Communique at the 25th session of the Conference of the Parties. The Communique encourages countries with major fashion production and consumer markets to partner with us to bring the industry in line with the Paris Agreement goal of limiting average global temperature rise to 1.5°C.

In FY 2019/20, we extended our commitment to carbon neutrality to our runway shows. See page 38 for further details of our Regeneration Fund, which is designed to reduce the carbon impact of our raw materials and improve biodiversity. Further information on our carbon commitments and impact can be found on page 34 and pages 110 to 115.

^ ^ Please see page 71 for details on external assurance.

GLOBAL GREENHOUSE GAS EMISSIONS	Reporting year 19/20		Reporting year 18/19		Reporting year 17/18	
	Global	UK and UK offshore only	Global	UK and UK offshore only	Global	UK and UK offshore only
Total energy, including energy from fuel used in vehicles / kWh	69,022,600 [^]	22,915,011	76,657,440	24,210,561	82,309,197	27,294,512
Combustion of fuel and operation of facilities (Scope 1) / Kg CO ₂ e	1,853,911 [^]	1,485,987	2,079,000	1,433,808	2,144,091	1,746,440
Combustion of fuel use from owned or leased transport (Scope 1) / Kg CO ₂ e	77,936	4,592	85,305	1,515	n/a	n/a
Electricity purchased and used for operations (Scope 2) / Kg CO ₂ e	23,770,998 [^]	3,660,968	26,521,247	4,083,794	29,268,407	4,457,747
Total emissions location based (Scope 1 & 2) / Kg CO ₂ e	25,702,845 [^]	5,151,547	28,685,552	5,519,117	31,412,498	6,204,187
Electricity purchased and used for operations (Scope 2, market-based) / Kg CO ₂ e	3,274,590 [^]	0	12,489,981	60,546	17,529,866	101,705
Total emissions (Scope 1 & 2, market-based) / Kg CO ₂ e	5,206,437 [^]	807,805	14,654,286	62,061	19,673,957	1,714,807
Total emissions offset by Verified Emissions Reduction Certificates / Kg CO ₂ e	1,060,547 [^]	803,214	371,316	0	170,411	0
Location-based Kg CO ₂ e per £1000 sales revenue	9.8 [^]	n/a	10.5	n/a	11.5	n/a
% of energy from renewable sources	83% [^]	81%	58%	68%	48%	65%

Note: Burberry applies an operational control approach to defining its organisational boundaries. Data is reported for sites where it is considered that Burberry has the ability to influence energy management. Data is not reported for sites where Burberry has a physical presence, but does not influence the energy management for those sites, such as a concession within a department store. Overall, the emissions inventory reported equates to 99% of our sq. ft. (net selling space). The Company uses the Greenhouse Gas Protocol (using a location and market-based approach to reporting Scope 2 emissions) to estimate emissions and applies conversion factors from Defra, IEA and RE-DISS. All material sources of emissions are reported. Refrigerant gases were deemed not material and are not reported. Combustion of fuel use from owned or leased transport is reported from 2018/19 FY onwards. Burberry has updated GHG data for FY 2017/18 and FY 2018/19 to account for updated emission factors and improvements in data availability and estimation methods. Further information about Burberry's basis of reporting is available at Burberryplc.com.

[^] Please see page 71 for details on external assurance.

REDUCING AND REVALUING WASTE

We are committed to revaluing waste across our operations and supply chain through our collaborative approach and creative spirit. We follow a clearly defined waste hierarchy to guide our workstreams. We continue to challenge ourselves with new and existing partners to reduce, reuse and recycle. Our work to address the systemic waste challenge facing the industry cannot be tackled alone, therefore we are working in collaboration with peers and partners, including the Ellen MacArthur Foundation.

A key element of our strategy is addressing waste from a creative point of view. We are engaging our creative community through training on circular design, which aims to reduce the amount of waste we produce by anticipating what the next life of a product will be. A range of product disassembly workshops have been carried out to help teams better understand the extended life of our products.

A creative approach has also been adopted by our Merchandising Computer Aided Design (CAD) team who have designed 3D runway and ready-to-wear samples, known as "Digital Product Twins," to help reduce reliance upon physical sampling.

Our beautifully made products are designed to last and we are committed to helping customers enjoy them for as long as possible. In FY 2019/20, we handled around 14,750 repair and replacement part enquiries, ranging from Trench Coat re-proofing to repairing vintage items. This financial year, we also launched a pilot in the US with The RealReal, a luxury consignment marketplace where customers can consign secondhand luxury goods, to encourage our customers to extend the life of their products through resale. This offers us an opportunity to champion a more circular future.

We employ innovative solutions to repurpose products and offcut waste. In the UK, we continue to work with sustainable luxury company Elvis & Kresse, which revalues our leather offcuts by transforming them into accessories and homewares. In Italy, we continue to donate material to Progetto Quid, a not-for-profit co-operative, which upcycles excess materials into clothes and accessories, employing mostly women from vulnerable backgrounds. This financial year, we also launched a new partnership in Italy with Alta Scuola di Pelletteria Italiana, a leather school, and San Patrignano, an organisation supporting marginalised youth. The school will train San Patrignano residents in leather goods disassembly and repurposing using donated unsaleable Burberry leather products.

In addition, we have donated products and raw materials to various charities, design schools and colleges globally, including the Royal College of Art and the Manchester Fashion Institute. In 2018, Burberry became the first luxury company to cease destroying unsaleable finished products. As of 28 March 2020, we were running finished product revaluing pilots with 10 new partners.

We are mindful of ensuring that our supply chain partners also take responsibility for the waste generated during production, which is why we established a positive product attribute count to monitor and recognise waste recycling initiatives in our supply chain. We are also working to repurpose and reinvent products by adding seasonal and on-trend embellishments such as embroideries and appliquéd patches.

CONTINUING SUSTAINABLE PACKAGING INNOVATION

As a signatory of the Ellen MacArthur Foundation's New Plastics Economy Global Commitment, we pledged to eliminate unnecessary and problematic plastic, to use 100% reusable, recyclable or compostable plastic, and to use at least 20% recycled content across all own-branded plastic packaging by 2025. We have made good progress towards our goal by removing plastic lamination from our branded retail and digital packaging.

All of our paper-based customer-facing packaging is reusable or recyclable and certified by the Forest Stewardship Council. As the packaging composition includes a minimum of 40% recycled coffee cups, since February 2019, Burberry has been responsible for recycling 58 million cups. We will work to further increase the use of recycled materials in our products and transport packaging, as well as support industry-wide scaling of alternative materials by 2025. We continue to constantly innovate and trial new packaging materials to find more sustainable solutions for our customers.

COMMUNITIES

As noted on pages 15 to 17, Creativity Opens Spaces is a shared belief that through creativity we can push boundaries and explore new possibilities for ourselves, our customers and our communities. Our purpose and values inform the choices we make in every aspect of the business. In 2017, we identified key locations along our value chain where we have the biggest impacts and where we are uniquely placed to make a difference. We then liaised with external expert organisations to identify local community needs and effective ways of addressing these, which in turn informed the design of our communities strategy.

POSITIVELY IMPACTING ONE MILLION PEOPLE BY 2022

Burberry donates 1% of adjusted Group profit before tax to charitable initiatives. The three pillars of our strategy focus on projects that promote the Science, Technology, Engineering, Arts and Maths agenda in schools, tackle educational inequality, support social and economic development and community cohesion. Much of our philanthropic work is carried out through The Burberry Foundation (UK registered charity number 1154468). Independent of Burberry Group plc, The Burberry Foundation is dedicated to using the power of creativity to drive positive change in global communities and build a more sustainable future through innovation. The Burberry Foundation works with leading organisations to support communities that sustain the luxury industry. It plays a vital role in our goal to positively impact one million people by 2022. Since the launch of this target we have positively impacted the lives of 416,089[^] people. Our employees can also contribute to our commitments in this area by spending up to three working days a year supporting their local communities. In FY 2019/20, 26% of Burberry employees participated in volunteering and fundraising activities and collectively contributed almost 11,000 hours to charitable causes.

TACKLING EDUCATIONAL INEQUALITY FOR YOUNG PEOPLE IN THE UK AND THE US

At Burberry, we believe that diversity and inclusion enrich our brand with fresh ideas and new perspectives. Part of the work of The Burberry Foundation is to open up the creative industries to people who may not otherwise have had access to or felt equipped to pursue a career in this arena.

The Burberry Foundation has partnered with Teach First, The Careers & Enterprise Company and MyKindaFuture, with the goal of opening up opportunities to young people from disadvantaged communities in Yorkshire and London. The aim is to improve young people's access to the creative industries and inspire them to consider roles they may not have previously been exposed to while also helping them to prepare for employment. During FY 2019/20, 183,000 students and teachers were engaged in a variety of activities, including school workshops, teacher training, guest speaker sessions and work experience weeks at Burberry. Burberry volunteers participated by supporting Teach First's Careers Leaders Programme, which has been rolled out across England and Wales.

Burberry Inspire, funded by The Burberry Foundation, is the first in-school art and culture programme of its scope and scale designed to understand how exposure to the arts can have a positive effect on young people's lives. The programme is active in both Yorkshire and New York. In Yorkshire, the programme works in partnership with The Ideas Foundation, The Hepworth Wakefield, Leeds Playhouse, Leeds Young Film and Northern Ballet. It is evaluated by The Policy Institute, King's College London. Burberry Inspire in New York is run in partnership with the City University of New York's Creative Arts Team, alongside American Ballet Theatre, Reel Works and Studio in a School NYC. The Office of Research, Evaluation, and Program Support of the City University of New York will measure the impact of this programme, evidencing how exposure to the programme impacts students' hopes for the future, confidence, self-belief, critical thinking skills, and other areas of growth.

FOSTERING COMMUNITY COHESION AND SUPPORTING YOUTH EMPLOYABILITY IN ITALY

The Florentine area of Italy has a long tradition of creativity and craftsmanship and is renowned for its production of garments and luxury leather goods. In recent years, the region has faced challenges from youth unemployment and economic migration. The Burberry Foundation has a five-year partnership with Oxfam aimed at fostering cohesion between local and migrant communities. During FY 2019/20, the programme implemented in-school mentoring schemes in 12 Tuscan schools and trained their teachers to introduce a new style of inclusive teaching into their classes. The Burberry Foundation also partnered with four local community centres to help them to expand their day-to-day services, deliver large-scale multicultural events and set up a network of community facilitators in the region. Overall, more than 57,000 community members benefited from these activities in FY 2019/20.

[^] Please see page 71 for details on external assurance

RESPONSIBILITY CONTINUED

SUPPORTING SOCIAL AND ECONOMIC EMPOWERMENT OF RURAL COMMUNITIES IN AFGHANISTAN

As the world's third-largest producer of cashmere fibre, Afghanistan is a key sourcing region for the luxury fashion industry, despite the country's ongoing armed conflict and extreme poverty. Launched in FY 2017/18, a programme developed in partnership between The Burberry Foundation, Oxfam and PUR Projet aims to improve the livelihoods of Afghan cashmere herding communities by helping them to develop a more sustainable and inclusive cashmere industry in the country. One aspect of this initiative is a training programme developed to help raise herders' awareness of best practice cashmere harvesting and herding techniques

to enhance their income and livelihoods. Through the medium of a radio drama, information is shared to enable cashmere goat herding communities to improve their livestock management practices and the quality of their cashmere. Educational public service announcements are also broadcast, which provide key information on goat health. Since opening in FY 2018/19, a goat breeding facility has hosted over 400 superior quality cashmere goats. Three elite bucks have been distributed to herders in a village to pilot a breeding programme with the aim of improving the genetic variety of goats at village level. The programme has also established community-owned groups for collective gathering and sales of cashmere, enabling herders to bargain for better cashmere prices.

