Responsible Down Standard
International Working Group

Training and Education

March 1, 2018
Agenda

1. Introductions, Announcements, and Housekeeping
2. Updates
3. What are the goals of training and education?
4. Setting priorities for training and education
5. Strategies for training and education
6. Reminders
   - Charter
7. Feedback collection
Anti-Trust Guidelines

• Do not agree or discuss how each of the Participants will price their own goods or related products;
• Do not agree to allocate certain geographic markets (i.e., territories) or product markets (i.e., types of products) among each other;
• Do not discuss or agree to the cost or method of pricing products manufactured or sold by each other or otherwise direct each other’s business activities that are outside the scope of the IWG;
• Do not compare cost information that is confidential, such as labor cost, manufacturing costs or other variables affecting pricing;
• Do not agree among yourselves to not do business with certain vendors (potential “boycott”) or otherwise pressure other competitors or vendors to comply with certain pricing or cost policies;
• The IWG should not share with each other or discuss confidential, competitive information for individual Participants or any information that might affect the Participants’ own day to day business decisions related to cost, price or output of their own products. For example, this confidential competitive information may include: price lists or pricing plans, volume, rebate or refund programs, discount policies, credit policies, advertising credits or program allowances, slotting allowances, product cost variables or profit margins, customer lists or specific complaints, supplier contract terms, current or future marketing plans, bidding plans, purchasing plans, planning strategies, capital improvement plans, terms of sale or other contract terms, or competition in the sale or manufacture of competing products;
• The IWG should not facilitate agreements or coordination among Participants for the prices they charge for the products they manufacture or sell or other collusive conduct, including market allocation or refusals to deal with suppliers or customers, or organize boycotts against other manufacturers or retailers; and
• The IWG should not publish or share any information that would be suggestive or conclusory as to how any individual Participant should deal with individual contracting or other third party issues
• Participants may discuss or share non-confidential, publicly available information or data
Chatham House Rules

When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.
Member Agreement

1. Agrees to contribute a reasonable commitment of time and expertise to participate in the Responsible Down Standard IWG.

2. Agrees to act respectfully to other Members of the IWG, and commit to honest and polite discourse.

3. Agrees that in order to maintain a level of trust and continuity, that all meetings and discussions of The RDS IWG and/or its Members remain strictly confidential and will treat any information that is shared within the RDS IWG as confidential in accordance with the Chatham House Rule (appendix A).

4. Agrees to comply with all applicable antitrust and anti-competitive laws, including, without limitation:
   a. Agrees that none of the information shared during or as part of IWG meetings may be used to cause competitive injury or disadvantage to another Member, participant, Textile Exchange or the RDS; and
   b. Agrees to abstain from any conversations or activities that may restrict competition or set prices).

5. Refrains from using any information obtained through the RDS IWG other than to advance the objectives of the IWG and in no event to disparage Members, their products, practices, businesses or their reputations.

6. Commits to promote the RDS as a meaningful tool to address animal welfare in the down industry.

7. Works openly and collaboratively to meet the objectives of the RDS and the IWG, sharing best practices and lessons learned.
UPDATES
THEORY OF CHANGE
Theory of Change

- Industry Education & Development Program
- Financial support, influence, consumer engagement
- Stories, metrics and KPIs, impacts
- BRANDES
- Demand
- “Safe” supply
- RDS
- Best Practices
Theory of Change
TRAINING AND EDUCATION
Goals of Training and Education

Education/Raising Awareness
• Increase the awareness of the importance of animal welfare.
• Give the users of the standards “buy-in” into the goals of the standard.

Training
• Build understanding of how to comply with the standard and criteria.
• Improve efficiency of audits, reduce instances of non-compliance.
• Empower the users of the standard to know how to comply with the standard.
Awareness and Training

Examples
- What is animal welfare?
- What is the Responsible Down Standard?
- Why should I care?
- What does “Responsible” mean?

Examples
- What are good handling techniques?
- How should I care for sick or injured birds?
- What are recommended slaughter/stunning methods?
- How do I keep certified material separate?
RDS Stakeholders

Farm, Transport, and Slaughter

Content Claim Standard
Assigning Priority

Categorize the priority level of awareness or training, at each stage of the supply chain.

High Priority
- crucial to meeting the goals of the standard
- crucial to the success of the standard
- very poor level of current awareness or knowledge

Medium Priority
- helpful to meeting the goals of the standard
- helpful to the success of the standard
- average awareness or knowledge

Low Priority
- not crucial to meeting the goals of the standard
- not crucial to the success of the standard
- average awareness or knowledge
## Training and Education Strategy

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Strategies for Awareness Raising

Consumers
• Social Media
• Brand/Retailer Marketing

Brands and Retailers
• Industry events
• Webinars
• New markets

Supply Chain
• Industry events
• Webinars
• Brand Invitations

Farms and Slaughterhouses
• Partner with on the ground organizations
• Radio
Current Training Criteria

Farm F9.1 (page 20)
• Responsible personnel shall be trained on good practices for handling of waterfowl. Training records shall be kept for at least five years or for the length of their validity, whichever is longer.

Slaughter S2 (page 23)
• Personnel responsible for unloading, stunning and killing shall receive basic animal welfare training.

Contract Farm Group (page 34)
• Contract Farm Group members shall be provided with training regarding the RDS
Strategies for Training

Consumers
• Social Media
• Marketing
• RDS.org

Brands and Retailers
• Webinars
• Toolkits
• Online tools, modules

Supply Chain
• Webinars
• Toolkits
• Brand Invitations
• Online tools, modules

Farms and Slaughterhouses
• Partner with on the ground organizations
• SOPs – translated or illustrated
• Build **required** training modules
Reminders

- Watch for RDS IWG Charter, to be signed
- Submit Feedback via the Feedback Form
- Review Work Plan, sign up for task groups

Icons courtesy of The Noun Project
THANK YOU!