EXPERIENCE THE NATURAL DIFFERENCE
AGENDA

- Introduction
- Our Story
- Why NOYA
- Approach
- The Next Steppe!
INTRODUCTION:
SAIN BAINA UU (HELLO!)

My Name:
____________________________________

Role:
____________________________________
What do you want to be when you grow up?

What is one thing you want to learn about sustainable cashmere?
MISSION

Accelerate the viability and growth of sustainable cashmere through the empowerment of nomadic herding cultures.
Founded in 2013, NOYA is a hybrid word stemming from the Mongolian words "nogoon" meaning "green" and "yama" meaning "goat", or “green goat”.

In collaboration with leading conservation organisations and the nomadic herders in Mongolia committed to sustainable grazing practices, healthy herds and livelihoods development, NOYA exists to enable direct-to-herder engagement and facilitates end-to-end sustainability through transparent and fair commercial transactions from producer organisations through finished goods.
“Herders always want to protect their grasslands, but we don’t always know how. The grasslands are very special to us, and we want to keep our herding culture alive for our children’s children and beyond. We just want their lives to be normal.”

- Munkjargal (Herder for over 40 years)
• Goat population has increased ~500% in two decades
• Overgrazing leading to desertification
• Ecosystem imbalance, loss of biodiversity and resilience
• Grasslands are critical carbon stores for climate protection

• Shift from quality to quantity renumeration
• Cashmere is illegally smuggled out of Mongolia into China, etc.
• Lack of capital investment and modernisation of Mongolia cashmere sector

• Lack of herder business case to adopt sustainability
• Erosion of traditions and cultural customs
• Shift toward urbanization for next generation
OUR APPROACH

NOYA is an unconventional cashmere company. Our primary objective is to accelerate the viability and growth of sustainable cashmere through the empowerment of nomadic herding cultures. We have pioneered a direct-to-herder platform for leading brands, retailers and suppliers to nominate and procure sustainable cashmere fibre directly from nomadic herders in Mongolia. We verify the integrity, quality, traceability and social and environmental impact from raw materials to finished product.

Empowered Herders. Finer Cashmere.
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Hands on training and strategy support to brands, retailers and suppliers committed to sourcing sustainable cashmere.

Facilitation and management of direct-to-herder sourcing from raw materials to finished product, ensuring integrity, quality, traceability and impact.

Fair supplier finance to secure sustainable cashmere directly from herders ensuring an efficient and transparent transaction.
OUR APPROACH: ENGAGE

• Training and support for cross-functional commercial and sustainability teams.

• Strategy planning and development to prepare for direct-to-hkerja sourcing through Steward program.

• Engage and support nominated suppliers at assembly, fabric and yarn stages to ensure quality, integrity, transparency and social and environmental compliance.

ENGAGE

Hands on training and strategy support to brands, retailers and suppliers committed to sourcing sustainable cashmere.
STEWARD

- End-to-end facilitation and chain-of-custody from raw materials through finished product.
- Verified herder social and environmental impact data.
- On-product traceability from raw materials to finished product.
- Coordination of transportation and export.

Facilitation and management of direct-to-herder sourcing from raw materials to finished product, ensuring integrity, quality, traceability and impact.

OUR APPROACH: STEWARD
Benefits of Direct-to-Herder Sourcing

Brand and Retailer
Finished Goods (Assembly)
Fabric (Mills)
Yarn (Spinners)
Processing (traders)
Raw Fiber (herders, PUGs)

OUR APPROACH: STEWARD

• Engage and connect directly with leading herding communities in Mongolia.

• Managed integrity, quality and supply security at the fiber-level.

• Improved supply chain transparency and traceability.

• Cost/price clarity (open-costing) from raw fiber to yarn and beyond.

• Verified impact data at herder-level including direct premium payment.
OUR APPROACH: IMPACT

• Structured procurement finance\(^1\) for raw materials, herder premiums, processing and short-term fiber storage.

• Herder cooperative finance for capacity building, breeding and herd health.

• Capital infrastructure investment for supplier equipment upgrades, innovation and process efficiency.

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1. Financed through brands, retailer supplier finance or NOYA financial partners with qualified purchase order.
How does cashmere fit into your company strategy? Product? Sourcing and Sustainability? Brand?

How can NOYA help?

What is the next steppe?
BAYARLALAA!
(THANK YOU!)

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