



Solidaridad



Baselworld 2011

Panel Session – 24 March 2011, 2-3.30pm

Responsible Sourcing and Chain of Custody

Moderator: John Hall, Rio Tinto

Panel:

Nawal Aït -Hocine, Cartier

Gemma Cartwright, Fairtrade Foundation

Jennifer Horning, Solidaridad

Catherine Sproule, Responsible Jewellery Council

Ryan Taylor, Fair Trade Jewellery Company

Stephen Webster, Garrard

Responsible Jewellery Council (RJC)



Membership: Uniquely covers **all** parts of the jewellery supply chain: producers, refiners, traders, cutters and polishers, manufacturers, wholesalers, retailers.

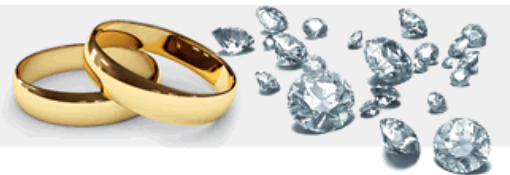
- 270+ Members: grown 4.8% per month since July 2005.
- £28.5 billion in annual relevant sales

Auditor Accreditation:

- 100+ RJC Accredited Auditors across 7 firms

Certification:

- 6 Certified Members
- Approx 120 Members to be certified by 31 December 2011 – nearly all in Self Assessment stage now



RJC Member Certification – snapshot

What	Standard is the RJC Code of Practices – covers 31 areas of responsible business practices.
Who	Member companies – join and make commitment. Accredited 3 rd party auditors – carry out audit. RJC is standards-setter and grants certification.
How	Members carry out a Self Assessment, followed by a Verification Assessment by auditors.
When	Within 2 years of joining the Council



RJC Standards



Code of Practices

- Responsible business practices
- Claim about **how the company runs itself** – its ethical, social, environmental practices.

RJC Member Certification
(launched 2009)



Chain-of-Custody Standard

- Enables responsible supply chains
- Claim about a company's chain-of-custody **systems for tracked material**.

RJC Chain-of-Custody Certification
(**proposed** launch 2012)

Why does Chain-of-Custody matter?

- 'Blood diamonds' and human rights issues
 - Criticisms of the Kimberley Process
 - Marange situation
- 'Conflict gold'
 - Armed groups in eastern DRC
 - Dodd-Frank Act
- Large-scale mining practices
 - 'no dirty gold' campaign
- Worker conditions in jewellery pipeline
 - Artisanal mining
 - Manufacturing



Source: USAID

RJC and Chain-of-Custody Certification

Proposed standard for independent, third party certification of chain-of-custody systems.

- Optional for RJC Members
- Complementary to RJC Member Certification of responsible business practices.

To meet the RJC CoC Standard:

- Businesses would establish/adapt/use their own CoC systems at the facility level.
- Auditors would verify the facility's CoC systems and recommend CoC certification to the RJC.
- Tracked Material would be transferred between the facilities of CoC Certified companies to establish a responsible supply chain.

What will it achieve?

RJC Chain-of-Custody Certification aims to:

- Provide a globally-recognised, comprehensive **industry-wide standard** for chain-of-custody systems.
- Support credible business-to-business and consumer claims about **tracked materials**.
- Enable rigorous **assurance** for responsible supply chains.
- **Harmonise** with related initiatives wherever possible.



Approximate Timelines



Date	RJC process
April 2010	Discussion Paper 1 – 3 month public comment period
May 2010	Stakeholder workshop – London
July 2010	Comments report on stage 1
September 2010	Discussion Paper 2 – 4 month public comment period
January 2011	Stakeholder roundtables – Europe and USA, with 185 participants
February 2011	Comments report on stage 2
March – July 2011	Develop Discussion Paper 3 – revised draft Standards, guidance etc for comment
August – December 2011	Comment period and engagement on Discussion Paper 3
January – March 2012	Finalise CoC standard and associated documents; internal approvals and publication

Record of RJC's CoC publications and standards process at:

<http://www.responsiblejewellery.com/chain-of-custody.html>

www.responsiblejewellery.com



GOLDLAKE
G R O U P



RJC Members and responsible sourcing: Cartier and Eurocantera

- Cartier's sourcing policy
- Promoting the development of exemplary practices
- Eurocantera: who they are, where,
- Dual integrated gold production
- Key points: environmental and social aspects
- Why this is important



More information



Website:

Discussion papers, presentations, comments and submissions:

www.responsiblejewellery.com/chain-of-custody.html

Contact:

Fiona Solomon

RJC Director - Standards Development

Email: fiona.solomon@responsiblejewellery.com

Fairtrade and Fairmined Gold

COMUNICADO
TODO PERSONAL QUE SEA
SORPRENDIDO SUSTRAYENDO MATERIAL
AURIFERO DE INTERES MINERO
DEL INGENIO SERA SANCIONADO CON
SEGUNDA PENALIDAD DE LA LEY

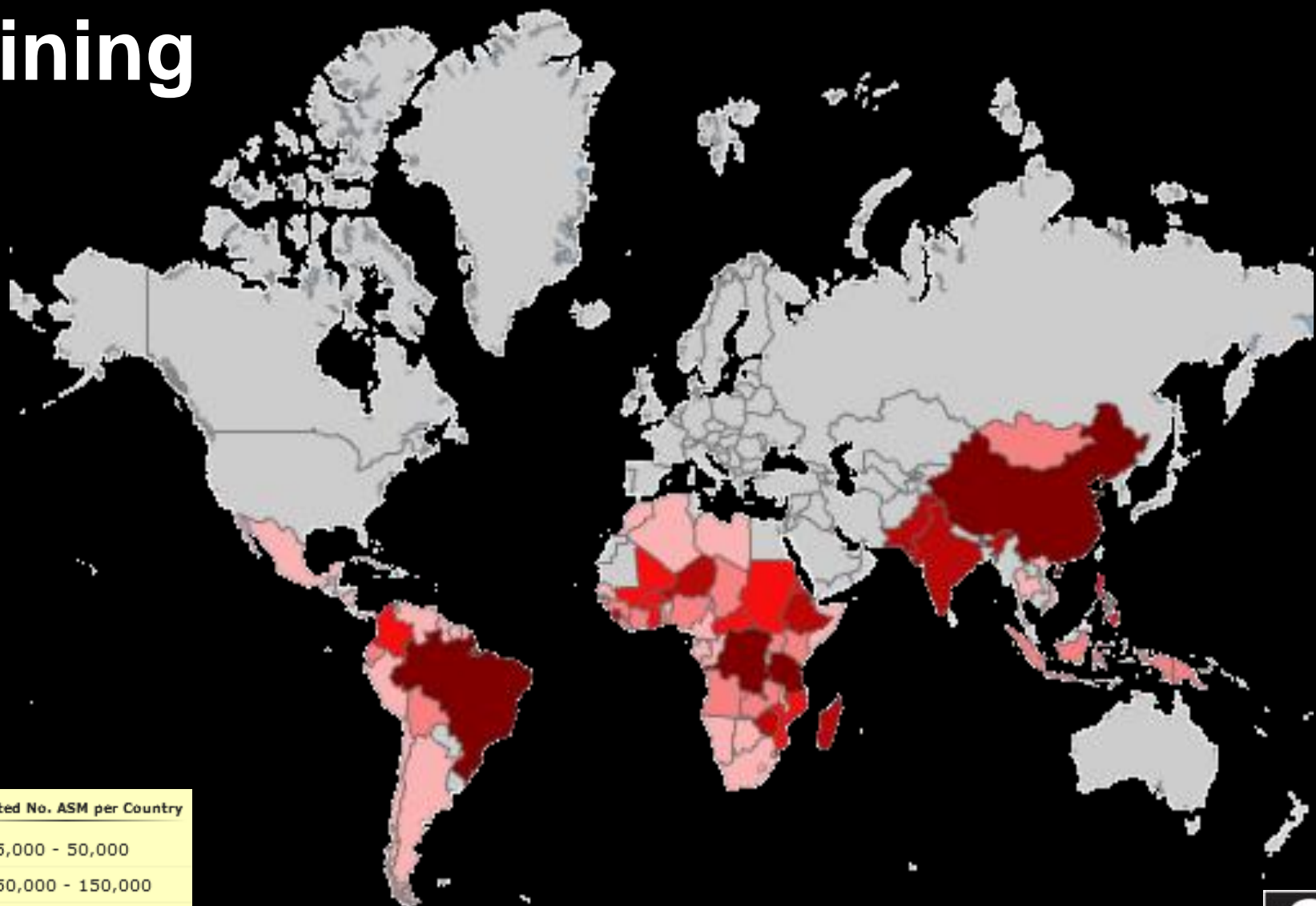

USE CASCO
SOLO PERSONAL
AUTORIZADO



Fairtrade Vision

“A world in which every person, through their work, can sustain their families and communities with dignity.”

Artisanal and Small Scale Mining



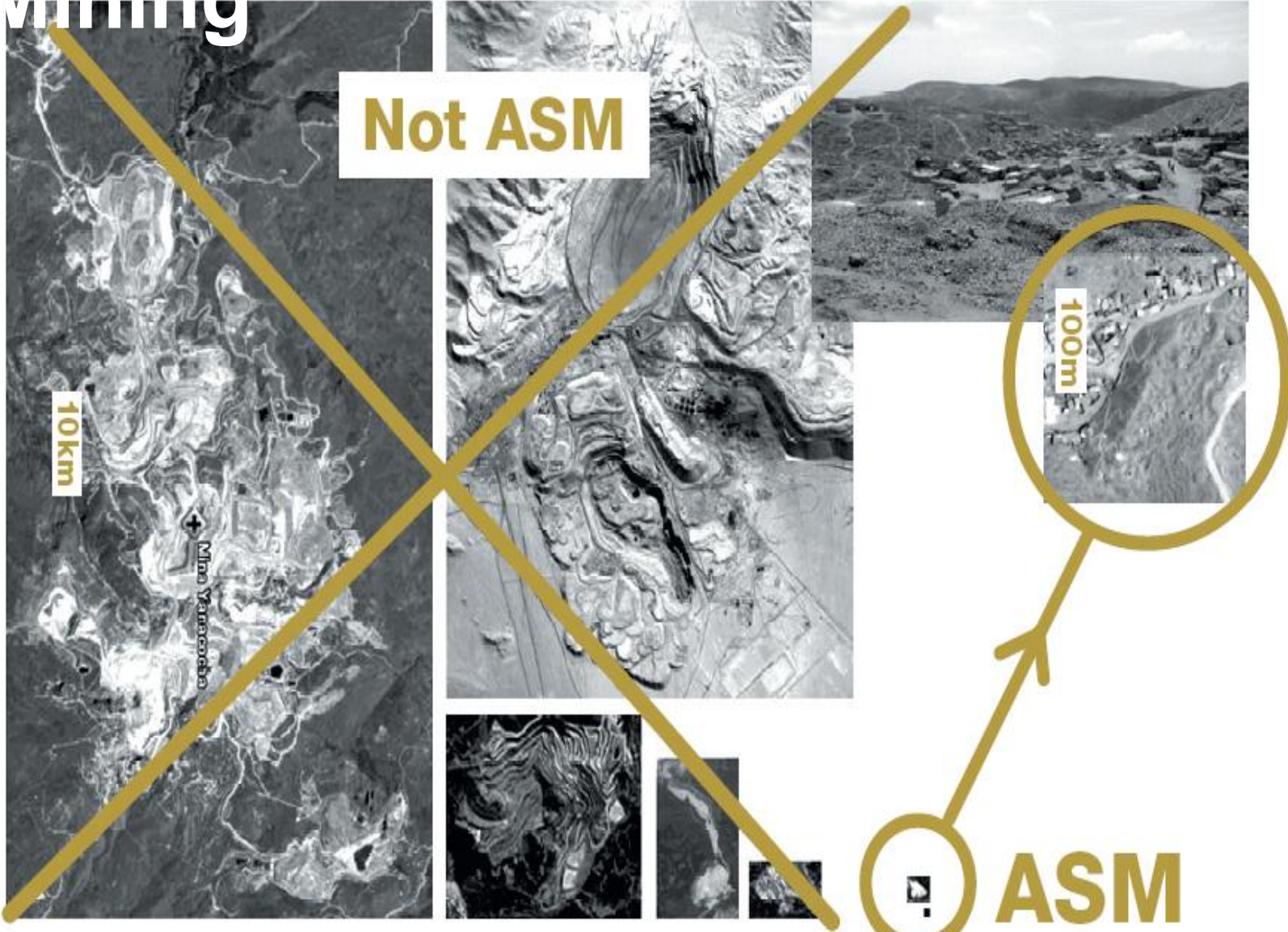
Estimated No. ASM per Country

5,000 - 50,000
50,000 - 150,000
150,000 - 300,000
300,000 - 500,000
500,000 - 2,000,000



Artisanal and Small Scale

Mining



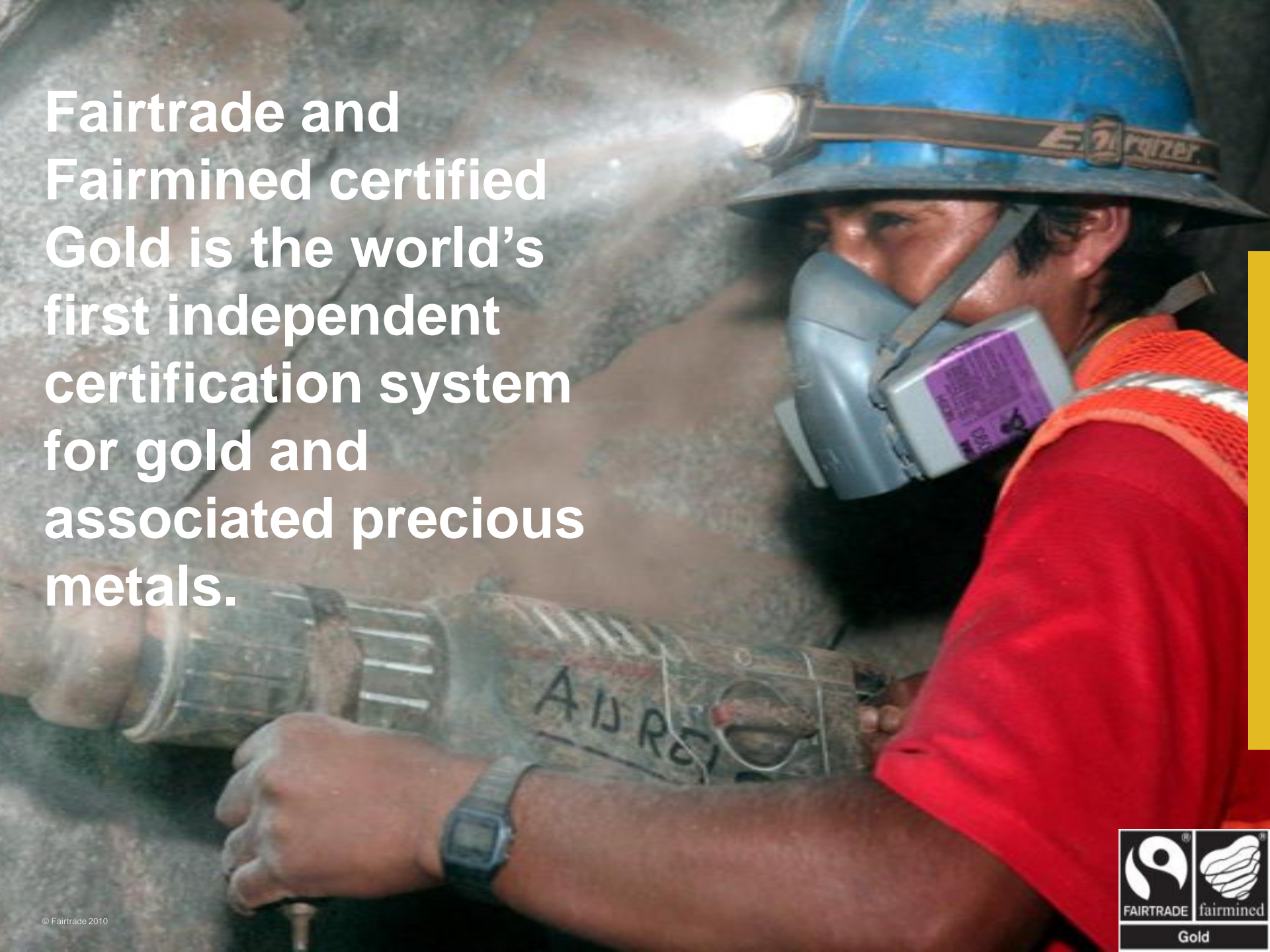
Source: Gold from ASM : What Is It? Felix Hruschka



The Partnership



Fairtrade and Fairmined certified Gold is the world's first independent certification system for gold and associated precious metals.



Fairtrade and Fairmined Gold

**Fairtrade Minimum Price and Premium
Guarantee of a product which has been
responsibly mined**

Chain of custody system: Traceable

Progressive environmental responsibility:

Eco Gold Improved gender equality

Democratic organisation

Standards for labour conditions

Health and Safety improvements

Products

Total Gold content 100% Fairtrade and Fairmined
Gold Jewellery (9 cts or above, all colours)
Commemorative coins
Trophies and medals
Religious artefacts

FAIRTRADE Mark

Fairmined Mark



The Future

Premium Use & Progressive requirements

Canadian Launch [May 2011]

Expansion to other markets

Expansion of supply base: Africa & Asia

Promotional Opportunities

More information:

www.fairgold.org

www.fairtrade.org.uk/gold

847⁸⁰⁰



FTJCo

Valued treasures, treasured values.

Ryan Taylor
Fair Trade Jewellery Co.

Designer, goldsmith, founder



Inherited values

Finding purpose

Design that engages, material that matters





Artisanal mining in the Chocó



Artisanal mining in the Chocó





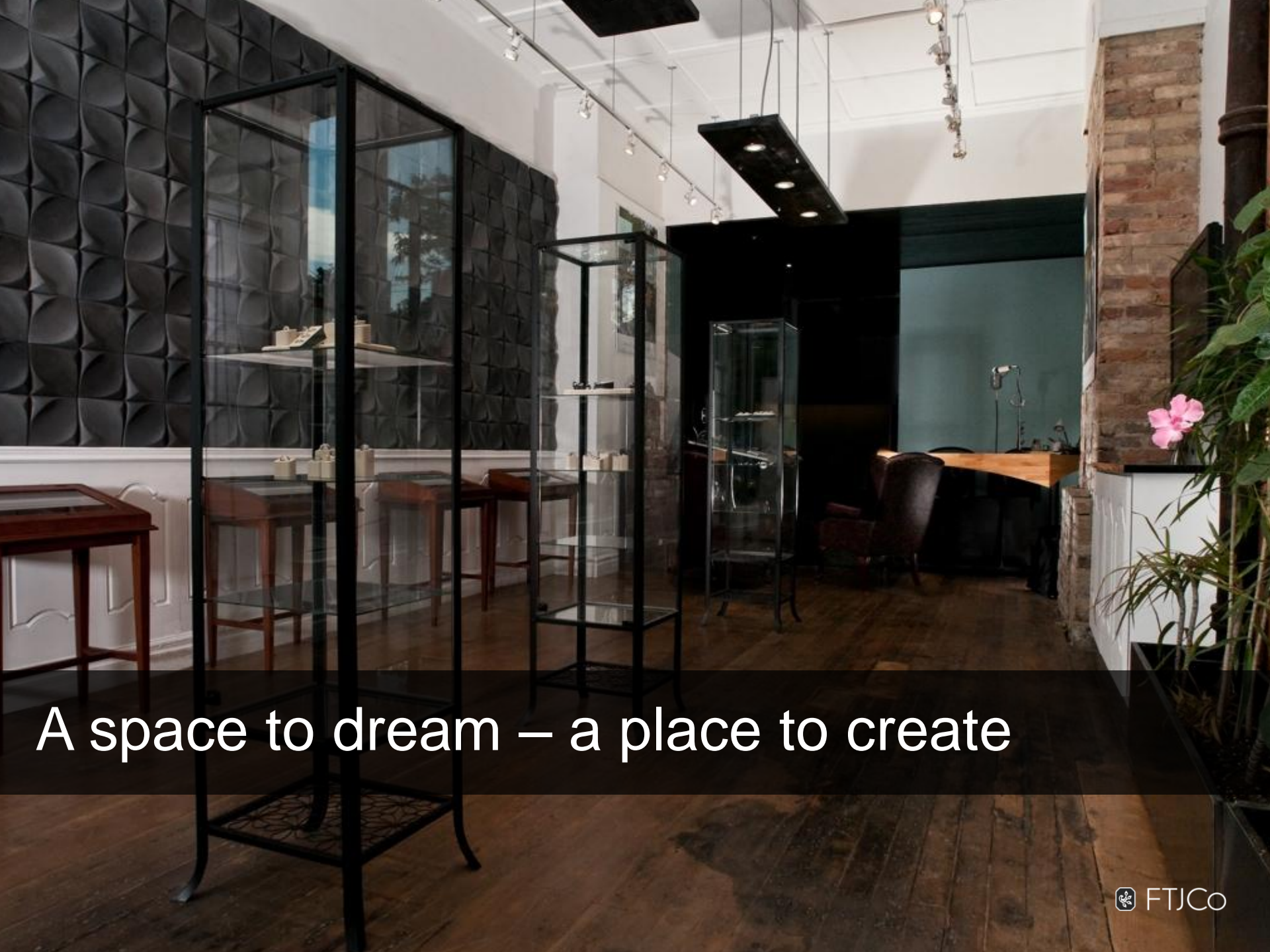
Certification

Building with community

An atelier that reflects our values



Built with friends & supporters



A space to dream – a place to create

Supporting initiatives

Honouring commitment

Creating first-generation heirlooms



Let's talk.



FTJCo

Thank you

Ryan Taylor
Fair Trade Jewellery Co.

ryan@ftjco.com



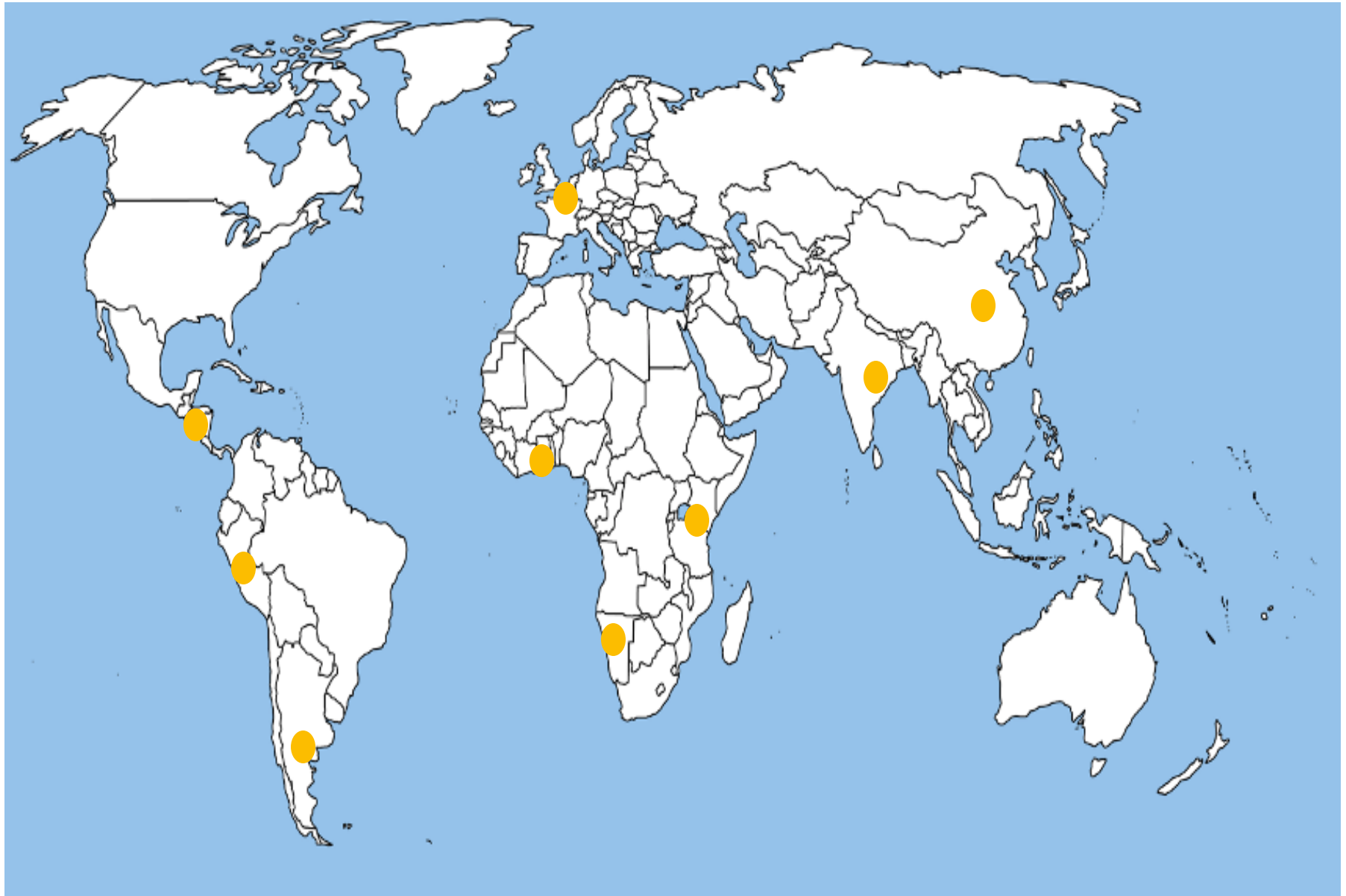
Solidaridad

Gold Programme

Jennifer Horning
Gold Programme Coordinator

BaselWorld
24 March 2011

International Network Organisation: 9 Offices





Organised around
production chains



Cordaid



Oxfam



ICCO



WWF

Both ENDS
Environment and Development Service



dutch sustainable
trade initiative



Friends of
the Earth



Hivos



Rabobank



poofair
eat fair, beat hunger

SaraLee

Cargill

campina

Nestlé



-essent



Unilever

Ahold



EDIN

Heinz

Electrabel

Vackpot

BEN & JERRY'S

IKEA

Solidaridad Gold Programme Goals:

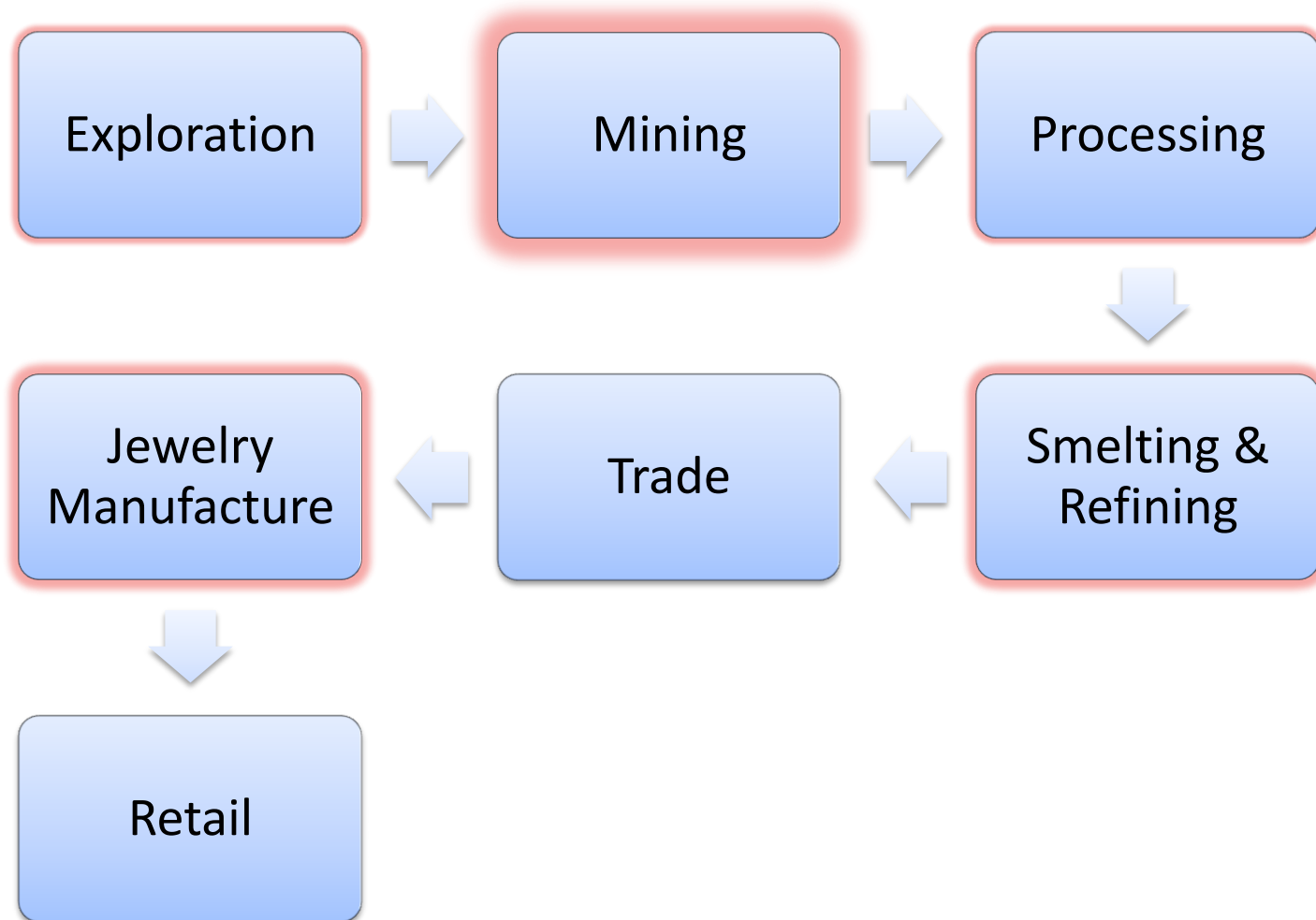
Improve the livelihoods of the most vulnerable people in the gold supply chain

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Act as catalyst to mainstream responsible practices to maximize benefits



Gold Supply Chain



Mines and
Communities

- Train and build capacity
- Link miners to a market
- Certification as a tool for change + development

Local NGOs in the
Global South

- Capacity-building and funding
- Enable partners to sustain change

Build Bridges to
Markets with
Jewellers

- Evaluate options together
- Help to integrate responsible gold into chain
- Tell the story of the positive change together

Consumers/Market

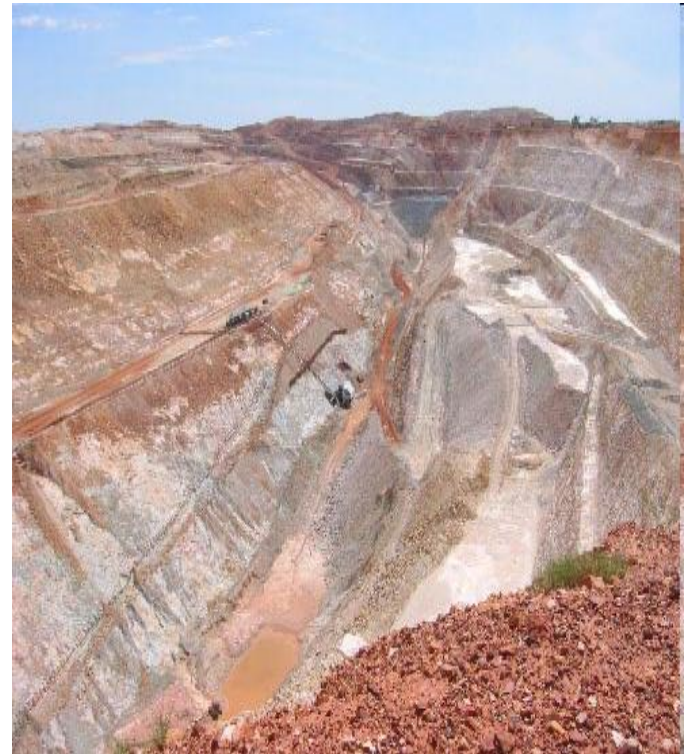
- Raise awareness of positive change
- Encourage purchasing of responsible gold

Focus on Two Types of Producers

Artisanal and Small-Scale (ASM) Miners



Industrial-Scale Companies





SOLIDARIDAD SUPPORT TO ASM COMMUNITIES

Solidaridad's Work with ASM Miners

- Training and capacity-building
- Connect miners with a market
- Projects in Bolivia, Peru, Colombia and Ghana

Incentive and goal: Fairtrade-Fairmined Certification

Challenge: Gap between existing practices and those that are needed to meet Fairtrade-Fairmined certification

Partners: ARM, Cumbre del Sajama, Red Social, Oro Verde

BOLIVIA



PERU



PERU



COLOMBIA



GHANA





**NEW:
SOLIDARIDAD INDUSTRIAL MINING
PILOT PROJECT**



Focus: Mid-Scale Sector Pilot Project

AT THE MINES

- Starting now in Peru
- Progressive improvement through training, access to financing (?)
- Potential for ASM support
- Provide larger volumes of responsible gold to end users
- Threshold: Commit to RJC membership and certification

DOWNSTREAM IN THE CHAIN

- Work with leading brands to set up supply chain
- RJC membership target
- Assist suppliers in trading and possibly batch processing
- Partner with brands on communication

BUILDING BRIDGES: THE MARKET FOR RESPONSIBLY-SOURCED GOLD



Build Awareness of Positive Change

- Partner with jewellers to sustain positive change at mines
- Work with national associations, RJC, Fairtrade Foundation/FLO; share case studies
- Focus on U.K., Nordic countries, Netherlands
- Facilitate trading (bridging)
- Phased approach



Sibi van der Velden ★



Koop het armbandje

Koop voor € 15,- het Goed Goud armbandje en ondersteun daarmee de Goed Goud beweging.

Nationale Postcode Loterij



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Lees verder >>>

Nieuws



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Goed Goud op Facebook

Vind ik leuk

161 personen vinden Goed Goud leuk



Moniek

Suzanne

Appie

Jonathan

Jeffrey



Jeroen



Laura



Maaïke



Ellen



Roos

Sociale plug-in van Facebook

Delen



Solidaridad Longer-Term Vision 2011+

- Expand support for improved livelihoods and larger supply of certified gold
- Engage more commercial partners to mainstream
- Provide feedback to standards-setting bodies
- Growing demand: silver, colored gemstones



Solidaridad

THANK YOU

Jennifer Horning

+31 30 272 0313

jennifer.horning@solidaridadnetwork.org

www.solidaridadnetwork.org



- Non-profit organisation with 270+ commercial members, 6 certified members in gold, platinum and diamond jewellery supply chains
- Promote responsible practices at all steps of the chain
- Criteria for mining members focused on industrial-scale mining
- Standard for RJC member company certification launched in Dec 2009
- Currently developing standard for RJC chain-of-custody certification



- The FAIRTRADE Mark shows consumers that the producers in developing countries behind that product received a fair price and an additional Fairtrade Premium which can be used for social development projects within their community.
- Fairtrade International is the global umbrella organisation with membership from 22 labelling initiatives and 3 producer networks.
- Fairtrade International have partnered with the Alliance for Responsible Mining to certify products containing Fairtrade and Fairmined Gold.
- Fairtrade and Fairmined gold from small scale and artisanal miners was launched in the UK on Valentine's Day 2011 and means that through a chain of custody responsibly mined gold independently certified is available to consumers.

- Development non-profit focused on sustainable trade
- Provide assistance to the most vulnerable stakeholders in commodity supply chains to achieve better livelihoods
- Use certification standards (RJC, FTFM) as tools for improvement
- Connect jewellers with specific mining communities
- Assist brands to test feasibility and phase in certified products

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