



Solidaridad



Responsible Jewellery Council / Solidaridad / Fairtrade Foundation

NEWS RELEASE

Embargoed until 7 March 2011

RESPONSIBLE JEWELLERY COUNCIL, SOLIDARIDAD AND FAIRTRADE FOUNDATION ANNOUNCING PANEL SESSION AT BASELWORLD 2011

LONDON – The Responsible Jewellery Council (RJC), Solidaridad and Fairtrade Foundation will present a Panel Session on Responsible Sourcing and Chain of Custody at BASELWORLD 2011, the World Watch and Jewellery Show. The Panel Session will take place on Thursday, 24 March 2011 from 2:00 to 3:30 pm in Room 'Samarkand', Congress Center. All Trade Media and BASELWORLD attendees are invited and welcome to attend.

The aim of the Panel is to brief attendees on the concrete efforts of each organisation towards common objectives of Responsible Sourcing and Chain-of-Custody, as well as share stories of what members of the supply chain are doing now to ensure better practices. Speakers at the event will be Catherine Sproule, Chief Operations Officer, RJC; Jennifer Horning, Gold Programme Coordinator, Solidaridad; and Gemma Cartwright, New Products and Standards Development Manager, Fairtrade Foundation. The Panel will be moderated by Dr Matthew Runci, RJC's Chairman and will also include commercial representatives participating in each of the organisation's initiatives to discuss current projects, progress and collaboration.

"RJC's mission is to promote responsible business practices in the jewellery industry, an objective shared with Solidaridad and Fairtrade Foundation. In collaboration with stakeholders, RJC is investigating the development of a voluntary Chain-of-Custody certification standard for the jewellery supply chain. We intend it to be complementary to RJC's Member Certification system which is built on the RJC Code of Practices. Interest from jewellery retailers and manufacturers in Chain-of-Custody has grown considerably as a result of the conflict minerals provisions of the Dodd-Frank Wall Street Reform Act that were passed by US Congress in 2010. Determining the origin of gold in the jewellery supply chain will be a strong focus for companies affected by the Dodd-Frank Act, under rules to be published by the Securities and Exchange Commission on April 15, 2011. The RJC aims to develop its Chain-of-Custody certification standard to support companies seeking to apply greater due diligence in the supply chain, whether for Dodd-Frank compliance or as part of a broader company strategy. We are thus delighted to co-convene this Panel with Solidaridad and Fairtrade Foundation to brief the industry on these important issues," says Michael Rae, Chief Executive Officer, RJC.

www.responsiblejewellery.com

“Solidaridad is pleased to join with RJC and Fairtrade Foundation to present the latest news on responsible sourcing for jewellers. Solidaridad works to set up responsible supply chain programmes to improve conditions for the most vulnerable people working at farms, factories and mines in the Global South. I am excited about the recent launch of RJC’s Code of Practices and the Fairtrade and Fairmined Standard for Gold because they offer practical options for jewellers looking to adopt better practices in their supply chains. These standards offer the potential to reduce negative impacts where they are felt most -- at the mines -- and increase the chances that mining will lead to meaningful development in communities along the supply chain. In light of growing consumer demand for responsible products, these initiatives also represent smart business choices for jewellers willing to take a leadership role,” says Jennifer Horning, Gold Programme Coordinator, Solidaridad.

“The reality of gold production is at complete odds with what consumers imagine. Consumers care about the conditions faced by millions of artisanal and small-scale miners who make up 90% of the labour force producing gold. This is why Fairtrade and Fairmined gold has the potential to tackle unfair supply chains, improve working and environmental conditions and deliver tangible and sustainable economic benefits to impoverished communities. ‘With jewellery, it’s the thought that counts. People in developed markets such as Europe and North America are increasingly seeking to make ethical lifestyle choices and it’s the most ethically conscious consumers who are setting future market trends, looking for responsible options across a widening range of products such as jewellery. Research shows that people believe buying jewellery for a special occasion holds greater value and significance if it carries the FAIRTRADE and FAIRMINED Marks. The dual stamps reassure both the giver and receive that the miners are getting a better deal, “says Gemma Cartwright, New Products and Standards Development Manager, Fairtrade Foundation, who will be presenting with Ryan Taylor, Designer Goldsmith and Founder of The Fair Trade Jewellery Company North America’s first certified Fairtrade jeweler. “Engagement rings and wedding bands are a symbol of two peoples love. Choosing Fairtrade demonstrates their love of a world bigger than their own,” says Ryan “I’m excited that my customers become advocates for Fairtrade. We have a passion for ethical trade and through our work I hope to promote this value in Canada and around the world.”

For further information please contact:

Mila Bonini, Communications Manager, Responsible Jewellery Council

Telephone +39 02 48002801, Mobile +39 334 5488723, Mila.bonini@responsiblejewellery.com

Bram Verkerke, Campaigns and Communications Manager, Solidaridad

Telephone +31 30 272 0313, bram.verkerke@solidaridad.nl

Martine Parry, Media and PR Manager, Fairtrade Foundation

Telephone +44 20 7440 7695/07886, martine.parry@fairtrade.org.uk, www.fairtrade.org.uk/gold

Ryan Taylor, Designer Goldsmith, Founder, The Fair Trade Jewellery Co.

Telephone +1-647-430-8741 ryan@ftjco.com, <http://ftjco.com>

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 260 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products. The Council has developed the RJC Member Certification System, a certification system – which will apply to all

www.responsiblejewellery.com

Members' businesses that contribute to the diamond, gold and platinum metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third party auditors to verify their conformance with the RJC's Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at www.responsiblejewellery.com

About Solidaridad

Solidaridad is an international network organisation with more than 20 years of experience in creating fair and sustainable supply chains from producer to consumer. Solidaridad believes that fair and sustainable trade can reduce poverty, build communities, and reduce negative environmental impacts. Solidaridad and its network of nine regional affiliate offices partner with companies, other NGOs, financial institutions and investors to develop supply chains that enable producers, such as farmers and miners, to lift themselves out of poverty. The organisation also fosters support among consumers by building awareness of the opportunities that sustainable trade offers. Solidaridad has been working in the gold supply chain since 2006 to improve conditions at artisanal and small-sale mines in Latin America and Africa. The Gold Programme expanded in 2010 to broaden its work to the industrial mining sector. For more information, please visit www.solidaridadnetwork.org

About Fairtrade Foundation

The Fairtrade Foundation is a development organisation committed to tackling poverty and injustice through trade, and the UK member of Fairtrade Labelling Organisations International (FLO). The Foundation works with businesses, civil society organisations and individuals to improve the position of producer organisations in the South and to help them achieve sustainable improvements for their members and their communities. Certification and product labelling (through the FAIRTRADE Mark) are the primary tools for our development goals. The backing of organisations of producers and consumers in a citizen's movement for change is fundamental and integral to our work. More information on <http://www.fairtrade.org.uk/>

###

www.responsiblejewellery.com