



GOLD TO BE PROUD OF

PRESS KIT

CONTENTS

What is Fairmined?	5
The Fairmined Standard	7
Origins of the Fairmined Standard	9
Why Fairmined?	10
Positive impact on mining organizations	11
Fairmined premium	12
Milestones	13
Fairmined and the Sustainable Development Goals	14
Environmental impact	15
Social impact	16
Benefits for consumers and the market	17
Industry success stories	18
Fairmined: a label of transparency and sustainability	19
Fairmined certified gold and recycled gold	20
Fairmined and other initiatives	22
Media coverage	23
Press releases	24
Recommendations when talking about Fairmined	25
Communication material	26
Contact information	28

WHAT IS FAIRMINED?

Fairmined is an assurance label that certifies gold from small-scale mining organizations embracing responsible practices. It transforms mining into an active force for good, providing everyone with a source of gold to be proud of.

The Fairmined initiative was created by the Alliance for Responsible Mining (ARM), a non-profit organization globally recognized as a leader and pioneer of responsible artisanal and small-scale mining.

Fairmined raises awareness around the needs of the artisanal and small-scale mining sector and strives to make the gold industry more conscious about the positive impact their support can generate in the sector. Conscious consumers can also be a part of the change by purchasing products that tell a beautiful story of positive impact.





**FAIRMINED
LEADS THE
PATH TO A
BETTER FUTURE**

THE FAIRMINED STANDARD

7

The Fairmined Standard is based on a long list of benefits and requirements for small-scale mining organizations that wish to obtain the certification to sell to the market gold to be proud of. The Fairmined Standard assures:



**THE FAIRMINED STANDARD IS
WORLD LEADING IN ITS
ABILITY TO DELIVER POSITIVE
IMPACT TO THE MINERS AND
THEIR COMMUNITIES.**



ORIGINS OF THE FAIRMINED STANDARD

Between 2006 and 2008, the Alliance for Responsible Mining led a multi-stakeholder process in Latin America to develop a collective vision and principles for responsible artisanal and small-scale mining (ASM). This led to the development of the Standard Zero, the world's pioneering standard for responsibly mined gold and associated silver.

In 2009, based on the Standard Zero, the first version of the Fairmined Standard was developed in partnership with Fairtrade.

In April 2014, after a transparent revision process with open forums involving a broad range of stakeholders including the whole supply chain, version 2.0 of the Fairmined Standard was released.

The Fairmined Standard has been received by the miners, the gold industry, governments, and civil society as a robust and credible standard.



WHY FAIRMINED?



Approximately, **20 million people worldwide** are engaged in artisanal and small-scale gold mining.



Over 150 million people, miners and their families, depend on this activity to make a living.



The sector employs 90% of the workforce while extracting **20% of the gold worldwide.**

Unfortunately, irresponsible practices in the past have created a negative reputation for the small-scale miners. People tend to associate gold mining with informality, unsafe working conditions, illegality, child labor, gender inequality, unfair labor practices, organized crime and damage to the environment. Fairmined is working to eliminate these practices and the negative perceptions they create.

With the right support of the gold industry, these miners can improve their practices and become a reference of ethical mining, demonstrating that this activity can be respectful with the people and the environment.

In return, the gold industry receives certified gold, gold to be proud of.

POSITIVE IMPACT ON SMALL-SCALE MINING ORGANIZATIONS

Small-scale mining organizations must comply with the **progressive requirements** of the Fairmined Standard.

The requirements include: formal and legal mining operations, environmental protection, good working conditions, traceability of Fairmined metals and supporting the socio-economic development of the communities.

Small-scale mining organizations can get two types of certifications: Fairmined, which certifies gold produced with responsible handling and the reduction of chemicals such as mercury and cyanide; and Fairmined ecological, which certifies gold produced without the use of any chemicals.

As a recognition for their commitment, **certified small-scale mining organizations not only receive a fair price for their gold (at least 95% of LBMA gold price) but also a premium of 4 USD per gram of gold**, an economic incentive to invest in their organizational, technical, social, economic and environmental development.

As a result, the gold industry can have access to **responsibly mined gold** - gold to be proud of, where positive social and environmental impact become part of the story behind gold.



FAIRMINED PREMIUM

12

All the actors of the gold chain supply who are part of the Fairmined initiative (refiners and traders, jewelers, mints and consumers), contribute to the payment of the Fairmined premium, **supporting the well-being and development of mining organizations, its workers, and the community in general.**

This premium varies according to the metal sold and the certification type (Fairmined or Fairmined Eco) that the mining organization has achieved. The following table shows the premium paid by the market for each kilogram of mineral:

	FAIRMINED PREMIUM	ECOLOGICAL FAIRMINED PREMIUM
GOLD	4.000 USD / Kg.	6.000 USD / Kg.
SILVER	100 USD / Kg.	150 USD / Kg.
PLATINUM	4.000 USD / Kg.	6.000 USD / Kg.

USD = United States Dollars

Paying the Fairmined premium means:

- Supporting the protection of the health of miners and promote access to dignified work.
- Promoting mining practices that protect the environment.
- Supporting the social and economical development of mining communities.
- Empowering miners in their path to ethical mining.



MILESTONES

13



There are **6 Fairmined certified mining organizations**: 3 in Colombia and 3 in Peru.



Since 2014, **1,5 tons of Fairmined gold** have been sold to the market.



Since 2014, **USD 5.8 millions of Fairmined premium** has been paid to certified mining organizations.



More than **290 jewelry brands and mint houses** worldwide are part of the #FairminedFamily, using #GoldToBeProudOf in their products.



Fairmined gold has been used for **meaningful awards**: the Palme D'Or since 2014, the Nobel Peace Prize since 2015 and the Rio Olympic games Laurel in 2016.

FAIRMINED CONTRIBUTES TO ACHIEVING THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS.

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



8 DECENT WORK AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



15 LIFE
ON LAND



17 PARTNERSHIPS
FOR THE GOALS



ENVIRONMENTAL IMPACT

15

The Fairmined Standard supports small-scale mining organizations to implement best mining practices that guarantee environmental protection by promoting reduction and elimination of chemicals in the extraction process, protection of water supplies, reforestation,

adequate waste management and reduction, and environmental awareness.

These practices contribute to the fulfillment of the United Nations Sustainable Development Goals.

INVESTMENTS WITH THE FAIRMINED PREMIUM



Clean technologies without the use of mercury. CECOMIP mining organization, Peru.



Ecological restoration. COODMILLA mining organization. Colombia.

SOCIAL IMPACT

16

The Fairmined Standard promotes the miners' well-being by ensuring the right working conditions, health and safety at work, fair wages and working hours, no child labor, and recreation.

Mining communities also benefit. Certified mining organizations invest the Fairmined premium in social projects such as health and school centers to support their people's welfare.

INVESTMENTS WITH THE FAIRMINED PREMIUM



Synthetic field. SOTRAMI mining organization, Peru.



Healthcare campaigns. MACDESA mining organization, Peru.



Personal protective equipment. CHEDE mining organization, Colombia.



Rescue techniques training. IQUIRA mining organization, Colombia.

BENEFITS FOR THE MARKET AND CONSUMERS

With the Fairmined initiative, the gold industry and consumers can support better mining practices and communities' development.

FOR THE MARKET

- Generate **positive social and environmental impact** in their supply chains.
- Add **emotional benefits** to the products and the brand.
- **Trace** the origin of the gold.
- **Mitigate risks** and provide assurance to customers.
- Positioning in the growing trend to **responsible sourcing**.

FOR CONSUMERS

- Generating **positive impact** with their purchases decisions.
- Added **emotional benefits** to a product.
- Getting to know a **story of origin**.



INDUSTRY SUCCESS STORIES

18



Andrés Castellanos.
Alloy Refinery. Colombia.

"For me, Fairmined gold means opportunity. We saw a great opportunity to work with Fairmined as we are experiencing a change in consumer culture for raw materials, delivered in a sustainable way. We completely believe in the Fairmined initiative".



Ole Bjørn Fausa, founder of the Samlerhuset Group.
Europe.

We support the Alliance for Responsible Mining and Fairmined because they give the industry hope for the future. They make it possible for artisanal miners to have access to better markets and prices and to achieve an environmentally sustainable production".



Hannah Channing, Fairmined consumer. UK.

"Fairmined has been very important to me since I started to think about the relationship between jewelry and the journey that a piece of jewelry goes on, it is a storytelling piece. I didn't want that to be tainted by the idea that someone who had been part of that journey didn't have the right working conditions or a fair payment".

FAIRMINED: A LABEL OF TRANSPARENCY AND SUSTAINABILITY

Many companies in the gold industry, especially in jewelry, have realized the importance of engaging with responsible practices, sustainability and ethical sourcing.

Brands working with Fairmined can be sure that their gold was extracted under high standard practices by small-scale mining organizations. In this way, the Fairmined label assures that certified gold was responsibly mined, respecting human rights and the environment.

Licensed brands can make claims about Fairmined, according to types of sourcing models:

The incorporated sourcing model allows brands to mix Fairmined certified gold with gold from other

sources. In this case, brands can make a claims about the amount of gold annually bought and the commitment to ASM miners.

The labeled sourcing model ensures full physical traceability from mine to the final product. In this case, brands can use the Fairmined label on their products, make claims about products or collections and give to their clients a certificate of authenticity.

Fairmined is an opportunity for companies to strengthen their sustainability commitment, thought the positive impact on small-scale mining communities.



FAIRMINED CERTIFIED GOLD AND RECYCLED GOLD

Gold industry companies decide on supporting the improvement of working and living conditions of miners and workers of the supply chain, and some others decide on focusing on recycled materials only. Combining those sourcing models is also possible with Fairmined.

Considerations about recycled gold

Recycling gold is not new: it has been a common practice over the years, given its high value. Since its discovery, only 2% of all the gold mined is unaccounted for, either having been dumped or lost track of. ([Is recycled and ethical choice?](#))

In order to do so, refineries have the capability of mixing gold from different sources, including antique jewels and illegal gold, but mostly scraps.

Difficult traceability to the origin: Even though traceability in general can be done following down the supply chain, generic recycled gold can't have an associated claim regarding the conditions of its extraction unless there's certified proof of segregation from other sources. The origin of what is known as 'recycled gold' in the market can only be traced down until the last refiner.

Recycled might look as eco-friendlier option but is not the more sustainable: recycling in general prevents waste (although gold is hardly wasted), and the use of more energy and resources into new extraction; however, it still needs the resources associated to the refining process. Besides the environment, sustainable development takes into consideration the impact on society and the economy; therefore, given the importance of gold for 150 million people depending on this mining activity to make a living around the world, recycled gold falls short of positive impact towards that.

It doesn't stop new mining: Gold mining won't stop only because demand for recycled gold rises. Gold's role in the international monetary system makes mining a top activity to generate money. Also, newly mined gold can become recycled just a few weeks after its

FAIRMINED CERTIFIED GOLD AND RECYCLED GOLD

Including Fairmined certified gold from responsible small-scale mining

When adapting to strict standards and accountability, artisanal and small-scale mining can be associated with rural employment, cash for farmers, side income for women, and a traditional economic activity done in a safe manner for millions of families.

Buying gold from ASM organizations certified with the Fairmined Standard is a way to support its development and helps improving the working and living conditions of many people in mining communities that need market support and incentives to become more responsible. It also supports the adoption of measures that aim to reach sustainable

development goals in its three layers: environment (reduction of chemicals and proper use and disposal), economy (formality and access to legal markets) and society (human rights, child labor banning and community development)

Thanks to the purchases of this gold, these organizations receive a premium of \$4 USD per gram to invest in continuous improvement and maintaining its certification.

The Fairmined initiative promotes the inclusion of gold from certified ASM organizations within companies sourcing strategies.

[Read the full call to the industry to #EngageWithASM, signed by the Alliance for Responsible Mining along with 30+ organizations.](#)



FAIRMINED AND OTHER INITIATIVES

When becoming a Fairmined licensed brand or authorized supplier, a company engages with an initiative that is compatible with other efforts in the industry.

Responsible Jewellery Council: RJC formally considers the Fairmined Standard 2.0 as a 'Recognized Responsible Mining Standard' under the RJC Chain-of-Custody Standard.

According to RJC: "Sourcing from Fairmined certified miners, as one of a number of potential mining sources, will support the efforts those producers made to achieve their certification and demonstrate good mining practices."

Also, according to the section related to risk assessment in the Code Of Practice standard guidance document "sourcing from ASM producers that adhere to recognized standards such as Fairmined (...) will make it significantly easier and cheaper to assess and, where applicable, remediate identified risks." For example, actors have the possibility to combine their

Fairmined and RJC Chain-of-Custody standards.

Fairtrade: The Alliance for Responsible Mining (Fairmined) and the Fairtrade Foundation UK have collaborated in the past for development and strengthening of standards. Supporting these initiatives does not require exclusivity so both can be included in a sustainable sourcing strategy.

Recycled gold: As an effort to engage with responsibility and environmental care, a lot of brands start their path by sourcing recycled gold. Becoming a Fairmined actor does not require to convert 100% to certified gold; it's something that can be done progressively, so it's compatible with a sourcing strategy that balances both recycled and certified.

Chopard creates first ever Palme d'Or award in Fairmined gold for the Cannes Film Festival 2014

Chopard gives a first glimpse of this year's Palme d'Or trophy for the Cannes Film Festival, which has been made from Fairmined gold for 2014.
10 May 2014



Chopard creates first ever Palme d'Or award in Fairmined gold for the Cannes Film Festival 2014

The Jewellery Editor

2015 Nobel Peace Prize Made of Fairmined Gold

By Hannah Connorton
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DECEMBER 7, 2015



Envigado, Colombia--The recipients of this year's Nobel Peace Prize will be the first to receive a medal made of certified Fairmined gold. The Norwegian Mint, which produces the medal, teamed up with the Alliance for Responsible Mining in an effort to show that the problems faced by artisanal and small-scale gold miners across the globe can be transformed into positive stories.



The Nobel Peace Prize medal, made of Fairmined gold from the Iquira Cooperation.

ARM is the nonprofit organization that works to transform artisanal and small-scale mining into a socially and environmentally responsible activity that improves the lives of the miners, their families and their communities. ARM also is the developer of the Fairmined label, which certifies gold from empowered, responsible mining organizations.

2015 Nobel Peace Prize Made of Fairmined Gold

The National Jeweller

New Olympic Laurel Award Made of Fairmined Gold

August 18, 2016 by LOGAN SACHON



It is the third international award to be made from the sustainably mined metal

New Olympic Laurel Award Made of Fairmined Gold. 2016

JCK Online

PRESS RELEASES

24

More than 30 organizations
call to global mineral
markets: support artisanal
and small-scale miners.
2020



Nobel Peace Prize out of
Fairmined Gold
2015



Open letter to the attention
of the Executive Directorate
of Metalor
2019



Support change, choose
responsible gold
2020



RECOMMENDATIONS WHEN TALKING ABOUT FAIRMINED

- Fairmined is an initiative created by the NGO Alliance for Responsible Mining. **Do not refer to Fairmined as an organization.**
- Fairmined is an assurance label that certifies gold from small-scale mining organizations certified under the Fairmined Standard and connects them with fair markets. **Fairmined does not sell gold nor silver.**
- Refiners, casters and traders are referred to as authorized suppliers; brands are referred to as licensed brands. Every company that wish to work with Fairmined metals should get a permit to trade or an authorization.



COMMUNICATION MATERIAL

Consult and download the communication material available for the media:

[Brand manual](#)



[Fairmined logo](#)



[Fairmined videos](#)



[Fairmined photo stock](#)







CONTACT INFORMATION

If you need any further information about the Fairmined initiative, please contact Carolina Escobar, Fairmined Communications Manager, at carolinaescobar@responsiblemines.org

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