

#THEFAIRMINED100 *Challenge*



*The Fairmined 100 Challenge is a campaign developed by the **Alliance for Responsible Mining (ARM)** and its Fairmined initiative. It's purpose is to achieve the launch of 100 collections of jewelry, numismatic and financial products developed by licensed brands using Fairmined certified metals.*

For this purpose, a collection will be defined as a group of items (two minimum), that share a similar theme, metal, style, element, or feel and are marketed in that way. This includes permanent, capsule or limited edition collections with items that can be produced in limited or unlimited quantities.

ARM's mission with Fairmined is to transform artisanal and small-scale mining (ASM) into a force for good and an engine for sustainable development.

Small-scale mining organizations certified with the Fairmined standard comply with environmental requirements that aim to eliminate mercury and other chemicals from their operations, eliminating pollution of water bodies.

Through this certification and the premium they receive, these mining organizations enhance and formalize their environmentally conscious production while guaranteeing fair wages and conditions for workers. Fairmined also allows them to give back to their communities through infrastructure, gender equality projects, healthcare plans, and programs for childhood and youth.





#100reasonstobeproud

TERMS AND CONDITIONS

1. The Fairmined 100 will be a group of collections produced with Fairmined metals launched from September 15th 2021 to August 31st 2022.
2. If applicable, collections with a launch date after the end of the challenge could be included if proof of production is submitted.
3. It is required to be a Fairmined licensed brand in order to participate. To obtain a license please contact the Fairmined team at info@fairmined.org. An account manager will provide support in every step of the process. See [guidelines here](#).
4. All brands participants of the challenge should source from an authorized supplier through the Fairmined labeled sourcing model. [See full list](#).
5. All brands participants are allowed and encouraged to submit more than one collection.
6. Brands will be asked for pictures of their creations to be used on Fairmined social media channels and communication material to be developed in regards to the campaign.
7. How to submit a collection: you can let us know you are participating in the challenge by [filling out this form](#) or by sending an email address to info@fairmined.org including: name of the brand, Fairmined ID, point of contact, name of collection and estimated launch date. Launching the collection on social media and tagging our official channels will also count as a form of submission.

REWARDS AND RECOGNITIONS

- ✓ All participants will receive the campaign's marketing materials including a digital badge to identify the brand as "Proud participant of the #Fairmined100Challenge" and to be used on the brand's digital marketing activities.
- ✓ Participant brands with more than one collection, and collections with more than 5 pieces will receive a badge as top-tier participant describing the extent of their contribution.
- ✓ The brand or the brands with the collection(s) representing the highest amount of Fairmined metals sourced by August 31st 2022 will be highlighted as such and will be offered a special feature on the challenge's closing video.
- ✓ All participants will be mentioned on the Fairmined initiative's social media channels and will have the opportunity to submit the story of the collection for storytelling marketing content.
- ✓ All participants will be featured on the Fairmined100 digital catalogue publication by the Alliance for Responsible Mining.
- ✓ At the end of the challenge the Alliance for Responsible Mining will assemble a judging panel to decide on the **best collections** under 7 categories: solid gold, silver, gold plated, diamonds, colored gemstones, innovation, and sustainability story collection.
- ✓ Brands that source Fairmined gold to participate before December 31st, 2021 will receive a discount for the Fairmined 2022 annual licensing fee, corresponding to the grams of Fairmined gold purchased for their collection. ie: The brand purchased 50 grams of Fairmined gold before December 31st, 2021 meaning it will get a 50% discount. Brands purchasing 100 grams or more will be exempt from the 2022 annual licensing fee.

For further questions or inquiries please send an email to info@fairmined.org

