



GOLD TO BE PROUD OF

DO YOU KNOW THE STORY OF YOUR GOLD?

Gold is mined all over the world, either in highly mechanized industrial mines, medium-scale mines or artisanal and small-scale mines.

20% of the world's gold extraction comes directly from artisanal and small-scale mining:

Often performed in rural communities which are essential for the **local development**.




Employs 90% of the workforce behind gold extraction. That is nearly **20 million miners** in **80 countries**.



Over **150 million people worldwide** depend on artisanal and small-scale mining to make a living.





Unfortunately, irresponsible practices in the past have created a negative reputation for the mining industry.

Gold mining has often been associated with:

- Illegality and informality
- Child labor
- Gender inequality
- Poor health and safety at work
- Irresponsible use of mercury and environmental destruction

BUT DID YOU KNOW THAT...

WITH THE RIGHT SUPPORT AND INCENTIVES, SMALL-SCALE MINING ORGANIZATIONS OFFER THE GREATEST OPPORTUNITY FOR A POSITIVE SOCIAL AND ENVIRONMENTAL IMPACT.



**TOGETHER WE
CAN TELL A
DIFFERENT STORY,
A STORY OF FAIR
ORIGIN.**

FROM EMPOWERED MINERS TO SUCCESSFUL BRANDS

Fairmined is an assurance label that provides the world with a gold to be proud of. A **CERTIFIED GOLD** from responsible artisanal and small-scale mining organizations working with the Fairmined standard.

1

Social impact on mining communities

- Providing safe workplaces
- No child labour

2

Responsible environmental practices

- Reducing the impact of the mining activity

Origin

3

- Giving you security of the source
- Connecting you with the miners

With Fairmined, positive social and environmental impact becomes part of the story behind gold and associated precious metals.



More than
393 BRANDS
worldwide offer products made
of Fairmined gold and silver



Since 2014
1.7 TONS
of Fairmined gold have been
sold to the market.



OVER
\$6.704.422 USD
were paid as Fairmined
premium to certified mining
organizations



“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.** We are thrilled to help make this happen”.

Ole Bjørn Fausa,
Founder of the Samlerhuset Group.

FAIR INCENTIVES FOR BIGGER IMPACTS

Fairmined is an opportunity for everyone to support responsible miners and make a **positive impact** in their communities.



Certified mining organizations receive a premium of up to **4,000 USD per kg** for Fairmined gold sold and **6,000 USD per kg** for Fairmined ecological gold.

The Fairmined premium has generated **positive impacts** with investments in better mining practices, safer working conditions, schools and health centers, infrastructure, energy and community projects.



HOW IT WORKS:

FROM MINE TO MARKET

1 SMALL ENTREPRENEURIAL MINING ORGANIZATIONS

The Alliance for Responsible Mining (ARM), founder of the Fairmined initiative, identifies mining organizations to work towards the Fairmined standard.



2 ARM SUPPORTS THE MINERS

on their **journey to certification**, working directly with them in the territories or through local partner organizations.

3 THESE PROJECTS TAKE ON AVERAGE

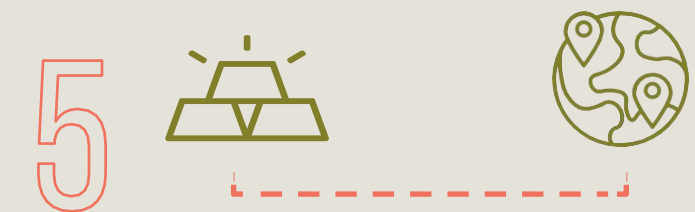


and require a **substantial investment** and commitment.

4 AN INDEPENDENT THIRD PARTY AUDIT BODY



performs an audit and, if compliant, the mining organization is granted Fairmined certification.



Once **certified**, the miners begin to sell their gold to the market at a fair price and with an additional **Fairmined premium**.

CONNECTING WITH THE MARKET

6 AUTHORIZED SUPPLIERS

Refiners, traders, manufactures or gold casters who trade and transform Fairmined gold. They help the mining organizations access the market and **transform the gold** into inputs for the various segments of the gold industry.

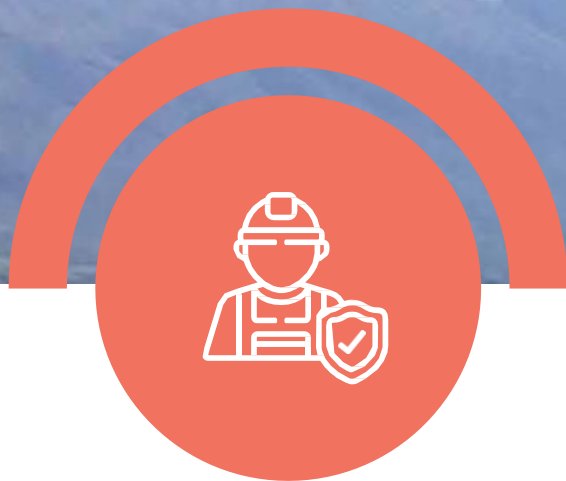
7 LICENSED BRANDS

Consumer-facing brands who work with Fairmined gold. Licensed brands can promote their products with the Fairmined label and communicate their commitment to their clients.

8 CONSUMERS

Consumers who buy **final products** made with Fairmined gold from licensed brands.

A BENEFIT FOR EVERYONE



MINERS

- A guaranteed fair price for the minerals.
- An additional premium to cover the costs of the certification and to invest in mining operations, social development and environmental protection.



INDUSTRY

- Risk mitigation: Businesses not only comply but supersede all international norms and regulations.
- Positioning in the growing trend towards ethical and sustainable supply chains.
- Security of the source



CONSUMERS

- Generating a positive impact with the purchase.
- Added emotional benefits.
- A story of origin.

LEADERS IN RESPONSIBLE MINING



IQUIRA COOPERATIVE

Located in the green hills of southwest Colombia, the Iquira Municipality Agro-Mineral Cooperative is a model example of how coffee, agriculture, livestock farming and gold mining can coexist sustainably.

Gold mining has provided the community with diversified economic alternatives where members alternate between artisanal mining and farming.

The cooperative members have been eager to learn about and implement the responsible social and environmental practices through their Fairmined certification.

The cooperative supports approximately 450 people through their work. With increased income thanks to mining, the community has greater opportunities to drive positive local change.



“We are committed to the community and the environment. We demonstrate that mining can be done in a responsible way. Thanks to the Fairmined certification we have achieved fair terms of trade on exports and have obtained international recognition for being certified. **We want to continue improving and being part of the movement of responsible mining”.**

Jose Ignacio Perez
Associate of the Iquira mining organization.

MEANINGFUL MILESTONES AND INTERNATIONAL RECOGNITION

AWARDS

Made of
Fairmined gold



Since 2014
Palme d'Or
Cannes Film
Festival



Since 2015
Nobel Peace
Prize



In 2016
Olympic
Laurel

BRANDS

Working with
Fairmined gold



Chopard



Kering



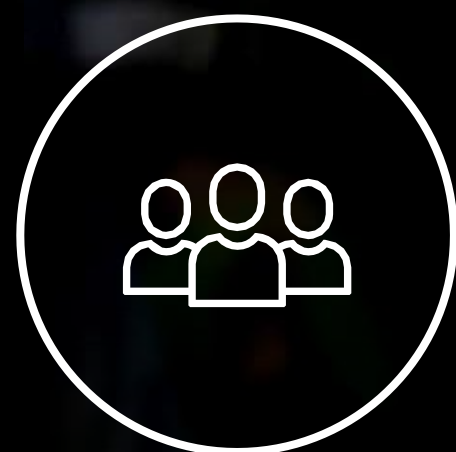
Monnaie de Paris

SO, WHAT STORY DO YOU WANT TO TELL WITH YOUR GOLD?

#GOLDTO
BEPROUDOF

The value of gold should be measured by more than its weight. Become a part of the **ethical transformation** of small-scale mining.

JOIN FAIRMINED AND BE
PART OF A BETTER FUTURE



Consumers

Ask for gold to be proud of.



Brands

Become a Fairmined licensed brand.



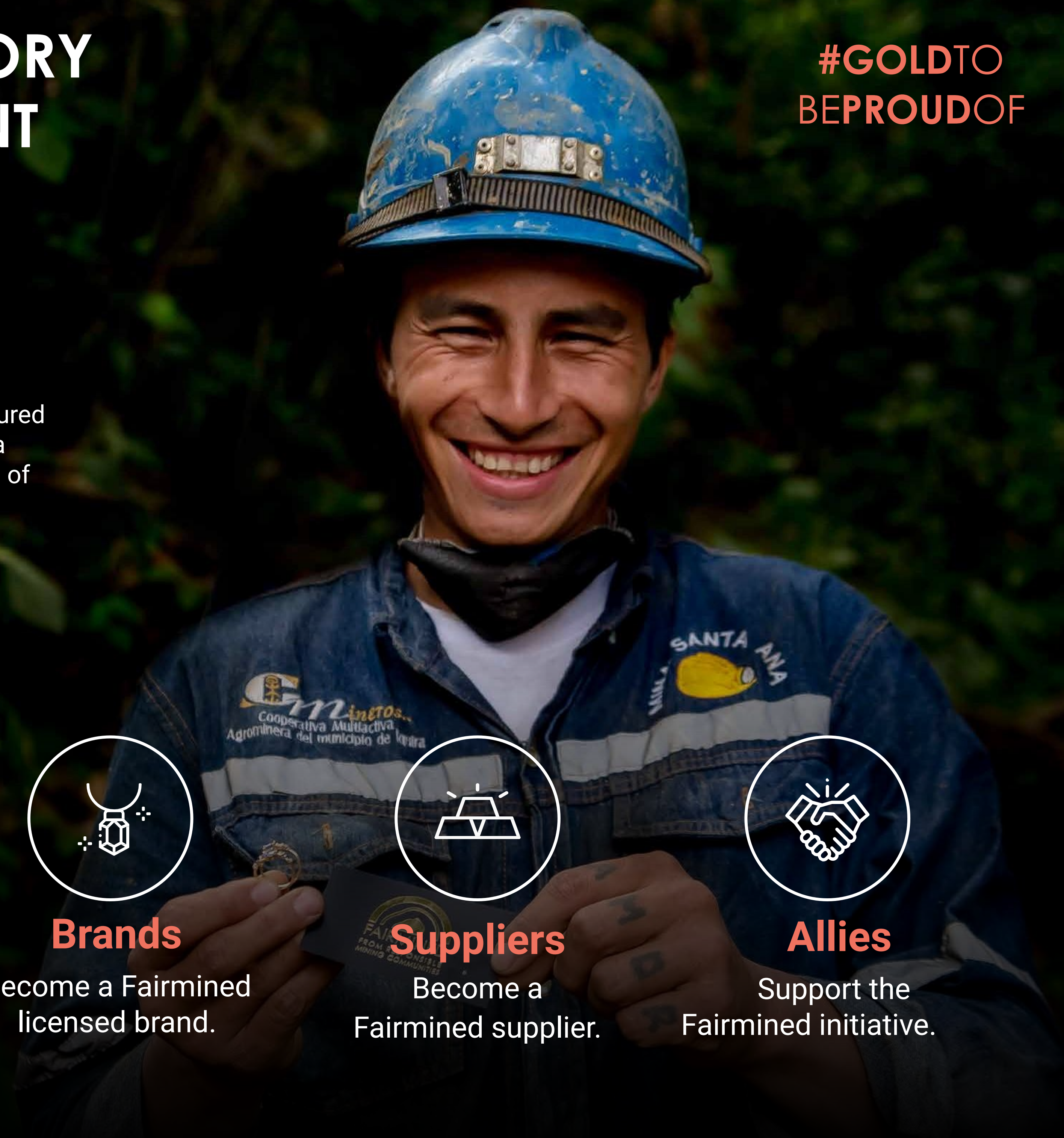
Suppliers

Become a Fairmined supplier.



Allies

Support the Fairmined initiative.





#GOLDTO
BEPROUDOF

For more information: info@fairmined.org

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