

Fairtrade Foundation & The Alliance for Responsible Mining (ARM) Press Release



Date

The world's first Fairtrade and Fairmined platinum is here!

The Alliance for Responsible Mining and the Fairtrade Foundation are proud to announce the launch of the world's first ever Fairtrade and Fairmined certified platinum jewellery made by pioneering platinum jeweller Cox & Power.

Using traditional techniques, 112 Afro-Colombian mining families in Chocó, from the Oro Verde Corporation, carefully filters the sediment of the rivers in the process of extracting Fairtrade and Fairmined (FT&FM) gold. The miners earn an additional Fairtrade and Fairmined Ecological Premium from their socially and environmentally responsible methods to support their families and to drive social progress.

'What exciting news for brides who want to add more glitz and sparkle to their wedding day' says Victoria Waugh, Business Development Manager at the Fairtrade Foundation. 'This move provides an economic lifeline to Colombian miners and gives them a brighter future. Because only small amounts will be available, it makes the jewellery pieces made from Fairtrade platinum extra special.'

Cox & Power have produced the first collection of Fairtrade and Fairmined platinum jewellery which they will unveil at in their London store, 35c Marylebone High Street, London W1U 4QA ready for Christmas.

Known for their fresh, ever-evolving and wearable designs, Cox & Power have created a beautiful set of earrings and a matching ring. The Seascape ring in Fairtrade and Fairmined Ecological platinum with ethically sourced Tanzanian spinels and fancy coloured diamonds will be paired with Seascape earrings in Fairtrade and Fairmined Ecological platinum with ethically sourced Tanzanian spinels and fancy coloured diamonds.

'We have created a rare and timeless jewel with this very special platinum and the woman who wears it will be part of a unique and special story.' Cox & Power plan additional pieces to arrive for Valentine's Day.

'These first unique pieces of platinum jewellery have made a transparent journey from their origins to boutique, from the miner to maker, to ensure a better deal and conditions for miners and to preserve the environment.'

The platinum forms part of a 1kg batch sold through Fairtrade licensee Vipa Design Ltd and more jewellers are expected to closely follow suit by launching their own Fairtrade and Fairmined platinum jewellery pieces.

Internationally recognised, the Fairtrade and Fairmined dual label ensures that platinum has been mined, processed and traded in a fair and responsible manner. This means that the miners' organisations are empowered by gaining bargaining power with traders, a fairer return for their platinum and greater control over the jewellery supply chain.

Through Fairtrade and Fairmined certification working conditions for miners are improved as they are trained to reduce risk in the workplace and to respond properly in emergency situations. Artisanal mining co-operatives are eliminating child labour within their communities, and promoting equal rights for women miners.

The Chocó bioregion in Colombia is one of the most culturally rich and biologically diverse ecosystems in the world. The Afro-Colombian communities that live there employ traditional mining techniques to process metals and do not use mercury or cyanide. Care is taken to restore vegetation after mining to encourage full recovery of the forest terrain.

Americo Mosquera, one of the miners from Oro Verde said: 'Looking into the future, I think this project can be one of the bases for the continuous development of our communities'.

Fairtrade and Fairmined gold was launched in 2011 and since then more than 50 designers and retailers offer jewellery crafted from Fairtrade and Fairmined yellow and white gold and now platinum.

– ENDS –

For more information, interviews and images, please contact Martine Parry, Media and PR Manager in the Fairtrade Foundation press office on 020 7440 7695 or at martine.parry@fairtrade.org.uk, or Siri Teilmann-Ibsen, Communications Coordinator at the Alliance for Responsible Mining at siriteilmann@communitymining.org

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Notes to Editors

- \$137.5bn was spent globally on gold jewellery in 2010. India and the Middle East are the biggest consumers. The UK is the second largest gold jewellery market in Europe after Italy.
- The Fairtrade minimum price for pure gold is set at 95% of the London Bullion Market Association's (LBMA) fix. The LBMA fix is the international agreed price for gold. ASM producers in the mainstream get anything from 30% to 85% of the LBMA fix.

- Certified miners must use safe and responsible practices for management of toxic chemicals in gold recovery. Chemicals have to be reduced to a minimum and where possible eliminated over an agreed time period.
- Miners can earn an additional premium of 5% of the LBMA fix when they recover gold through gravity only, without the use of mercury or cyanide.
- The FAIRTRADE Mark is a certification mark and a registered trademark of Fairtrade International (FLO) of which the Fairtrade Foundation is the UK member. The Fairtrade Foundation is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label is now recognised by 72% of UK consumers and appears on products as a guarantee that disadvantaged producers are getting a better deal. Today, more than 7.5 million people – farmers, workers and their families – across 58 developing countries benefit from the international Fairtrade system.
- The fairmined Mark, a registered trademark of the Alliance for Responsible Mining, ensures that the gold has been extracted and processed in a fair way and responsible manner. This means that the miners receive a fair price, good health and safety practises, care for the environment and participate in the social development of their communities. ARM is an international community-based multi-sector governed initiative created to enhance equity and wellbeing in artisanal and small-scale mining (ASM) communities. ARM is committed to social justice and environmental responsibility as the values driving the transformation of ASM.
- The partnership between Fairtrade Labelling Organizations International (FLO) and Alliance for Responsible Mining (ARM) will create differentiated market access for gold products to support social, environmental and economic development outcomes for artisanal and small scale miners through:
 - A credible programme of support and development for artisanal and small-scale miners.
 - A high profile and trusted product label to drive market access on terms that support development.
- The Alliance for Responsible Mining (ARM) have the experience and networks to provide the necessary support, and Fairtrade labelling to create differentiated market access on terms that support development.
- *The dual stamp is an identification mark representative of the Fairtrade and Fairmined dual label. It combines simplified versions of the FAIRTRADE Mark and Fairmined mark so consumers can recognise they are purchasing a Fairtrade and Fairmined certified product. The dual stamp has been created for physical application by a Fairtrade nominated body (such as an Assay Office in the UK) to certified gold, silver or platinum products. This stamp is similar in size and method of application to the legally required hallmarks found on precious metals stamped by UK Assay Offices, however it is not a legal requirement and must not be referred to as a hallmark. It can only be referred to, in the first instance, as the 'Fairtrade and Fairmined dual stamp', and thereafter as the 'dual stamp'. It is a requirement of the Fairtrade and Fairmined certification process in the UK.*