



Monday September 22th 2014

Press Release

Golden Palms for Peru

*Peruvian artisanal miners with **Fairmined** certification improve their life quality and reduce environmental impact*

The dream of a small group of Peruvian miners, became a reality during the celebration of the most recent Cannes Film Festival, when the Golden Palm, the highest accolade/award given at this important film event, was made with Fairmined certified gold from Peru.

In addition to this breakthrough event, Peruvian miners also recently introduced the first collectors' coin made with Fairmined gold. The Central Bank of Luxembourg chose gold from Peru for the production of the coin to celebrate the 175th anniversary of the independence of the country.

"After many efforts to obtain certification for our mine, we finally see our gold and our responsible extraction process being recognized in Europe. We want to show that small-scale mining can be done responsibly and we hope that these coins inspire millions of miners around the world to follow our example" said Rosa Reyes, manager of AURELSA, one of the Artisanal and Small-scale mines that produced gold used.

Through market incentives, Fairmined certification supports the formalization of Artisanal and Small-scale miners. To be certified, the miners have to meet strict requirements for social and environmental development, environmental protection, working conditions and economic development of mining communities. Through programs to enhance their productive capacity, and therefore, their quality of life, Fairmined supports small gold producers to go from informality towards operating on international markets.

The Alliance for Responsible Mining, an independent organization whose mission is to promote the social, environmental and economic development of Artisanal and Small-scale Mining (ASM) communities, developed the Fairmined standard in collaboration with ASM miners and other experts. In Peru, ARM works through the organization RED SOCIAL.

"We are very pleased to witness the international recognition of responsible miners and the Fairmined initiative. We have managed to convene a network of mining organizations, social organizations and companies with a shared commitment: To improve living conditions in mining communities" said Lina Villa, Executive Director of the Alliance for Responsible Mining.

AURELSA and SOTRAMI are two Fairmined certified organizations in Peru. For the production of 2500 gold coins, 17 kilos of metal were purchased from these companies. The organizations received payment of a development premium of €51,000 that will be used in social projects.

"Today, more than 15 mining organizations are working towards certification and about 40 jewelry companies



of different sizes and latitudes are committed to this transformation. At the heart of this effort is a participatory approach in which miners and mining companies have been involved," said Villa.

These important international achievements are helping to change and improve professionals and consumers perceptions of of ASM producers. Thanks to the implementation of responsible practices, these producers - who are often associated with illegal or irresponsible mining affecting the environment - are gaining recognition and limiting their marginalization in both the global mining industry and in their own communities.

###

For more information, please contact Gabriela Flores: gabriela.flores.zavala@gmail.com

For more information about ARM visit www.communitymining.org

For more information about Fairmined visit www.fairmined.org

For more information, please contact arm@communitymining.org