



PRESS RELEASE

Roodt-sur-Syre, 25 June 2014

International premiere: Launch of the 1st collector coin in Fairtrade and Fairmined gold

Fairtrade Lëtzebuerg and **Alliance for Responsible Mining** are proud to present the first collector coin produced using Fairtrade and Fairmined gold.

Introduced on the Luxembourgish market in November 2012 with the participation of 7 jewellers, Fairtrade gold sparks the interest of a new market in Luxembourg today. From this point forward, a new page opens thanks to the Central Bank of Luxembourg's choice to select fair gold for the production of their new collector coin celebrating the '175th anniversary of Luxembourg's independence'.

For Jean-Louis Zeien, president of Fairtrade Lëtzebuerg, this world first falls within the history of our country: 'The 175 years of Luxembourg's independence goes perfectly with the aspirations of Peru's miners to an economic and social independence. Let's not forget that our country's wealth was also built by miners who, during more than a century, worked in the mines in the southern basin of our country. Today, fair trade connects our two countries thanks to an exemplary partnership at global level in the domain of gold production.



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Fairtrade Lëtzebuerg and Alliance for Responsible Mining: a fair and fruitful collaboration

Fairtrade Lëtzebuerg and Alliance for Responsible Mining, the organisation behind Fairmined gold, are two independent organisations whose vocation it is to promote social, environmental and economic development in the small-scale mining communities.

Fairtrade standards for certified gold

The standards for certified gold strengthen the miners' rights through giving them a perspective for a better future.

The Fairtrade standards are available on the following website:
<http://www.fairtrade.net/gold.html>

Fairmined standard for certified gold

Buying Fairmined metals is supporting responsible certified miners and their families that follow strict requirements for social development, environmental protection, labour conditions and economic development in their mining communities. Fairmined gold is the achievement of the world's pioneering and industry leading network of responsible artisanal and small-scale miners. An initiative and movement lead by and for the miners.

The Fairmined standard was developed by the Alliance for responsible Mining and its network.

The standard is available on the following website:
www.communitymining.org/en/fairmined-standard



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Impacts and recognition

Fair trade is a genuine business model, which allows the gold producers to reach commodity export markets under fairer conditions, to strengthen their position both domestically and within the international precious metals trade, to obtain better access to financial services, to participate in programmes to improve their productive capacity and, generally speaking, to have more control over their own lives. The application of fair trade gold principles helps reduce poverty and improve the mining communities' living conditions. Organised, democratised and educated, these communities can now achieve true social progress, while preserving their ecosystem.

From an environmental standpoint, participating in a fair trade gold process helps reduce the harmful impacts of artisanal mining. The mines have to set up an environmental plan specifying the areas in which action must be taken, the objectives and the deadlines set by the community to reduce their environmental impact. Within the context of a fair trade gold approach, producers are encouraged to reduce mercury emissions by increasing the use of cyanide, a chemical process that takes longer but offers a much higher productivity.

Finally, fair trade is helping to change and improve professionals' and consumers' perceptions of small producers. Thanks to the application of responsible practices, mineral producers - who are often associated with illegal workers or polluters - gain true recognition, thereby limiting their marginalisation within the global mining industry as well as their community.

For **Lina Villa**, managing director of Alliance for Responsible Mining: ‘These coins are a strong symbol for the gold-bearing artisanal mining sector. For the first time, the miners celebrate Luxembourg’s independence while associating values of social and environmental responsibility and local development with this commemorative coin.’

Two Fairtrade/Fairmined gold certified organisations connected to Luxembourg: AURELSA and SOTRAMI

For the production of the 2.500 Fairtrade/Fairmined gold coins, 15 kilos of gold from two Peruvian miners’ organisations were necessary. Aside from the fair price they were paid, the organisations got a development premium of 34.000 € that will be used for carrying out social projects.



It is the largest amount of Fairtrade/Fairmined gold ever to have been used for one single project. Considering that one artisanal mine produces 4-5 kg of gold per month, the impact is considerable.

Maria Rosa Reyes, manager of the Aurelsa organisation: ‘Today is a big day for the Aurelsa mining community, small-scale mining and my country, Peru. After so many efforts to obtain the certification for our mine, we finally see our gold and our responsible extraction process recognised by the Central Bank of Luxembourg. We hereby prove that mines can produce responsibly and we hope that those coins inspire millions of miners to follow our example.’

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“We congratulate the Central Bank of Luxembourg on the largest single purchase of Fairtrade gold. This collector coin is more than a symbol of independence – it is supporting the miners and communities of Peru to gain independence from poverty,” says **Harriet Lamb**, Chief Executive of Fairtrade International. “We urge banks and companies to follow their pioneering example so that more artisanal and small-scale miners can have a fair price, safer working conditions and much-needed investment into their communities.”

For **Geneviève Krol**, managing director of Fairtrade Lëtzebuerg, ‘this project represents the success of the fair trade sector where all actors have worked together with the same and only goal: the respect and recognition of the miners’ work. Furthermore, this project also shows that if a public purchaser decides to go for a fair primary resource in his tender, the impact in the south is considerable. An example to be followed!’