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New comic in French about the Fairmined Standard

"This is all well and good, Demba, but how does Fairmined Certification support us miners?" This is among the many questions that Drissa and his miner colleagues ask Demba, another member of the mining community in this new booklet. The comic seeks to make the formalization process towards the production of responsibly mined minerals certified under the Fairmined Standard easy to understand and accessible to all.

The booklet has been created by the Alliance for Responsible Mining (ARM) with drawings by Senegalese drawing artist Malang Sene, aka "Kabs" based on field visits to the eastern mining area of Senegal and creative exchanges with artisanal miners in the region. Its publication is part of the UNIDO led project "Creating a responsible artisanal gold mining supply chain and reduction of mercury emissions in West Africa" that ARM and Artisanal Gold Council (AGC) are implementing in the region.

The comic shows typical situations experienced in gold mining in Burkina Faso, Mali and Senegal using images and simple texts to overcome the obstacles of reading and writing difficulties. It directly targets the miners themselves but can also be useful to organizations that support mining groups. The comic will soon be translated into local languages and other training booklets might follow in the future.

With the booklet, ARM seeks to provide actors committed to responsible mining with a tool for the adoption of best mining practices. It is also an instrument for the diffusion of the Fairmined formalization tool designed to support the evolution of responsible mining operations in the region.



Notes to editors:

For more information, interviews and photos, please contact:

Siri Teilmann-Ibsen, Communications Coordinator at the Alliance for Responsible Mining
siriteilmann@responsiblemines.org, (574) 332 4711/ (57) 301 322 3883

[About the Alliance for Responsible Mining \(ARM\)](#)

The Alliance for Responsible Mining is an independent, global-scale, pioneering initiative established in 2004 to enhance equity and wellbeing in artisanal and small-scale mining (ASM) communities. ARM works to transform ASM into a socially and environmentally responsible activity that improves the quality of life of artisanal miners, their families and communities.

Through the [Fairmined Standard for Gold](#) and ARM's support, artisanal miners are able to produce Fairmined certified metals and gain access to responsible supply chains. ARM supports miners in making a real change in the way they run their businesses and support their local communities. The Fairmined Standard and Certification System is in the center of ARM's efforts, to which everything else is related and supported. It is a rigorous, third party certification system that ensures that ASM miners formalize while meeting world-leading standards for responsible practices. The Fairmined Standard includes a set of requirements to guarantee legality of operations, environmental protection, fair labor conditions, social development and to assure the gold is traceable and conflict free. There are now 10 certified Fairmined organizations in the world: 6 in Colombia, 2 in Peru, 1 in Bolivia and 1 in Mongolia.

For more information on the Fairmined and the certified organizations go to www.fairmined.org