



Cannes, May 17th 2013

FAIRMINED Gold arrives on the Red Carpet

Some of the gold worn at the Cannes Film Festival will shine extra bright when the Red Carpet is rolled out today. Using sustainably sourced gold from FAIRMINED certified mines, the luxury brand Chopard has created a diamond bracelet and earrings which will be worn by Livia Firth, Eco-Age creative director and founder of the Green Carpet Challenge (GCC).

The jewelry pieces symbolize a journey that the Alliance for Responsible Mining (ARM) and Chopard have embarked on together to transform the future of responsible miners in South America. During this journey, Chopard will directly support two mining communities in Colombia and Ecuador on their way to formalization and to FAIRMINED certification through ARM's Producer Support Fund.

The Alliance for Responsible Mining (ARM) is the organization behind the FAIRMINED gold certification system that sets high requirements for labor conditions, social development and environmental protection in mining communities and is developed in close collaboration with miners, local partners and actors of the supply chain. When choosing FAIRMINED gold consumers and brands are protecting the environment in mining communities and empowering responsible miners that aside from bettering their conditions receive a premium they democratically invest in development projects in the community.

"In ARM we are excited about Chopard's commitment to support responsible artisanal miners through our FAIRMINED model. To us, it really shows how more actors in the mining sector and the supply-chain are coming together to make a difference in impoverished Artisanal and Small-scale Mining communities." Said Lina Villacórdoba, Executive Director in the Alliance for Responsible Mining (ARM).

For Chopard the jewelry pieces presented in Cannes mark the beginning of their journey to sustainable luxury. "As a century old, family-run business, we are very aware of our responsibilities. One of the first steps is our partnership with ARM, which will support the families and communities of artisanal miners in South America." Said Caroline Scheufele, Co-President and artistic director of Chopard.

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Notes to editors:

About ARM, the Producer Support Fund and FAIRMINED gold

- **The Alliance for Responsible Mining (ARM)** is an independent, global-scale, pioneering initiative established in 2004 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.
- **ARM's vision** is for ASM to become a formalized, organized and profitable activity that uses efficient technologies, that is socially and environmentally responsible, that increasingly develops within a framework of good governance, legality, participation and respect for diversity, and increases its contribution to the generation of decent work, local development, poverty reduction and social peace in our nations, driven by a growing consumer demand for sustainable minerals and ethical jewelry.
- **ARM's work** is focused on four strategic areas: Standard Setting, Producer Support, Market Development and Advocacy and Communications.
- **ARM's Producer Support Fund** is open to all interested social investors such as individuals, the donor community, national governments, and small and large industry players committed to social and environmental responsibility who wish to contribute to the positive transformation of the artisanal and small-scale gold mining sector.
- **FAIRMINED gold** is ethical gold extracted by Artisanal and Small-scale miners certified under the FAIRMINED Standard. 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 model is open to all market players wishing to make a positive impact on responsible mining.

For more information please go to www.communitymining.org

About Chopard

- Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvillier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family and its headquarters are located in Geneva. Internationally renowned for its watch and jewellery creations, the Group today employs 1950 people worldwide. It is independent and vertically very integrated, controlling the entire process from design to distribution through 1500 points of sale and 140 dedicated boutiques. Over 30 different crafts are practised in three manufacturing sites with a strong emphasis on in-house training. Chopard has built its reputation on iconic collections such as "Happy Diamonds", "Happy Sport" and "Mille Miglia". The firm is also highly recognized for its High Jewellery creations and fine watch making and manufacture expertise, expressed in the L.U.C collection. According to two of its fundamental values, respect and social responsibility, Chopard is strongly committed to various philanthropic organizations. Long-term partnerships tie the company to the WWF, the José Carreras International Leukaemia Foundation and the Elton John AIDS Foundation. Last but not least, Chopard is a faithful partner of the Cannes International Film Festival and legendary classic car events, such as the Mille Miglia in Italy and the Grand Prix de Monaco Historique.