The world’s first Fairmined Palme d’Or

- A celebration of responsible artisanal and small scale miners everywhere

When this year’s winner of the Palme D’or (the golden palm) receives the award this Saturday, he or she will be the first receiver ever of a Palme D’or made with certified Fairmined Gold. The Fairmined standard and certification system for gold was developed by the Alliance for Responsible Mining and its partners to support sustainable development in Artisanal and Small-scale Mining (ASM) communities.

The Alliance for Responsible Mining has worked for the empowerment and recognition of responsible ASM for the past ten years, and as miners have committed to Fairmined practices they have been made living proof that artisanal mining can be done responsibly, contributing to community development and an improved quality of life for artisanal and small scale miners and their families. Over the years ARM has seen growing interest in its initiative from the industry as a whole and has brought actors together to collaborate for a positive transformation of the mining sector.

Since Chopard last year embarked on a journey with Eco-Age and ARM and committed to supporting responsible artisanal and small scale miners through investments in mining communities and sourcing of certified Fairmined Gold, the family owned luxury company has contributed to the international recognition of responsible artisanal and small scale miners everywhere. In creating the Palme d’Or from Fairmined gold, sustainable luxury has truly been placed on the world stage. For the first time ever, the Palme d’Or will represent not only the very highest standards of film production but ethical gold production as well.

“We are pleased to see the international recognition of responsible miners and the Fairmined initiative that this Palme D’or represents. Chopard is playing a leadership role and we hope this acts as a catalyst to one day see all high profile gold trophies and medals be made with responsible gold” said Lina Villa, Executive Director at the Alliance for Responsible Mining.

The Palme d’Or is the ultimate symbol of the Cannes Film Festival, yearly awarded to the best film in the official selection.

For more information on Fairmined Gold visit [www.fairmined.org](http://www.fairmined.org).

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About the Alliance for Responsible Mining (ARM) 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 and is socially and environmentally responsible. **ARM’s work** is focused on four strategic areas: Standard Setting, Producer Support, Fairmined Market Development and Advocacy and Communications.

- On the local level ARM works through partners such as Cumbre del Sajama in Bolivia, Red Social in Peru and ASOMIRCOL in Colombia.

- **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. The Fairmined model is open to all market players wishing to make a positive impact on responsible mining.