



# 2013 ANNUAL REPORT



Alliance for Responsible Mining



“It is important to prove  
that our goals are possible,  
and that this is not the end,  
but rather the beginning  
of a long, complex, and  
**GLOBAL JOURNEY**”



It was with this spirit that the Alliance for Responsible Mining (ARM) began 2013.

In 2011 and 2012, ARM proved artisanal and small-scale gold mining (ASM) certification is not merely an idealistic possibility, but rather something that could become reality.

In 2013 ARM reached a turning point in achieving this goal by prioritizing the following:

1.

A careful, comprehensive standard consultation process built on ISEAL principles and guidelines. Our Fairmined Standard review incorporated the lessons learned from the past years of implementing the Fairmined Standard, as well as the ideas, suggestions and concerns from our international consultation.

2.

Developing an international market for Fairmined gold. The end of our partnership with Fairtrade International led ARM to step up its efforts to grow and promote demand for ethical gold. Initial results in 2013 showed increased sales of Fairmined gold, and given the 2014 first-quarter rise in demand for Fairmined gold, we believe 2014 will show a dramatic increase in demand for Fairmined gold.

3.

Increasing the number of ASM gold mines working towards certification. In past years, ARM began to identify new mines sites in Latin America and Africa suitable to begin the certification process. In 2013, this objective became one of our focuses, with important progress made in Latin America and francophone West Africa.

## 4.

International advocacy for responsible ASM and its formalization and legalization. ARM continued to play an active role in several international forums and negotiation processes, particularly the OECD-ICGLR (International Conference on the Great Lakes Region) and the UN initiative and UN-UNEP mercury negotiations treaty, which concluded in late 2013.

## 5.

Active organizational growth. In 2012 we began increasing the number of staff in the technical and executive departments, but in 2013 we greatly increased our team depth and strength.

Our motivated, inspired and professional team is a primary reason ARM's international credibility continues to grow. This is a result of individual professional skills, an effective human resources policy and process, and an organizational culture that promotes and incentivizes quality.

It is also important to mention that ARM has a very active, capable and dedicated Board of Directors and Executive Committee that give substantial voluntary time to the organization and are deeply involved in providing strategic direction to the organization, assisting with fundraising, and representing ARM in international meetings and forums.

The progress ARM has made in advancing ASM issues has been recognized by a diverse and extensive group of stakeholders. This is exemplified through the increasing and diverse financial support that allows us to implement ARM's mission and programs. We are very grateful for this support and realize it is absolutely critical in transforming our mission into an on-the-ground reality.

As I stated above, this is the beginning of a new phase of the organization; together with our partners we are starting to truly make the dream a reality. We have faced-- and will continue to face-- obstacles, challenges and the pain of growth, but this is a natural and necessary part of being an organization innovatively addressing an ambitious mission.

We have a long journey in front of us, and are thankful for your support. We count on you to help us continue this journey of navigating the truly exciting and rewarding challenge of implementing and expanding the goal of ASM certification!



Sincerely,  
Maria Laura Barreto  
Chair of the Board



It is not uncommon to get a certain disbelieving look when you say you work in the sustainable development of the Artisanal and Small-scale Mining (ASM) communities. In spite of its challenges, ASM fortunately stands high on global and national agendas. Men and women artisanal miners have the unique opportunity to transform the sector's complex difficulties into developmental opportunities, and public condemnation into social admiration. For the past 10 years the Alliance for Responsible Mining has worked alongside these miners to support them in changing their reality and bringing greater quality of life by improving their practices.

In addition to improving the Standard, the Fairmined Initiative marked great victories by debuting on the Red Carpet through our partnership with luxury brand Chopard; entering the US market through a group of artisanal jewelers brought together by US-based NGO Ethical Metalsmiths and refinery Hoover & Strong; and entering small and middle-sized companies sourcing from VIPA, S&P and Fairsources. We are thankful for your trust in our work and are proud that you are part of Fairmined!

As demand for ethical gold grows, we aim to boost supply by continuing to support mining organizations pursuing Fairmined certification; currently we are working with almost 30 Artisanal and Small-scale Mining Organizations (ASMO's) in Bolivia, Burkina Faso, Colombia, Mali, Mongolia, Peru and Senegal with our national partners and allies Red Social, Cumbre del Sajama, Asomircol, AMICHOCÓ, SADEV and AFDC.

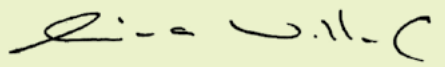
**What we learn about persistence, resilience, compassion and entrepreneurship from the journey of certification and life experiences of men and women miners from Oro Verde, AURELSA, SOTRAMI and other ASMOs only strengthens our deep commitment to this sector.**

Our project launched with the Inter-American Development Bank, supported by the Multilateral Investment Fund (MIF), to foster formalization in Latin American mining organizations through the Fairmined standard marked an important milestone in our work. Another important achievement was our first project in West Africa, collaboration between various organizations coordinated by the United Nations Industrial Development Organization (UNIDO) that implements Fairmined mechanisms to reduce mercury use and formalize mining practices. The timing of the project could not have been better given the signing of the Minamata Convention on Mercury; countries are now developing their national action plans to reduce mercury use and experience shows that effective and long lasting mercury reduction can only be achieved if the ASM groups are organized and develop their potential. This places ARM in an excellent position to employ our experience and expertise to positively shape national mercury policies and benefit artisanal and small-scale miners.

Finally, I want to give a big thank you to the team and our national partners. One is short of words to describe everyone's passion and commitment to our mission, and I feel truly honored to be part of ARM.

Looking ahead to 2014 -- the tenth year of our work for the empowerment and sustainable development of artisanal mining communities-- there is still much to be done. We will continue to build bridges between actors in the mining industry for a more inclusive, participative mining sector.

I invite you to take a look at this annual report for more details on our achievements and challenges in 2013, and to learn more about who makes up our organization.



Lina Villa-Córdoba,  
Executive Director

# **Strategic** Framework



**In mid-2011 ARM committed to the three-year strategy Towards a Diaspora of Responsible ASM focused on four bold objectives:**

**1**



Expand Fairmined in Latin America, Africa and Asia

**2**



Advocate for pro-formalization policy and market contexts

**3**



Disseminate knowledge and capacity building to ASM

**4**

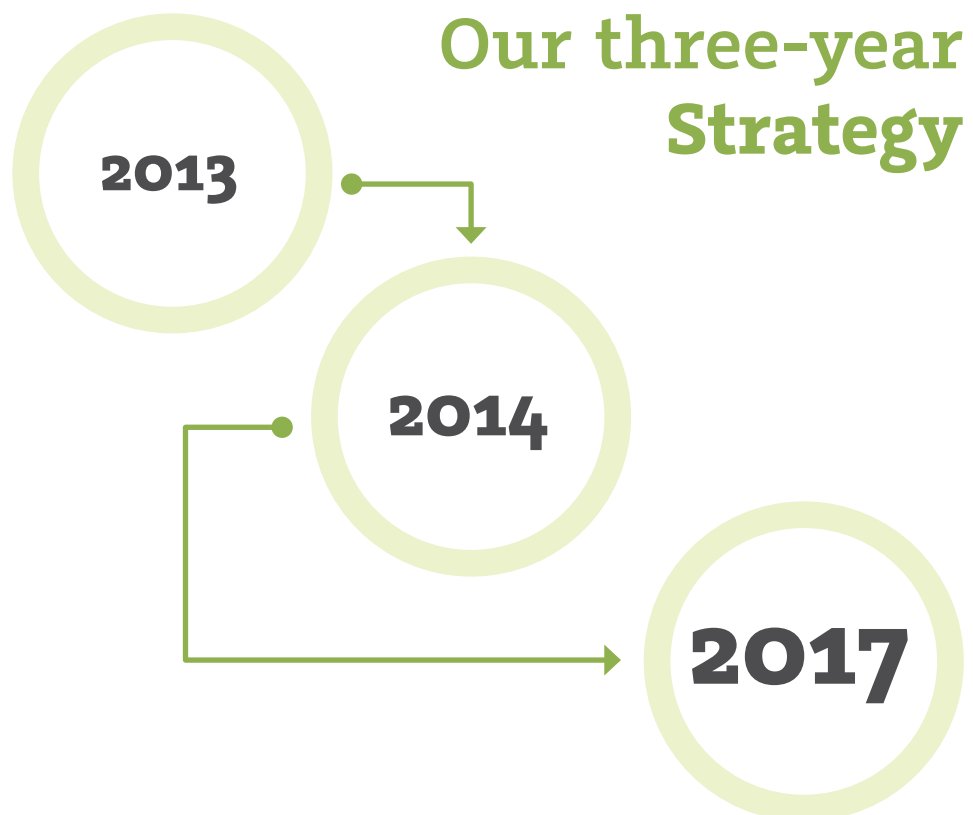


Evolve towards a high impact network-organization

The Strategy's goals and strategic initiatives have guided our work for the past years, and in 2013 ARM made significant strides towards achieving these objectives. We accomplished much of what we envisioned, but also failed to achieve some of those goals. These shortcomings forced us to rethink and adapt to rapidly changing global and national markets and policy environments. As we continue to adapt, our mission and vision remain at the heart of our work. During 2014 we will build upon successes and failures, revisit our strategic framework and create an ambitious path towards 2017.

As we reflect on the past year and look towards the future, we would like to share with you this report on 2013's progress and shortcomings, as well as upcoming challenges and opportunities.

## Our three-year Strategy





1.



## Expand Fairmined in Latin America, Africa and Asia.

ARM's geographic scope broadened from three Latin American countries in 2011 to eight Latin American, African

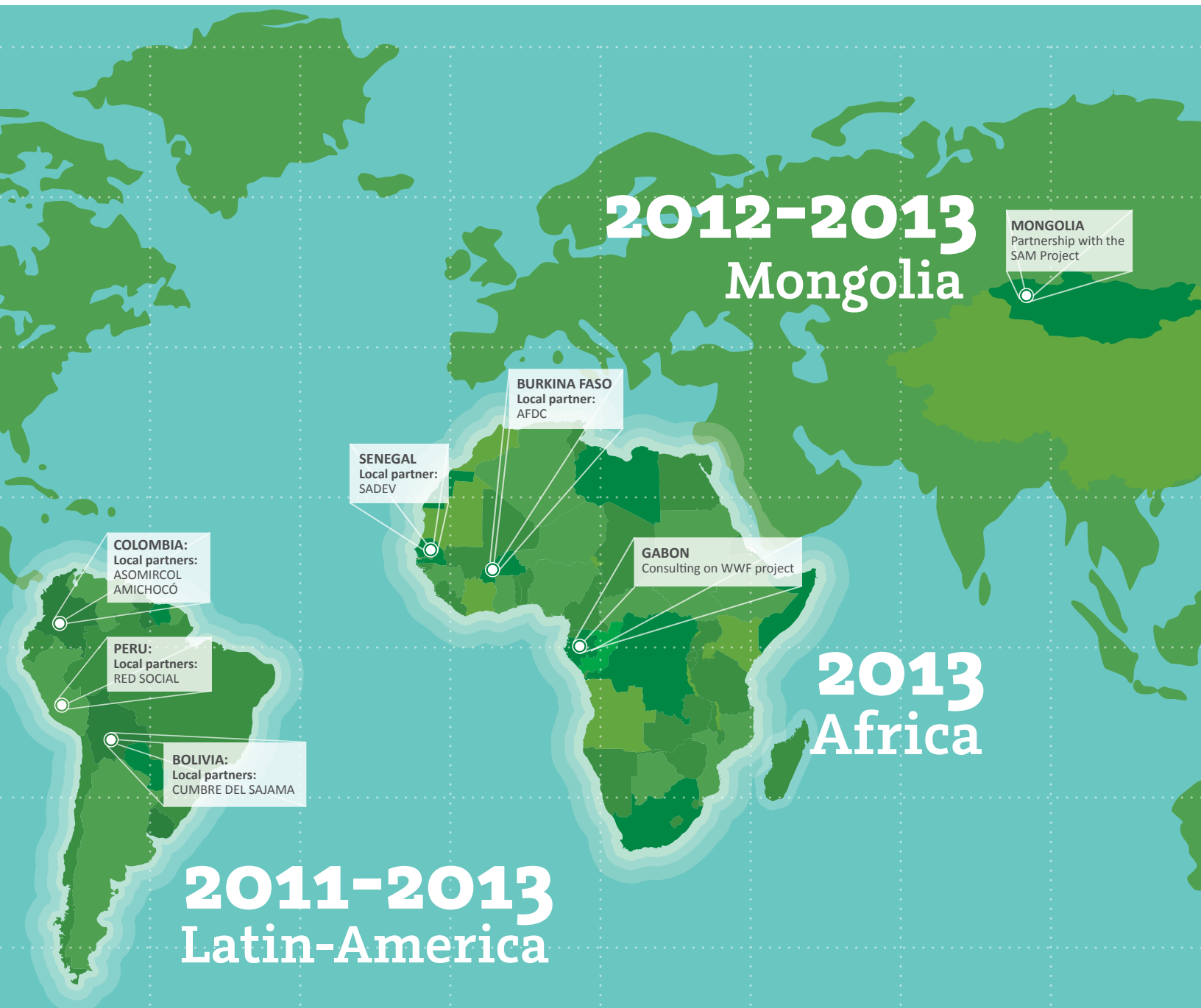
and Asian countries in 2013.

Despite progress made, we know that bringing more allies to deliver on-the-ground support to mining communities is vital and will continue to grow these support networks in 2014 and the coming years.

Hoping to further contribute to shaping global sustainability agendas through cross sector learning, ARM continued working towards applying for Associate Membership of ISEAL, an organization with whom we currently hold affiliate

status.

In 2013 we were happy to establish our first industry collaboration by partnering with Swiss luxury brand Chopard. In addition to becoming a Fairmined licensee, Chopard plans to sponsor two Latin American mining communities working towards Fairmined certification. As we expand Fairmined certification in ASM communities, we developed a new position on partnership building to ensure industry partnerships are transparent, mutually beneficial and built on a horizontal framework of trust.



2013 was a busy year for our work with miners' access to markets. We made a difficult but necessary decision and ended our partnership with Fairtrade International at the close of 2012. Although still very far from our initial goal of having 1 ton of gold in the market in 2014, Fairmined as a stand-alone label sold as much gold as it had during its partnership with Fairtrade: certified miners delivered 20 kilos of gold—about 10% of the certified production-- at a Fairmined premium of \$4,000 USD/kilo.

As part of our market development work, we also launched a revised version of the Fairmined standard towards the end of 2013. We diversified the Fairmined market model and created an account management framework to work more closely with certified miners, licensees and operators and support their efforts to engage with Fairmined.

# 2013

*has been a very important year for the Alliance for Responsible Mining's work on the ground with the miners*

We worked with around  
**5,600 miners**  
in 2013, both directly and through  
our partners on the ground.



We also launched  
**4 large projects,**  
3 in Latin America and one in  
West Africa.



We identified  
**40 potential mines**  
interested in Fairmined  
certification and have funding in  
place to work **with 25 of them in**  
**2014** and onwards.



Our goal is to work with  
**21 ASMOS,** at least 15  
of which are expected to be  
Fairmined certified within the  
next 3 years.



As we continue to grow, we will work to strengthen the Fairmined monitoring and evaluation systems to better measure the effect of our broad gender approach and formalization's impacts the miners' livelihoods.

2.



## Advocate for pro-formalization policy and market contexts

In 2013 our policy work focused on promoting the participation of men and women miners in policy spheres; maintaining an active involvement in key industry initiatives and solidifying the Gold Dialogues as a key discussion forum on ASM issues.

Throughout the year we continued to raise awareness about ASM issues and potential solutions at important global-scale discussions such as the OECD Guidelines for Multinationals Related to Conflict Minerals. We hope to contribute to the implementation of its five-step framework for risk-based due diligence

in the mineral supply chain to ensure that ASM communities operating in difficult political and security contexts are not marginalized from global gold supply chains. We were also active in the discussions that led to the International Mercury Treaty, working to ensure that governments and other actors understand this transition process will work only if it is framed within a formalization process of the ASM sector.

3.



## Disseminate knowledge and provide capacity building to ASM

Since 2011 we have envisioned an on-line e-learning platform to disseminate knowledge and participatory methodologies through a Training of Trainers scheme. Thanks to a grant from the Inter-American Development Bank-FO-MIN, we began implementing a virtual training center in 2013. We have developed training modules and expect to certify the first group of Accredited Fairmined Trainers in 2014.

Through mission-driven consultancy services we worked with WWF in Gabon and hope this kind of services will allow us to share our knowledge of ASM with other organizations in the future.

4.



## Evolve towards a high impact network-organization

As a growing, network-oriented organization, we are currently transitioning from an organically shaped structure to a more planned and organized one. As our affiliated miners, national allies, licensees and operators increase, we need to clearly define the role of networks in our organization. In 2013 we focused on understanding the needs and desires of miners and local support organizations and realized we need to redefine the Stakeholder Alliance, a governance body representing various stakeholders, to give it a greater participative role in shaping and informing ARM's future.



Making a **standard** for all

## The Fairmined standard consultation process

The revision process that led to the updated 2.0 version of the Fairmined Standard was developed during 2013. This process was triggered by the need to make the certification more accessible to a larger number of artisanal and small-scale miners in the Global South, and making the model more friendly and accessible to market actors. This consultation process was developed over a 2-month period and through a myriad of activities that included online and personal workshops, one-on-ones between stakeholders and ARM's staff and online formats and consultation documents.

The Fairmined Standard 2.0 has been restructured to improve its clarity and to ensure more flexible options for different market segments without compromising the development benefits for the miners. It is, as a whole, a tool for promoting formalization of the ASM sector.

For detailed information on the Standards Review process, please see our Consultation Results Synopsis document on our website:

<http://communitymining.org/en/our-work/standard-setting/fairmined-standard>.

**A big thank you to the Tiffany and Co. Foundation for supporting our standard consultation work.**

The new and updated Fairmined Standard was built to increase its impact capacity and to reach more ASM families around the world. The final and revised version is the result of the commitment of many organizations and individuals that participated in the consultation process. We are particularly grateful to the commitment of the Standard Committee that so graciously offered their time and expertise during a grueling and intense process that lasted over a year.

We would like to thank each and every one of the individuals that make up the Fairmined Standard Committee for their time and dedication and for offering their experience and expertise. We would also like to thank Felix Hruschka for his leadership role as a pro-bono Standards Coordinator.

## Fairmined Standard Committee Members

- Manuel Reinoso
- Patience Singo
- Helcias Ayala
- Federico Gamarra
- Cristina Echavarria
- Gommert Mes
- Patrick Schein
- Fiona Salomon

## The Fairmined premium

Consumers purchase ethically certified gold on the belief they are contributing to making a difference in the mining communities. Our standard consultations with the miners confirmed the premium is the primary incentive for them to meet the standard requirements and the means by which they can aspire to attain their developmental goals to provide better quality of life for themselves and their families. While wanting to maintain the premium at a high, it was also clear from the consultation processes that our Fairmined model should be more cost-effective.

Rather than lowering the premium and reducing the development impact for the miners, we instead explored alternatives to lowering the costs of participating in the Fairmined supply chain. Therefore, as explained further in the following section on Fairmined, we changed our system so that licensees were no longer required to pay a costly certification fee nor a licensing fee for use of the label. This was replaced with a more cost effective "Development Fee" (roughly 50-60% less) and more flexible sourcing solutions were added.



The premium was set to  
**4000 dollars**  
per kilo for Fairmined gold



with an additional  
**2000 dollars**  
per kilo for Fairmined Ecological gold



figures agreed to be sustainable for both  
**miners and jewelers**





Oro Verde was created as a strategy to conserve the environment of the Chocó bioregion and generate social development in its communities. Currently the program is experiencing challenges that create uncertainty of the viability for them to continue in the certification system due to their low production and external threats caused by surrounding unsustainable mining practices.

# Oro Verde Asocasan

**At dawn when the birds rise, they are happy because they know they are in an area that we protect.**

Aristarco Mosquera, Legal representative, ASOCASAN

## Type of Mining



**Gold panning**

## Fairmined Ecological certification date

January  
**2012**

GOLD TO BE PROUD OF



@fairminedofficial



fairmined



@FAIRMINED



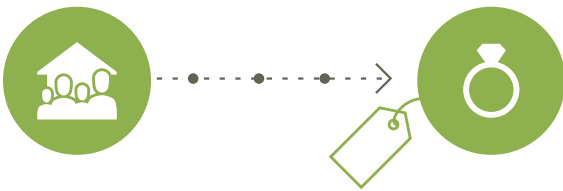


2013 was an eventful year dedicated to the evolution of the Fairmined initiative and our business model. As Fairmined moved on without our former partner Fairtrade, the Fairmined Standard was opened up to miners in new countries and new markets. This allowed ARM to complete a new standard resulting in increased market opportunities for both miners and operators as well as begin collaboration with IMOsuisse AG (IMO) and SCS Global Services on an updated certification system.

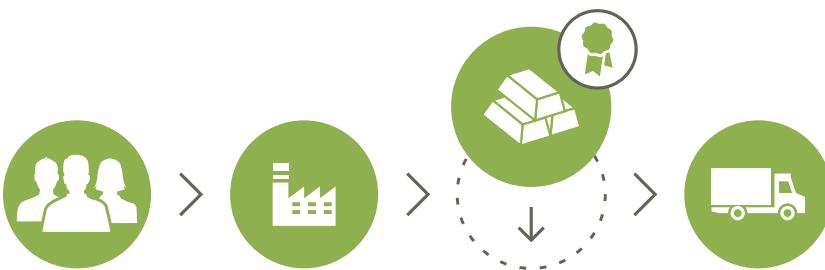
## New sourcing options

The innovations to the standard permitted new sourcing options for brands, allowing them to choose the model that is appropriate for their particular business:

### 1. Fully traceable option for labeled Fairmined products



### 2. “Fairmined Incorporated” allows the flexible inclusion of Fairmined Gold into **supply chains** and permits licensees to make claims at the corporate level on volumes of Fairmined Gold sourced.



### 3. “**Fairmined Certificates**” allow a company or individual to support responsible ASM without having to physically purchase or incorporate the gold by buying a Certificate equivalent to the Premium paid for the corresponding volume of certified gold. This model will be launched during the next couple of years.



## The Fairmined development fee

In order to grow the Fairmined initiative, we needed to restructure part of the licensing model. With the goal of removing barriers and opening up more market opportunities for miners while simplifying access to Fairmined certified gold for jewelers and the gold industry, we eliminated the licensing fee previously paid to Fairtrade as a royalty on the price of the finished pieces of jewelry sold.

The licensing fee was replaced with a much lower Development fee, which is paid per gram of gold to ARM by the buyer who purchases the gold directly from the mining community. The development fee is a mechanism that ensures the sustainability of the Fairmined initiative, helping to cover the operating costs of our work, including: providing support to the mining communities; bringing more mines to certification; setting standards; managing certification and coordination with auditors; supply chain management; market development; and account management for licensees.

Staying true to our goal of delivering the greatest positive impact to the miners, we have set the development fee at the lowest possible level to maintain sustainability. Our development fee is only 17.5% of the value of the Premium, making it the lowest operating fee amongst similar initiatives. It should be noted the development fee is not deducted from the Premium paid to the mining communities, but rather an additional charge.

## Evolved Brand Identity

Additionally, the Fairmined brand identity was revisited. To mark the initiative's progression and to better align with our vision and values, the Fairmined brand was renovated with the logo "new horizons" to represent the brighter future the Fairmined initiative brings to the certified communities.

## New collaborations

2013 also led the way for new types of collaborations with jewelry brands. The luxury brand Chopard signed on as a Fairmined licensee and committed to investing in two mining communities to support them on their way to Fairmined certification.

In 2013 we also celebrated the introduction of Fairmined certified gold in the US thanks to the help of our partner Ethical Metalsmiths, who organized a consortium of over 20 US jewelers to import the first shipment of Fairmined gold from AURELSA, Peru.

In total 32 new jewelry brands signed on as licensees during the year, bringing Fairmined jewelry to stores in the United States, Canada, Great Britain, Spain, Japan and Denmark, and online retailers worldwide.

### Operators

FairSources  
VIPA Designs  
Hoover and Strong  
S&P Trading

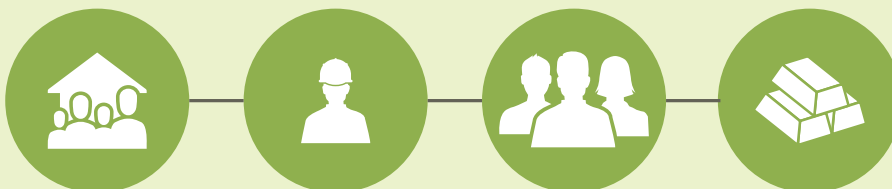
### Licensees

Fair Trade Jewellery Company  
Lia Terni  
Rosanne Pugliese  
Irene Weinz  
Jennifer Dewey  
East Fourth Street Jewelry  
VK Designs  
McTeigue & McClelland  
RX Rox Jewelry  
Kara Daniel Jewelry  
Erin S Daily  
Susan Drews Watkins  
Taber Studios  
Amy Schilling  
Danielle & Christpoher Merzatta  
Brilliant Earth  
Joshua Haiman  
Ed Lay  
Bario Neal LLC  
Jessica Hudson  
Toby Pomeroy  
Jan Mandel  
Anna Moltke-Huitfeldt  
Chopard  
Ana Khouri  
Allison Ullmer  
Ole Mathiesen A/S  
Ceoléoptere L.L.C  
September Rose  
Majoral  
Earthrise  
R Jewels  
HASUNA

## A complete and effective supply chain

### The Fairmined operators

Though they are a vital part of the supply chain, our Fairmined authorized refiners, traders and casters do not always receive their deserved attention. Fairmined operators play an important role in the gold's journey from the mine to the customer, opening opportunities for miners and facilitating the commitment of new jewelry brands. We thank our current Fairmined operators and welcome new ones to our initiative!



## Fairmined for large and small



Picture, AURELSA/ from left to right, Rosa Reyes, Christina Miller, Kenneth Porter

## Ethical Metalsmiths

It was an inspirational breakthrough for the Fairmined initiative when over 20 jewelers from EM's Ethical Sourcing Consortium joined the refiner Hoover and Strong, the first US-based authorized buyer of Fairmined gold, to import Fairmined gold from the Fairmined certified AURELSA company in Peru. The jewelers come from all over the US with a variety of design styles and business sizes, but all share a passion for ethical and traceable metals and a commitment to making a real difference in the quality of life for artisanal and small scale miners and their families.

"Ethical Metalsmiths made a public commitment to broadly introduce third party certified artisanally mined gold in 2011. Through our partnership with the Alliance for Responsible Mining and Fairmined, we achieved our first major milestone in 2013. We were convinced that the on-the-ground relationships typical of ARM and Fairmined would enable our members and the miners to have a mutually beneficial relationship."

**Christina Miller**  
Executive Director

## Chopard

Since Chopard embarked on its journey to sustainable luxury with ARM and Eco-Age, the creator of the "Green Carpet Challenge," the family-owned luxury company has contributed to the international recognition of responsible artisanal and small scale miners everywhere. Chopard has sent numerous Fairmined creations down the red carpet and showed true leadership in the industry by investing in two mining communities to support them on their path to Fairmined certification.

"We need to reconnect consumers and brands with the people at the beginning of the supply chain. In the case of jewelry, this means reconnecting them with the people who first take the raw materials out of the earth. Thanks to ARM and the work they undertake with small artisanal mining communities, we can now establish this powerful connection. And thanks to a brand like Chopard and its beautiful Green Carpet Collection of High Jewelry, produced with Fairmined gold with ARM's support, we can today wear the stories of the people who make our jewelry with great pride."

**Livia Firth**  
Creative Director, Eco Age





## The AURELSA company

"Exporting directly was a long and complicated process. To receive the exportation license was something very special, and I felt very excited and happy. I see what AURELSA achieved and I want to support other artisanal miners so they can benefit like us."

**Maria Rosa Reyes Pajuelo**  
General Manager

## AURELSA Facts:

Employees: 45



37 men



8 women

Type of Mining



Hard Rock

Fairmined certification date

May

2012

**Developing tools** to  
increase technical capacity

Since 2012 and during 2013, the idea of developing a Capacity-building Center for ASM was mainly driven by the need to improve ARM's capacity to provide local, high-quality technical assistance based on the Fairmined Standard.

Building upon the creation of ARM's own tools and materials to enhance its technical support, ARM's technical experts began outlining the Capacity-building Center's purpose and outreach. During the first quarter of 2013, they also developed four first modules based on the Fairmined Standard's key themes:

1



Organizational Formation  
and Formalization

2



Environmental  
Management

3



Health, Safety and  
Occupational Health

4



Forced Labor

**RE<sub>MIS</sub>**  
SISTEMA DE RECONOCIMIENTO  
DE EXPERIENCIAS MINERAS

Nombre de Usuario:

Contraseña:

Entrar

[¿Todavía no estás registrado?](#)

INICIO

QUIÉNES SOMOS

PROCESO DE INSCRIPCIÓN

PERFIL DEL FORMADOR

CASA ARM

GUÍA DE MÓDULOS



Aprendiendo y multiplicando

The creation of these four modules, intended to become handbooks and/or guidelines for ASM trainers, were a result of the collaboration between ARM and Solidaridad Network. To com-

plement this work, other modules were included in the IADB- MIF Project and will conclude by 2014.

In order to extend the impact of the

Capacity-building Center, a virtual platform set to become a space for e-learning was proposed.

Latin America:  
**Where it all began**





# Fostering formalization

Latin America is where ARM was born, inspired by the experience of the Oro Verde initiative, and built on a network of organizations working with responsible ASM. Our headquarters in Colombia allow proximity with the miners and make the region an obvious testing ground for methodological approaches, drawing on the experience of long-term trusted partners in Bolivia and Peru.

Our goal in the region is to build upon this strength to broaden and deepen our network, build partnerships with institutions, and work as a catalyst to ensure miners who want to do their job responsibly receive the support they need.

In line with this approach, ARM joined a collaborative project that will contribute to eradicating child labor in two Colombian departments heavily involved in the mining of gold and coal. The consortium composed of Pact, Fondo de Acción Ambiental, Fundación Mi Sangre and ARM is well positioned to deliver the holistic strategy of the project, engaging with government institutions on national, regional and local levels to improve educational and livelihood opportunities for children involved in mining and their families, and simultaneously addressing the underlying causes of child labor: informality, insecurity and perilous working conditions that often prevail in the ASM sector.

## Fostering formalization in Bolivia, Colombia and Peru

In 2013 ARM began implementing the project “Strengthening incentives for formalization and improved environmental and social performance in Artisanal and Small-scale Mining”.

Mainly financed by the Inter-American Development Bank through the Multilateral Investment Fund (MIF), the project was a monumental achievement for our organization and proves our success in demonstrating to governments and international organizations that Fairmined certification is an important tool in the formalization of the ASGM sector.

This project poses a great opportunity to implement formalization models under a strategy that combines the promotion and adoption of improved socio-environmental practices and a multi-stakeholder approach in the ASM sector. The project’s strategy also includes extending ethical market access and strengthening ARM’s organizational and technical capacity to more efficiently and effectively achieve results.

- **positioning the Fairmined Standard and brand identity**

- **developing an ad-hoc communications strategy**

- **increasing ASMOs’ capacity to achieve the Fairmined Certification**

- **enabling dialogues and experience exchange between key ASM stakeholders**

- **further develop and implement a Training of Trainers program to increase our local partners’ capacity to promote and monitor the compliance with Fairmined Standard requirements among selected ASMOs in Bolivia, Peru and Colombia.**

Through this project, ARM will follow-up on strategic actions such as:

At the local level, the project was launched in collaboration with our partners AMICHOCÓ, ASOMIRCOL, Cumbre del Sajama and RED SOCIAL. Project Advisory Committees were created in each benefited country according to the IADB requirements. The national committees focus on guiding the project’s strategies to assure its relevance and sustainability, as well as the project’s alignment with national plans, programs and policies. Other organizations, foundations and institutions such as Fondo Acción Solidaridad Network and Fundación Ayuda have also joined.

With the ARM- IADB MIF project we expect to benefit at least 10 ASMOs (3 in Bolivia, 3 in Peru and 4 in Colombia) and their communities. By mid-2013, a project coordinator was already in place, followed by a first disbursement and the achievement of the first of nine agreed-upon milestones.

**“We aim to conserve the environment and educate our miners. If we do not, we will not leave any heritage for our children. We seek to improve our production because with improved incomes, the families of our miners will have quality of life.”**

**Cooperativa de Mineros de Los Andes**

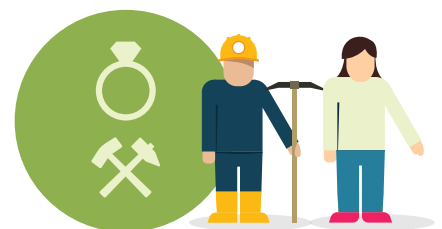
**“We feel a strong commitment to the IDB and to all organizations who believe in responsible Artisanal and Small-scale Mining, especially to the miners who want to do things right and be recognized as legitimate stakeholders in the mining sector in their countries.”**

**Lina Villa-Cordoba, Executive Director of the Alliance for Responsible Mining (ARM)**

## **Bringing miners and jewelers together**

The 2nd Regional Workshop of 2013 in Chala, Peru brought together for the first time miners from Bolivia, Colombia and Peru and jewelers from the United States, Canada, Europe and Japan. The miners shared with the jewelers their experiences and commitment to adopting best practices. All participants visited the Fairmined-certified AURELSA mining organization and participated actively in the dialogues and sessions held on commercialization, the Fairmined certification system, production costs and communication for development. Through the 5-day workshop, both the miners and jewelers learned the importance of considering market trends and maintaining direct communications to build trust and mutual understanding of their diverse realities.

The workshop was part of the project “Strengthening incentives for formalization and improved environmental and social performance in Artisanal and Small-scale Mining in Bolivia, Colombia and Peru”, which is mainly funded by the Inter-American Development Bank (IDB-MIF). It was carried out from 11 to 15 November in Chala, Peru, with support from our Peruvian allies Red Social and Solidaridad Network. Other partners and allies also participated such as Cumbre del Sajama (Bolivia), ASOMIRCOL (Colombia) and Ethical Metalsmiths (U.S.).



Africa: Piloting the  
**Fairmined approach**  
in West Africa



# Piloting Fairmined

As another testament to the international recognition of responsible artisanal gold mining as a development tool, in 2013 we were proudly selected by UNIDO to implement Fairmined standard mechanisms in the francophone West African artisanal gold sector. The project “Fair gold supply chain and reduction of mercury use in Artisanal and Small-scale Mining in West Africa” pilots in Burkina Faso, Mali and Senegal over a three year period. The project will pilot the Fairmined approach to Artisanal and Small-scale Mining (ASM) formalization through market incentives and will promote drastic reduction of mercury emissions through the use of alternative mercury free techniques.

The three year project is led by UNIDO and financed by FFEM (Fonds Français pour l’Environnement Mondial), an organization created by the French government to promote environmental protection in developing countries, and GEF (Global Environmental Facility), with participation of UNEP, NRDC, SAICM, the US Department of State and the European Union. ARM is responsible for implementing the project on the ground along with the Artisanal Gold Council.

Although founded in Latin America, ARM has long been involved with a global network of stakeholders, consulting on the Fairmined Standard on every continent. ARM has been present in Africa since 2008, first focusing on East Africa, where ARM’s scoping studies and network building resulted in a collaborative project with Fairtrade and Solidaridad in Kenya, Tanzania and Uganda.

Nowadays, with one foot strongly planted in francophone West Africa, ARM is well positioned to apply Fairmined experience to other responsible mining/ supply chain initiatives across the continent.





French

» » »

# Creation of a responsible artisanal gold mining supply chain and reduction of mercury emissions in West Africa

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The Project

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## Parlez-vous Fairmined? - The Fairmined standard now available in French

Following the publication of the Fairmined Standard version 2.0 (v2.0) that increases opportunities for the world's artisanal and small-scale miners and opens up new ethical markets, the Alliance...

[Keep reading...Parlez-vous...](#)

## The first Artisanal Mining Cooperative in Burkina Faso is born!

It is with some pride that the Secretary General Adama Soré of the CoopEAOG (Co-operative of artisanal gold mining in Gombélédougou) was showing at an information meeting with members the official...

[Read More...](#)

## Good luck back home in Canada

A volunteer during three months, Jean-Yves has returned to Canada in the beginning of April, having finished his mission. He arrived in West Africa in December 2013 and after a short "ASM..."

[Read More...](#)



## Photos



"The number of Africans in rural areas who take up artisanal mining is steadily growing; it is estimated that currently over 3 million people on the continent practice it as a livelihood strategy. In many countries the miners get organized and create associations, federations and cooperatives. This tendency is present practically in the whole of central and Sub-Saharan Africa, where ASM is becoming competition for industrial scale mining. At ARM we are excited about it, and see this moment as a great opportunity to build on our experience and engage with local stakeholders around the common goal of building responsible ASM that brings sustainable development and wellbeing for local communities."

- Yves Bertrán – Projects Leader, Africa

Learn more about the project at [www.lorequitable.org](http://www.lorequitable.org)

**Advocating for the  
inclusion** of Artisanal  
and Small-scale miners




## Mercury

In 2013, 91 countries signed the Minamata Convention. The signing of the Minamata Convention marked a true milestone for the 20 million artisanal miners in the world who can now finally benefit from a global framework for mercury reduction. Since the beginning of the negotiation process in 2009, the Alliance for Responsible Mining has aimed to raise awareness about the importance of the economic and social contribution of the artisanal mining sector locally, nationally and internationally, as well as the sector's potential to be a high-impact development tool.

We believe addressing Artisanal and Small-scale Gold Mining (ASGM) directly through the National Action Plans is a correct approach for countries to deal with the challenges the sector faces. However, these national plans need to be designed and implemented in partnership with the relevant actors, particularly the miners, to make sure the plans respond to the actual needs of the sector and contribute sustainably to their national economies.

We offer our knowledge and resources to assist governments and involved organizations to ensure the convention truly fulfills its promise to become the miners' ally on their path to sustainability.



“Here in Yani we aspire to be responsible miners but we need engineers that can guide and train us to do better. We need to increase our capacity to use cyanide and mercury. We do not want to contaminate. Being responsible is good for us and good for our country.”

Cooperativa minera  
aurífera Yani Ltda.

## Conflict minerals

During 2013 ARM continued its advocacy work in conflict minerals through the OECD and its conflict minerals initiative and working groups. The Fairmined Standard 2.0 is compliant with the OECD Due Diligence Guidelines for Responsible Supply Chains from Conflict-Affected and High Risk Areas and we actively participated in international debate and dialogue on the subject through the ICGLR-OECD-UN-GoE Forum on Responsible Supply Chains. Additionally, in 2013 we began work in the Colombian municipalities of Segovia and Remedios in the department of Antioquia, a historically mining-heavy and conflict-affected part of the country.

In the future ARM seeks to more directly address the issue of conflict minerals through the development of certification tools and increase its influence in high-level decision making scenarios. In 2014 we will focus on developing strategic alliances that will contribute to these goals and enhance our knowledge on the development of responsible supply chains in conflict-affected and high-risk areas.



## QUICK FACTS: PROFILE SOTRAMI

Mining with a human face

Mining activities indirectly or directly supports families



**+1500 Families**

First Fairmined certification date

May

**2011**

Working with pallaqueras, or female mineral sorters



**60 pallaqueras supporting  
180 Families**

# Working in **Partnership**

Partnerships play a vital role in ARM'S work. From our base in Colombia, we have established impactful partnerships with businesses, Multi-lateral and Institutional donors, and NGOs from all over the globe. These relationships have allowed us to harness their resources and expertise as well as raise significant funds for our work and projects in Artisanal and Small-Scale Mining.

Over the past year we have successfully secured new partners and increased our income from existing donors. The following is our list of donors and partners in 2013 that have been invaluable in helping us to deliver our work.

## Multi-Lateral Donors and NGOS

Solidaridad  
Fundacion Ayuda  
Inter-American Development Bank  
UNIDO  
Fondo Accion  
US Department of Labor PACT

## Private Sector Donors

JCK Industry Fund  
Tiffany & Co Foundation  
Chopard

As ARM grows in both the scope and reach of our work, so does our potential for creating more strategic and impactful partnerships. We are currently focusing on maximizing our fantastic existing relationships, but also hope to add to these partnerships and explore the possibility of creating multi-faceted relationships with partners from new sectors.

Indeed, as an NGO in the south, we acknowledge we can benefit from the resources and expertise of larger organizations that bring a professionalism from which both ARM and the ASM organizations we work with can benefit.

The mining sector is a challenging environment and as we begin to explore new partnerships, we will strive to maintain the same value and commitment to ASM miners as we have always shown, with the values of integrity, trust and transparency paramount to every relationship we look to develop.

Change can be challenging, but we are

relishing the prospect of taking our work with our partners to the next level and having an even bigger impact on improving the lives of ASM miners.

## Local Partners

On the national level the Alliance for Responsible Mining partners with local organizations to provide constant support to mining organizations. We want to thank our local partners for yet another year of fruitful collaboration.



# **Board** of Directors



Our board of directors currently consists of seven individuals and includes experts in the fields of mining, policy and human rights as well as miners and supply-chain actors.

The Board of Directors works strictly on a Pro bono basis dedicating around three working days per month to the Alliance for Responsible Mining and providing important direction and input into the work of our organization. Meetings are carried out virtually, except from a yearly meeting held in person.

As always we greatly thank our Board whose commitment and impressive expertise bring incomparable value to the Alliance for Responsible Mining.



## Board Members:

**Maria Laura Barreto**

Chair

**Manuel Reinoso**

Vice Chair

**Patrick Schein**

**Catalina Cock**

**Cristina Echavarría**

**Harbi Guerrero Morillo**

**Toby Pomeroy**

## Executive committee:

**Maria Laura Barreto**

Chair

**Manuel Reinoso**

Vice Chair

**Patrick Schein**

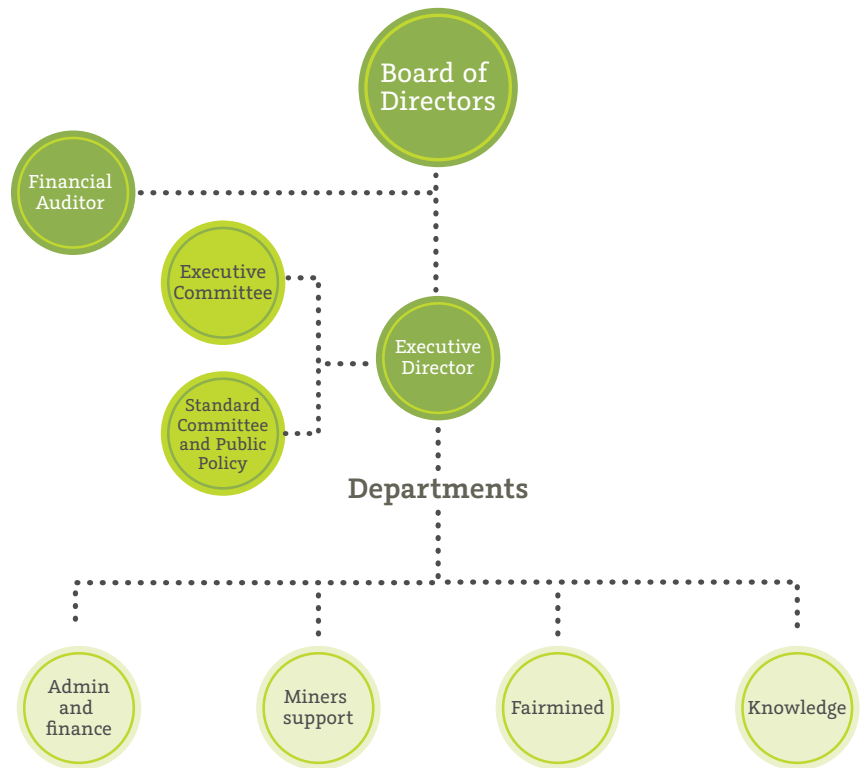
**Learn more about or  
board members on  
our website!**

# Our **Team**



As part of our Business Plan, we completed the important task of defining our organizational structure and redefining the roles of our various positions.

# Organizational Structure



ARM is organized into four departments, all of which are guided by the Executive Director. Below are brief descriptions:

## Executive Director:

The ARM Director focuses on developing institutional capital and managing its growth. Key themes include: governance, creating new opportunities, assuring sustainability, maintaining stakeholders' credibility and trust, high level networking, intervening in high-level public policy decision-making, and supervising department leaders.

## Administration and finance

This department is responsible for managing Funds and Partnerships, supporting the Executive Board in creating new opportunities, organizational growth, strategic alliances, strategic alignment, and managing the Balanced Scorecard. They also assure compliance with rules and procedures; support the day-to-day organizational operations and facilitate problem solving; they manage human resources; invoicing, expenses, accounting, taxes, and treasury; purchases and suppliers; legal issues; general services, standardizing processes, and travel and event logistics. Additionally they implement and develop ARM and Fairmined communication strategies; are the point of general contact for ARM; manage public relations and social networks; develop ARM and Fairmined marketing materials; and organize events.

## Miners Support

This department is responsible for creating grant applications for project financing; managing project cycles, managing project execution, monitoring and evaluating impact and administrating the portfolio of ARM and Fairmined's mining and support organizations.

## Fairmined

This department is responsible for managing business relationships with Fairmined ASMOs and resolving bottlenecks in the establishment of supply chains; they develop business opportunities for Fairmined metals; administer licensee and operator accounts; develop the creation of Certification and Audit services and develop the Fairmined Information System.

## Knowledge

This department is responsible for managing ARM's crucial, intangible asset: the knowledge and the experience accrued through years of working with ASM. This asset represents a medium and long-term growth potential for interaction with industry miners and an important resource for workshops, courses and consultation services for the industry and community.

The ARM team reflects a diverse, multicultural, committed group whose professionalism leads the way to accomplishing institutional objectives.

## The team

**Lina Villa**

Executive Director

**Elisa Bravo**

New Initiatives

**Maria Andrea Calle**

Executive Assistant

**Santiago Londoño**

Administrative & Financial manager

**Jerlin Puerta**

Administrative Assistant

**Marcin Piersiak**

Program Manager

**Kenneth Porter**

Business Development Manager

**Diana Siller**

Project Coordinator

**Siri Teilmann-Ibsen**

Communications Coordinator

**Jairo Cárdenas**

Expert en mining, security and health

**Maria Luisa Villa**

Policy and Standards

**Ronald Koepeke**

Certification

**Yves Bertran**

Project Manager West Africa

**Eva Marion**

Project Coordinator West Africa

**Natalia González**

Capacity Building Center

**Lilia Patiño**

Capacity Building Center

## Pro-bono advisors

**Felix Hruscka**

Standards Coordinator

## Volunteers

Bradley Boehringer

Gillian Quigley

Robert Nichols

Nick Milne

Serena Andrus

Serin Yildiz

Teryn Wolfe





**56%** FEMALE

**44%** MALE



**50%** NATIONALS

**50%** FOREIGNERS



DEGREE

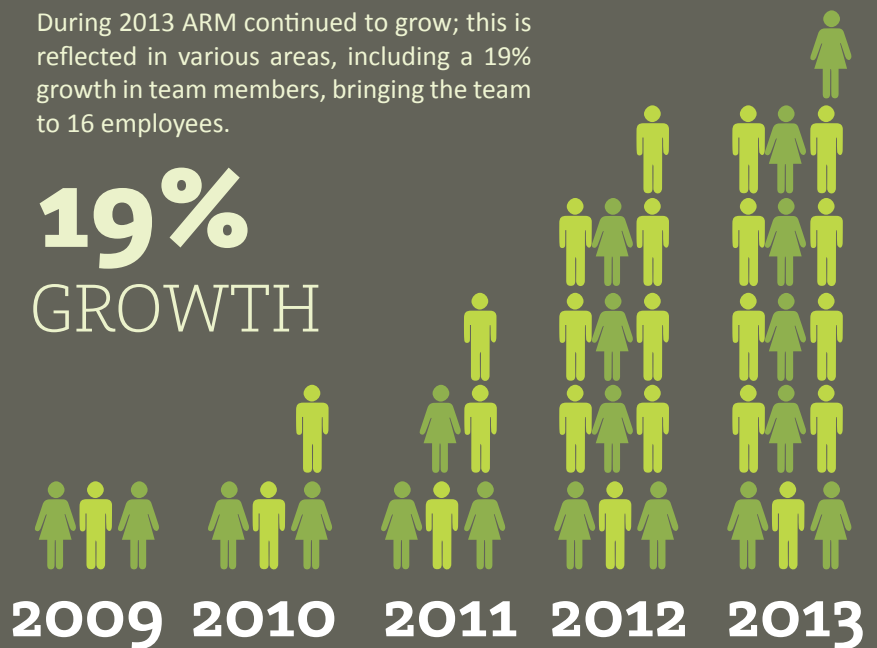
**6%** HIGH SCHOOL

**18%** PROFESSIONAL

**81%** POST-GRADUATE

During 2013 ARM continued to grow; this is reflected in various areas, including a 19% growth in team members, bringing the team to 16 employees.

**19%**  
GROWTH



## Financial information in 2013



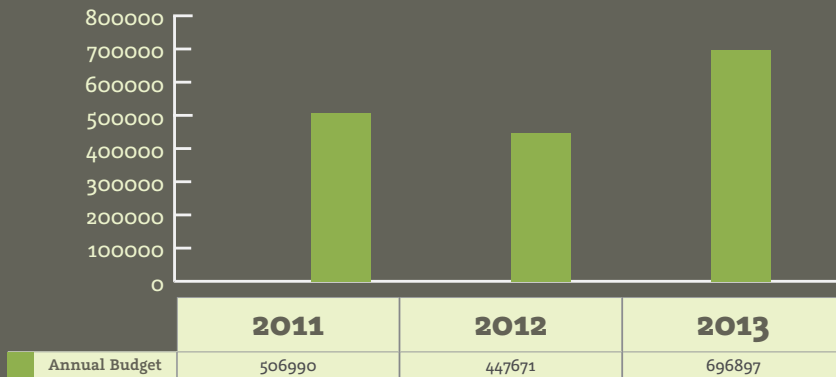
**23%**

INDUSTRY / INDIVIDUALS

**81%**

DEVELOPMENT PROJECTS

## ARM Financial Management



**30%**

ADMINISTRATIVE EXPENSES

**70%**

SOCIAL INVESTMENT

## Diversification

One of ARM's strategic objectives is diversifying our funding—we seek funds from a wider range of geographies and funding sources, as well as our own income generation. In 2013 we made important progress by establishing the basis for our own income generation through our Fairmined and Knowledge Departments.

## Accountability

The Alliance for Responsible Mining is a non-profit organization recognized by the Medellín Chamber of Commerce on June 23, 2008. ARM is inspected and audited by the Government of Antioquia, in addition to its own external audit department which conducts financial review and project auditing. Internally, ARM uses appropriate transactional management and support and appropriate organizational management (applies predefined processes, use of levels of authority, authorized signatures, etc.). This has culminated in the implementation of an evolved accounting and finance system that easier allows us to supply comparable, timely and trustworthy information through the financial statements and reports.

Currently, ARM depends on funds and donations to carry out its mission.

## In 2013, 98% of its financing came from the following projects and donors:

- UNIDO: Regional project in Burkina Faso, Mali and Senegal: Fairmined Certification as a tool to reduce mercury use
- BID-FOMIN: Regional project in Bolivia, Colombia and Peru crucial to the Fairmined Initiative
- Solidaridad: Project to develop a tool to address forced labor in ASM communities through community monitoring
- Solidaridad: Project to create specific modules for the Training Center
- Fondo Acción: Compliments the BID-FOMIN project in Colombia
- Fundación Ayuda: Project to strengthen the gender focus of the BID-FOMIN project
- PACT/USODOL: Project to reduce child labor in Colombia's ASM
- Chopard: Project to support the Fairmined certification of 2 ASM communities
- JCK: Project to increase knowledge of ASM





/communitymining



@communitymining



communitymining



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