

# Definitions Discussion

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# Goals of Ethical Jewellery

1. Provide options for the conscientious consumers
2. Stimulate the sustainability of the jewellery supply chain
3. Sustainable development of ASM communities

## Quirama Vision:

ASM becomes a formalized, organized, profitable activity that uses efficient technologies and is socially and environmentally responsible and increasingly develops in a framework of good governance, legality, participation, and respect for diversity, driven by a growing consumer demand for sustainable and fair trade jewellery and mineral commodities.

# Possible Labels

- Ethical
- Green
- Sustainable
- Fair Trade
- Responsible
- Peace
- Development
- 'Eco' or 'Eco-friendly'
- Origin
- Fair Made
- Charity
- Etc. ...

# What to think about

- What does this term mean to you?
- How will your constituency understand it?
- Could this definition be mis-used as it stands?  
How?
- Is the definition too vague or too particular?  
How?
- Who should get to use this label? Who is it for?
- How would you improve it?

# Ethical

*Ethical is a general term, currently understood by many consumers to mean products that are produced and traded in ways that avoid or lessen social, environmental, economic, cultural and/ or political harm and/ or produce social, environmental, economic, cultural and/ or political benefits at local, national, regional, or global scales and according to the values of the actors in the supply chain, including the consumer.*

# Green

*Green jewellery is produced under demonstrated compliance with standards that protect the environment and have been agreed internationally through balanced and transparent multi-stakeholder processes. These standards shall apply to the production of the raw materials as well as the jewellery itself.*

# Sustainable

*Sustainable jewellery is produced in a way that demonstrably contributes to achieving the economic, social and environmental sustainability of the localities where the product's materials were sourced or mined and processed and where the product itself was manufactured, without undermining the sustainability of communities elsewhere.*

# Fair Trade

*Fair Trade Jewellery is made of materials whose production and trade is certified to be Fair Trade by FLO-Cert, and/or whose manufacture is certified to be Fair Trade by a member of FINE according to fair trade standards agreed internationally through balanced and transparent multi-stakeholder processes. Ideally, both the materials and the manufacture should be certified as Fair Trade for the jewellery to be certified as Fair Trade.*



Ethical?

Green?

# Sustainable?

# Fair Trade