



# Discover Fairtrade Gold



A campaigner's guide to why Fairtrade Gold matters more than ever, and what you can do to support miners

'The middlemen fear that when we are organised, it won't be so easy to exploit us – that's why we were so excited when we heard about Fairtrade. Before Fairtrade, we were just dying in silence.'

*Josephine Aguttu, Tiira Small-Scale Miners Association, a pilot group working towards Fairtrade certification in Uganda*

## LIFE FOR MILLIONS OF GOLD MINERS LIKE JOSEPHINE, IS HARSH.

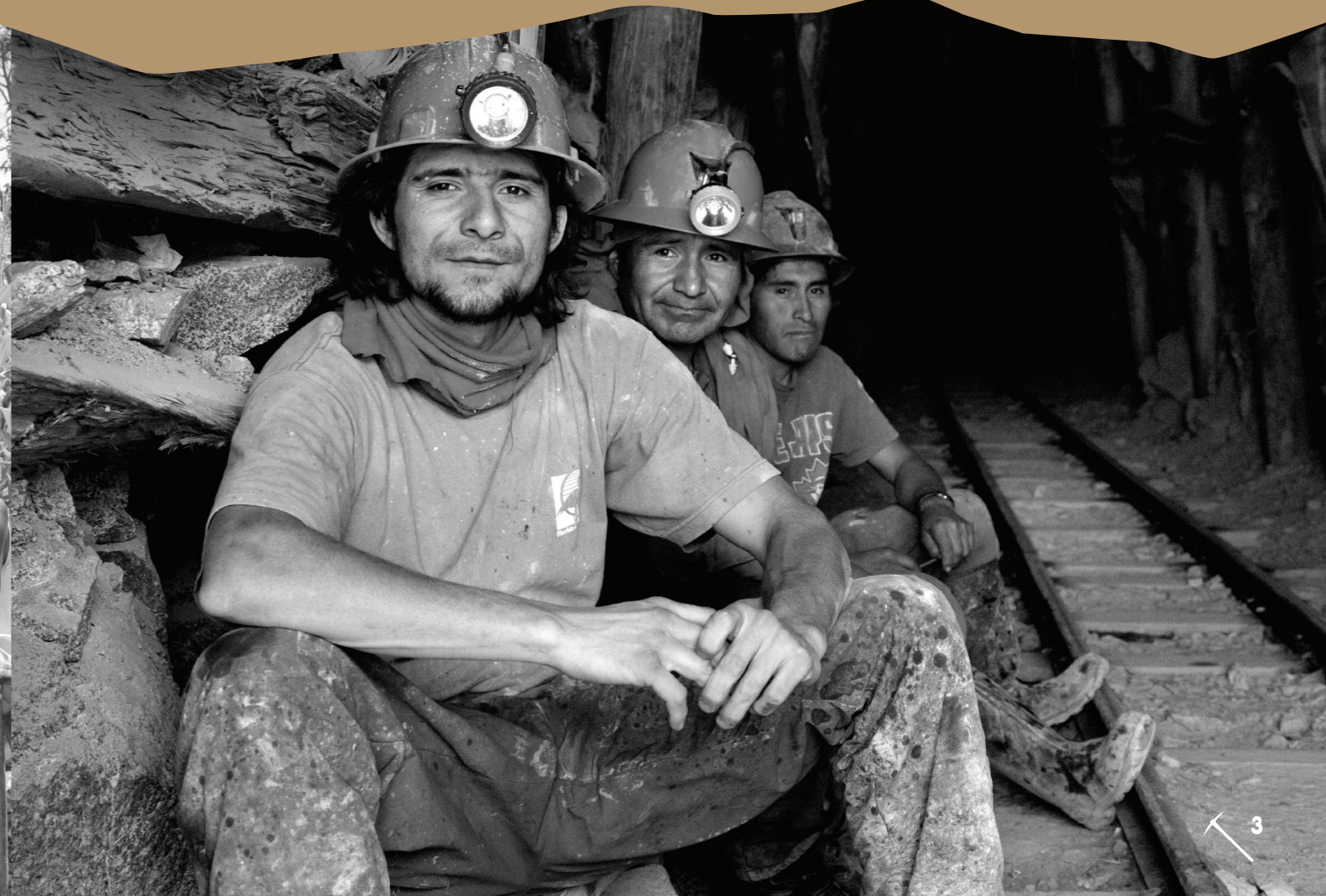
Workers are often paid very little but have few other options for making a living. Conditions can be extremely dangerous and there are little, if any, health and safety measures in place. Mercury and cyanide are used to extract gold and unskilled handling of these toxic chemicals poses a huge risk to miners' health. It can even kill them. Chemicals also pollute the environment and contaminate the local water supply.



### A GOLDEN OPPORTUNITY

Not everyone knows the shocking reality behind how gold is mined. Even fewer are aware that by choosing a beautiful and luxury item of jewellery made from Fairtrade Gold, they can contribute to a better future for mining communities.

Fairtrade only works for miners like Josephine if customers ask for, choose and buy Fairtrade Gold. And yet just 16 percent of the UK public are aware it exists. That compares to 93 percent who recognise the FAIRTRADE Mark.



## YOU CAN HELP CHANGE THIS

UK communities and people like you have changed the way companies treat farmers and workers trapped in poverty. For decades, Fairtrade community campaigners have increased the awareness and availability of Fairtrade products. This has driven a culture shift in consumer attitudes and how companies source products, while delivering hundreds of millions of pounds of Fairtrade Premium to farmers and workers, and their communities.

To take part in this campaign, it doesn't matter if you don't buy gold yourself. There are plenty of ways you can help raise awareness among those who do.

If Fairtrade Gold becomes the norm in the jewellery industry, the potential for growth to other sectors is enormous. This could break the poverty cycle for millions of miners who are cut out of the benefits of this lucrative trade.

**Take up this new challenge and you can change these miners' lives. Join us today and help gold miners get a better deal through Fairtrade.**

'It's very difficult for us to save because we have to pay for the children's education, housing, food, healthcare. The price of gold fluctuates too much and very often, after a 60-day shift, there's not even enough money for food. Sometimes the gold isn't pure and is not worth very much.'

*Victor Juan Hurtado Padella, Deputy Mayor of Santa Filomena, Peru*

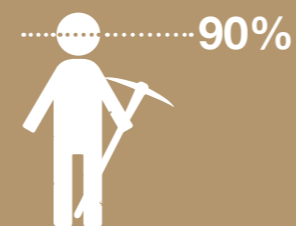
## GOLD AT A GLANCE

### WHY SMALL-SCALE MINING?

Around 60 percent of gold used annually comes from newly mined sources. The rest is from recycled supplies such as old jewellery that has been melted down. Of the newly mined metal, approximately 20 percent is produced by artisanal and small-scale miners. These miners are typically individuals, groups, families or co-operatives using pickaxes and shovels to dig mines, and have few other options for earning a living. This is in stark contrast to large-scale mining sites that are heavily mechanized and managed by large, multinational corporations.



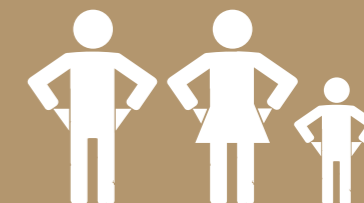
## GOLD FACTS



90 percent of gold miners are small-scale (1)



100 million people worldwide depend on small-scale mining for their survival (2)



Up to 16 million men, women and children in Africa, Asia and Latin America are pushed into small-scale gold mining by poverty (3)



The price of gold increased from US\$256 per ounce in 2001 to over US\$1,895 in 2011. (5)



£63 billion was spent on gold jewellery globally in 2013 (4)



Fairtrade Gold miners receive \$2,000 per kilogramme of fine gold in Fairtrade Premium sell Fairtrade Gold in the UK, as of August 2016.



70 jewellery brands, and nearly 200 designer makers, have signed up to sell Fairtrade Gold in the UK (as of August 2016)



16%

16 percent of UK consumers are aware of Fairtrade Gold

# GOLD: THE OTHER SIDE OF THE COIN

Gold – a symbol of love, power and wealth. Right? Wrong. Look behind the glitz, and the reality is not so glamorous. Fairtrade works to change this by bringing miners together to formalise what they do, improve working conditions and eliminate child labour.

## WORKING CONDITIONS

In non-Fairtrade small-scale gold mines, miners can work in dangerous conditions with little or no health and safety equipment. Accident rates are six or seven times higher than in large-scale mining.<sup>(5)</sup> Miners carry out physically demanding work in unsupported pits and poorly-lit underground tunnels. This makes gold mining one of the most dangerous and precarious jobs in the world, with miners among the most unfairly treated.

Most mining laws are geared towards large-scale industrial mining, whereas small-scale mining is on the whole conducted informally. That means poor regulation and little support for miners who want to mine responsibly.

In Fairtrade certified mines, the health and safety of miners is a priority. Miners need to use protective equipment and must have received safety and first aid training.



'It's not easy to be a miner, it's a very hard, demanding job.'

*Manuel Reinoso Rivas, President of SONAMIPE, Peruvian National Small-Scale Mining Association*

## CHEMICALS AND THE ENVIRONMENT

In non-Fairtrade small-scale gold mines, miners extract the precious metal using toxic chemicals such as mercury, which is harmful for human health and the environment. They simply can't afford to use safer processing methods. This can cause birth defects, brain and kidney damage, and can contaminate water supplies, entering the food chain through poisoned fish. Small-scale gold mining is the largest source of mercury pollution to air and water combined.

If not done responsibly, mining can cause deforestation, as well as air, water and soil pollution from dust and mud, and contaminates local agriculture and wildlife.

**Fairtrade Standards restrict the use of mercury and other chemicals. They prohibit direct handling of them without protective gloves and burning them in homes or the open air. Fairtrade provides advice and support to miners to reduce how much mercury they use and how to manage chemicals correctly. Fairtrade certified mines also follow local laws which protect the environment, and are required to restore mine sites.**

**For Fairtrade ecological gold – produced without the use of chemicals – miners are paid an extra 15 percent because they use cleaner technologies.**



# GOLD: THE OTHER SIDE OF THE COIN

## CHILD LABOUR

High levels of poverty in small-scale mining communities mean children are often forced to work to help increase their family income. The International Labour Organisation lists mining as one of the worst forms of child labour because it is dangerous and demanding.

Only mines that do not use child labour can be Fairtrade certified. Miners must put a Child Protection Policy in place and work to prevent child labour.

## CONFLICT

Gold can be mined in countries blighted by armed conflict and human rights abuses. Unless supply chains are properly regulated, gold mined in these conditions can enter global supply chains.

Fairtrade does not certify mines that contribute to conflict and human rights abuses. But we do audit responsible mining in conflict-affected areas, making it possible to source gold responsibly from affected regions, traceable back to the mine.

## TRACEABILITY

In conventional gold supply chains, newly mined and recycled gold is mixed when it is refined. This makes it impossible to tell the origin of metal in an item of jewellery or other gold product.

Fairtrade Gold can be traced from the mine through the refining process and into finished products. This is backed up by documentation of all transactions between miners and licensed jewellers. It means consumers and jewellers know that the gold in products carrying the Fairtrade Gold Stamp comes from a socially and environmentally responsible source which has economic benefits for miners. There is also an option for small designers, or large brands, to use Fairtrade Gold which isn't physically traceable but is backed up by full documentation.

## PAYMENT

Small-scale miners are exploited by traders because of their poverty, and the absence of regulation and legal protections. They rarely receive a fair price for their product, even when the world gold price rises, as they are usually offered below the market price.

Fairtrade Gold miners receive a Fairtrade Premium of \$2,000 per kilogramme of fine gold, on top of the guaranteed Fairtrade Minimum Price. They can invest this money as they choose, whether that's in their community, or to improve their business and work their way out of poverty, building better futures.

Certified Fairtrade Gold miners receive a minimum of 95 percent of the internationally agreed price of gold as it is traded on the markets. The remaining five percent goes to other participants in the gold supply chain.



'Before Fairtrade, we sold our gold to the intermediaries in the district of Chaparra. We sold to them using their little scales. We didn't know if the scales were correct or not, we didn't know our legal rights or how pure our product was.'

*Victor Juan Hurtado Padella, Deputy Mayor of Santa Filomena, Peru*

# CASE STUDY: SOCIEDAD DE TRABAJADORES MINEROS S.A. (SOTRAMI), PERU

The village of Santa Filomena, in the desert of central Peru was originally settled in the 1980s by informal miners working in abandoned mine sites, displaced by unemployment and violence in other areas of Peru. All mining was carried out manually and all processing was with mercury. Amalgamated gold was burnt in the open air to extract the metal, posing serious risks to human health and the environment. Child labour was a common problem in the mine. People lived in makeshift houses and the community lacked even the most basic facilities such as schools or health services.

SOTRAMI was founded in 1989 so that the miners could get legal rights to mine. By taking steps to organise themselves, the miners of Santa Filomena gained confidence and increased their bargaining power.

SOTRAMI was Fairtrade certified in 2011, and today the mine supports the majority of the 5,000 population of Santa Filomena. Some 400 miners work in a hard-rock mine which tunnels into the side of a mountain, with another 260 workers employed directly by the mine.



Workers outside the gold mine in Santa Filomena

## WOMEN MINERS

Mining is traditionally a male-dominated profession. However, the women of Santa Filomena carry out 'pallaquero' work, collecting and sorting valuable minerals and waste, in addition to domestic responsibilities.

Women from Santa Filomena formed Nueva Esperanza, a women miners' association in 2003. This has seen them grow in confidence and gain economic independence, and the association has grown from 40 to 180 members. They are using the Fairtrade Premium to set up a sewing workshop to make the sacks they use to collect rocks.



Pallaqueras, (women mineral sorters)

## FAIRTRADE PREMIUM PROJECTS

Living conditions and safety for residents have improved dramatically since miners formed SOTRAMI. Selling gold on Fairtrade terms since 2011 has generated increased income through the Fairtrade Premium to invest in their production process, as well as education and healthcare for the community.

In addition to health and safety improvements, SOTRAMI have invested the Premium in equipment to improve the mine facilities and modernise their processing plant. This has contributed to an increase in production. The Premium has also funded activities such as training in security, and the improvement of camps for miners and workers where they can relax and socialise.

A town square and police station have been built, and Premium has gone towards improvements to schools including computers, printers, the expansion of recreation and sports areas, upgraded classrooms and common areas provided with paint and roofs. The community health centre has also been equipped with full dentistry equipment, and residents have lobbied local government to provide an ambulance for the village.

'Since the arrival of Fairtrade to support us, we already have better prices and people cannot cheat on us so easily.'

*Victor Juan Hurtado Padella, Peru*



Upgraded classroom in a Santa Filomena school

# FOUR THINGS YOU CAN DO

## BANANAS. COFFEE. CHOCOLATE...GOLD?

Gold is not a regular on the shopping list. It's a very different product to the majority of Fairtrade items. For some, it's a once-in-a-lifetime, or every few years, purchase.

To reach those who could make the Fairtrade switch, a different and more focused approach is needed.

You can help small-scale miners who work so hard but go unnoticed by campaigning in your area to raise awareness of the benefits of choosing Fairtrade Gold.

Who could be the likely buyers of Fairtrade Gold jewellery near you, and how can you reach them? Read on for four ideas.

Then get planning with your campaigning group and order resources from [fairtrade.org.uk/shop](http://fairtrade.org.uk/shop) to help you reach people who might buy Fairtrade Gold.



## 1. CAMPAIGN WITH LOCAL FAIRTRADE GOLD RETAILERS

Fairtrade Gold has been enthusiastically welcomed by a number of retailers in the UK jewellery industry, particularly independent jewellers, who account for 60 percent of gold jewellery sales. Many already offer Fairtrade Gold products as an option.

Some may be interested in working with your campaign group on joint events to drive ethically-minded shoppers looking for Fairtrade Gold to their stores. Events may include organising a jewellery preview evening at a glitzy venue where people can see Fairtrade Gold jewellery. Or why not run a competition to win a piece of Fairtrade Gold jewellery and hold gold-themed Fairtrade Fortnight events?

Find a Fairtrade Gold retailer near you by visiting [fairtrade.org.uk/gold](http://fairtrade.org.uk/gold) or email [gold@fairtrade.org.uk](mailto:gold@fairtrade.org.uk)

## 2. FOCUS ON RING BUYERS

Engagement, wedding and commitment bands represent a significant chunk of available Fairtrade Gold products. You can target people who buy these items by:

- **Going along to wedding fairs.** Hand out leaflets at these events and you may meet a couple who haven't yet chosen their wedding ring and will consider Fairtrade Gold.
- **Talking to wedding venues.** Contact local church leaders or priests to see if they are willing to talk to couples about considering Fairtrade Gold. Get in touch with registry offices via local authorities, or other places of worship, to do the same or put up a postcard or poster on their noticeboards.
- **Reaching couples before the big question has been popped.** The ideal time to influence a couple to say 'I do' to Fairtrade Gold is before they buy the engagement ring. Think about who in your networks is best placed to reach those people, the power of recommendation to friends and families, and how to incorporate Fairtrade Gold into other campaigning activities where appropriate.

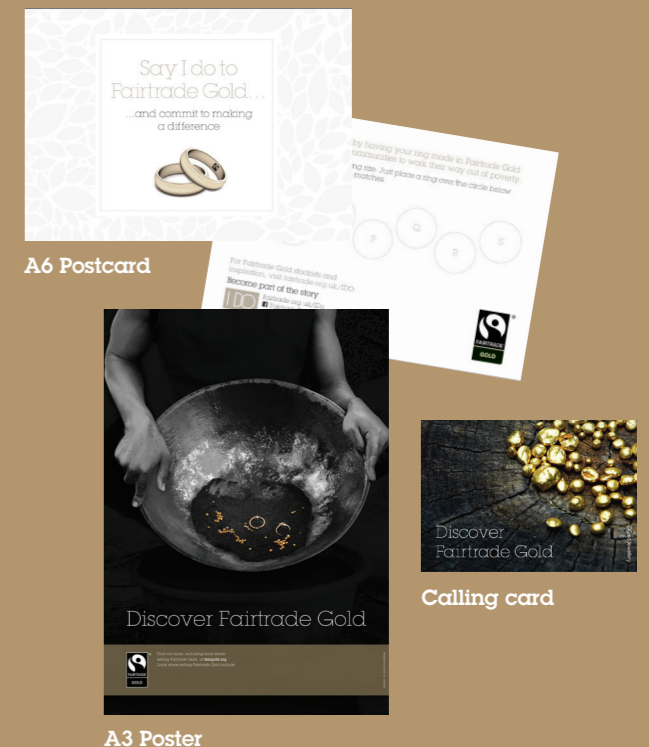
If you're reaching out to people who buy rings, take a look at our dedicated website at [ido.fairtrade.org.uk/gold](http://ido.fairtrade.org.uk/gold)

## 3. TALK TO JEWELLERS NOT OFFERING FAIRTRADE GOLD

The supply of Fairtrade Gold outstrips demand in the UK. So, growing consumer awareness, in addition to availability, is a priority, and will encourage more companies to get on board.

If you come across local jewellers who currently don't sell Fairtrade Gold, you can still encourage them to consider doing so, and to discuss the ethical option with customers. We have point of sale materials you can share with jewellers and offer online training for their staff. Jewellers can make their current products in Fairtrade Gold or develop a new range through their usual UK manufacturers. Some jewellers will already offer recycled gold as an ethical choice for their customers – Fairtrade Gold goes one step further by giving back to the miners who produce newly mined gold.

Jewellers can find out more about stocking Fairtrade Gold at [fairtrade.org.uk/business](http://fairtrade.org.uk/business) or by emailing [commercial@fairtrade.org.uk](mailto:commercial@fairtrade.org.uk)



#### 4. HOST A FAIRTRADE GOLD PHOTO EXHIBITION

We have sets of beautiful, moving and powerful photographs of gold mining communities on the journey to Fairtrade certification which we can send you to use for a pop-up exhibition at a venue in your community. It is the perfect opportunity to raise awareness of Fairtrade Gold. You could invite someone to speak about Fairtrade, or hold a Fairtrade wine tasting or other event.

If you'd like to host our Fairtrade Gold photo exhibition, email [volunteer.towns@fairtrade.org.uk](mailto:volunteer.towns@fairtrade.org.uk)

#### WHO BUYS FAIRTRADE GOLD?

**Our research reveals trends about the type of shoppers who buy Fairtrade Gold. Here's more information so that you can hone in on them for your awareness-raising activities. They are:**

- **An ethical shopper.** They already have a strong tendency to buy or support Fairtrade. Generally, they try to do the right thing, be that socially or environmentally.
- **Motivated by making a positive difference** to miners, in response to the injustice they face. They want to feel positive and empowered about their purchase and the difference they are making.
- **Often female.** Women buy more jewellery than men. But men are a target audience for Fairtrade Gold as they purchase jewellery too and often propose.
- **Spend time online.** They use social media, read blogs and visit websites to research their purchase and are likely to share and pass on recommendations to friends in their networks.
- **Motivated by emotion.** The purchase of jewellery is a very personal and emotional choice. The Fairtrade Gold story – and the stories of miners' lives – can connect with these feelings, without making people feel guilty.

'I would ask the people in the UK to understand that when they buy our gold, they'll be doing a good thing and helping many women who work hard and have to struggle in order to get the gold.'

*Jenny Torres Delgado, 27-year-old miner from Peru*



## RESOURCES THAT CAN SUPPORT YOUR FAIRTRADE GOLD CAMPAIGNING

- Check out [fairtrade.org.uk/discovergold](https://fairtrade.org.uk/discovergold) for more information and resources that can support your Fairtrade Gold campaigning, including Fairtrade Gold posters to put up in your local area
- Fairtrade Gold calling cards to leave with members of the public, jewellers or others you talk to
- 'I do' postcards to share with couples tying the knot
- Photo exhibition that you can show at a local venue
- PowerPoint slides to tell the story of Fairtrade Gold
- Films about Fairtrade Gold
- Fairtrade Gold: an industry briefing (2015)

**Order resources to help you reach people who might buy Fairtrade Gold from [fairtrade.org.uk/shop](https://fairtrade.org.uk/shop)**

#### WHERE IS FAIRTRADE GOLD SOLD?

Fairtrade Gold can mostly be found in independent and ethical jewellers. There are one or two high street shops selling it too.

- To find out which stores sell Fairtrade Gold locally, visit [fairtrade.org.uk/gold](https://fairtrade.org.uk/gold)

#### REFERENCES

- (1) Alliance for Responsible Mining, (2011) *Rock Solid Chances for responsible artisanal mining*, Felix Hruschka, ARM Series on Responsible ASM No 3
- (2) Jennings, N (1999) International Labour Organisation, *Report for discussion at the Tripartite Meeting on Social and Labour Issues in Small-scale mines*
- (3) Seccatore, J, Veiga, M, Origliasso, C, Marin, T, De Tomi, G, (2014) *Science of The Total Environment, An estimation of the artisanal small-scale production of gold in the world*
- (4) World Gold Council, *Gold Demand Trends*, full year report 2013
- (5) International Labour Organisation, *Report for discussion at the Tripartite Meeting on Social and Labour Issues in Small-Scale mines*, N Jennings, 1999

'When we learnt about Fairtrade, we developed a new method. We now know how to keep our daily records, make the environment clean inside the pit, and use safety gear, like gloves and gumboots. We know our life will change after getting certification.

*Simon Odoyo, Lolgorian Artisanal Mining, Kenya,  
a pilot group working towards Fairtrade certification*

Together, we can encourage more people to choose Fairtrade Gold so that Simon and other miners like him have the chance to change their lives for good.

[fairtrade.org.uk](http://fairtrade.org.uk)

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