



THE WORLD JEWELLERY CONFEDERATION

# SUSTAINABLE PEARLS FORUM HONG KONG

DR GAETANO CAVALIERI  
CIBJO PRESIDENT



## A SUSTAINABLE PRODUCT



Once a gemstone or mineral has been removed from the earth, it will not return.



A cultured pearl can be grown in an economically viable period of time.

**It is an inherently sustainable product.**



THE WORLD JEWELLERY CONFEDERATION



## DEFINING SUSTAINABILITY

### **World Commission on Environment and Development**

Sustainability is to meet the needs of the present without compromising the ability of future generations to meet their own needs.

### **Paul Hawken**

Sustainability is about stabilizing the currently disruptive relationship between earth's two most complex systems—human culture and the living world.



THE WORLD JEWELLERY CONFEDERATION



## DEFINING SUSTAINABILITY

### **Three requirements for a sustainable industry:**

1. Economic sustainability
2. Environmental sustainability
3. Stakeholder/community sustainability (social sustainability)



THE WORLD JEWELLERY CONFEDERATION



## ECONOMIC SUSTAINABILITY

Using our resources in an efficient and responsible way, so that our businesses will function profitably over the long term.



THE WORLD JEWELLERY CONFEDERATION





## ENVIRONMENTAL SUSTAINABILITY

Enabling the ecosystems in our environment  
to continue operating, without being  
negatively affected by our business activities.



THE WORLD JEWELLERY CONFEDERATION



## A CATCHPHRASE FOR CULTURED PEARLS



When a consumer buys an item of pearl jewellery, they should feel that they have invested in our planet's long-term survival, rather than having taken advantage of it.



THE WORLD JEWELLERY CONFEDERATION



## STAKEHOLDER/ COMMUNITY SUSTAINABILITY

Ensure that our industry's activities provide our stakeholders and the communities in which they live with sustainable economic opportunities, which will help secure the future of generations to come.



THE WORLD JEWELLERY CONFEDERATION





## CASE STUDY: FRENCH POLYNESIA (TAHITI)



A country where pearls constitute a major portion of national exports, and provide a means of living and a way of sustaining entire families and communities.

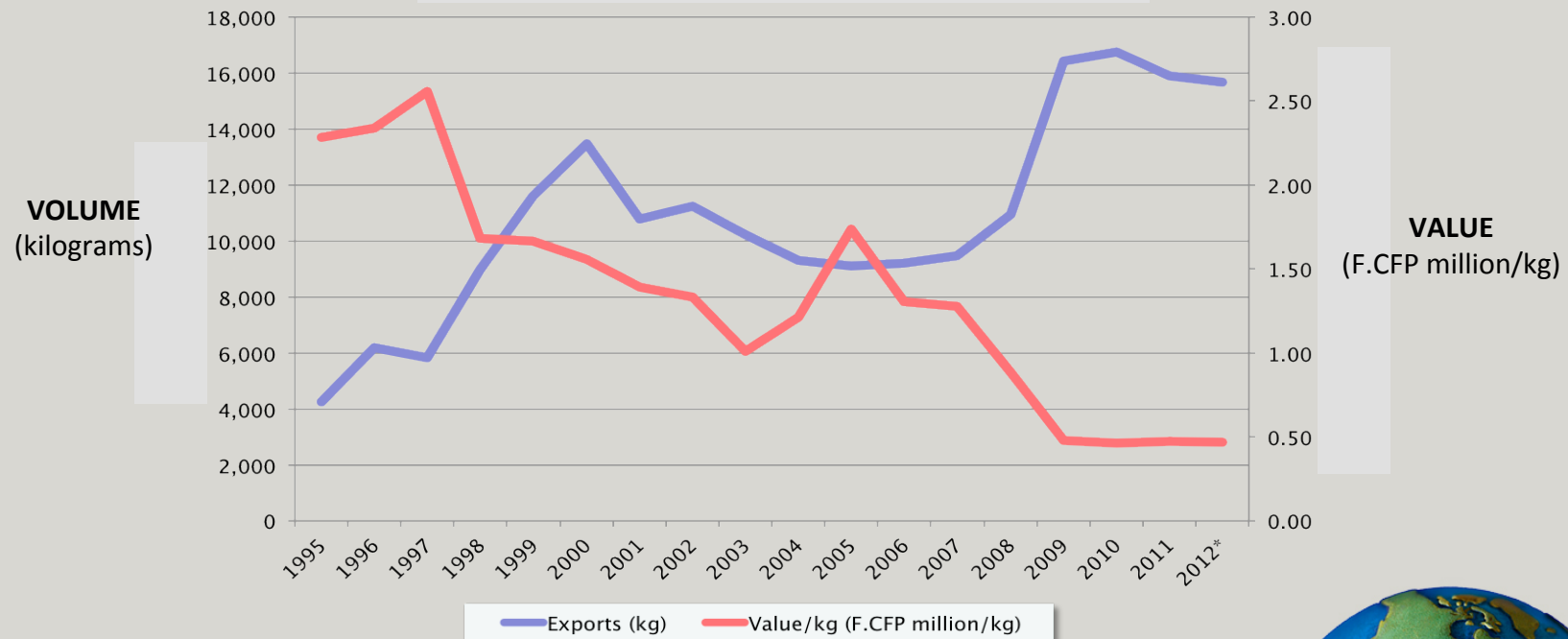


THE WORLD JEWELLERY CONFEDERATION



## CASE STUDY: FRENCH POLYNESIA (TAHITI)

### French Polynesian Pearl Exports



THE WORLD JEWELLERY CONFEDERATION



## CASE STUDY: FRENCH POLYNESIA (TAHITI)



The downward spiral in the Tahitian Cultured Pearl sector is the result of systemic failure.



Most indigenous pearl farmers are chronically underfinanced, and are unable to properly manage their marine concessions.



Economic unsustainability both causes and is compounded by environmental unsustainability, resulting in the closure of farms, precipitating stakeholder/communal unsustainability.



THE WORLD JEWELLERY CONFEDERATION





In December 2008, with assistance of the United Nations, CIBJO established the World Jewellery Confederation Education Foundation, or WJCEF.

Its goal is to educate members of the diamond, gemstone and jewelry industries, from all over the world and in all sectors of the business, about the principles of Corporate Social Responsibility and sustainability, and how they may implement these principles in their businesses.

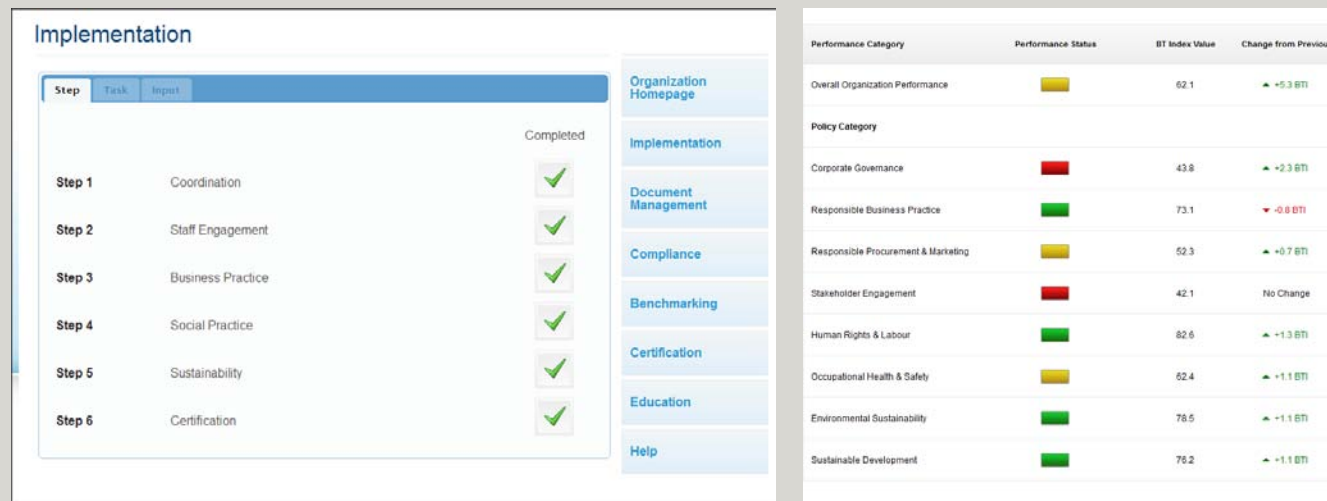


THE WORLD JEWELLERY CONFEDERATION



# SUPPLY CHAIN INTEGRITY

CIBJO is working with Branded Trust, an Australian-based foundation, to launch an online system that enables companies to educate their employees about proper supply chain due diligence, and then to introduce and implement them, as well as achieve accreditation and certification.



THE WORLD JEWELLERY CONFEDERATION





## HARMONISATION OF INDUSTRY STANDARDS



The CIBJO Blue Books are definitive set standards and terminology for pearls, diamonds, coloured gemstones and precious metals, and for the operation of gemmological laboratories.



THE WORLD JEWELLERY CONFEDERATION





## **Disclosure is the essence of transparency**

To serve this principle, CIBJO's Pearl Commission has begun work on a Universal Pearl Grading System.



THE WORLD JEWELLERY CONFEDERATION





THE WORLD JEWELLERY CONFEDERATION

[www.cibjo.org](http://www.cibjo.org)

