

# SUSTAINABLE PEARLS FORUM

## Goals & Principles

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



Sustainable Pearls .org

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# Goals of Sustainable Pearls Forum (HK, 21<sup>st</sup> June 2014)

- Bring together pearl producers and the trade around the theme of sustainability.
- Present the business case for sustainable pearls.
  - Present convincing consumer data from recent market survey
  - Highlight unique pearl farm stories
  - Discuss draft sustainable pearl principles and instances of these in action
- Strive for the long-term: a healthy pearl industry producing high-quality cultured pearls.



# Business case for sustainable pearls

Do consumers really care about sustainability?

78% of US jewellery consumer's agree that their behavior can have a positive effect on society by purchasing products sold by socially responsible companies

66% of US jewellery consumers say if a fine jewelry product demonstrates that it positively impacts the environment, she would be more interested in purchasing the fine jewelry.

Message US pearl consumers react to strongest is "Pearl farming- when done responsibly- has been shown to have a positive impact on coral reef communities and biodiversity."

Source: sustainablepearls.org and MVI Study: 2,188 US Jewelry Consumers, JCOC Panel, May 2014



# Research components of [www.sustainablepearls.org](http://www.sustainablepearls.org) (2011-2014)

- 1) Sustainability of pearl farming
- 2) Traceability of pearls through the supply chain
- 3) Market(ing) potential of sustainable pearls

3-year funding from The Tiffany & Co. Foundation for SustainablePearls.org (July 2011-August 2014)

Our project's focus is on **marine** cultured pearls (South Sea, Tahiti, Akoya).

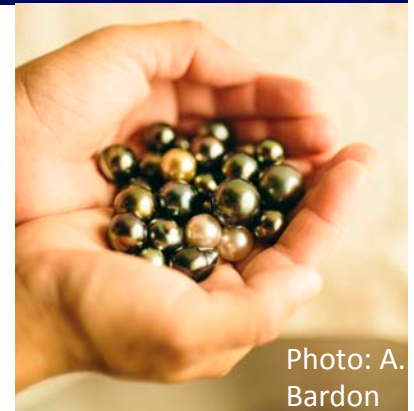
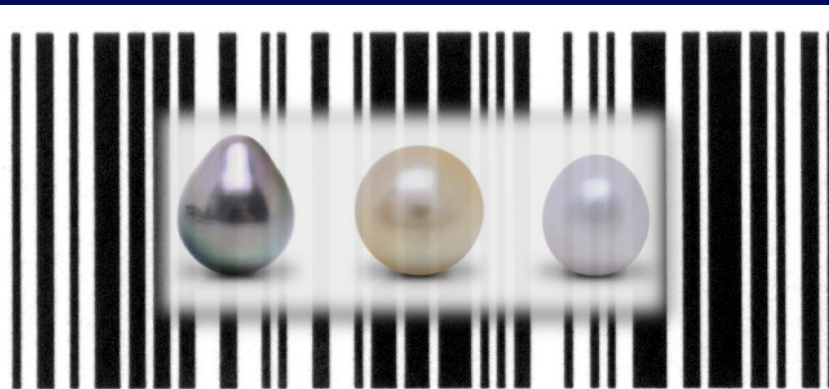


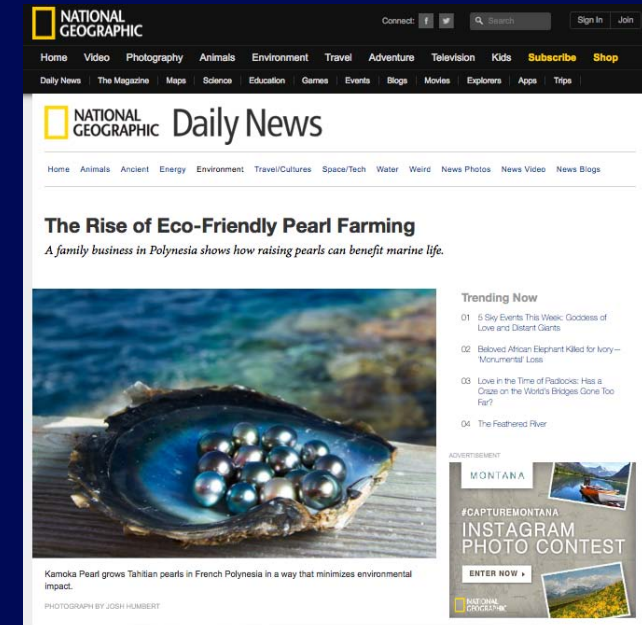
Photo: A.  
Bardon

# ACCOMPLISHMENTS

Numerous publications and other research material available on [www.sustainablepearls.org](http://www.sustainablepearls.org)



National Geographic / Waitt Foundation funded expedition to research pearl farming & biodiversity in French Polynesia. Article on [nationalgeographic.com](http://nationalgeographic.com)



Inhorgenta Pearl Forum 2014 organized with generous support of INHORGENTA MUNICH



Sustainable Pearls voted by SUSTAINIA as one of 100 innovative solutions for sustainability (June 16<sup>th</sup>, 2014 Oslo, Norway)





## Sustainable Pearls .org

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### Researching and fostering responsible pearl farming

Pearl farming has the potential to offer unique opportunities in terms of livelihoods and marine conservation in the Pacific region. This research project is examining how the **marine cultured pearl** supply chain and consumers could further support these positive environmental and socio-economic benefits and promote responsible pearl farming. We are working in collaboration with pearl farmers and other partners in Switzerland, Japan, the US and the Pacific region. This website aims to inform about different pearl types, ecological and socio-economic dimensions of pearl farming and to share resources and findings on these themes.

[READ MORE](#)

[IN THE PRESS](#)



### News

**thepearlproject** 17.06.2014, 07:37  
In Hong Kong. And very much looking forward to the upcoming Sustainable Pearls Forum here on Saturday: <http://t.co/GxOtoA78qI>

**thepearlproject** 16.06.2014, 21:37  
Interesting skull artwork carved out of mother-of-pearl shells: <http://t.co/dlRaa3dLLC>

**thepearlproject** 14.06.2014, 04:57  
Blood minerals are electronics industry's dirty secret: <http://t.co/hdmMPpZbZ0> via @newscentist

[MORE NEWS](#)

### Events



We are co-organising two events in 2014 (in

### Coral reefs and pearl farming



Cultured pearl farms are often located in zones

### Pearl farming worldwide



Marine and freshwater cultured pearls are

WEB:  
[www.sustainablepearls.org](http://www.sustainablepearls.org)

# SUSTAINABLE PEARL PRINCIPLES (DRAFT)



## 1) PROTECTION OF THE BIOSPHERE

We will safeguard all habitats in which we operate. We will strive to conserve biodiversity, ecosystem structure, and ecosystem services. We will promptly and responsibly correct conditions we have caused that endanger the environment.



## 2) SUSTAINABLE USE OF NATURAL RESOURCES

We will use natural resources responsibly. We will make sustainable use of renewable natural resources and conserve non-renewable natural resources through efficient use and careful planning.



### 3) PRODUCTION TRANSPARENCY AND PRODUCT DISCLOSURE

We will be transparent in our pearl production and marketing practices.



#### 4) DEVELOP & OPERATE FARMS IN A SOCIALLY & CULTURALLY RESPONSIBLE MANNER.

We will operate in a socially responsible manner with local communities.



## 5) MANAGEMENT COMMITMENT

We will implement these principles and sustain a process that ensures that company management is responsible for environmental policy.



# Why principles?

## SUSTAINABILITY

People constantly ask what sustainability is. It needs to be contextualized, that is what the principles aim to do. Principles need to be adapted to the realities of the pearl industry.

## OPPORTUNITY & WAYS FORWARD

One way of achieving business opportunity is to develop a unified set of best practices and communication messages highlighting select producers' commitment to protecting and preserving the coral reef environments which are the source of these pearls.

## DEVELOPING CRITERIA

More detailed criteria for these principles is currently being developed. RJC and ASC Bivalve standard are useful in this process. Internal meeting with producers on June 20<sup>th</sup> was an important step in discussing this.



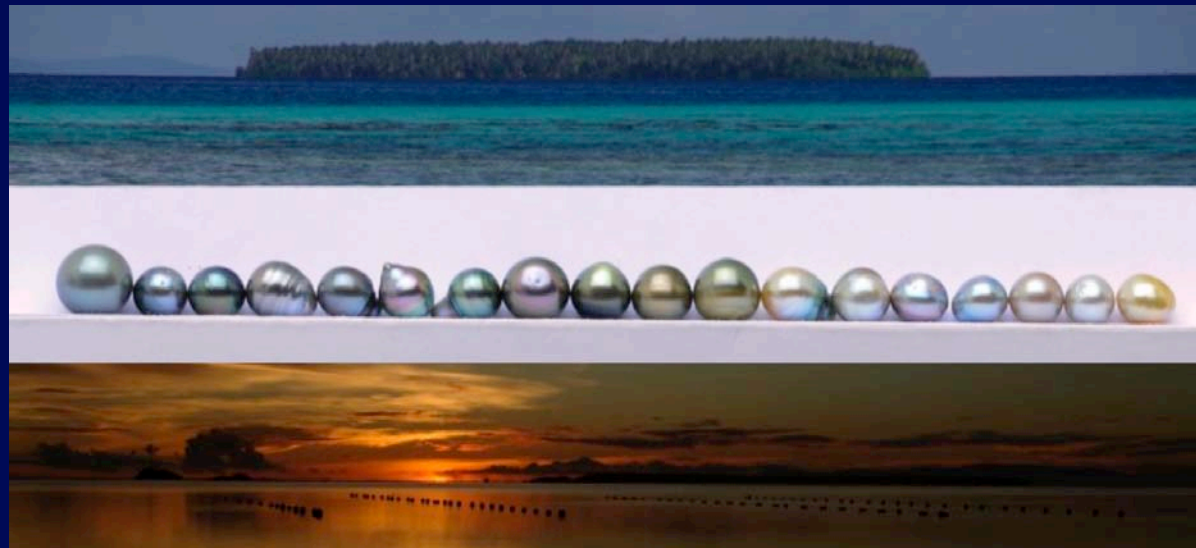
# Why principles?

## UNIQUENESS

Each pearl farm is unique, developing principles doesn't compete with the uniqueness of their pearls or stories.

## 5 GUIDING PRINCIPLES

- 1) Protection of the biosphere
- 2) Sustainable use of natural resources
- 3) Production transparency and product disclosure
- 4) Develop and operate farms in a socially and culturally responsible manner
- 5) Management commitment





# **SUSTAINABLE PEARLS FORUM**

## **HONG KONG**

21 June 2014

# 3 parts of the Forum

Panel 1 Protection of the biosphere

Panel 2 Management commitment to sustainability

Panel 3 Promoting sustainability throughout the pearl value chain



## Opening Speaker

Gaetano Cavalieri (World Jewellery Confederation – CIBJO)  
Responsible business practices: global jewelry industry.



## Morning Session: Protection of the Biosphere

**James Paspaley**, Paspaley Pearl Company (Australia):  
Commitment to minimizing ocean impact.

**Robert Wan** (French Polynesia):  
Farming pearl oysters in a remote coral atoll.

**Douglas McLaurin**, Cortez Pearls (Mexico):  
Restoration of native pearl oyster beds in the sea of Cortez (Mexico).

**Kent Carpenter** (ODU & IUCN):  
Marine conservation potential of pearl farming.



## Afternoon Session 1: Management commitment to sustainability

Andy Hart, Tiffany & Co. (USA):  
Corporate responsibility at Tiffany & Co.

Jacques-Christophe Branellec, Jeweler (Philippines):  
Cultivating pearls in the most biodiverse area in the world.

Josh Humbert, Kamoka (French Polynesia):  
Social entrepreneurship in the Tahitian pearl industry.

Shigeru Akamatsu, Mikimoto (Japan):  
Sustainability in production of high-quality pearls.



## Afternoon Session 2: Promoting sustainability throughout the value chain

Julie Nash (Sustainable Pearls):

Marketing pearl sustainability: results of US consumer study.

Fiona Solomon, Responsible Jewellery Council (RJC):

The potential of certification in the jewellery industry.

Michael Krzemnicki, Swiss Gemmological Institute (SSEF):

Tracing pearls through the supply chain.



Photos: A. Bardon

## Closing speaker

Louisa Ho (The Nature Conservancy):

Why now? The need for innovative marine conservation in the Asia-Pacific region.



Photo: Josh Humbert

Source: Fast CoExist, 2012

## Want A Clean Ocean? Wear More Pearls

Pearl farming is emerging as one of the most sustainable ocean-based economies, and a good way for small island nations to protect their oceans while also increasing revenue.



For developing countries, industry has often equated to exploitation. For centuries, minerals, timber, oil and other industries have left little behind except wealthy elites, enriched foreign companies, and a mess for future generations.

THANK YOU

Project Funding:

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