



OUR VALUES



DESIGNER COLLECTIONS



EDUCATION



GIFTS

TRANSPARENCE

SUMMER

NEWSLETTER

Volume 1, Issue 2

NEW SLETTER June 12th, 2008

Special points of interest:

- Festival de la Terre—Lausanne
- Design Award
- Why Clean Gold ?
- Eco Andina Region
- Fifi Bijoux

Next Issue

- Ethical Fashion Show
- Award winners
- Future projects

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Visit Transparence at Festival de la Terre



June 13-15 and June 20 in Lausanne

Visit our stand on June 13th, 14th or 15th and discover **new designers Noën and Fifi bijoux.**

Discover “ **Eco Gold**” from **Eco Andina** our newly qualified clean gold source from the Puna in Argentina.

Come and see the 18 international jewellery designers submissions who want to engage with Transparence making dirty gold something of the past.

Cast your vote and chose your favourite design on “ Make a difference with just 20 gr of clean gold”

For more info www.festivaldelaterre.ch

Transparence top selling line:
Create your own jewels in Clean Gold

Business & Ethics Conference on-Friday June 20th 19:00– 21:00

Veerle van Wauwe, founder of Transparence

Gilles Labarthe, author of « L'Or African »

Danièle Gosteli, Amnesty International

Guido Palazzo, HEC Lausanne Professor in Business Ethics

Debate on whether Luxury and Ethics can go hand in hand or are an impossible duo. Sponsored by Bank Pictet & Cie.

Design Contest “ Make a difference with just 20 gr of clean gold”

PURPOSE

1. Motivate young designers and goldsmiths to participate creatively in the developing ethical world.
2. Raise awareness on extraction conditions of gold and other materials used in jewellery, raise the profile of sustainable mining techniques and promote the view that we should consider the condi-

tions under which our materials are produced.

3. Create a beautiful and inspirational range of ethical jewellery.

CLEAN GOLD

Clean Gold is produced in Latin America, respecting the environment, without the use of either cyanide or mercury. Eco Andina and Oro Verde

are two mining projects in Argentina and Colombia that manage small scale mining operations in a sustainable way. They work with local communities respecting their needs, giving them fair wages and helping them to alleviate poverty. Transparence promotes this gold and helps opening up markets for clean gold jewellery.

The Ethical Jewellery Design award - continued.

“Make a difference with just 20gr of Clean Gold 18ct.”



Fifi Bijoux Jewellery



Fifi Bijoux Jewellery



Narciso—Garavelli

THE ORGANISERS

We partnered with Nice Future for this design competition.

NiceFuture is a non profit organization which promotes and creates projects regarding sustainability. Its objectives are “to make sustainability” more desirable through several concrete solutions for everyone to use in their everyday life. The key message of NiceFuture is that we can impact the state of tomorrow’s world through our choices and our acts of today.

Transparence would like to thank Nice Future for their genuine support in helping Transparence achieve it’s mission and raise visibility of our work.

TRANSPARENCE TAKES ON A LEADERSHIP ROLE IN THE JEWELRY INDUSTRY

Transparence accepts the invitation to the public-private partnership with the Global Mercury Partnership, which aims to reduce mercury risks from Artisanal Gold Mining.

This United Nations initiative is led by UNIDO and UNEP, with support from ILO, WHO and ITC.

Transparence launches an ECO gold Artisanal & Small Scale Gold Mining initiative in Western Africa in collaboration with ITC and GMP to build and support the efforts of grassroots NGO La Lumière in Senegal.

Diallo Ibrahima Sory is leading this organisation and was elected ASHOKA, social entrepreneur of the year 2007. His goal is to remediate and protect groundwater and safeguard the health of local populations in mining areas.

Fanny Pauwelyn, joins the Transparence team to lead and drive this project forward.

Cédric Coquelin, joins the Transparence team to assess environmental standards of the mining projects.

Transparence’s launch in the Media— Extracts

Élégance éthique — PME Magazine Jan 2008. *Des bijoux haut de gamme alliant élégance et éthique. C’est l’objectif proclamé de Veerle van Wauwe. L’idée: fédérer des créateurs et vendre leurs bijoux sur le Net.*

Des pièces (ou des diamants polis) dont elle peut garantir la traçabilité et qui respectent autant les droits de l’homme que l’environnement. Mieux: qui contribuent à améliorer les conditions sociales et écologiques de l’industrie.

Des bijoux qui valent leur pesant d’or propre—Le Courier Mars 2008. *Étique—L’association NiceFuture lance un concours de bijouterie pour promouvoir le commerce équitable de matières premières.*

Pour des bijoux éthiques—Edelweis Mars 2008. *En partenariat avec des artisans, elle développe et commercialise des bijoux dont la création ne nuit pas à l’environnement ou à l’humain. Les diamants par exemple sont garantis “conflict-free”, la traçabilité est assurée de la mine jusqu’au client dans un commerce équitable, encourageant des projets de développement durable. L’usage de produits chimiques pour l’extraction de l’or est minimisé, des arbres sont replantés dans les zones exploitées.*

L’Or Sale n’est pas une fatalité.—L’Hebdo Jan 2008. *La scène est classique. Et toujours aussi romantique. Devant un autel décoré de fleurs, des mariés échangent un anneau, symbole de leur engagement pour la vie. Problème: la bague qu’ils glissent à l’annulaire de leur conjoint est, comme dans la majorité des cas, fabriquée avec de l’or «sale». Une sacrée tache sur un beau contrat. L’or sale n’est pourtant pas une fatalité.*

A quoi bon porter un beau bijou s’il traîne son lot de souffrance humaine?- Entreprise Romande Avril 2008. *Un bijou “propre” est composé de matières premières (l’or et diamants) - dont l’extraction et la production respectent l’environnement, les conditions sociales des travailleurs.*

Presentation - Eco Andina foundation in Puna, Argentina



**Eco
Andina
Foun-
dation**

Argentina Eco Andina Activities are as follows:

- To provide information



to communities on ecological gold and fair trade

- To register artisanal gold miners

- To organize working groups and assist them on efficient work and organization and equipment use

- To establish links with fair trade organizations

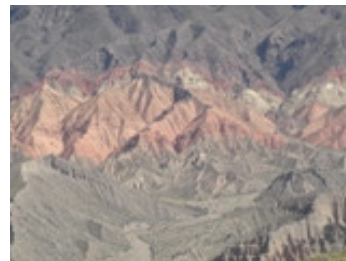
- To develop an on site certified system for ecologic gold purchase concepts

- To assist gold miners on extractive methods and gold marketing

- To link the project with other regional social projects

- To assist local authorities and NGO's to identify alternative sources of funds applied to development

- To identify possible conflicts (use of lands, water resources) and to propose solutions.



Fifi Bijoux—new designer brand at Transparence

Fifi Bijoux was founded as a brand / label which believes in promoting positive ethics and which offers an alternative to exploitation, human rights abuses or irresponsible damage to the environment.



Vivien trained at Glasgow School of Art, graduating with a Bachelor of Arts with Honours degree in Jewellery & Silversmithing in 1999. She then attended a post-graduate placement at prestigious Bishopsland Workshops Trust in England.

Vivien has worked as a tutor in jewellery making and has completed private and public commissions.

Prior to launching the Fifi Bijoux label, she was Head of Design for a UK jewellery company for 4 years. Since establishing Fifi Bijoux, she has been guest speaker and lecturer at several jewellery schools and art colleges, as well as at mining conferences as an advocator of fair trade and responsible practice through out the jewellery supply chain.

Vivien creates the designs for Fifi Bijoux and her new collections are shown each season at London Fashion Week.

Transparence is leading the jewellery industry in bringing together a collection of designers who share the values & principles of fair trade luxury and who acknowledge the importance of having a socially & environmentally responsible supply chain. Fifi Bijoux was founded to address these issues; to create jewellery using materials from known fair trade and responsibly mined provenance; to design on-trend collections and to manufacture to the highest standards. We use gold exclusively from fair trade mining programmes. Our gems come from socially & environmentally responsible mines and are cut and polished under fair working conditions, with no child labour or unwarranted damage to the environment. We prioritise fair trade; Fifi Bijoux believes the jewellery industry has the opportunity to make a significant and sustainable positive impact on mining communities and throughout the supply chain. Our boxes are made from sustainable resources. Fifi Bijoux suppliers are required to sign our Ethical Trade Policy, which details environmental & social impact as well as labour conditions.

Our products are made in London.

Transparence is a very exciting platform for consumers to access designers who share values and offer luxury products with the assurance of ethical provenance and excellent quality.

Fifi Bijoux uses 'clean' gold exclusively from fair trading mines which do not use cyanide or mercury. My company was founded on this principle. I also source my gems stones and diamonds from socially & environmentally responsible programmes; which includes the cutting & polishing process of the stones.

In jewellery terms, precious materials are a valuable natural resource. The ethos of Fifi Bijoux is that by imbedding each product with respect, customers will take pride in owning a piece of jewellery which reflects the precious and exquisite nature of the materials we use.

LUXURY WITH A CONSCIENCE.

TRANSPARENCE

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Committed Designers & Artisans to
Environmentally & Socially Responsible Mined Minerals &
Diamonds
Crafting Custom Made Jewellery

www.transparencedesign.ch

Track Origin Chart

On each product page of our website you will find the **R e s p e c t I n s i d e** "flocon" (snowflake).

It shows the level of transparency we have managed to achieve to date. With Respect to the Council for Responsible Jewellery Principles.



The designer is committed to CRJP principles



The raw materials and minerals are verified



All partners in the supply chain are committed to CRJP principles



The full Supply Chain operates CRJP principles



The jewel is independently certified CRJP

Message from our founder

Dear Friends of Transparence,

Today I am extremely proud of the progress our team has made in the last six months. New designers on board, the jewellery and refining industry engaged, the relationships built with mining communities in Latin America and Africa, NGO's, international organizations and of course you our valued customers.

I hope you enjoy following our progress and discover the new designers, that share our values. Let us know what you think and come and vote on the 10 designers that should produce their jewel in Clean Gold.

See you in Lausanne or contact us on info@transparencedesign.ch or 41-22-754 0270, if you want to choose your next jewel from a Transparence jeweler or a -create your own- piece of jewel.

Thank you for your trust and support,

Veerle van Wauwe

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