

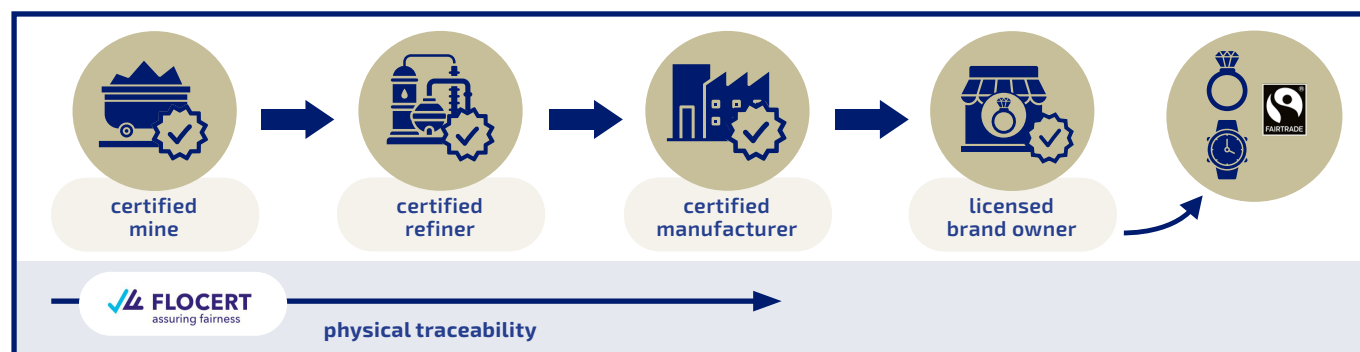
Fairtrade Gold – License model

Fairtrade is an approach that aims to build bridges between producers of raw materials in countries in the Global South and consumers. Based on internationally harmonized standards, it seeks to promote transparency and decent living and working conditions in production and trade. The Fairtrade label, which indicates that products have been independently certified according to these standards, enjoys a high level of prestige, trust and credibility worldwide.

In connection with gold, we offer business models tailored to market needs: as a licensee, goldsmith registration and the Gold Sourcing Programme (GSP).

Become a licensee

With the classic licensee model, you can offer your customers the very best: full transparency and traceability of the gold used, right back to the original mine, as well as the trust and credibility that comes with the Fairtrade label on the finished piece of jewellery. You can also make use of the full communication potential associated with Fairtrade and your commitment to it.



Elements of the licensing model:

- Certification by the independent certifier FLOCERT (flocert.net)
- Licence agreement with your national Fairtrade organisation
- Product approvals by your national Fairtrade organisation
- Annual reporting of the fine gold content of jewellery sold with the label and payment of the corresponding licence fee
- Approval of communication materials and use of the Fairtrade label in your communications

Costs:

- FLOCERT certification fees (depending on the size of your business)
- Licence fees of £1.80/g (GB) or EUR 1.60/g (EU) or USD 1.80 (outside EU) of fine gold, based on reported sales volumes

Next steps:

- Contact your local Fairtrade organisation.

Incidentally, this model can also be combined with the Gold Sourcing Programme (GSP), which focuses on the regular purchase of Fairtrade gold as part of your procurement strategy.