

# FACT SHEET

## Gold Standard Accreditations



### Gold certifications explained Not all gold is equal.

A small percentage can command a premium price because of the ethical and responsible way it has been mined.

**Traditionally, gold mining has depended on highly toxic chemicals.** Of the 2,500 to 3,000 tonnes of gold produced each year, an estimated 1.25 million tonnes of cyanide is used to extract that gold from source rock.

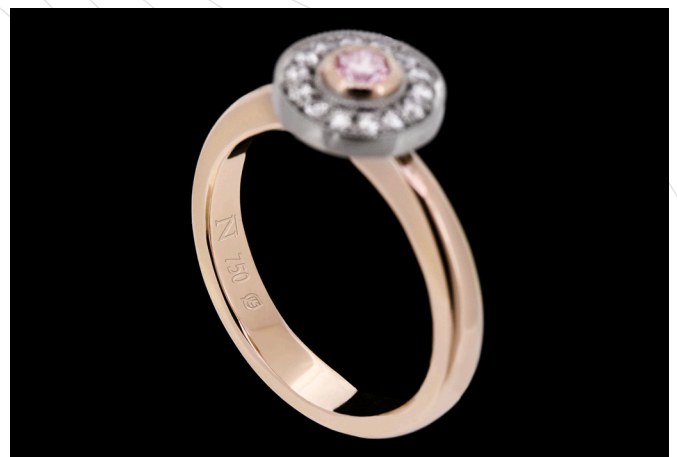
Small-scale gold mining is also the biggest source of mercury pollution in air and water<sup>1</sup>. About 20% of the world's gold is mined by small-scale, artisanal operators and an estimated 100 million people<sup>2</sup> rely on small-scale mining to support their families. These communities, and the environments in which they live, are at greatest risk.

Gold that has been produced responsibly will be approved for a stamp of certainty or accreditation standard that assures consumers they are purchasing a premium product, while also providing an attractive proposition for investors.

**The Clean Gold™ trade mark** with its distinctive 'leaf' logo will be approved to appear on all gold produced by Clean Mining technology and where other 'Clean' concepts including environmental and social responsibility have been demonstrated.

The logo will appear on bullion and consumer jewellery and marketed as a premium product.

**These standards give consumers confidence that their gold purchase is supporting healthy communities and sustainable environments.**



1. United States Environmental Protection Agency, Reducing Mercury Pollution from Artisanal and Small-Scale Gold Mining, Retrieved 18 March 2019.  
2. Fairtrade, <https://www.fairtrade.org.uk/Farmers-and-Workers/Gold>

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Just like gold, not all accreditations are equal.

Gold Standard	Certification Lead Agency	Description
<b>CleanGold™</b>	Clean Mining – a leader in globally responsible mining technology	CleanGold™ is a new hallmark of excellence for gold produced ethically and sustainably. CleanGold™ is produced without using any cyanide or mercury – either using Clean Mining’s proprietary technology, and by operators who embrace Clean Mining’s responsible approach including high ethical and environmental standards.
<b>Fairmined Ecological Gold</b>	Alliance for Responsible Mining (ARM), a global non-profit organisation founded in 2004.	Fairmined Ecological Gold is a premium assurance label for artisanal and small-scale miners who meet the FairminedGold social, organisational and economic standards and who do not use any toxic chemicals in their extraction processes.
<b>Fairtrade Ecological Gold</b>	Fairtrade Foundation – a global movement for change that works directly with businesses, consumers and campaigners to make trade deliver for farmers and workers.	Fairtrade Certified Gold is certification label for artisanal and small-scale operators who mine, process and trade gold in a fair and responsible manner through a traceable supply chain. Miners receive a Fairtrade minimum price for their product, which supports social, environmental and economic development in their communities.
<b>Green Circle Certified</b>	GreenCircle Certified, LLC – an organisation established in 2009 to evaluate and assess third-party certifications through a rigorous evaluation process.	GreenCircle certification recognises any product manufactured in a responsible and environmentally safe manner. The certification means gold producers and manufacturers claims have been independently verified.

### JOIN THE CLEAN REVOLUTION



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