

## ARM PRESENTS OLYMPIC LAUREL MADE WITH FAIRMINED GOLD

CHOPARD | OUR NEWS



Eco-Age is pleased to join The Alliance for Responsible Mining (ARM) in celebrating the creation of the Olympic Laurel. This new award, introduced by the International Olympic Committee, has been created with Fairmined Gold from certified mining organisations in Colombia and Peru.

After the Nobel Peace Prize and the Palme d'Or, this is the third international award that has been chosen to be made with Fairmined Gold, acknowledging responsible artisanal and small-scale miners worldwide.

Eco-Age is proud of its long relationship with ARM, which in collaboration with Chopard, delivered the Palme d'Or. The creation of the Olympic Laurel, the Nobel Peace Prize and the Palme d'Or in Fairmined Gold helps to raise awareness on the challenges and opportunities of the artisanal and small-scale mining sector, and promotes ARM, its mission and the importance of its work.

ARM also announced recently that since 2014 – when the new Fairmined Standard version 2.0 was launched – the Fairmined Initiative has been able to generate more than \$1 million US Dollars of Fairmined Premium. This is paid directly to certified mining organisations by their buyers. The Premium provides important funds to invest in the social, economic and environmentally sustainable development

for their business, their families, and the surrounding communities.



Eco-Age worked with Chopard and ARM to create The Palme d'Or, the ultimate symbol of the Cannes Film Festival, awarded annually to the best film in the official selection. Crafted in the Chopard workshops since 1998, the Palme d'Or has taken on a new meaning since 2014, appearing in Fairmined Gold.

This innovation is part of The Journey to Sustainable Luxury, the initiative launched by Chopard and Eco-Age at the 66th Cannes Festival, aimed at promoting sustainable development within the luxury industry.

The Palme d'Or joins the new HAUTE Joailleries creations grouped within the Green Carpet Collection. Other stunning creations continue to emerge, such as the L.U.C. Tourbillon QF Fairmined watch, the first watch in the world made of 'Fairmined' gold.

Eco-Age continues to support Chopard with a strategic communications programme, ensuring premium positioning and maximum coverage for The Journey to Sustainable Luxury and the Chopard brand globally.

by Eco-Age Team

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Chopard Palme Verte Collection Presented at the Bond Street Boutique with Eco-Age – Chopard's first diffusion line made with Fairmined Gold



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