



## PRESS RELEASE

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### **Gaetano Cavaliere meets with Lord Deben, Chairman of UK sustainability consultancy, Sancroft, discusses promoting CIBJO's environmental and ethical education campaign for jewellery industry**

MILAN, ITALY: NOVEMBER 14, 2014 — CIBJO President Gaetano Cavaliere has held a meeting in London with The Right Honourable John Gummer, Lord Deben, Chairman of the ethical trade consultancy Sancroft, during which he discussed CIBJO's educational programme for an environmentally and socially responsible jewellery industry, which was outlined at the CIBJO Congress in Moscow in May.

A renowned authority on environmental sustainability, Lord Deben served at different times as the British Secretary of State for the Environment, Minister of State for Agriculture, Fisheries and Food, and Chair of the Conservative Party before entering the House of Lords in 2010 as a Conservative peer in 2010.

Also attending the meeting were Adrian Gahan, Managing Director Sancroft International, and Vivien Johnston, Corporate Social Responsibility Manager of the Gemmological Association of Great Britain (Gem-A) and Chair of the Jewellery Ethics Committee of the United Kingdom.

"Lord Deben has been a pioneering figure in the sustainability field in the United Kingdom, and being able to sit down with him provided both opportunity to learn, as well as to explain what we would like to achieve in the jewellery sector," said Dr. Cavaliere, after the meeting. "For many years, our view of Corporate Social Responsibility was almost entirely focused on protecting the integrity of the chain of distribution. This is critically important, of course, but as members of a greater society we have other obligations as well, and that includes providing a healthy and sustainable environment for future generations."

The issue of how companies can reduce the amount of pollution they create was the primary focus of CIBJO's Marketing and Education Commission at the CIBJO Congress in May, and prior to the event CIBJO measured its carbon footprint, to serve as an example to the industry.

In February Dr. Cavaliere had introduced CIBJO's environmental doctrine at the Pacific Precious Coral Forum in Taiwan, where he stressed that the industry needs to let the world know that it "and the environmentalists are on the same side, and that the rising carbon dioxide emissions which warm the oceans and irresponsible harvesting methods, all of which endanger the reefs, are our enemies as well as theirs."

In June, he addressed the issue of environmental sustainability in the cultured pearl sector at the Sustainable Pearls Forum in Hong Kong, noting that "when consumers buy an item of pearl jewellery, they should feel that they have invested in our planet's long-term survival, rather than having taken advantage of it."