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CIBJO SEMINAR
VICENZAORO
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JEWELLERY INDUSTRY GREENHOUSE GAS MEASUREMENT INITIATIVE
Background to Initiative

- Set up through the Marketing & Education Commission at the 2014 Congress
- Purpose – to help companies understand their environmental impact and how to reduce it
- Why - To protect the industry for future generations
Definition Of Environment

“Surroundings in which an organisation operates, including air, water, land, natural resources, flora, fauna, humans and their inter-relationships”
World Environment Day

United Nations Day for encouraging worldwide awareness and action to protect our environment
Definition of Sustainability

“Development which meets the needs of the present without compromising the ability of future generations to meet their own needs”
SUSTAINABILITY IS A SHOPPING PRIORITY

![Chart showing top sustainability purchasing drivers](chart.png)

**TOP SUSTAINABILITY PURCHASING DRIVERS**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Global Average</th>
<th>Those Willing to Pay More</th>
</tr>
</thead>
<tbody>
<tr>
<td>The products are made by a brand/company that I trust</td>
<td>62%</td>
<td>72% (+10%)</td>
</tr>
<tr>
<td>The product is known for its health &amp; wellness benefits</td>
<td>59%</td>
<td>70% (+11%)</td>
</tr>
<tr>
<td>The product is made from fresh, natural and/or organic ingredients</td>
<td>37%</td>
<td>69% (+32%)</td>
</tr>
<tr>
<td>The product is from a company known for being environmentally friendly</td>
<td>45%</td>
<td>58% (+13%)</td>
</tr>
<tr>
<td>The product is from a company known for its commitment to social value</td>
<td>43%</td>
<td>56% (+13%)</td>
</tr>
<tr>
<td>The products packaging is environmentally friendly</td>
<td>41%</td>
<td>53% (+12%)</td>
</tr>
<tr>
<td>The product is from a company known for its commitment to my community</td>
<td>41%</td>
<td>53% (+12%)</td>
</tr>
<tr>
<td>I saw an ad on TV about the social and/or environmental good the product's company is doing</td>
<td>34%</td>
<td>45% (+11%)</td>
</tr>
</tbody>
</table>

*Note: Key sustainability purchasing drivers were categorized as either “very heavy influence” or “heavy influence” by the indicated percentage of respondents.

Source: Nielsen Global Survey of Corporate Social Responsibility, Q1 2015.
GHG Protocol - Operational Boundary
Scope 1 Reduction Strategy

- Review fuels types used within your premises
- If relocating ensure moving to a “green” building
- Company Vehicles – consider hybrid or electric options
Scope 2 Reduction Strategy

• Exploring options to switch to renewable energy

• Staff awareness on usage policy
Scope 3 Reduction Strategy

• Transport & Distribution emissions – work with supplier to reduce emissions, use of alternative fuels for transportation
• Business Travel emissions – promote video conferencing where possible
• Purchased goods for marketing materials – switch to digital marketing as will also reduce T&D emissions
Sustainable Development Goals
CIBJO Initiative & SDG’s

Scope 1 - Controlled emissions

Scope 2 - Electricity
CIBJO Initiative & SDG’s

Scope 3 – Purchased Goods & Services

Scope 3 - Capital Goods
CIBJO Initiative & SDG’s

Scope 3 – Business Travel

Scope 3 – Waste

Scope 3 – Employee Commute
Initiative Update

All carbon footprint reports for 2019 will include reference to the sustainable developments goals so all organisations within the CIBJO initiative will have easy reference to one document that combines their requirements for reducing their environmental impact and obligations under the UN Sustainable Development Goals.
Carbon Neutrality

STEP 1
Measure the companies Carbon Footprint
- Identify baseline year
- Set organisational & operational boundaries
- Collect emissions data
- Calculate Carbon Footprint

STEP 2
Purchase Carbon Credits
- Voluntary credits from registered projects
- Credits retired on behalf of your company by authorised offsetter

Carbon Neutrality achieved for given period
Benefits Of Carbon Neutrality

• Reputation - enhance your Brand
• Regulation - be prepared
• Physical risk - direct risk due to climate change
• Financial/Shareholder Value – customers and investors are increasingly looking for environmentally responsible businesses
• Benchmarking – report on GHG emissions
Impacts are happening Now!

- Floods - UK
- Smog – Shanghai, China
- Bush Fires - Australia
- Extreme Cold - New York, USA