

Development of clear sustainability strategies now imperative CIBJO President tells graduate students during Milan lecture



CIBJO President Gaetano Cavaleri lecturing to graduate students of the Fashion Accessories & Jewellery Design & Management programme of the School of Design at the Politecnico di Milano on February 28, 2024.

MILAN, ITALY: MARCH 4, 2024 – The development of coherent and well communicated strategies that address environmental and social sustainability issues, responsible sourcing and proper governance are now management requestites in the jewellery gemstone and precious metals industries, Gaetano Cavaleri, President of the World Jewellery Confederation (CIBJO) has told an international group of graduate students during a lecture he delivered on February 28, 2024, at the Politecnico di Milano in Milan, Italy.

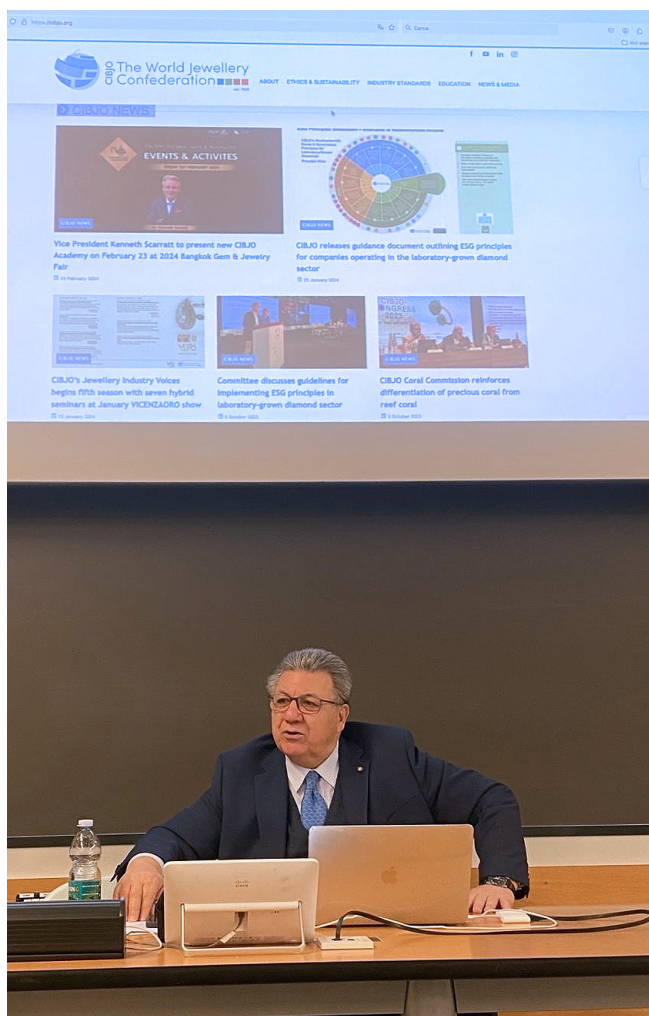
Dr. Cavaleri addressed the group of students, who are enrolled in the Fashion Accessories & Jewellery Design & Management programme of the School of Design of the Politecnico di Milano, one of the world's leading design institutes and a renowned jewellery industry research and education body, which is offered in cooperation with the POLIMI Graduate School of Management at the Politecnico di Milano.

His almost two-hour lecture traced the development of CSR, sustainability and ESG principles in the jewellery industry, and considered how these today need to be incorporated in the business and marketing plans of companies operating in the sector.

"If one is asked why we have committed ourselves to the principles of sustainability, CSR, ESG and responsible sourcing, our first response should always must be because it is the right thing to do," the CIBJO President said. However, he added, "It also makes good business sense."

Consumers are increasingly aware of the environmental and social impacts of the goods they purchase, and when they view them as positive it becomes a marker of status in luxury, he said. Jewellery consumers want their purchases both to align with and reflect their own values and priorities, he stated.

"I strongly believe that, by committing to sustainability, our industry is able to redefine the value proposition of our products in the public consciousness," he told the graduate class. "Not only are they objets d'art and symbols of love and devotion, but they also are instruments that actively serve to create better and more sustainable societies. When consumers buy jewellery, they should feel that they are not only doing something for themselves and their loved ones, but for the world and society as well."



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The World Jewellery Confederation (CIBJO) is the international jewellery confederation of national trade organisations. CIBJO's purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry. The World Jewellery Confederation is the sole jewellery industry organisation to have Special Consultative Status with the United Nation's Economic & Social Council (ECOSOC) and is a member of the UN Global Compact.

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