

**Cred jewellery**  
**The Original Ethical Luxury Jeweller**  
**Beautiful ethics**  
[www.credjewellery.com](http://www.credjewellery.com)

**What we do**

Cred is proud to be the original ethical luxury jeweller. Cred has spent the last 10 years pioneering a responsible supply chain so customers can buy products that marry ethics and aesthetics.

Working with small batches of hand-finish metal we create jewellery that combines beauty, grace and timeless style. We specialise in designing jewellery that will match your own personal style.

Greg Valerio, our Founding Director pioneered the first ethical sourcing process and brought to the awareness of FLO. Cred is waiting for the first FLO certification for precious metal.

**Christian Bailey -Head of Design**

Christian Bailey is a new breed of designer who is redefining elegance. His belief is that good design can change the world and this underpins his commitment to ethical practice and his passion for beauty. Christian heads the design team producing our core collection and exclusive bespoke service.

As well as our design team working on beautiful items of jewellery we have also partnered with designers, both established and new to bring you exclusive designs.

**Katharine Hamnett**

We work in association with Katharine to create unique ethical luxury jewellery ranges.

**Pippa Small**

Pippa Small is undoubtedly one of London's most talented jewellery designers. Her gold jewellery, rough diamonds and exquisite gem stones are only available in a very few stores in Europe. Pippa is work in collaboration with Cred to produce some exclusive designs using our ethical materials in 2008.

**Arabel Lebrusan**

Arabel Lebrusan is a winner of the Rising Star award from the Tanzanite Foundation Design Competition. Arabel hails from the internationally renowned design college, Central St. Martin's. Arabel's unique pieces are available through Cred for Xmas 2007 and we will be collaborating with Arabel in 2008 on more exclusive designs.

**How we source**

We work hard to ensure that the mining of metal for our jewellery respects strict social and environmental principles. Restoring and reforesting mined land. Avoiding toxic chemicals that pollute rivers. Protecting marine life and eco-systems.

We are compliant with the Kimberly process that ensures all our diamonds are conflict free and are also planning to develop a fair trade process for precious stones.

### **Ethical action**

Cred is one of the founding members of the Association for Responsible Mining and works as a partner with Oro Verde Mining Corporation who work to improve the wellbeing of small scale mining communities through social and environmental standards in Colombia.

Cred Jewellery is committed to third party independent certification wherever this is possible.  
[www.iiap.org.co](http://www.iiap.org.co)

### **Human Rights**

We aim to support the Universal Declaration of Human Rights recognising that every person has the right to life, liberty and freedom and should have access to the basic resources such as water, food, clothing, shelter, education, self determination and work that is required to enable humanity to live in dignity.

In addition to this we ensure that all our diamonds come from suppliers who adhere to the Kimberley Process protocols on certifying rough diamonds as conflict-free.

### **Social standards**

Cred will work towards the following standards with all of our suppliers recognising that all business benefits from civil society and should play a positive role in shaping society for the common good.

Employment is freely chosen.

Working conditions are safe and hygienic.

Child labour is not used.

Living wages are paid.

Working hours are not excessive.

No discrimination is practised.

Regular employment is provided.

### **Environmental Policy**

Cred aims to source all its precious metals and gem stones from small-scale artisan mining communities that have a concern for the biodiversity of their local region. In order to achieve this we aim to fulfil the following criteria with our primary source partners

No toxic chemicals to be used during the mining process. (i.e. mercury and sulphuric acid and cyanide)

The mined area should gain ecological stability within three years.

All mining operations must be conducted with the agreement of the local indigenous people or community councils.

Bio-diversity indicators will be established before mining can commence.

All mining activity must comply with local, regional and national regulations.

Topsoil removed from the mined area should be saved and replaced at the end of the extraction procedure.

Silt loads (residue left after mining process) entering the aquatic eco-system (rivers, lakes and water table) should not be more than the local eco-system can handle.

In aiming to achieve these standards as a jewellery company we set the highest possible targets for ourselves and to enable the consumer and general public to make a more educated decision when it comes to purchasing jewellery.

## **Awards and Recommendations**

Founding member of Association for Responsible Mining [www.communitymining.org](http://www.communitymining.org)

Founding member of British Ethical Jewellers Association.

Pioneered the first precious metal ethical sourcing process and brought to the awareness of FLO. Cred is waiting for the first FLO certification for precious metal.

Nominated for Ethical Retailer of the Year Observer Awards 2006.

Compliant with Green Gold Certification criteria. [www.communitymining.org](http://www.communitymining.org)

Diamonds are conflict free and Kimberley Process compliant.

### **Press**

BBC News: November 2007: <http://news.bbc.co.uk/1/hi/england/hampshire/7063666.stm>

Retail Jeweller - October 2007: "A Crisis of conscious"

The Sunday Telegraph - October 2007: " "

Vanity Fair June 2007 "Good as gold"

The Independent - June 2007: "All that Glitters"

Change Magazine - April 2007: "The Midas Touch"

## **A few ways we're trying to make a difference**

### **Water conservation**

### **Using organic products**

We use biodegradable or sustainable wood packaging.

### **Supporting local producers**

We are a partner of Oro Verde Corporation, a group of mining communities meeting strict environmental and social criteria in Columbia

### **Supporting fair trade**

Cred and Association for Responsible mining have pioneered the development and successful launch of a Fair Trade precious metal process.

The plan is to extend the practices into other countries and continents.

### **Supporting/ working with a charity**

Our sister company, Cred foundation receives a percentage of our profits to support and develop the following projects:

Integrated Holistic Approach - Urban Development Project in the social and political climate of Ethiopia where the concept of state welfare is non-existent, this project stands out as a world pioneer, attracting visits from the like of Bob Geldof, Bono and Brad Pitt.  
[www.cred.org.uk/pages/idhup](http://www.cred.org.uk/pages/idhup)

Women at Risk - The premise is simple: commercial sex workers (CSW) more often than not want to escape their way of life. In a 12 month programme combining structured counselling and vocational skills training, WAR has proved to be successful for 94% of the 154 women who've been through their doors so far, each of whom have gone on to employment or running their own businesses.  
[www.cred.org.uk/pages/war](http://www.cred.org.uk/pages/war)

Sahara - Sahara works particularly with people who face difficult situations due to substance use and HIV/AIDS. It's a therapeutic transitional community working with people irrespective of their beliefs, economic status, literate or illiterate and the marginalized.

FIAM: Reaching India's Forgotten People - FIAM is a Christian charity standing in this gap with a holistic approach to personal & social transformation. It's clear that their beliefs inform what they do, and that their aim is for 'the whole person and for the whole of society'. FIAM currently supports over 60 church communities and their surrounding villages in the Andhra Pradesh region

### **Using cruelty-free products**