

Harnessing Market Forces: Global Demand for Environmentally-Sound Gold

- Demand greater than supply
- 2010, First Standards and Labelling for Fairtrade, Fairmined Gold: Alliance for Responsible Mining and Fairtrade Labelling Organizations International
- Based on work of ARM and Corporation Oro Verde
- Now open to mining organizations in Latin America, later to African and Asian organizations

Goals of Standards

- Simultaneously reduce poverty and environmental impacts of ASGM
- 3rd party independent certification and mark – attractive to consumers, miners get better and more direct access to markets, earn a better price
- Guaranteed minimum price, social premium, ecological premium
- Standards include economic, social, labor, and **environmental** provisions

National and Regional Action Plans

- Nationwide, multi-stakeholder approach to mercury management in ASGM
- Integrate into broader ASM management frameworks
- Governments create enabling environment for organizing and delivering technical assistance

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National and Regional Action Plans

- SAICM projects in Asia and Latin America, managed by UNEP
- USEPA-supported projects in Francophone and Anglophone West Africa, with co-financing from UNIDO and Government of Finland, organized by UNIDO and UNEP