



CHEMICALS BRANCH  
 DIVISION OF TECHNOLOGY, INDUSTRY AND ECONOMICS  
 UNITED NATIONS ENVIRONMENT PROGRAMME

## UNEP GLOBAL MERCURY PARTNERSHIP INFORMATION ON BECOMING A PARTNER

### PARTNERSHIP AREA

Please check the partnership areas to which your organization intends to contribute to:

- artisanal and small scale gold mining
- mercury cell chlor alkali production
- mercury air transport and fate research
- mercury in products
- mercury releases from coal combustion
- mercury waste management
- mercury supply and storage mercury supply and storage
- mercury releases from the cement industry

Please indicate in your support letter how your organization intends to contribute to each of the indicated partnership areas.

### ORGANIZATION NAME

Futura Jewelry

### NAME, FUNCTIONAL TITLE OF REPRESENTATIVE

Owner

### ADDRESS OF ORGANIZATION

515 Madison Avenue, suite 5C, New York, New York 10022

### TEL. No.

+9175430272

### EMAIL

robertdonofrio@futurajewelry.com

### FAX No.

### WEBSITE/URL

www.futurajewelry.com

### TYPE OF ORGANIZATION

- Government
- Regional economic integration organization
- Non-government Organization
- Industry
- Scientific community
- Other, please specify:

\*UNEP Global Mercury Partnership Registration Forms are to be accompanied by a letter to UNEP signifying support for the UNEP Global Mercury Partnership and commitment to achieving the partnership goal.

The support letter should specify how the organization intends to contribute to meeting the goal of the UNEP Global Mercury Partnership.

Please submit the support letter and registration form to:



# FUTURA

JEWELRY

January 7, 2019

Mr. Jacob Duer  
Chief of the Chemicals and Health Branch, UN Environment Programme  
UNEP Chemicals Branch DTIE  
11-13, chemin des Anémones  
CH-1219 Châtelaine – Geneva, Switzerland

Subject: UNEP Global mercury Partnership Request

Dear Mr. Duer,

I am a luxury industry business leader (former President Bulgari; Asprey; Roberto Cavalli) with 35 years of specialized experience who became committed to a future for luxury jewelry with mercury free gold in 2016.

I am writing to request UNEP Global Mercury Partnership.

Two years ago, while assembling an international jewelry brand, I discovered the irreversible damage caused by mercury emissions through artisanal / small scale gold mining, and the Minamata Convention organized by the United Nations. It disrupted my perspective on the jewelry industry forever and I committed myself to contributing to a solution within the industry through the catalyst of a challenger brand.

It became apparent that consumers of gold jewelry who contribute to the \$135 billion industry are unaware of the irresponsible, unregulated, practices that result in the excretion of toxic mercury emissions from gold mining for jewelry - which contributes 30% of all global mercury emissions.

Even for the rare consumers who may become aware, there are no premium jewelry brands offering mercury-free gold jewelry and satisfying their other buying decisions needs.

The dialogue around mercury emissions from gold mining has opened from the United Nations through the Minamata Convention; through organizations such as Fairmined; through some mining communities; and environmentalists. However, the people who hold the power to

change the future of artisanal & small-scale gold mining forever are the consumers and they are not currently in the dialogue nor are they educated nor do they have an alternative mercury-free product that rivals their current choices as a solution.

I am requesting a UNEP Global Mercury Partnership so that I may help bridge the gap between the UN / Minamata Convention objectives and the consumer by delivering a premium brand of jewelry with a 100% commitment to mercury free gold to not only satisfy immediate needs for the market to consume mercury-free gold and reduce mercury emissions, but to stimulate:

A) the dialogue amongst influential circles and

B) a disruption in the gold jewelry industry that leads to increasing demand for mercury-free gold which will lead to more mines adopting responsible mining methods.

I come to you from the perspective of an expert in business and consumer behavior in the premium market. The premium market influences the mass market. There is a significant flow down effect. The consumer behavior observed in the electric car industry has been greatly stimulated by Tesla, with every other automobile company in the industry working on electric car solutions. There is a similar journey and outcome with my proposal.

Increased demand for jewelry made with clean gold will incentivize the miners and they will see themselves as a necessary part of the worldwide solution not the problem. My mission is to close the gap and make miners the heroes they are as they help all of us be the generation to save the planet.

It's about offering consumers the ability to make a personal choice that aligns with their beliefs around humanity, collectively collaborating for the future of the planet and for human rights through making smarter, more compassionate choices. Bridging the demand and supply side of clean gold coming from small scale gold mining, will support the UNEP Global Mercury Partnership and their commitment to achieving its goal.

It became my purpose to create an alternative option for luxury jewelry that is not only beautiful in design and quality but more than that. Our purpose is to replace dirty luxury gold jewelry with gold jewelry to be proud of.

Since 2016, I attempted to participate in the first and second meetings of the Minamata Convention. I was working with Kenneth Porter of The Fairmined Organization to be a guest with them but permission wasn't granted.

I would like to formally request UNEP Global Mercury Partnership for FUTURA Jewelry a challenger brand making premium jewelry with 100% mercury free gold for modern consumers with responsible values.

I would like to participate and attend the next Minamata Convention.

I would also like to meet with the appropriate people to offer my support and knowhow in influencing the jewelry buying market towards mercury free gold solutions.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Robert Donofrio". The signature is fluid and cursive, with a large initial "R" and "D".

Robert Donofrio  
Founder Futura Jewelry