

2023



STATUS 2023

3RD EDITION

A

MINDFUL LOVE

Sustainability Report

Maren
Jewellery

maren

For a future full of beauty.

Sustainability is our chance for a future worth living. That is why we must take responsibility. That is the foundation pillar of Maren Jewellery. And today we are the first German B Cooperation jewellery company. We have managed to emit even less CO₂ than last year. With our work, we want to motivate, be critical and take every lesson to heart. Because: it's worth it.



Zertifizierte



Corporation



RESPONSIBLE
JEWELLERY
COUNCIL



GERMAN
DESIGN
AWARD
SPECIAL
2022



Green
Product
Award

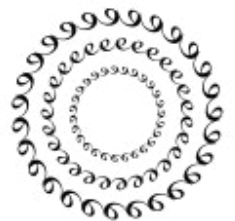
Best of
2022

Giving Back

We donate 3% of our profits and offset our CO₂.

CHO⁰OSE

[Read more >](#)



earthbeat

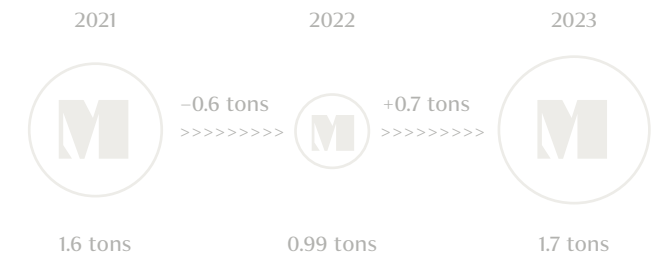
Our goals and achievements

We want to measure ourselves. Against ourselves. Because we want to be able to grow from the transparency that we are recording with this report.

	Our achievements of the last year:	Our goals for the next year:
01 Inform about sustainability.	We have published many journals and Instagram posts since our first sustainability report in June 2021, providing insights about sustainable living, production and vision, motivating and informing. This is not only a success, but also a task that we want to continue in exactly the same way.	Information for a future worth living – our mantra. One that we want to continue.
02 Consumption.	Maren Jewellery stands for conscious consumption. For love of detail. Rather less than more. This is the intention we have put on each of our posts, on our journal and especially on our jewelry in the last year.	We want to continue to encourage our customers to rethink their own consumption and to consume consciously rather than a lot.
03 Certificates.	Maren Jewellery has received the RJC certification last year. We are very happy about this.	
04 Photoshoots.	Maren Jewellery is like our customers: unique, diverse, elegant. This is what we strive for in our photo shoots, just as much as in our design. In the last year we have designed more inclusive jewelry that challenges obsolete beauty ideals and gender rules.	We want to continue to make sure that Maren Jewellery is just like our customers: unique, diverse, elegant – in photo shoots as well as in design.
05 CO ₂ .	We want to continue to save more CO ₂ . We have already done this well in the past year, reducing our consumption in relation to the jewelry by 0.18 metric tons of CO ₂ . We are pleased about that. But it also shows us that we can always do better.	We want to verify our CO ₂ positivity and let them help us to continue to work on us. In order to turn even the last weak points into strengths.
06 Material.	We wouldn't be Maren Jewellery if we weren't driven by our curiosity. That's why we continued to search for alternative materials and production techniques last year to become more and more sustainable.	We are always looking for new solutions, new partners with new ideas, new materials. And that should and must remain so.



Last year, we consumed 1.7 tons of CO₂. The year before it was 0.9 tons. This means that our CO₂ consumption has increased, because we manufactured more than twice as many pieces of jewelry for you as we did last year. Looking at the CO₂ consumption in relation to the produced jewelry, we have reduced 0.18 tons of CO₂. And: we have offset 22.6 tons of CO₂ through donations to Chooose. So Maren Jewellery is a climate positive company for another year!



CO₂ Emissions



Maren Ressource Impact

Our material compared to new mined materials

73
times less
CO₂

Our jewelry consumes on average 0.4 kg of CO₂. Other pieces of jewelry consume on average 29.27 kg of CO₂. This results in 73 times less CO₂ than conventional pieces.

Our recycled silver:



less CO₂ emission

Our synthetic eco diamonds:



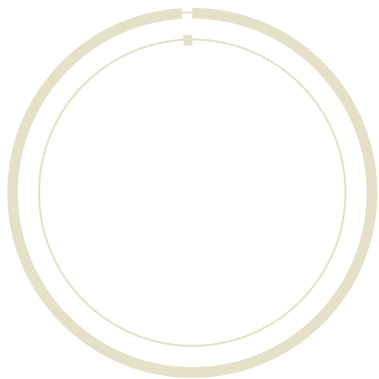
less CO₂ emission

Our recycled gold:

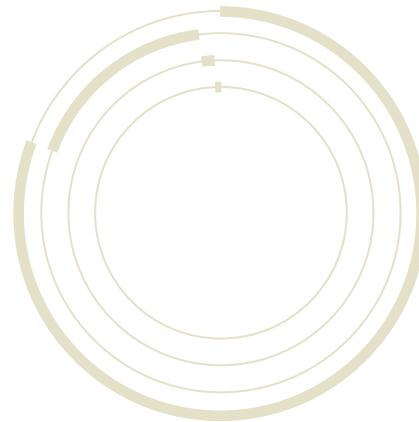


less CO₂ emission

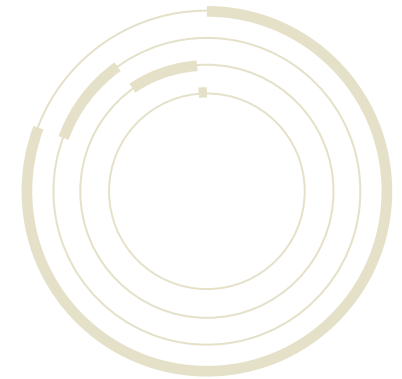
The numbers behind the craft



99 % of jewelry production
takes place in Germany,
1 % in the USA.



80 % of the raw materials for our
jewelry come from Germany,
15 % from India, 3 % from the USA and
2 % from Switzerland.



80 % of the packaging is
manufactured in Germany,
10 % in Austria, 9 % in the
Netherlands and 1 % in England.

maren

TABLE OF CONTENT

06	COMPANY	60	Natural Diamonds vs. Synthetic Eco Diamonds
07	Maren Jewellery	62	Not for us
09	CO ₂ Emissions	65	Packaging
14	OUR JEWELLERY	70	PLANET
15	The numbers behind the beauty	71	The jewellery impact
21	PRODUCTION	75	Solutions
22	The numbers behind the craft	79	We mind – we act
28	The production chain	84	Maren goes circular
31	The outer values	93	Climate? Positive!
39	The inner values	95	Give Back
49	MATERIAL	96	What else
50	The numbers behind the ressources	99	OUR GOALS
53	Recycling: Gold and Silver	100	UN Goals & Maren
54	New Gold vs. Recycling Gold	109	REFERENCES
56	New Silver vs. Recycling Silver		
58	Synthetic Eco Diamonds		

01 Company

- 07 Maren Jewellery
- 11 CO₂ Emissions

OUR JEWELLERY >



Maren Jewellery

HELGE MAREN HAUPTMANN, FOUNDER



“Maren Jewellery is all about designing jewelry that is more than just a consumer product. I want my customers to know exactly what they are buying with a piece of jewelry from me: The promise to do everything in our power to guarantee holistic sustainability” – Helge Maren Hauptmann

> The future we want needs to be invented, otherwise we get one we don't want

– JOSEPH BEUYS

Zertifizierte



Corporation

Dieses Unternehmen ist Teil einer globalen Bewegung, die sich für eine inklusive, faire und regenerative Wirtschaft einsetzt.

Just like the B Corp community, one thing has always been important to us at Maren Jewellery: we want to make a difference. From the very beginning, it has been very important to us that all our products are sustainable. For us, that means not only that nature doesn't suffer for beauty, but also that we don't harm people. Not in any way. Not in the gold mines, not in the diamond mines, not through unfair wages, not through overreaching. We take social responsibility and believe in transparency. That honesty is the only way to win. Beliefs we share with the B Corporation community. And that's why we're so happy to be the first German jewelry company to be part of the B Corp movement since 2021! B stands for Benefit. Because it's always about more than just increasing profits. We want to do good and could certify ourselves as B Corp because we act ecologically, sustainably and responsibly.



RESPONSIBLE
JEWELLERY
COUNCIL

The RJC certificate is the certification of the Responsible Jewellery Council. In 2005, the organization was established by founding members such as Tiffany & Co. and Cartier with the aim of promoting ethical, humane, socially and environmentally responsible requirements along the entire supply chains in the jewelry industry. Since the end of 2022, we at Maren Jewellery are also certified and therefore commit to the sustainable code of conduct of the RJC. Prior to each certification, compliance with these standards is carefully and independently verified. In addition to this required supply chain transparency, our exclusive use of recycled gold and silver has also been certified. In this way, no harm is done to our environment or to people involved in the supply chain. It also saves valuable resources and promotes the circular economy. Win-Win!



We are incredibly proud: Our Wilderness Jewelry Collection has been awarded the German Design Award 2022. Our enthusiasm for the idea of capturing the wild spirit of nature in our jewelry pieces and letting it speak about them is shared. The German Design Award honors outstanding design - that is, design that is full of ideas. Ideas that tackle the challenges of our time with beauty, with solutions. A top-class, international jury selects the designers who break new ground with projects, ideas and designs that are interesting and creative.



**Green
Product
Award**
**Best of
2022**

We are very pleased that we have been named Best Fashion Product of a Start-up at the Green Product Awards and have thus received the highest award at the Green Product Award 2022. The award honors brands that break new ground, that are innovative, that work sustainably. A critical jury rewards work that has earned it. And that's why we feel honored.

CO₂ Emissions

Last year, we emitted about 1.7 tonnes of CO₂. At the same time, we offset 22.6 tonnes of CO₂ through donations to Choose. This means that we are climate positive and can give more back to nature than we harm it!



Everything we do, we owe to the earth. It is time that this also shows in our products.

> The cumulative effect of billions of people making ethical choices will start to heal the world

– JANE GOODALL



122.95 kg

On a sidenote

In 2018 alone, the fashion industry produced around 2.1 billion tonnes of greenhouse gas emissions. This corresponds to 4 % of global emissions. What may sound like little is actually quite a lot: the fashion industry produces as many emissions as France, Germany and the United Kingdom combined. Around 70 % of the fashion industry's emissions come from the production of materials, the preparation and processing of resources. [1]

What is true for the fashion industry is also true for jewellery production: most emissions occur during material production.

This means that 94 % [2] of the total carbon emissions generated in the production of a silver ring occur during the extraction process.

That's why we start right there. Our studies show: only a negligible part of our emissions is due to the raw materials we use. Because: Our gold is CO₂ neutral and even the synthetic diamonds that we source from the USA have a purely climate-neutral footprint.

RESOURCES JEWELLERY

In total, the raw materials for our jewellery account for 7.21% of our carbon footprint: 122.95 kg. By raw materials we mean all the materials we need to make our jewellery: recycled gold, recycled silver and our synthetic Eco diamonds. For the Maren jewellery we have used the following parameters to calculate the CO₂e consumption: 11.8 kg CO₂e per carat of synthetic Eco diamonds, 0 kg CO₂e per carat of recycled gold – our refinery C.Hafner produces CO₂ neutral – and 14.5 kg CO₂e per kg of recycled silver. More about this in the Material chapter.



94.8 kg



37.90 kg



30.84 kg

TRANSPORT MATERIAL

In total, the transport of our materials accounts for 5,56 % of our carbon footprint: 94.8 kg.

This figure includes the transport of all our raw materials and also the transport of materials between our factories.

For our shipping, we have calculated 0.6 kg of CO₂. [3]

MANUFACTURING JEWELLERY

In total, the production of our jewellery accounts for 2.22 % of our carbon footprint: 37,90 kg.

This includes all production steps of the jewellery such as casting, polishing and setting.

Our figures are based on calculations from a case study of the production of a silver ring. [2]

MANUFACTURING PACKAGING

In total, the production of our packaging accounts for 1.81 % of our carbon footprint: 30,84 kg.

Our packaging is made up of the production of our Paper Case, our Linen Case, the outer box with filler and tape, and our gift box.

Our packaging production costs are based on a study on the CO₂ consumption in the production of folding boxes. [4] Because studies are lacking for our other products, we have applied the CO₂ values of the folding box for all products used: 0.964 kg CO₂ per kg packaging material.



172.15 kg



189.6 kg



1056.28 kg

E-SHOP

In total, our e-shop accounts for 10.10 % of our carbon footprint: 172.15 kg.

The CO₂ consumption of our e-shop is high. With 1.51 grams of CO₂ per call on our website, we are 60% above average. No question: we have to optimise this.

We calculated the CO₂ values for our online shop using the Website Carbon Calculator to determine the CO₂ values for our online shop. [5]

SHIPPING

In total, the shipping of our jewellery accounts for 11.12 % of our carbon footprint: 189.6 kg.

This value includes our shipping, but also the return shipping when customers send their jewellery back to us.

We have used a standard value of 0.6 kg CO₂ for one shipping route. [3]

OFFICE

Overall, office work accounts for 61.97 % of our CO₂ consumption: 1056.28 kg.

This figure includes all Maren-related office work: the work of all our freelancers, the purchase of hardware, but also travel, electricity and water consumption.

Most of the consumption resulted from travel to trade shows and photo shoots. That's 6908 kg of CO₂ alone. In the future, we want to create alternatives here and avoid travel as far as possible.

The sources for calculating the CO₂ values are: Working hours [6], emails [7], travel [8], shipping [3], electricity [9], waste [10], water [11], office supplies [12], hardware [13] [14], printers (estimated), small appliances and tools Studio Maren (estimated).

Ways to contribute:

The easiest step towards more sustainable consumption is to make a conscious purchase decision.

Think carefully about the jewellery you want to buy, whether you will like it in the long term and, most importantly, whether it is made in a way that will last.

Jewellery is made to fall in love with – don't give your heart away to jewellery that doesn't meet your standards.

> Buy less, choose
well, make it last

– VIVIENNE WESTWOOD

02 Our Jewellery

15 The numbers behind the beauty



The Numbers behind the beauty

Our CO₂ consumption per piece of jewelry – including all the office work, the work of the companies we work with and the work of our freelancers – averages 31.5kg. At the same time, we offset 100kg of CO₂ with every piece of jewelry we sell. This means: We are not only climate neutral, but climate positive! In the pure production of a piece of jewelry, we consume an average of 0.4 kg of CO₂. Other pieces of jewelry consume an average of 29.27 kg of CO₂. This results in 73 times less CO₂ than conventional pieces.

On the following page, you can see the exact CO₂e consumption per piece of jewelry including the values of raw material and production by means of some sample pieces of jewelry in comparison to conventional jewelry production.

What is important to us: that our jewelry not only looks beautiful, but that the beauty is visible down to the decimal places of its values.



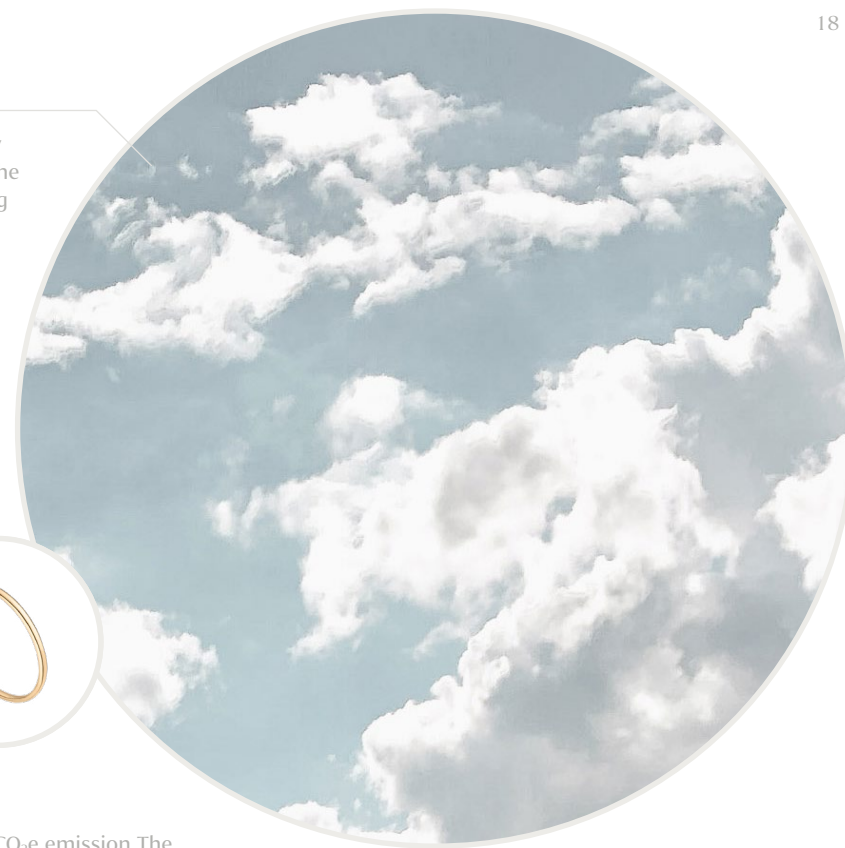
If we were to make the jewelry with conventional materials, the CO₂ emissions would be: 2.9 kg



CO₂e emission Seeds of Love a pendant: 0.5 kg

Compared to conventional materials, this corresponds to 80.55 % less CO₂e.

If we were to make the jewelry with conventional materials, the CO₂ emissions would be: 19.2 kg



CO₂e emission The essential Ring: 0.007 kg

Compared to conventional materials, this corresponds to 99.96 % less CO₂e.



If we were to make the jewelry with conventional materials, the CO₂ emissions would be: 158.5 kg



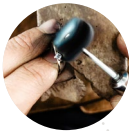
CO₂e emission Sunray Bracelet: 0.06 kg
Compared to conventional materials, this corresponds to 99.96 % less CO₂e.

For the calculation of the CO₂ values of Maren Jewellery pieces we have used the following parameters: Per carat of our synthetic Eco diamonds on average 11.8 kg CO₂e are produced. Our recycled gold from C.Hafner is CO₂e neutral, therefore 0 kg CO₂e are produced per kg. With our recycled silver we consume 14.5 kg CO₂e per kg silver. With conventionally produced jewelry, we have calculated CO₂e values in each case the lowest value we found for the CO₂e values 56 kg CO₂e per carat of diamond, 16000 kg CO₂e per kg gold and 100 kg CO₂e per kg of silver. More about this in the Materials chapter. The production costs were calculated on the basis of the following study calculated. [2]

Wild Flowers Pendant

To make it clearer how much CO₂e is produced per piece of jewelry by Maren Jewellery, here is a detailed breakdown in terms of material and production.

Total emitted CO₂e kg for casting and polishing: 0.04 kg

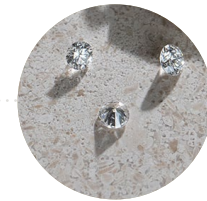


Total CO₂e kg emitted during setting of the synth. Eco diamonds: 0.2 kg

Synthetic Eco diamonds from Switzerland, carat total: 0.1 kg



Total emitted CO₂e kg
Recycled gold: 0 kg



Total emitted CO₂e
synthetic Eco diamonds: 1.2 kg

0.006 kg recycling gold

Wild Flowers Pendant

Total CO₂e:
1.5 kg

Weight in gold: 0.006 kg

Synth. diamonds in carat: 0.104 kg

CO₂e kg emitted per kg recycled gold: 0 kg
Total emitted CO₂e kg recycled gold: 0 kg

CO₂e kg emitted per carat of swiss synth. diamonds: 11.8 kg
Total emitted CO₂e kg per carat of Swiss synth. diamonds: 1.2 kg

CO₂e kg emitted per kg of cast and polished jewelry: 6.15 kg
Total CO₂e kg emitted for casting and polishing: 0.04 kg

CO₂e kg emitted per carat of setting synth. diamonds: 2 kg
Total emitted CO₂e kg for setting the synth. diamonds: 0.208 kg

Total CO₂e kg of the jewelry: 1.5 kg

For the calculation of the CO₂ values of Maren Jewellery pieces we have used the following parameters: Per carat of our synthetic Eco diamonds on average 11.8 kg CO₂e are produced. Our recycled gold from C.Hafner is CO₂e neutral, therefore 0 kg CO₂e are produced per kg. With our recycled silver we consume 14.5 kg CO₂e per kg silver. With conventionally produced jewelry, we have calculated CO₂e values in each case the lowest value we found for the CO₂e values 56 kg CO₂e per carat of diamond, 16000 kg CO₂e per kg gold and 100 kg CO₂e per kg of silver. More about this in the Materials chapter. The production costs were calculated on the basis of the following study calculated. [2]

If we were to make the jewelry with conventional materials, the CO₂ emissions would be: 110.3 kg



CO₂e emissions of the materials from Maren Jewellery: 1.5 kg

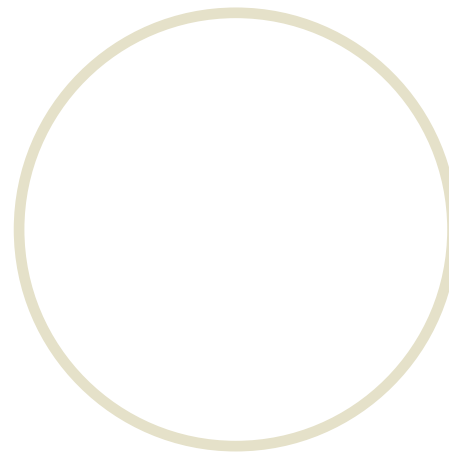
COMPARED TO CONVENTIONAL MATERIALS, THIS
CORRESPONDS TO 98.66 % LESS CO₂E.

03 Production

- 22 The numbers behind the craft
- 28 The production chain
 - 31 The outer values
 - 39 The inner values

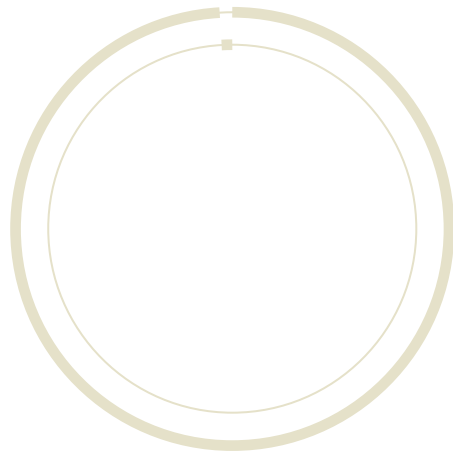


The numbers behind the craft

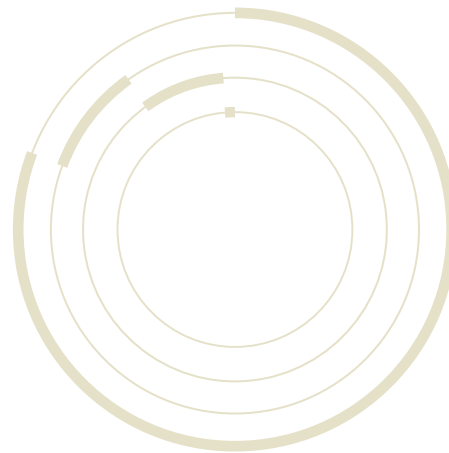


We know 100 % of our
manufacturers for jewelry
and packaging.

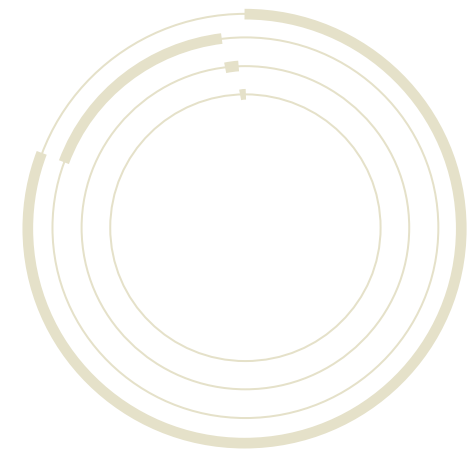




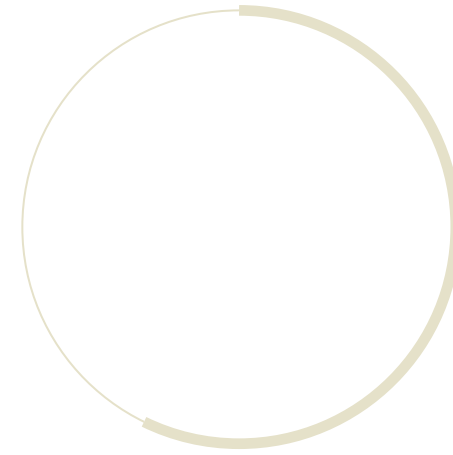
99 % of jewelry production
takes place in Germany,
1 % in the USA.



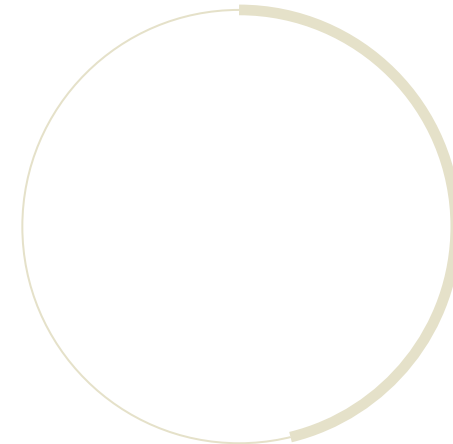
80 % of the packaging is
manufactured in Germany,
10 % in Austria, 9 % in the
Netherlands and 1 % in England.



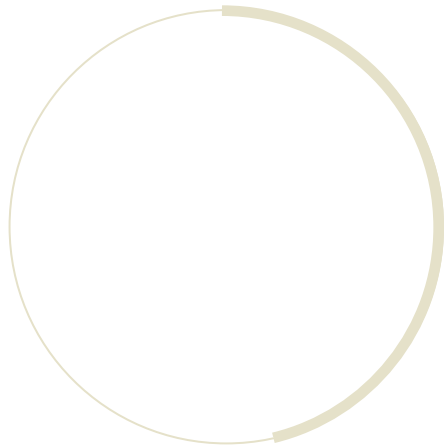
80 % of the raw materials for
our jewelry come from Germany,
15 % from India, 3 % from the
USA and 2 % from Switzerland.



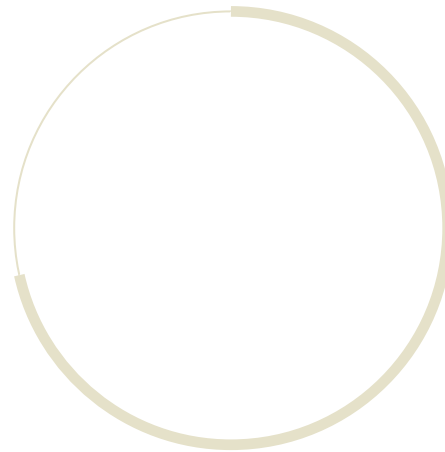
60 % of all our manufacturers
use green electricity.



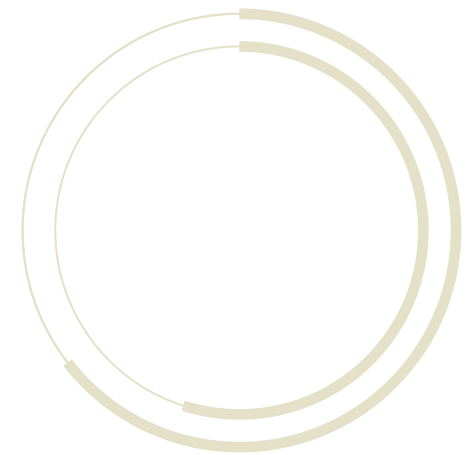
45 % of all our manufacturers
know their CO₂ emissions and
offset them.



45 % of all our manufacturers
have established initiatives
and plastic avoidance initiatives
and recycle.



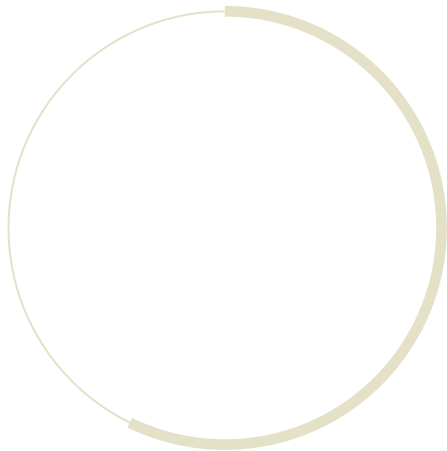
70 % of all our manufacturers
take care to use sustainable
packaging during shipping.



65 % of all our producers use
water in manufacturing,
of which 61.5 % have established
a water cycle.

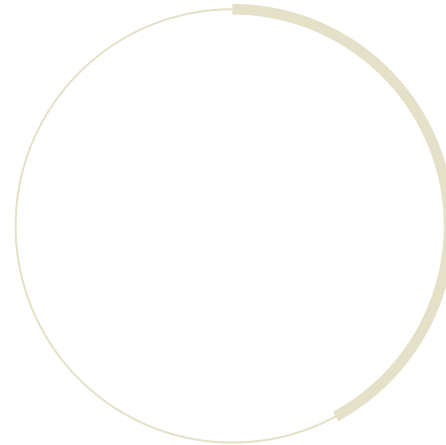


55 % of all our manufacturers use chemicals in production, of which 25 % have established initiatives to reduce chemicals and 100 % dispose of them properly.

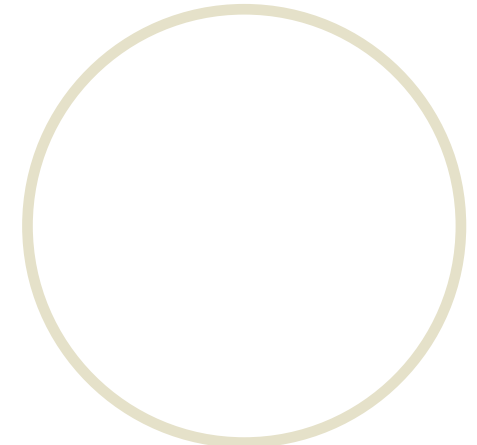


60 % of all our manufacturers are independently certified for their sustainable processes and practices.





40 % of our jewelry manufacturers and suppliers of raw materials for jewelry are RJC certified.



100 % of our manufacturers treat their employees fair, pay them fairly and pay fair wages and ensure equal opportunities.

The production chain

Therefore, it was clear to us from the beginning: We don't want to work with just any company, but only with those who share our values and who support us in our goal: to produce holistic-sustainable jewelry.

Maren Jewellery is a counter-design to the conventional way jewelry is produced. After all, we produce jewelry in harmony with nature. Therefore it was clear that we have to choose the companies we work with with special care. We stand for sustainability, for a sense of responsibility towards people and nature, and for mindfulness.

Our jewelry can only be as good as the work of the many people who help us give our vision a reality.

1

Recycled gold
and silver



2

Casting metal
into form



3

Handmade
goldsmith work
& polishing



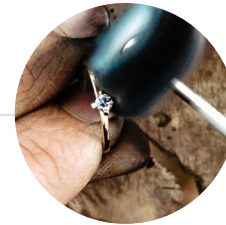
4

Hand setting the
Eco ynthetic
diamonds into
the jewelry pieces



5

Final polishing
and quality
control



6

Customer use



chains
production



Components
production such
as earring studs



Eco synthetic
diamonds



> Demand quality
not just in the
products you buy
but in the life of
the person who
made it

– ORSOLA DE CASTRO

Ways to contribute:

Even the most beautiful genuine jewelry can be problematic. In many cases, this is due to the origin of the materials.

If you want to wear and love sustainable jewelry, you should therefore always find out where the materials come from and who promoted or produced them and how.

True beauty is not visible at first glance.
It's worth taking a closer look!



The outer values

If a company that stands for outstanding work but not for these values, that means for us: We will not be able to work together. So it's all the nicer that we've found companies that – just like us – want to make a difference. Because one thing is clear: every product has an impact, the only question is whether it is a positive or negative one. Our partners stand for respect for human rights and a high standard of sustainability.

Gift ribbon:
Vollmer weaving mill



Gift sticker:
Etiket Schiller



Wrapping paper:
Umweltdruck Berlin



Silver anti-tarnish paper:
Town Talk



Tape/shipping box:
Biobiene



Packing material:
Natürlich verpacken



Manufacturing Paper Case:
Gmund Papier



Sewing of the Linen Case:
Lebenshilfe Schweinfurt RAW



GOTS certified linen:
Linen weaving mill Vieböck



Manufacturing Paper Case > Gmund Papier



For 190 years, Gmund Papier has stood for innovative and ecological paper culture. At Tegernsee, products are created that bear witness to passion, dedication and a pronounced sense of aesthetics. Gmund Papier not only understood our concept, they accommodated us on our mission to holistic sustainability by designing us an insert made of paper, instead of the usual foam. Our Paper Cases are works of art made from fully recyclable paper.

Family business	Yes
Employees	130
Founded	1829
Role	Production of Maren Jewellery Paper Case from FSC Mix paper
Production site	Germany
Origin of raw materials	Europe
Certificates	FSC certified (FSC-C006462)
In Addition	Own environmental charter, approx. 70 % energy comes from own production through hydro-electric power, CO ₂ is compensated and reduction of water consumption by 70 % through own ozone purification plant

GOTS certified linen >

Linen weaving mill

Vieböck



For our partner, the Vieböck weaving mill, craftsmanship is more than the mere possibility of producing something useful: for Vieböck, craftsmanship is passion. And not just since yesterday. The weaving mill has been turning high-quality linen into fabric since 1832. For their linen fabric, they exclusively source European flax: from Belgium, France and Holland. Flax is a very frugal plant that does not need much water to grow its fibers. The fibers are processed into yarn by an Italian spinning mill, which is then woven and sewn into all kinds of fabrics in Helfenberg with much love and passion. The main rule here is: “Don’t lose the thread”.

Family business	Yes
Employees	25
Founded	1832
Role	Production of the GOTS certified linen fabric for the Maren Jewellery Linen Case
Production site	Austria
Origin of raw materials	Yarns and spinning are in Europe
Certificates	GOTS certified/ IVN Best certified
In Addition	Operation with 100 % green electricity from hydropower

Sewing of the Linen Case > Lebenshilfe Schweinfurt RAW



The Reha- und Arbeitswerk is a project of the Lebenshilfe Schweinfurt. Our linen is processed here. Many busy hands sew the linen to our Linen Cases, in which we optionally send our jewelry. In addition, the workers embroider our logo, the mindful M, on the cases.

Family business

No

Employees

About 180

Founded

1974

Role

Sewing of the Maren Jewellery Linen Case

Production site

Germany

Origin of raw materials

Austria Weaving mill Vieböck

Certificates

ISO 9001 and the AZAV

In Addition

People with mental disabilities work here, the workshop is designed according to the Workshops Ordinance

Gift sticker/shipping label >

Etiket Schiller



New ideas for sustainable mail order have been emerging in Plüderhausen for 80 years. Standing still is out of the question. For us, Etiket Schiller produces Maren Jewellery stickers and our UPS label from compostable thermal paper.

Family business

Yes

Employees

35

Founded

1934

Role

Production of gift stickers and shipping labels from compostable paper

Production site

Germany

Origin of raw materials

Germany

Certificates

ISO 14001, Excellent company health management of the IKK, ISO 26000 in application

In Addition

Operation with 100 % green electricity and established water cycle and many initiatives for employee satisfaction, such as communal breakfast, massages or walking groups

Silver anti-tarnish paper > Town Talk



125 years of glitter – Town Talk’s mission was clear from day one: to ensure that beautiful jewelry stays beautiful. The British company takes its responsibility as seriously as we do: The packaging is sustainable, the materials are Cruelty-Free and mostly vegan. For us, they produce a silver anti-tarnish paper that lives up to its name.

Family business	Yes
Employees	42
Founded	1895
Role	Production of anti-tarnish papers for silver jewelry
Production site	England
Origin of raw materials	Europe, USA, Far East
Certificates	Sedex ZC 1047661
In Addition	Operation with 76 % green electricity

Tape/shipping box > Biobiene

Family business	Yes
Employees	10
Founded	1999
Role	Production of paper tape with vegan glue and shipping carton made of corrugated cardboard
Production site	Germany
Origin of raw materials	Germany
Certificates	German Brand Award Best of Best Sustainable Brand of the Year 2018

Packing material > Natürlich verpacken

Family business	Yes
Employees	[not stated]
Founded	2003
Role	Filling material for packages made of 100% paper, biodegradable
Production site	Netherlands
Origin of raw materials	Netherlands
Certificates	PEFC certification, Blue Angel
In Addition	Climate neutral website

Wrapping paper > Umweltdruck Berlin

Family business	No
Employees	About 110
Founded	2021 (merger of various traditional print shops, formerly Druckhaus Berlin)
Role	Production of embossed wrapping paper or other printed products
Production site	Germany
Origin of raw materials	Germany
Certificates	PEFC certification / FSC certification / EMAS - DIN EN ISO 14001, DIN EN ISO 50001 / Papers with the Blue Angel, RAL-UZ 14, RAL-UZ 72, RAL-UZ 56 / The Blue Angel for printed products, RAL-UZ 195
In Addition	100 % green electricity, mineral oil and cobalt-free inks, environmentally friendly processless printing plates, which means that no chemical developers are required and no fresh water is needed for cleaning

Gift ribbon > Vollmer weaving mill

Family business	Yes
Employees	5
Founded	1930
Role	Weaving our 100 % cotton gift ribbon
Production site	Germany
Origin of raw materials	Germany
Certificates	none

The inner values

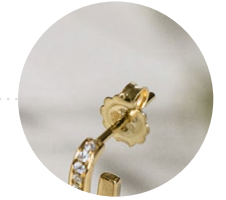
Recycled 925 silver chains:
Walter Fischer



Gemstones setting:
Wilhelm Kling jun. GmbH



Eco synthetic diamonds:
Swiss Diamond Vision,
Diamond Foundry and
Fenix Diamonds



Recycled gold earring studs:
Hoover and Strong

Recycled 18 karat gold
chains: Schofer Germany



Recycled 18 karat gold:
Refinery C.Hafner



Jewelry casting:
Bernhard Kauselmann



Goldsmiths and quality
control: Maren Jewellery
Studio

Recycled 18 karat gold > Refinery C.Hafner



As beautiful as gold can get: C.Hafner stands for sustainable gold, CO₂ neutral and 100% recycled. The Pforzheim refinery is setting new standards for what really counts: the environment, responsible production and fair working conditions.

Family business	Yes
Employees	220
Founded	1850
Role	Production of recycled gold
Production site	Germany
Origin of raw materials	90 % Germany, 10 % neighboring EU countries
Certificates	DEKRA certification for CO ₂ neutrality of fine gold / LBMA Good-delivery status, RJC Chain of Custody standard (COC)
In Addition	C.HAFNER is the first and so far only refinery with CO ₂ -neutral gold separation process, use of green electricity

Eco synthetic diamonds > Swiss Diamond Vision



The basis for the synthetic Eco diamonds from Switzerland are: Decades of practical experience with diamond growth and scientific research spirit. Swiss Diamond Vision grows diamonds that are in no way inferior to their natural counterparts – neither visually nor in their chemical composition.

Family business	Yes
Employees	12
Founded	2015
Role	Production of our synthetic Eco diamonds
Production site	Switzerland
Origin of raw materials	Germany, Japan
Certificates	Independent Swiss certificate in planning
In Addition	40 % green electricity

Eco synthetic diamonds > Diamond Foundry



The future is sparkling – and it is being grown in the lab by Diamond Foundry in California, USA. Because thanks to environmentally friendly production, the pure, laboratory-grown synthetic Eco diamonds are not only sustainable, but an innovation that makes jewelry even more beautiful.

Family business

No

Employees

120

Founded

2012

Role

Production of our synthetic Eco diamonds

Production site

USA

Origin of raw materials

International

Certificates

Certified Carbon Neutral Company

In Addition

CO₂ neutral production

Eco Synthetic Diamonds > Fenix Diamonds Belgium



Each of Fenix's lab-grown diamonds is certified traceable to its origin, a true rarity in real and lab-grown diamonds and a step towards a sustainable future that we want to support. Fenix is CO₂ Neutral and has multiple certifications confirming safe and good working conditions in their solar powered production in India.

Family business	No
Employees	1200
Founded	2018
Role	Production of our synthetic Eco diamonds
Production site	India
Origin of raw materials	India
Certificates	SMETA / SCS-007 Jewelry Sustainability Standard
In Addition	The complete supply chain from growing to cutting to the finished diamond is traceable / 34 % green electricity / CO ₂ Neutral /Support of the Himalaya Climate and CleanAir Project

Recycled 925 silver chains > Walter Fischer



Walter Fischer is a company from Idar-Oberstein whose values are as reliable as the materials they process – and have been for over 70 years. But above all: they are just as demanding as we are. A craftsman's business that takes the production of our chains very seriously.

Family business

Yes

Employees

50

Founded

1985

Role

Production of recycled 925 silver chains

Production site

Germany

Origin of raw materials

Germany

Certificates

none

Recycled 18 karat gold chains > Schofer Germany

Family business	Yes
Employees	120
Founded	1904
Role	Production of the recycled 18 karat gold chains for the Essential collection
Production site	Germany
Origin of raw materials	Germany
Certificates	RJC Certified / ISO 9001:2015 / Dekra-certified climate-neutral company

Recycled gold earring studs > Hoover and Strong

Family business	Yes
Employees	75
Founded	1912
Role	Production of the ear backs for our earrings
Production site	USA
Origin of raw materials	USA
Certificates	SCS Certified Responsible Source
In Addition	Reduction of acid consumption by 85% by using the Miller process for refining gold, water treatment

Jewelry casting > Bernhard Kauselmann



Kauselmann is a casting company that dispenses entirely with mine gold and produces in Pforzheim. And their principles are clear: no inhumane working conditions, no environmental pollution, no child labor in gold extraction. In this way, they guarantee jewelry of the highest quality, made to our exact specifications.

Family business	Yes
Employees	100
Founded	1990
Role	Casting of all Jewelry Pieces
Production site	Germany
Origin of raw materials	Germany
Certificates	none
In Addition	No use of mine gold, shipping of cast jewelry in paper bags instead of plastic, own solar system, depending on weather 100 % green electricity

Goldsmiths and quality control > Maren Jewellery Studio



We take care of the final polishing and quality control, of course we work environmentally friendly – without toxic chemicals. Each of our jewelry pieces passes through many careful hands, is looked at by many expert eyes and gets exactly what it needs to be: luxury jewelry in harmony with nature.

Family business	Yes
Employees	1
Founded	2020
Role	Quality control and goldsmith work like soldering, polishing
Production site	Germany
Origin of raw materials	80 % of the raw materials for our jewelry come from Germany, 15 % from India, 3 % from the USA and 2 % from Switzerland
Certificates	RJC Certified / Certified B Corporation
In Addition	Toxic-free studio, 100 % green electricity

Gemstones setting > Wilhelm Kling jun. GmbH



A traditional company from Pforzheim that has been pursuing its craft, gemstone setting, since 1875. That is 145 years of experience. Experience that convinces many renowned customers. Here, every step is perfect, just like the values.

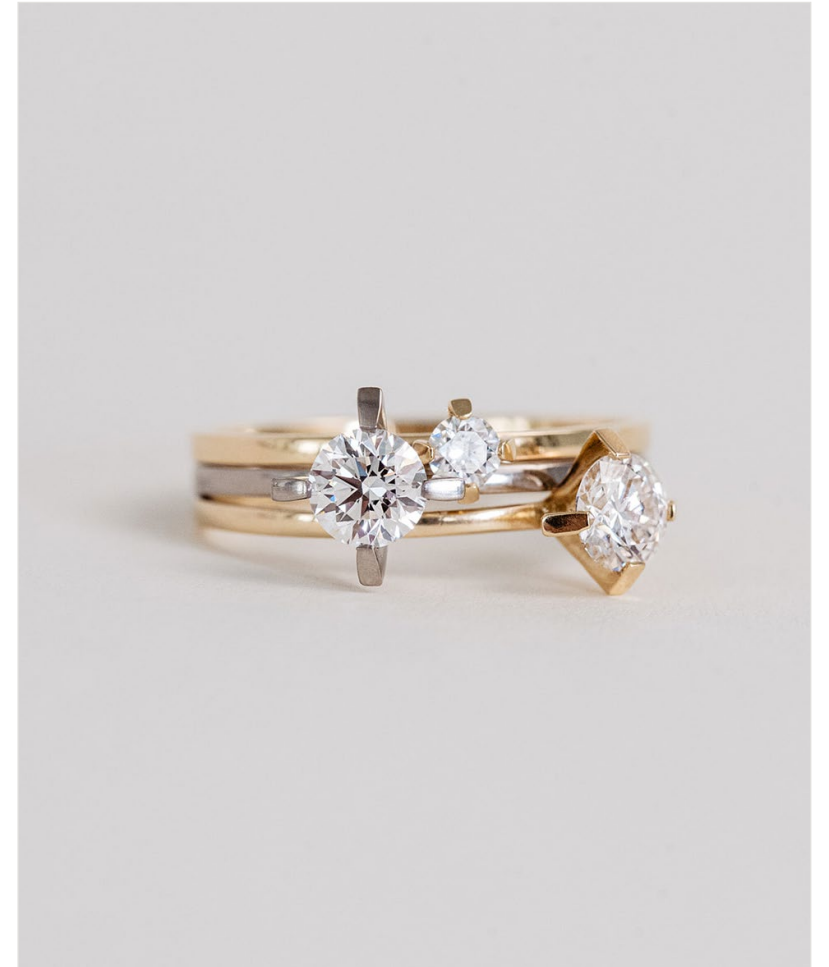
Family business	Yes
Employees	1
Founded	1875
Role	Setting all our synthetic Eco diamonds
Production site	Germany
Origin of raw materials	Germany
Certificates	none
In Addition	100 % green electricity

04 Material

- 50 The numbers behind the ressources
 - 53 Recycling: Gold and Silver
 - 54 New Gold vs. Recycling Gold
 - 56 New Silver vs. Recycling Silver
 - 58 Synthetic Eco Diamonds
- 60 Natural Diamonds vs. Synthetic Eco Diamonds
 - 62 Not for us
 - 65 Packaging

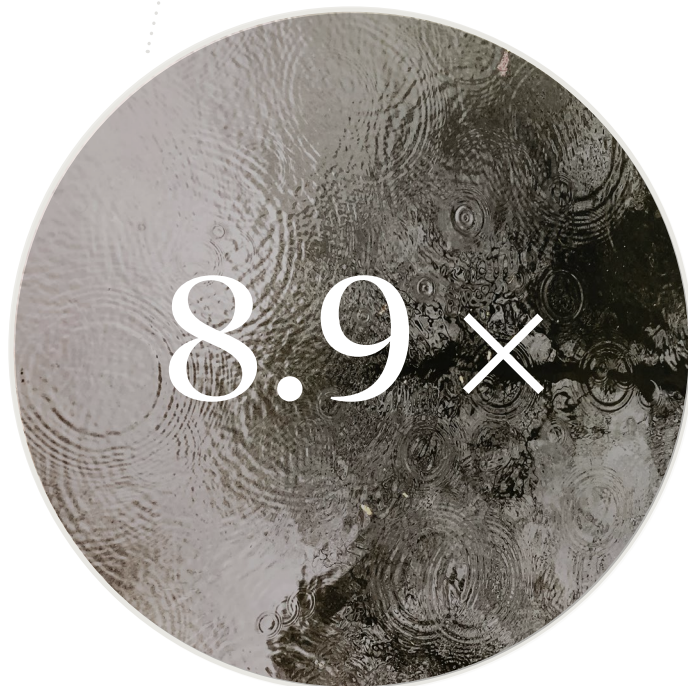


The numbers behind the resources



Recycled gold or reclaimed? Recycled silver or reclaimed silver?
Natural diamonds or synthetic? Our materials have a strong
advocate: their numbers.

Our
Gold



8.9 ×

less
water



550 ×

less CO₂e
emission



than newly mined gold from gold mines.

Our silver



less CO₂e emissions than
newly mined silver from
silver mines.

[26] [2]

Our synth. diamonds



less CO₂e emission than
newly mined diamonds
from a mine.

[28] [29] [27]

Recycling: Gold and Silver

Ways to contribute:

Genuine jewelry has many advantages.

One of them is that it can be easily broken down into its components, melted down and made into new jewelry. None of the gold or silver is lost in the process. In case of doubt, you only win: a new favorite piece.

It's nothing new: Newly mined gold is bad for the environment. That is why we have chosen recycled gold. Gold that has already completed its first life cycle. It may have been an electrical appliance, a piece of jewelry, a dental prosthesis, or merely a production residue. [15] Thus, there is as much gold in 40 cell phones as in one ton of gold ore. Refineries can recover this gold with a history into its pure form and process it for reuse. [16]

So much of the new gold mining is unnecessary, because recycled gold is in no way inferior to newly mined gold. [17] [18] And because 48.6% [19] of gold demand is due to demand from the jewelry industry, choosing recycled gold can make a considerable difference: Just imagine if all jewelry manufacturers used recycled gold.

But of course we are also aware that by choosing recycled gold – and against Fairtrade gold, for example – we are avoiding the many problems that arise in the world's gold mines. But we don't want to do that. That is why we have decided to support projects of the Earthbeat Foundation, which give new perspectives to people whose survival depends on the dangerous, often undignified work in mines.

This chapter is about looking behind the golden shine and letting the numbers speak: How beautiful is our gold compared to newly mined gold?

New Gold vs. Recycling Gold



Source [21] This study was based on data from various German refineries – including our refinery. Our refinery, C.Hafner from Pforzheim, is even more effective: per kg of gold it produces only 29 kg CO₂e. And that's not all: the CO₂ is compensated, so the gold is CO₂e neutral. [20] Most of the world's recycled gold comes from melted jewellery (90%), the remaining 10% from electronic scrap. [23]

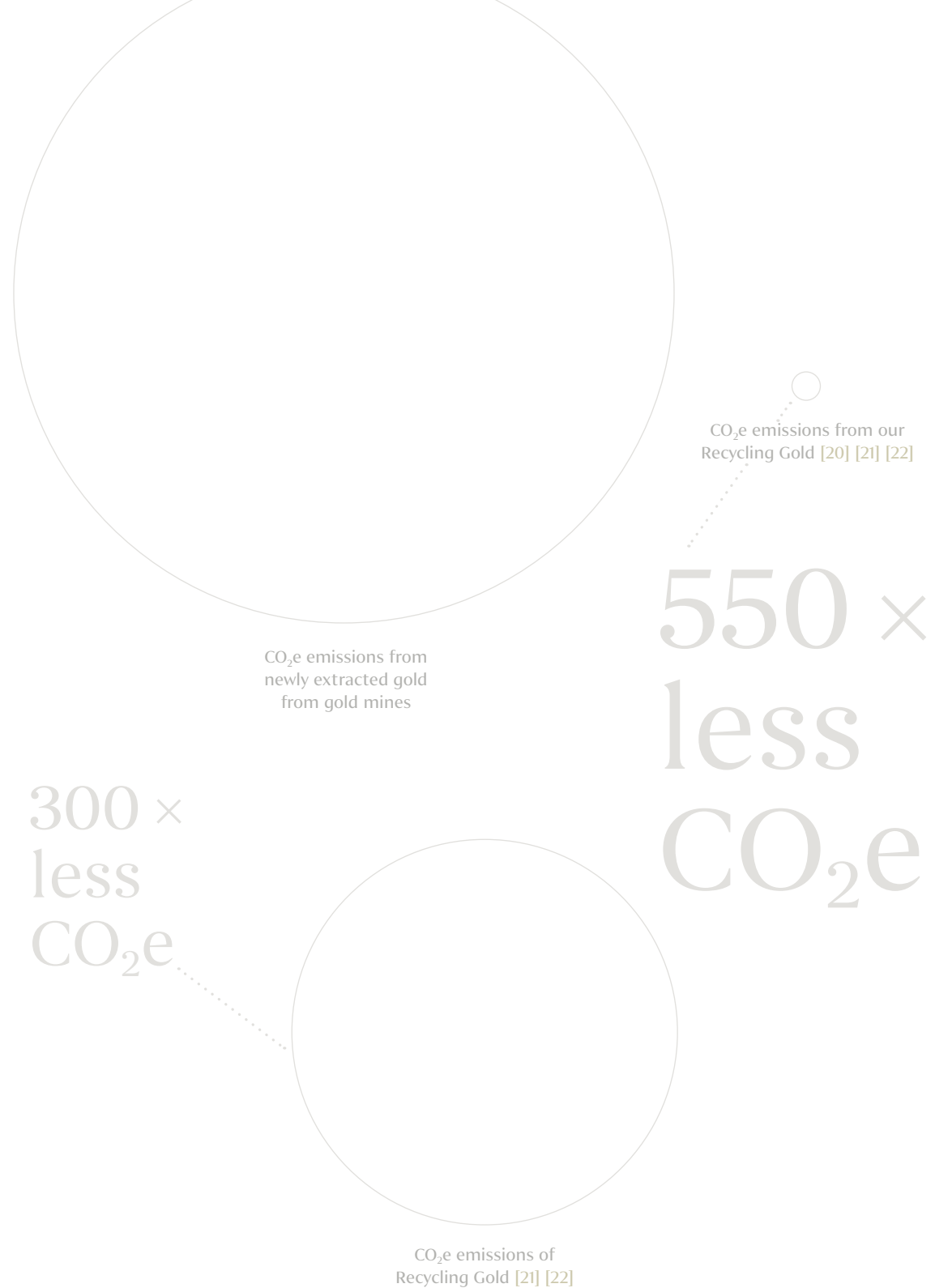
Environmental pollution due to toxins:

1kg of gold from newly extracted gold from gold mines causes 4166 tonnes of hazardous waste, toxic waste and waste rock. [25]
There are no relevant studies on recycled gold yet.

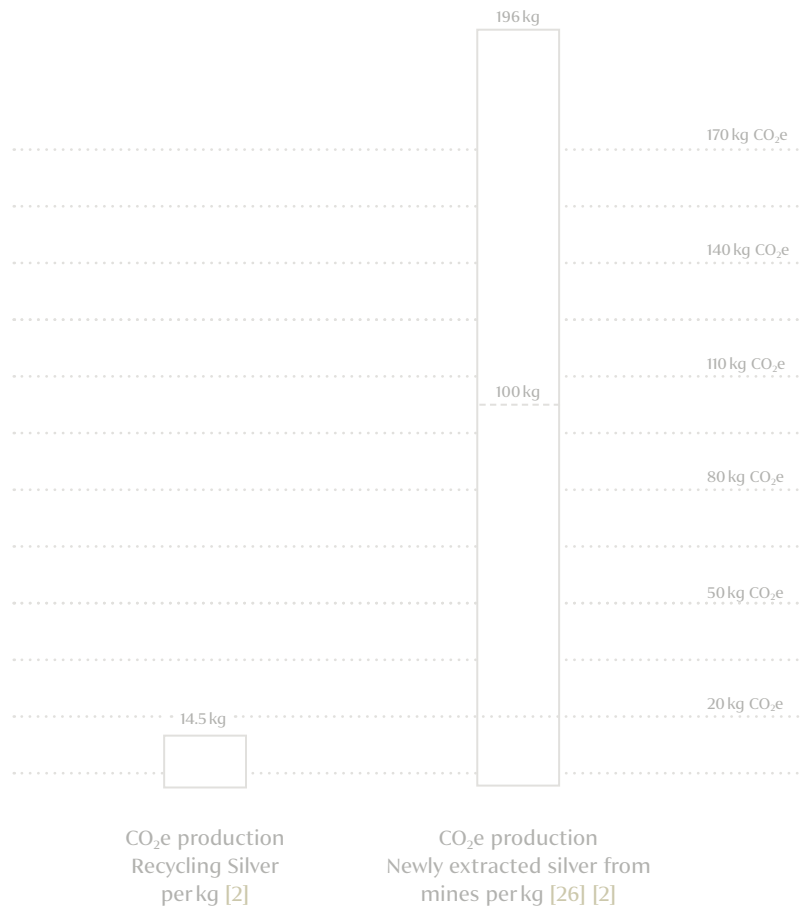
What
sparks
the
mind:

Recyc-
ling
Gold

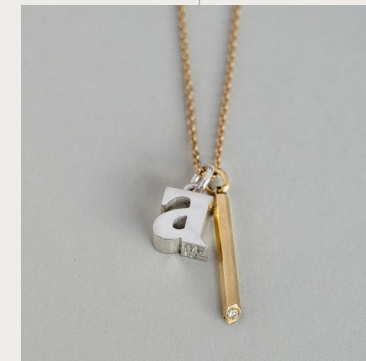
[For simplification of the figure, the representation is not proportional]



New Silver vs. Recycling Silver



It can
be noted

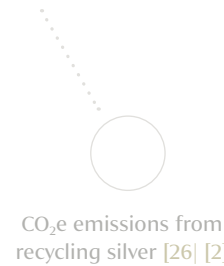


Recycled gold and silver
lead to greatly reduced
CO₂e emissions!

What
sparks
the
mind:

Recyc-
ling
Silver

7-14 × less
CO₂e



CO₂e emissions of
newly extracted silver
from silver mines

Synthetic Eco Diamonds



We have decided against natural diamonds and in favour of synthetic Eco diamonds. There are many reasons for this: The difficult conditions of diamond mining, the problems of the stones' origin, the possible child labour and last but not least, the damage done to nature in the creation of diamonds. Synthetic Eco diamonds not only have a better CO₂ profile, we can also say exactly who produced our synthetic diamonds and how. And: they are in no way inferior to their natural counterparts, they are chemically and optically identical. There are two common methods for growing diamonds in the laboratory: the CVD process and the HTHP process. Here we present both.

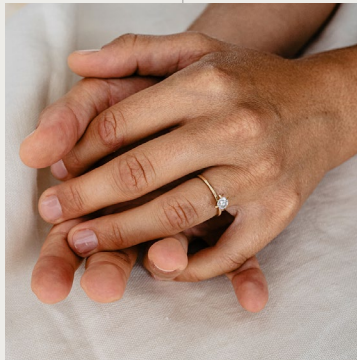
CVD

Natural diamonds are created under extremely high temperatures. The same is true for diamonds grown in the laboratory in their likeness, which are produced using the chemical vapour deposition (CVD) process. For this, a plasma of unprecedented energy density must be generated. In plasma reactors, atoms attach themselves to the diamond crystal grid of an underlying diamond, enlarging it. One by one, the atoms pile up on a thin foundation of diamond, expanding the unique crystal structure of the seed diamond. Atom by atom, it grows into a pure, rough diamond the size of a gemstone.

HTHP

HTHP stands for High Temperature, High Pressure. In this process, which is modelled on the natural formation process of diamonds, graphite 2H is placed in growth cells that are loaded from three sides with up to 70,000 bar pressure in so-called cubic presses. Graphite-2H is a natural manifestation of the chemical element carbon, which has a hexagonal crystal structure similar to a honeycomb. The inside of the growth cell is first loaded with catalysts and seed diamonds and heated to about 1600–1700 degrees Celsius. Under these conditions, the graphite changes in a physical-chemical process and the black powder grows into a transparent diamond. Diamond is the thermodynamically more stable form of carbon. The growth time for an approx. 1.5 carat diamond rough stone in white, blue or yellow colour, is about 50 hours.

It can be noted



Both the synthetic Eco diamonds produced using the CVD process and those produced using the HTHP process are in no way inferior to natural diamonds: they are identical to their natural counterparts in terms of appearance, hardness and chemical composition.

In this way, synthetic Eco diamonds of breathtaking uniqueness can be produced – and without polluting the environment or endangering people in crisis regions.

Ways to contribute:

A good hygiene routine keeps you fresh and beautiful. This also applies to your jewellery. If you clean it regularly, it will keep its beautiful, deep shine forever.

And when jewellery is always shiny, we'll wear it much better. It's really quite simple, considering it's so sustainable. Good things are not always complicated.

Natural Diamonds vs. Synthetic Eco Diamonds

Water consumption:

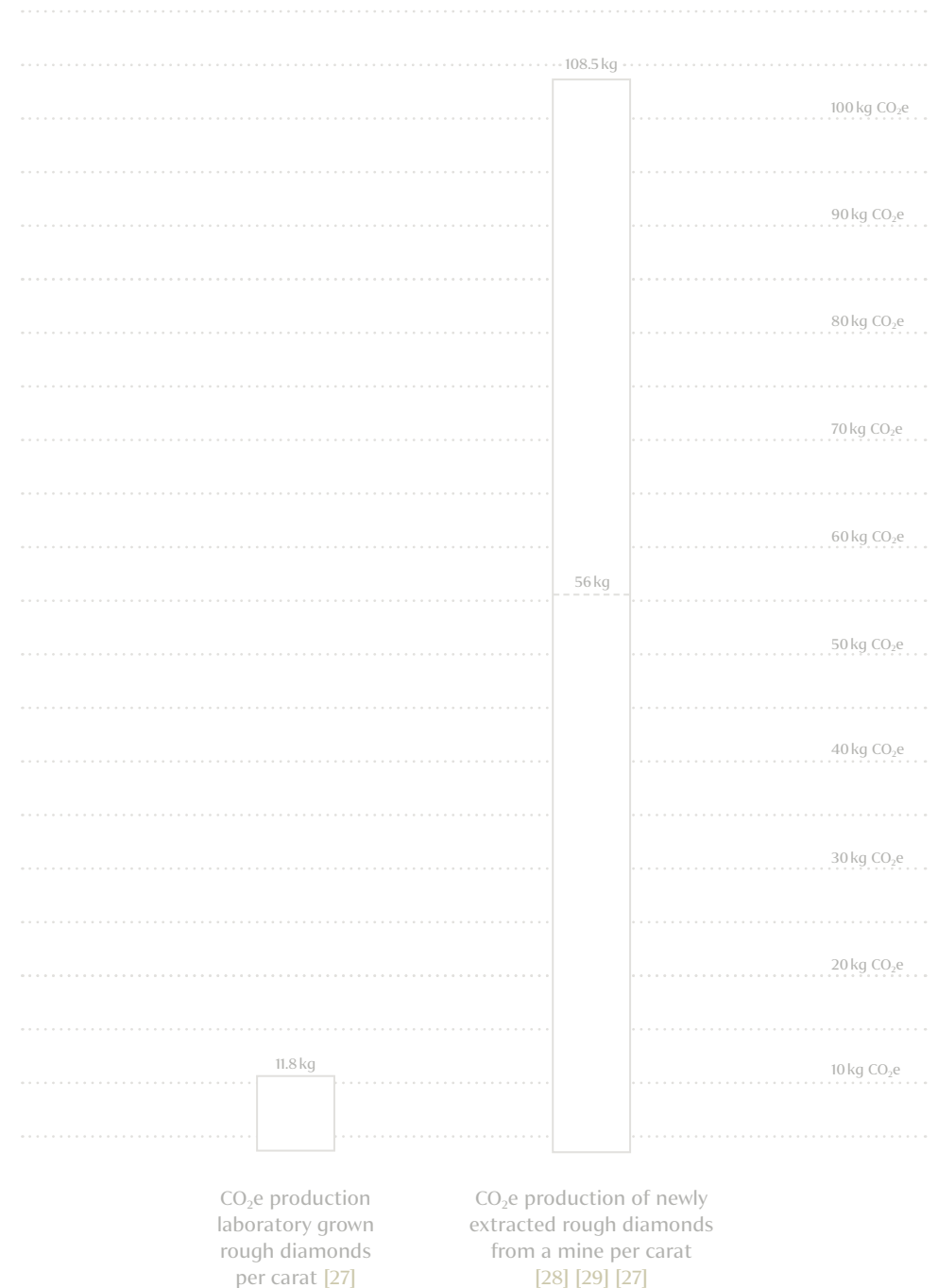
1 carat of synthetically grown rough diamond in the laboratory requires water in the cooling process. Our manufacturers have established a water cycle for this purpose.

There are no studies on the quantities used. 1 carat of newly extracted rough diamond from a mine consumes approx. 2.53 m³–3.89m³ of water. [28] [29]

Environmental pollution due to toxins:

1 carat of newly extracted rough diamond from a mine causes 3100–4350 tonnes of waste rock [28] [29]. 1 carat of newly extracted rough diamond from a mine causes 2675 tonnes of heavy metal in the earth [28]. There are no relevant studies on synthetically grown rough diamonds in the laboratory.

The synthetic diamonds we use for our jewellery come from two suppliers: Diamond Foundry and Swiss Diamond Vision. Diamond Foundry offsets its carbon footprint through donations and is therefore not only a CO₂-neutral company, but also the synthetic diamonds we buy there are CO₂-neutral.



What
sparks
the
mind:

Synth.
Dia-
monds



Not for us

NEWLY MINED METAL OR FAIR TRADE METAL

Mine work in many cases has a number of intolerable side effects: The displacement of the local population, violations of the rights of indigenous peoples, forced and child labour, exploitative working conditions, inadequate health and safety protection – as well as slavery, prostitution and human trafficking. [17] Clearly, fair trade gold is mined under fair working conditions, with fair pay and under strict regulations that minimise damage to the environment. This is of course – compared to other mining standards – a positive and supportable progress. In addition, miners in Fair Trade mines are taking concrete action against the abuses that prevail in the industry by setting new standards and regulations that make mining as environmentally and humanly fair as possible. However, fair trade gold is also newly mined gold, and here too the environment suffers avoidable damage – albeit less than in the case of unregulated mining. Even with fair trade mining, the work poses a health risk to the workers. [16]

Huge mines turn whole areas into moonscapes, groundwater, rivers and soils are contaminated with highly toxic chemicals like mercury and cyanide. [16]

And to conclude with numbers: 1kg of newly mined gold generates 4166 tonnes of hazardous waste, toxic waste and waste rock [25] and consumes about 250 m3 of water. [24]

GOLD PLATING, SILVER PLATING OR RHODIUM PLATING

Rhodium plating or silver plating is a coating applied to protect silver from tarnishing, gold plating to produce a golden finish more affordably than with pure gold, and also to save gold. A big problem of gold plating:

After some time the gold rubs off, depending on the thickness of the coating – this has nothing to do with sustainability. In addition, cyanide, which is toxic to humans, is all too often used in the gold-plating process. [30]

NATURAL DIAMONDS AND OTHER STONES

There are many advocates for natural diamonds. They say things like: Mining diamonds is less harmful to the environment than mining coal, iron or gold. Or: No chemicals are used in diamond mining and most of the water used is treated and can be reused. [31] This may not be entirely wrong. But it is not entirely true either. It ignores the fact that the exploitation of mineral resources often has serious consequences for the environment in the countries where they are extracted. The deforestation that usually accompanies mining and the pollution of air, soil and rivers not only affect animals and plants, but people also suffer from the destruction of their livelihoods. [32] In figures: 1 carat of newly extracted rough diamond from a mine requires approx. 2.53m³–3.89m³ of water [28] [29]

1 carat of newly extracted rough diamond from a mine causes 3100–4350 tonnes of waste rock [28] [29]

The Kimberley Process proclaims 99.8% of all diamonds are non-violent diamonds. However, this does not match the many reports of violence, abuse and environmental damage from the producing countries. Following the publication of a study on the horrific abuses of diamond mining in Sierra Leone in the 1990s, which resulted in more than 75,000 deaths, millions of land displaced and tens of thousands of refugees, the Kimberley Process Certification System (KPCS) was established by the United Nations to prevent the trade of diamonds in conflict regions. 56 countries have enshrined the goals of the KPCS in law. These countries commit to: To fulfil minimum requirements, to pass appropriate laws, to establish institutions, to control the import and export of diamonds. Furthermore, they commit themselves to transparency and the exchange of statistical data. The diamond trade

may only take place among KPCS countries, and deliveries must be must be certified as “conflict-free”.

But the KPCS is accused of lacking consistency and effectiveness. Problems and grey areas are knowingly left open and not adequately regulated. The governments responsible for the abuses of the diamond trade and mining did not abide by the agreements. Among many others, the Kimberley Process Civil Society Coalition, set up to monitor compliance with the KPCS agreements, concluded that most consumers still cannot say with certainty where their diamonds come from. [33] [34]

We cannot in good conscience use natural diamonds in our jewellery under these circumstances.

And fair trade diamonds? In Canada and Australia, for example, diamonds are extracted by open-cast mining. Here, the miners work according to western standards and with corresponding wages. The stones are then cut by an ethically certified cutter in India. Mining, processing and trade are fair and transparent. According to the Kimberley Process Certification, the diamonds do not finance wars or conflicts. But here too, in our opinion, nature is being destroyed unnecessarily. Why should forests be cut down, why should water be polluted, when there is an alternative where neither is the case?

> The Earth is
a fine place and
worth fighting
for

– ERNEST HEMINGWAY

PEARLS

Normally, pearls only form in one out of 10,000 shells. But by manipulating – or as they call it “cultivating” – the shells, pearl farmers manage to produce many more pearls. Normally, a pearl grows because the seashell is stressed and produces a secretion that makes the pearl. The breeders artificially stress the seashells by, for example, raising and lowering the cages in the water so that the seashells anticipate a temperature change that does not occur. They wash the mussels or surgically open them and implement a so-called irritant. [35]

Apart from the cruelty to animals, these aquacultures cause a reduction in the natural growth of pearl shellfish in the sea. Pearl farmers argue that shellfish do not feel pain. But that is just that: a point of view. And if you think about the background of the pearl farmers, it is hard to deny the economic influence of the argument.

Nevertheless, pearl farming is an art and mussels are not the easiest of pets. Even a grain of sand that gets too close to the mussel too soon can make breeding impossible. That is why there are many breeders who take their craft seriously. If they want their mussels to “produce pearls”, they have to treat them well and in a manner appropriate to the species. Otherwise nothing will come of it. But why should you do this to living creatures? Especially when there are suitable alternatives.

Packaging



Our jewellery is shipped in either a recyclable Paper Case or a beautiful, sustainable Linen Case, depending on your preference.

Paper Case



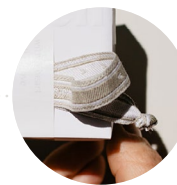
Linen Case



Gift wrapping



Gift stickers



Gift ribbon



Wrapping paper



Stamped shipping box



Stuffing material



Paper tape

Whether Paper or Linen Case, with or without gift wrapping: your piece of jewellery comes to you in our hand-stamped shipping packaging with paper tape.



Shipping packaging



Maren Jewellery stands for jewellery in harmony with nature – this does not stop with the finished piece of jewellery. We were particularly concerned to think our principles to the extreme. In the truest sense of the word. That's why we searched for a long time until we found partners who, together with us, did just that. From recycled paper to our Linen Cases – our packaging is holistically sustainable.

LINEN CASE

For our handmade Linen Cases, we use GOTS certified linen from the Vieböck linen weaving mill in Helfenberg, Austria.

The ecological signature of linen speaks for itself: it is biodegradable, comes from regional cultivation, little fertiliser is needed and water consumption is significantly lower than with cotton.

The bottom line is that organically grown linen is very sustainable.

And so it is with the linen from Helfenberg. For their linen fabric, they exclusively source European flax: from Belgium, France and Holland. Flax is a very frugal plant that does not need much water to produce its fibres. The fibres are processed into yarn by an Italian spinning mill, which is then woven and sewn into all kinds of fabrics in Helfenberg with much love and passion for the craft.

The high-quality, hand-woven linen is further processed for our Linen Cases in Schweinfurt. More precisely: by the Reha- und Arbeitswerk, an institution of the Lebenshilfe in Schweinfurt.

GOTS stands for Global Organic Textile Standard. The seal of quality stands for ecologically and socially responsible natural fibres and covers the entire production chain. Working conditions in the textile industry are also strictly regulated.

It can be noted

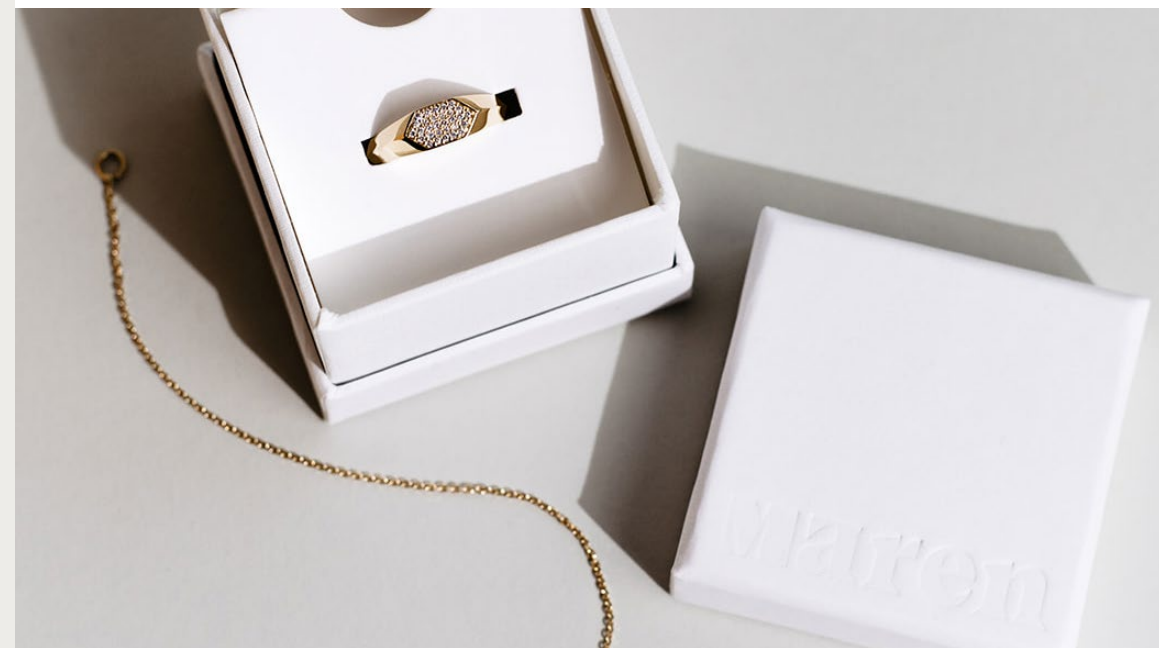


Our packaging is completely plastic-free and can be fully recycled. Furthermore, 80 % of our packaging is made in Germany.

PAPER CASE

Our Paper Case is made from recycled and recyclable paper. It is manufactured by Gmund Papier at Tegernsee. The company stands for innovative and ecological production. Gmund Papier has set a novel environmental standard with its own Environmental Charter. This means that they are committed to certain principles:

- > A decreasing water consumption through constant, efficient optimisation measures
- > Only sustainable raw materials are used: Gmund paper is FSC certified
- > Conscientious recycling in the production process
- > Thanks to in-house facilities, up to 75% of the energy is generated by the company itself through hydropower, solar energy and combined heat and power generation



SHIPPING PACKAGING

Packaging doesn't have to be waste. That is the maxim according to which we have designed our Maren packaging. Because there is already enough packaging waste in this world. We manufacture it entirely in Germany, with the cardboard made entirely from recycled waste paper. It is produced by Biobiene and is therefore not only environmentally friendly, but also shipped in a modern design.

We stamp each packaging by hand with stamps made in Germany – for this we use vegan ink without toxins. Our Sizzle Pack, the filling material in which our jewellery is placed in the cardboard box, is made of recycled paper. For silver jewellery, we include our coated anti tarnish paper, which is made in England.

At the latest, when you want to seal a package, you run into a problem: the adhesive tape. Plastic tape was out of the question for us. All the better that Biobiene developed a paper adhesive tape for us and printed it sustainably with our brand logo. And last but not least: our adhesive is vegan and casein-free and the UPS label is made of compostable thermal paper from Etiket Schiller.

Guiding principle: Precycling



Precycling is about not creating waste in the first place. Even during production, we think further ahead. It is the first step on the way to holistic sustainability, the conscious decision to save waste wherever possible. This begins with the design.



GIFT PACKAGING

Produced in Germany, our gift wrap is embossed by Umweltdruck Berlin on recycled paper and does not require any ink. The gift stickers come from Etiket Schiller and the label material made of paper as well as the adhesive are certified according to the EU standard EN 13432, industrially compostable and awarded with the logo Keimling. The humus produced in this way can be returned to nature.

A mindful love is written on the beautifully woven ribbons that we enclose with our jewellery. With great attention to detail, our wishing ribbons are made from 100% cotton.

> Waste is not
waste until we
waste it

– WILL.I.AM

05 Planet

- 71 The jewellery impact
- 75 Solutions
- 79 We mind - we act
- 84 Maren goes circular
- 93 Climate? Positive!
- 95 Give Back
- 96 What else



The jewellery impact

The social impact

CHILD LABOUR DIAMONDS

Seven percent of all diamonds sold have been worked by children. In India alone, 80,000 children work in the diamond industry. [36]

CHILD LABOUR GOLD

Child labour is bad enough. But in addition, 73 million children worldwide suffer from dangerous working conditions, such as those found in gold mines. [37]

MANUFACTURING IN LOW-WAGE COUNTRIES

Much of the jewellery sold in Germany is made in low-wage countries. And at the same time we know almost nothing about the working conditions of the workers in China, Thailand, India.

But what we do know: Unsafe working conditions predominate, low wages are the standard and high health risks are the order of the day. [39]

LAND AND HUMAN RIGHTS VIOLATIONS

Mining operations in particular often lead to the displacement of the local population, making people homeless and forcing some of them to flee. The rights of indigenous peoples are particularly often violated. [17]

WORKING CONDITIONS

Many mines are an unhygienic workplace, increasing the risk of accidents, illness and contact with toxic chemicals. In addition, miners are often forced to work long shifts without adequate pay, without decent protection, without health insurance. [38]

WATER POLLUTION

It is a common practice: mines leak their toxic waste and litter into rivers, lakes or the sea. The total amount of mine waste in the water is 180 million tonnes – per year. [40]

LAND DESTRUCTION

Small-scale mining contributes to deforestation and land degradation, leading to a range of environmental problems: Fragmentation, loss of biodiversity, increased likelihood of erosion, sediment loading and pollution. [38]

The
ecological
impact

	< MATERIAL PLANET THE JEWELLERY IMPACT GOALS >	ENVIRONMENTAL DESTRUCTION Gold mining is the main global cause of water, soil and air pollution from mercury used to extract gold. [17]
		WATER WASTE Mining 1kg of gold requires 250,000 litres of water. [24]
	The economical impact	ORIGIN The origin of individual pieces of gold and silver cannot usually not be determined precisely due to unclear supply chains. [41]
		ILLEGAL TRADE Unclear supply chains facilitate the illegal trade in raw materials. As a result, the countries of origin of gold and diamonds often do not make a profit. Consequently, no taxes are paid and the countries miss out on vast amounts of tax money, which means that poor countries can only build up economic prosperity with difficulty. Therefore, savings must be made in essential areas: Education and health. [42]
		SUPPORT OF WARS In some states, rebel organisations participate in gold mining to finance wars, in other countries dictatorial regimes secure their rule with revenues from gold mining. Diamonds also play a significant role in power and domination relations. [39]

Ways to contribute:

Trends change by the second. What's in today is out tomorrow. If you need a reminder of that, all you have to do is look at old photo albums.

But there are also pieces that survive every test of time, timeless jewelry, dresses, blouses, shoes.

If you choose your jewelry according to the maxim of timelessness, nothing can really go wrong. These are the pieces of jewelry that you will pass on to your grandchildren!

> What if we could build an economy that uses things, rather than using them up

– ELLEN MCARTHUR

We mind – we act

Maren Jewellery is a mindful, sustainable and responsible company. We also want to live this. That's why we have written down our values for us and for you: We Mind.

Our goal is to design jewelry in harmony with nature. Therefore, every step we take on this path is important, every step must be questioned and analyzed so that we can guarantee holistic sustainability through sustainable actions and behavior.

We have built our We Mind value on the pillars of Sustainable, Mindful and Responsible because we hope to bring new solutions to the jewelry industry that can serve as thought-provoking impulses for the entire industry. You can find out more about our We Mind initiative on our website.

Our Initiative



Sustainable



Responsible



Mindful



Urban Mining



Eco Synthetic
Diamonds



Packaging



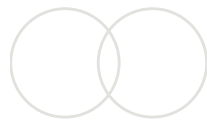
Design for
Deconstruction



Made for you



Made in Germany



Working Together



No Plastic



Handmade



Give Back



Vegan



Minimal



Timeless



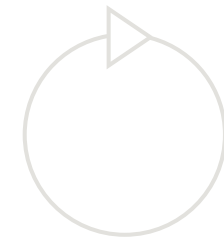
No Perfection



Transparency



URBAN MINING



For our jewelry we use only recycled gold and silver from Germany. This is not only a big step towards a circular economy, but we can also guarantee a traceable, sustainable supply chain and fair wages.

ECO SYNTHETIC DIAMONDS



We use synthetic Eco diamonds – these are in contrast to their models conflict-free, environmentally friendly and fairly produced. And best of all: they are identical to natural diamonds.

DESIGN FOR DECONSTRUCTION



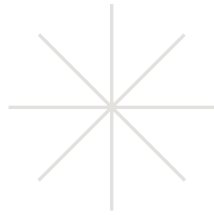
We design our jewelry so that it can be easily disassembled into its component parts, which can then be recycled.

PACKAGING



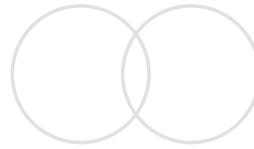
Our values do not stop with the finished piece of jewelry. Our packaging is also holistically sustainable.

MADE FOR YOU



We produce on demand.
Thus we ensure that the resources we use are really needed and have no overproduction and waste of materials.

WORKING TOGETHER



Collaboration makes every product better.
Many different perspectives lead to the fact that errors are recognized quickly, problems are solved more easily and above all: new paths are taken together that would have remained closed to each individual.

MADE IN GERMANY



Made in Germany – this has always stood for high quality and the best craftsmanship. We rely on local production from regionally produced materials where possible.

HANDMADE



We manufacture our jewelry by hand. This way we can guarantee the best quality for each of our jewelry pieces and keep our material consumption as low as possible.

NO PLASTIC



Where possible, and within our power, we do not use plastic. Our entire production is therefore plastic-free. This is an important step towards the circular economy!

GIVE BACK



For us, responsibility also means giving back where possible. That's why we not only offset our carbon footprint, but are climate positive. We also make an annual donation to the Earthbeat Foundation.

MINIMAL



We design our jewelry simple and minimal. This ensures that we use only the materials that are really needed and do not waste valuable resources.



VEGAN



Vegan lifestyle is more than a trend. It is a certain way to live everyday life in harmony with nature. In our production, too, we do without animal products.

TRANSPARENCY



We want to learn and grow through mistakes. This is only possible if we are as transparent as possible with our work.

TIMELESS



Our jewelry is designed and crafted to be a lifelong companion. We rely on pure precious metals and synthetic diamonds to ensure that our jewelry can deliver on this promise.

NO PERFECTION



The most important learning: We never stop learning. That's why we want to see our mistakes as opportunities to continue growing. There is no room for unhealthy perfectionism.

Maren goes circular



New life instead of waste – this could be the motto of the Circular Economy, the alternative to the Linear Economy. Instead of constantly bringing new products onto the market, which then – after a short life – become waste, the Circular Economy is about long-lasting products whose components can be recycled, reused and repaired. [44]

WHY CIRCULAR ECONOMY MATTERS

So far, only 8.6% of the global economy is circular. This is problematic because: If we don't rethink our consumption and stick with the Linear Economy, the Earth's temperature will increase by 4–6 degrees Celsius in the next 20 years, according to calculations by Circle Economy's Circularity Gap Report. Emissions will rise to 65 billion tons of CO₂ by 2030. And even if all countries adhere to the agreements of the Paris climate treaty, the earth will warm by 3.2 degrees by 2030.

Yet Circularity could improve so much: When Circularity solutions are applied to these scenarios, it shows: global warming can remain below 2 degrees Celsius by 2030! [45]

CIRCULARITY AT MAREN JEWELLERY

Maren Jewellery stands for conscious consumption. This also means: avoiding waste wherever possible. This process starts with the design. If we think from the beginning about what happens to the piece of jewelry when it is no longer worn, many mistakes that lead to unnecessary waste production can be avoided. Therefore, we ask ourselves: what materials can be easily repaired, reused, recycled? What kind of design facilitates deconstruction so that circularity can be guaranteed? But above all, this also means: We want to constantly improve, be critical and seek new solutions where old ones fall short.

Design

Recycling

Manufacturing

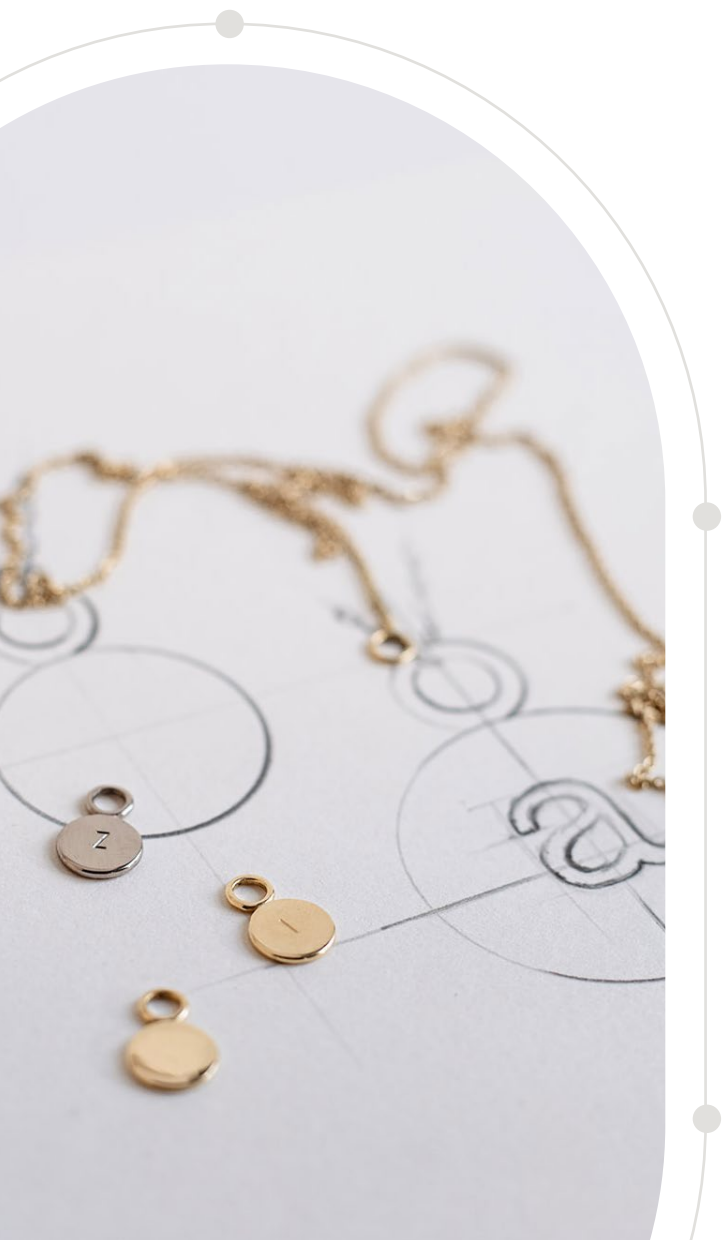
Return

Usage

Repair



Design



Good design starts with the end.

What happens to the product when it is no longer needed? Or better yet, how do I ensure that my product is as durable as possible by design alone? Our jewelry is designed to be timeless. We do not follow trends that may be replaced by a new one tomorrow. Clear lines, simple design – this is how we guarantee that our jewelry can be a lifelong companion.

In addition, our jewelry is Designed for Deconstruction. Because we only use high-quality precious metals, our jewelry can be easily melted down and given a new shape – without producing any waste.

The jewelry of Maren Jewellery is Made For You.



Manu- facturing

For our jewelry we use only recycled precious metal: 18 carat recycled gold, as well as recycled 925 sterling silver. Our synthetic Eco diamonds are grown in an environmentally friendly way. And, Maren Jewellery's jewelry is Made For You. That means we don't make it until you order it. This saves valuable resources and by this way every piece of jewelry is unique. We passionately handcraft jewelry that stands the test of time: Highest quality makes our jewelry lifelong companions – Made in Germany.

Conscious consumption means breaking new ground.



Usage

That's why we're happy to be working with Unown, a company that lends high-quality fashion and sustainable jewelry. This way, you don't have to start a lifelong relationship with our jewelry right away, but you can go out with each other in a very classic way first. Apart from that, shared consumption is simply more sustainable: if we share, not everyone needs the same product. And we at Maren Jewellery are also currently working on our own lending concept.

We offer repairs and polishing.

It is important to us that our jewelry is worn for a long time and does not lose any of its beauty. That is why we offer repairs and polishes to give passionately worn jewelry a little rejuvenation from time to time. Due to the high quality materials we use, the jewelry is as good as new after polishing.



Repair

Return



In the long term,
we want to offer to
return our jewelry
to us.

In the long term, we want to offer our customers the option of returning our jewelry to us if they no longer like it one day. We can then separate them into their components, melt them down and reuse the materials for new jewelry.

In addition, the gold jewelry can of course also be sold at any jeweler's and thus be returned to the recycling circuit.

Recycling



We use exclusively recycled precious metals.

And that has tradition in the jewelry industry. Because it has always been true that what is valuable must be preserved. That's why every goldsmith prefers to work with materials that do justice to the craft. Pure, recycled gold and silver that can be used over and over again without losing quality.

> Design is not just about product. Design is about responsibility.

– DR. CARMEN HIJOSA

Ways to contribute:

Instead of buying new jewelry when an old piece has broken, you can have it repaired quite easily.

Many goldsmiths offer this, and it's super sustainable – in addition to the money saved that a new piece of jewelry would cost. So the motto is: repairing before investing.

Climate? Positive!

We are climate positive. But what does that mean at all? Of course we emit CO₂ as a company: through office work, production, delivery routes. But by donating to Chooose, we not only offset our emissions, we are climate positive. Chooose is a Norwegian initiative that invests our donations in projects that reduce CO₂ emissions or prevent them in the future.

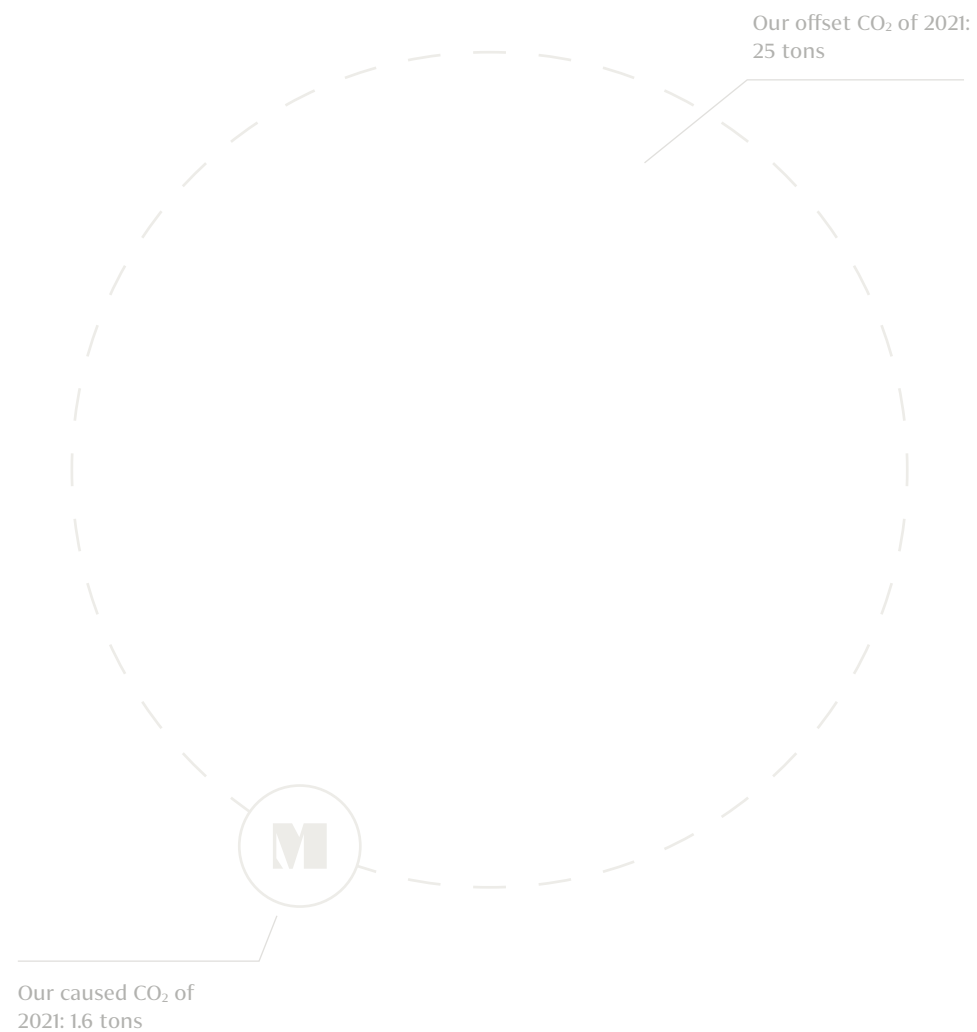
These are projects like “Blue Carbon”, here the natural ability of the sea to absorb carbon is supported and restored, for example by planting mangroves.

We offset 100 kg of CO₂ for every piece of jewelry sold.

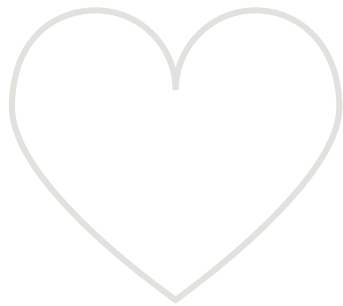


We are
CO₂-positive!

[For simplification of the figure, the representation is not proportional]



Give back



Donating: 3 %

With Maren Jewellery we only use recycled gold. This means that we have chosen not to use newly mined gold. However, in order to do something for positive change in the gold industry, we support the Earthbeat Foundation with 3% of our annual profit.

The Earthbeat Foundation was established in 2012 with a clearly defined goal: The team around founder Guya Merkle wants to support the legal, safe, sustainable and environmentally friendly trade of gold as a raw material and to end the new mining of gold. Because how harmful gold mining is for people and the environment, what long-term risks and burdens are done to the earth with it – that is really hard to accept. That's why the initiative has formulated a motto to guide its work: "Strengthen the circular economy to conserve natural resources and thus secure the livelihood of future generations." A vision that we at Maren Jewellery also want to share!

How can gold mining be brought into harmony with nature and people? Strengthening the circular economy means pushing urban mining to let it go back into the production cycle, so that the new mining of gold becomes superfluous in the long run.

But what happens to all the people who work in the gold mines when gold no longer needs to be mined? The Earthbeat Foundation is using a five-goal plan to help the estimated 80 million people whose livelihoods depend on mining to provide them with a new livelihood. Former abandoned mine sites are being converted to allow for new uses, households are being strengthened to ensure middle-income levels, sustainable investments are being made so that self-sufficient, independent livelihoods can be established, educational opportunities are being promoted to give people a foundation on which to build their new lives in an emancipated manner, and community is being promoted to allow for shared learning.

What else

SUSTAINABLE PHOTOSHOOTS

For our photo shoots we use vegan catering, we use natural cosmetics and natural make-up and we rent the clothes for the models or buy them second hand. We want to produce as little waste as possible, so we borrow the decorations and backgrounds for the shoots. Also, all of our shootings take place in Germany.



GREEN OFFICE

Office work is energy-intensive. That's why we want to save on everything that's superfluous, such as business cards. We're also moving everything that doesn't need to become analog to the Internet: We work with digital catalogs, digital invoices and delivery bills. If something does need to be printed, we use recycled paper. To minimize the environmental impact of travel, we hold our meetings online. We also drink filtered tap water and eat a vegan diet.

GREEN BANKING

To keep our CO₂ emissions as low as possible, we work with a green bank. We handle all our finances and banking transactions through Triodos.

SUSTAINABLE ELECTRICITY

Green electricity from hydropower flows through our sockets.

RESPONSIBLE TRAVEL & SHIPPING

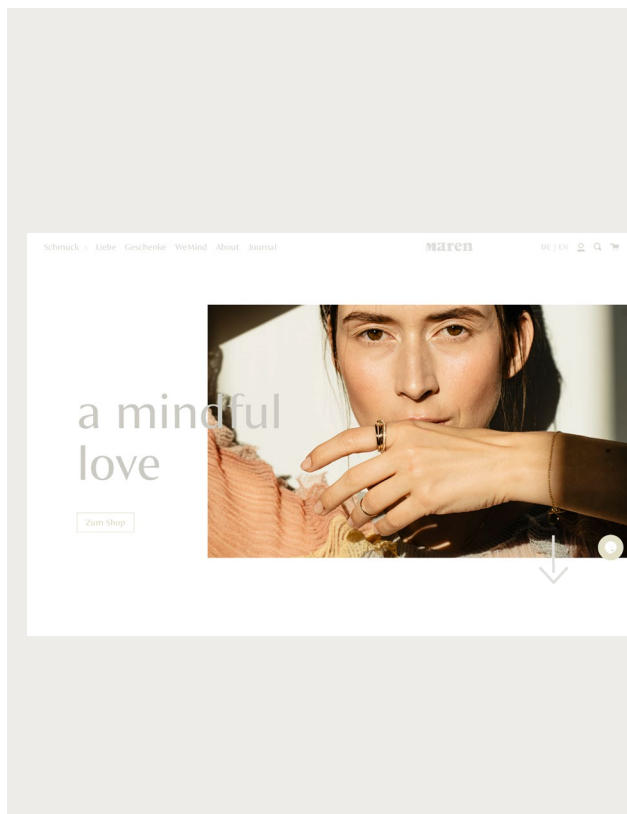
Sometimes it can't be avoided. But often it can: we travel as little as possible and only when it really becomes necessary. When we do travel, we do so by train to save on gasoline and the associated CO₂ emissions. In addition, no goods are shipped by air, which we also owe to our local production.

SUSTAINABLE WEBSITE

Our website is sustainable. This is ensured by our Green Host, BioHost. And the servers that power our website are also powered by green electricity.

INFORMATION

We want to be part of a green movement, so it is important for us to also act as a source of inspiration. We inform about our production methods and sustainable partners, hoping for imitators!



> Waste is a design
flaw, the ability to
create circularity
of all materials
eliminates waste
and builds a
sustainable world

– KATE KREBS

SHIPPING

We ship our jewelry in lightweight, small shipping boxes. We also bundle our parcels so that we send them only once or twice a week – this saves unnecessary travel and thus CO₂.

GREEN HARDWARE

Where possible, our office equipment consists of used electrical appliances such as printers, computers and others. We also use the Fairphone.



06 Our Goals

100	UN Goals & Maren
108	One Year Goals
110	Longterm Goals



UN Goals & Maren

In 2015, the UN General Assembly adopted the 2030 Agenda with 17 goals for sustainable development: the UN Sustainable Development Goals. The goals are an admission by the international community of states that global challenges can only be tackled and overcome together. With social, environmental and economic aspects, the UN goals take into account all dimensions of sustainability.

We want our goals to be aligned with the United Nations goals. Because we also believe that together we can do everything, together we can achieve a life worth living for everyone, and together we can successfully tackle the ongoing climate crisis!

> The coming years will be a vital period to save the planet and to achieve sustainable, inclusive human development

– ANTONIO GUTERRAS SECRETARY-GENERAL, UNITED NATIONS

We want to grow and learn – not be perfect!



NO POVERTY

What we do > All our employees, suppliers and partners are paid fairly. We also work with the Earthbeat Foundation to offer alternatives to people who earn their living from mining, so that they can lead a self-determined, financially secure life.

For the future > We want to help fight poverty wherever we can and are always on the lookout for organizations whose projects fit in with us and our values.



ZERO HUNGER

What we do > We support Chooose Community Solution, whose projects fight for an end to hunger worldwide. Just like the Earthbeat Foundation, whose projects for autonomous, self-determined living are carried out in consultation with affected people.

For the future > We are happy about any project we can support that fights hunger worldwide.



GOOD HEALTH AND WELL-BEING

What we do > The fight against climate change is inevitably a fight against CO₂. That's why we support Chooose. So that we can continue to do well in the future and future generations have the chance of a healthy life. The Earthbeat Foundation's work also aims to improve people's quality of life by ending the terrible conditions of mine work. We also focus on alternatives: recycling gold and synthetic diamonds, for an end to mining, for an end to the pollution that comes with it, and for an end to poor working and living conditions. Finally, at Maren Studio we do not use toxic chemicals – because what is bad for the earth is bad for us.



QUALITY EDUCATION

What we do > The Earthbeat Foundation and Chooose are all about giving people alternatives, giving them education so they can choose for themselves what kind of life they would like to live. We are happy to be able to support that. And we also want to give people something to take with them: Through our journal, we want to offer information that inspires people to live sustainably and close to nature.

For the future > We want to continue to work on sharing our knowledge in an easy-to-understand way that is community-building and serves as an incentive to a sustainable lifestyle.



GENDER EQUALITY

What we do > Maren Jewellery stands for equal opportunities and equal treatment of women and men – a standard by which we also measure our partners. We support women-owned businesses. And of course we gender. Because: equal treatment is for those who are included. In addition, our partner Chooose is also concerned with raising awareness and establishing gender equality wherever there is still an imbalance.

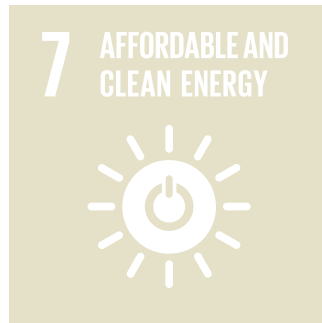
For the future > We want to further expand our unisex collections in the future and also pay attention to inclusive diversity in the selection of our models.



CLEAN WATER AND SANITATION

What we do > One of the goals of our partner Chooose is to ensure clean drinking water everywhere. And also by choosing recycled gold and synthetic Eco diamonds, we do not support water pollution or water waste that is commonplace from mining operations. It is important to us that our partners establish water conservation and, where possible, a reliable water cycle.

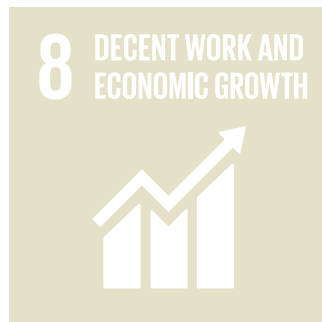
For the future > Better is always possible, which is why we want to continue working with our partners to minimize our water consumption.



AFFORDABLE AND CLEAN ENERGY

What we do > We only use electricity from renewable energy sources and also make sure that our partners use green electricity – this also applies to our suppliers. In addition, we are mindful of the electricity we use, measure our CO₂ emissions and offset them by donating to Chooose. What's more, our suppliers C.Hafner and Diamond Foundry are climate-neutral companies.

For the future > Of course, we want to reduce our CO₂ emissions further and continue to learn – from other companies and with institutions, initiatives and organizations.



DECENT WORK AND ECONOMIC GROWTH

What we do > We produce our jewelry in Germany – that guarantees decent work. But also our resources come from trustworthy partners who put people first. This means that our jewelry is conflict-free. No children work in our supply chain. All people who are part of our production have regulated working hours and receive fair payment. This can be verified through the transparency we provide. We also promote sustainable finance through our collaboration with Triodos Bank.

For the future > We want to establish a community where shared growth is possible and mutual support and mindfulness a standard.



INDUSTRY, INNOVATION AND INFRASTRUCTURE

What we do > Our goal is the circular economy. That's why our focus is on supporting innovations that enable us to achieve this goal. Recycled precious metals are just a start. We want to show: Luxury jewelry and sustainability are not contradictory and motivate our industry friends to do the same in order to break new ground together. We also design our jewelry so that it can be easily disassembled into its components, melted down and recycled.

For the future > We want to further expand our approach to the circular economy: through lending and take-back systems. We are also always on the lookout for more recyclable materials and manufacturing techniques that can make our production chain more sustainable.



REDUCED INEQUALITY

What we do > We draw a clear line: zero tolerance for discrimination based on gender, skin color, language, religion, political or other views, national or social origin. This goal is also pursued by our partner Chooose, which we support with donations.

For the future > We want to manifest a visible sign by paying attention to a diverse selection among our models in future shootings.



SUSTAINABLE CITIES AND COMMUNITIES

What we do > Of course, we are a small company. And so our circular model makes little difference to a city's environmental impact. But: many small steps go a long way. And we do everything we can to be one of those steps: We work remotely to save on travel, we don't use chemicals, and we offset our CO₂ emissions.



RESPONSIBLE CONSUMPTION AND PRODUCTION

What we do > The circular economy is at the heart of Maren Jewellery, everything revolves around being able to operate in a fully circular way in the near future. This means: we stand for conscious consumption, for high-quality, recyclable resources and mindfulness in dealing with them. We produce “on demand”, so that no superfluous waste is created, and even when designing a piece of jewelry, we think about how it can be returned to the production cycle waste-free.

For the future > We want to further expand our circularity through lending and return systems. We also want to use external institutions to review our circularity and initiate any improvements. and to initiate any improvements.



CLIMATE ACTION

What we do > We measure our CO₂ consumption and our impact on the environment in order to target our weak points. We also produce in Germany, avoiding long delivery routes and minimizing our CO₂ emissions. The carbon footprint we cannot avoid, we compensate by donating to Choose. We also focus on timeless, durable design so that our customers can wear our jewelry for a lifetime without having to replace it.

For the future > We want to further reduce our CO₂ emissions.



LIFE BELOW WATER

What we do > By choosing recycled gold over newly mined gold, we protect bodies of water from unnecessary pollution and thus algae, fish and shellfish from avoidable impositions. In addition, we don't use pearls or mother of pearl, we don't use plastic and we don't use chemicals at Maren Studio.

For the future > We also want to motivate our partners to do completely without plastic.



LIFE ON LAND

What we do > By opting for recycled gold and synthetic Eco diamonds, we are not asking anything more from nature than it has already given us. Further, we use FSC certified paper and no plastic. We rely on green, sustainable structures in the Maren office and do not use chemicals in the Maren studio. Our packaging is holistically sustainable and we produce exclusively in Germany, which means no unnecessarily long delivery routes. In addition, Maren Jewellery is vegan: we do not use any animal materials in our production.

For the future > We want to motivate our partners to do without plastic.



PEACE AND JUSTICE STRONG INSTITUTIONS

What we do > We rely on transparent supply chains to ensure that no form of illegal activity or corruption casts a shadow on our jewelry. We can also guarantee that none of our materials – neither our gold, silver nor our synthetic diamonds – come from war zones. In this way, we are taking a step towards a fairer world. Every company that chooses recycled over reclaimed precious metals and diamonds is making the world a fairer place.

PARTNERSHIPS TO ACHIEVE THE GOAL

17 PARTNERSHIPS
FOR THE GOALS

What we do > We want to do one thing above all: encourage people to copy us. The jewelry industry still has a lot to learn, and we hope that many companies will join us on the path to truly beautiful, sustainable jewelry. This is also one of the reasons why we disclose our supply chain – peeking is encouraged! We also want to inform via our social media posts and our journal articles.

We believe > The future concerns us all. But we also learn. From other companies, from our partners, from the Earthbeat Foundation and from Choose. Together, we can achieve anything.





> Change will not come if we wait for some other person or some other time.

We are the ones we've been waiting for.

We are the change that we seek.

– BARACK OBAMA

References

- [1] Achim Berg et al., “Fashion on Climate” Mc Kinnsey. 2020
- [2] Parnuwat Usapein, Chantra Tongcumpou, “Greenhouse Gas Emission in Jewelry Industry: A Case Study of Silver Flat Ring” 2016
- [3] Ze.tt, “Wie schlimm ist Onlineshopping für die Umwelt?” [Online] Available: <https://ze.tt/wie-schlimm-ist-onlineshopping-fuer-die-umwelt/>. Accessed on 2021.05.18
- [4] IVL Swedish Environmental Research Institute, Elin Eriksson, Per-Erik Karlsson, Lisa Hallberg, “Carbon Footprint of Cartons in Europe – Carbon Footprint methodology and biogenic carbon sequestration” [Online] Available: https://www.procarton.com/wp-content/uploads/2014/08/carton_carbon_d.pdf. Accessed on 2021.05.19
- [5] Website Carbon Calculator, “How is your website impacting the planet?” [Online] Available: <https://www.websitecarbon.com>. Accessed on 2021.05.18
- [6] Süddeutsche Zeitung, “Den ganzen Tag Kohlendioxid” [Online] Available: <https://www.sueddeutsche.de/wissen/die-persoennliche-co2-bilanz-den-ganzen-tag-kohlendioxid-1.831549>. Accessed on 2021.05.19
- [7] Oliver Brux, “Wie groß ist der CO₂ Fußabdruck einer E-Mail?” [Online] Available: <https://oliverbrux.de/blog/der-co2-fussabdruck-von-e-mails>. Accessed on 2021.05.19
- [8] Spritrechner, “CO₂-Rechner für Autos – Den Kraftstoffverbrauch in CO₂-Ausstoß umrechnen” [Online] Available: <https://spritrechner.biz/co2-rechner-fuer-autos.html>. Accessed on 2021.05.19
- [9] CO₂ Online, “Ökostrom-Vergleich: echte Ökostromanbieter finden” [Online] Available: <https://www.co2online.de/energie-sparen/strom-sparen/strom-sparen-stromspartipps/was-ist-echter-oekostrom/>. Accessed on 2021.05.19
- [10] Landesinstitut für Lehrerbildung und Schulentwicklung, “CO₂-Einsparungen berechnen” [Online] Available: <https://li.hamburg.de/contentblob/4495778/237784d2742939c78c4387209b101426/data/download-praxisleitfaden-klimaschule-co2-reduktion-k4.pdf>. Accessed on 2021.05.20
- [11] tip: tap e.V., “Studie vergleicht CO₂ Fußabdruck von Flaschen- und Leitungswasser” [Online] Available: <https://atiptap.org/studie-vergleicht-co2-fussabdruck-von-flaschen-und-leitungswasser/>. Accessed on 2021.05.20
- [12] Ezeep, “Welchen CO₂-Fußabdruck hinterlässt das Drucken?” [Online] Available: <https://www.ezeep.com/de/co2-neutral-drucken/#:~:text=Ein%20Laserdrucker%2C%20der%2010%20Seiten,1g%20CO2>. Accessed on 2021.05.20
- [13] Fairphone, “Challenging a broken system” [Online] Available: <https://impact.fairphone.com/challenges/>. Accessed on 2021.05.20
- [14] Apple, “Product Environmental Report” [Online] Available: https://www.apple.com/environment/pdf/products/notebooks/13-inch_MacBookPro_PER_Nov2020.pdf. Accessed on 2021.05.21
- [15] Ethical Metalsmith, “What Constitutes ‘Recycled’ Gold?” [Online] Available: <https://ethicalmetalsmiths.org/blog/what-constitutes-recycled-gold>. Accessed on 2021.03.19
- [16] Rettet den Regenwald e.v., “Fragen und Antworten zum Thema Gold” [Online] Available: <https://www.regenwald.org/themen/gold/fragen-und-antworten>. Accessed on 2021.03.19
- [17] WWF, “Gold – alles andere als glänzend für die Umwelt” [Online] Available: <https://www.wwf.de/themen-projekte/waelder/mining/gold-mining>. Accessed on 2021.03.19
- [18] FAST COMPANY, “The world’s largest jewelry maker commits to using 100 % recycled silver and gold” [Online] Available: <https://www.fastcompany.com/90512610/the-worlds-largest-jewelry-maker-commits-to-using-100-recycled-silver-and-gold>. Accessed on 2021.03.19
- [19] Statista, “Verteilung der weltweiten Goldnachfrage nach Sektoren im Jahr 2019” [Online] Available: <https://de.statista.com/statistik/daten/studie/1171928/umfrage/verteilung-der-weltweiten-goldnachfrage-nach-sektoren/>. Accessed on 2021.03.19
- [20] Dr. Philipp Reisert, “Was ist nachhaltiger Goldgewinnung oder Goldrecycling” [Online] Available: <https://blog.c-hafner.de/oekologischer-fussabdruck-was-ist-nachhaltiger-goldgewinnung-oder-goldrecycling/>. Accessed on 2021.05.10
- [21] Fritz, B.; Aichele, C.; Schmidt, M., “Environmental impact of high-value gold scrap recycling” The International Journal of Life Cycle Assessment. 2020
- [22] World Gold Council, “Gold and climate change – Current and future impacts” [Online] Available: https://issuu.com/christinadianparrmionova/docs/gold_and_climate_change-current_and_future_impacts. Accessed on 2021.03.19
- [23] World Gold Council, “Gold Supply” [Online] Available: <https://www.gold.org/about-gold/gold-supply>. Accessed on 2021.03.18
- [24] P2W, “Mining” [Online] Available: <https://www.p2w.co/mining/>. Accessed on 2021.03.22
- [25] Rettet den Regenwald e.v., “Goldförderung und ihre Auswirkung” [Online] Available: <https://www.regenwald.org/themen/gold>. Accessed on 2021.05.10
- [26] Philip Nussli, Matthew J. Eckelman, “Life Cycle Assessment of Metals: A Scientific Synthesis” 2014

- [27] Stanford Magazin, Andy Martin, "A Man-Made Diamond Is Forever, Too: Nitty-gritty" [Online] Available: <https://stanfordmag.org/contents/a-man-made-diamond-is-forever-too-nitty-gritty>. Accessed on 2021.05.18
- [28] Dr Gbemi Oluleye – Research Fellow Centre for Environmental Policy, Imperial College London, "Environmental Impacts of Mined Diamonds" 2019
- [29] Better Diamond Initiative, "Environmental cost of Mined Diamonds is alarming" [Online] Available: <https://betterdiamondinitiative.org/environmental-cost-of-mined-diamonds-is-alarming/>. Accessed on 2021.05.18
- [30] Gezerman A. O. and Çorbacıoğlu B. D., "Development of alternative environment-friendly nickel and gold plating baths" 2015
- [31] JCK, "Just How Eco-Friendly Are Lab-Created Diamonds?" [Online] Available: <https://www.jckonline.com/editorial-article/lab-created-diamonds-eco-friendly/>. Accessed on 2021.05.21
- [32] Sarah Meretz, Dr. Elke Mannigel, "Bodenschätze Rohstoffe und ihre negativen Auswirkungen auf den Regenwald" Oro Verde. 2018
- [33] Christina T. Miller, "April Living Room Session: Diamonds" [Online] Available: <https://christinatmiller.com/blog>. Accessed on 2021.05.21
- [34] Kimberley Process Civil Society Coalition, "Real Care is Rare" 2019
- [35] Peta, "Is there any reason I shouldn't buy a pearl necklace?" [Online] Available: <https://www.peta.org/about-peta/faq/is-there-any-reason-i-shouldnt-buy-a-pearl-necklace/>. Accessed on 2021.05.21
- [36] earthlink e.V., "Diamanten und Edelsteine" [Online] Available: <https://www.aktiv-gegen-kinderarbeit.de/produkte/bodenschätze/diamanten/>. Accessed on 2021.03.20
- [37] Charbonneau N., "Kinderarbeit weltweit – Die sieben wichtigsten Fragen und Antworten" [Online] Available: <https://www.unicef.de/informieren/aktuelles/blog/kinderarbeit-fragen-und-antworten/166982>. Unicef. 2020. Accessed on 2021.03.20
- [38] International Labour Organisation, "Artisanal and small-scale gold mining baseline report: Camarines Norte and South Cotabato" 2020
- [39] Hütz-Adams F. ; Koch S. ; Schneeweiß A., "Schmuck – Liebesbeweis, Broterwerb und Ausbeutung – Vom Rohstoff bis zur Ladentheke" Südwind e.V. 2010
- [40] EARTHWORKS, "Poisoned Waters" [Online] Available: <https://www.earthworks.org/campaigns/no-dirty-gold/impacts/water/>. Accessed on 2021.03.22
- [41] BAYERN 3, "Wenn für unseren Schmuck andere leiden – Kann Schmuck nachhaltig sein?" [Online] Available: <https://www.bayern3.de/puls-reportage-kann-schmuck-nachhaltig-sein>. Accessed on 2021.03.20
- [42] Bodensteiner I., "Nachhaltigkeit in der Schmuckindustrie – Welche Ansätze sind vorhanden und was ist nötig, um eine nachhaltigere Schmuckindustrie zu gestalten?" 2021
- [43] Grünenfelder D., "A precious transition – Demanding more transparency and responsibility in the watch and jewellery sector – Environmental rating and industry report 2018". WWF Switzerland. 2018
- [44] Ellen Macarthur Foundation, "What is the circular economy?" [Online] Available: <https://www.ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy>. Accessed on 2021.03.19
- [45] Verstraeten-Jochimsen, J.; Baars, N. ; von Daniels, C., "Circular metrics for business – Finding opportunities in the circular economy" Circle Economy. 2020

If you would like to talk to us about sustainability or have any other questions, suggestions or ideas for improvement, please feel free to write us – we look forward to hearing your thoughts!

Responsible for the report: Helge Maren Hauptmann

Contact person: Helge Maren Hauptmann
helge@marenjewellery.com

marenjewellery.com
info@marenjewellery.com
@maren_jewellery

Helge Maren Hauptmann
Söflinger Straße 250
89077 Ulm



BE MINDFUL



MY LOVE

Research > Helge Maren Hauptmann

Photography > Anna Duschl, Franziska Ambach

Texts > Moritz Hackl

Layout > Sylvie Meyer