

**EARTHWORKS Update:
March 2009**



No Dirty Gold signs on 50th retailer on 5th anniversary

Just days before its 5th anniversary on Valentine's Day, the No Dirty Gold campaign added its 50th signatory to the "Golden Rules" for more responsible sourcing of precious metals. The signing jewelers, representing some 23% of the US jewelry retail market, have pledged to source metals that were produced in more responsible ways that meet the human rights, social, and environmental criteria of the Golden Rules.

Jewelry retailers and customers are concerned about gold mining because it remains one of the dirtiest industries in the world. The production of one gold ring generates an average of 20 tons of mine waste. Gold mining has been linked to violent conflict, has displaced people off their lands and ruined their traditional livelihoods, has destroyed forests, and has poisoned waterways with toxic chemicals.

The jewelry sector's increased awareness of mining impacts has spurred the creation of a multi-sector group called the Initiative for Responsible Mining Assurance (IRMA). IRMA is seeking to establish best practice standards for mining operations, as well as a third-party system to independently verify compliance with those standards.

Golden Rules signatories have also joined our efforts to stop plans for destructive mines such as the Pebble mine in Alaska.

Read more about the No Dirty Gold campaign and the Golden Rules at www.nodirtygold.org.

