

EARTHWORKS

In February, the No Dirty Gold campaign, which is co-led by EARTHWORKS, announced that eight of the world's top jewelry retailers have committed to selling gold that is produced in more socially and environmentally responsible ways, when such independently verified sources become available. The retailers, Zale Corp., the Signet Group (the parent firm of Kay Jewelers), Tiffany & Co., Helzberg Diamonds, Fortunoff, Cartier, Piaget, and Van Cleef & Arpels, were praised in a [full-page ad](#) in the *New York Times*, timed to coincide with Valentine's Day. The ad also identified eight firms as "lagging behind" and remaining silent on the issue of responsible gold sourcing despite more than 2 years of outreach by the No Dirty Gold campaign. After being publicly identified as "laggards" – and thanks to the continued efforts of No Dirty Gold activists – several of the laggard retailers have contacted the No Dirty Gold campaign and are currently reviewing our materials asking them to endorse the [Golden Rules](#), social, human rights, and environmental criteria for more responsible gold production. Public support for responsible gold production is also on the rise. More than 50,000 individuals have now signed the No Dirty Gold [pledge](#) calling for an alternative to dirty gold. In April, the *New York Times* featured the No Dirty Gold campaign in [an article](#) about the growing consumer demand for responsibly produced jewelry. Smaller retailers and independent jewelers are also signing up to support the Golden Rules. A complete list of jewelers and retailers who have signed on is available on [the No Dirty Gold website](#).

Attached: No Dirty Gold newsletter, Spring 2006