

# FACT SHEET

## The Clean Gold Difference



Clean Gold™ is a new global industry accreditation program for gold produced to the high social, environmental and economic sustainability standards.

Miners, jewellers, manufacturers and consumers who seek out Clean Gold™ enjoy the prestige and prosperity that comes from selling the premium product on the market.

Certification is only available for gold produced with Clean Mining's innovative new extraction technology, or precious metals that meet Clean Mining's ethical supply standards.



### JOIN THE CLEAN REVOLUTION



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### Gold provenance and certification explained

	Clean Gold™	Eco-friendly	Ethical	Recycled	Dirty
<b>Definition</b>	Clean Gold™ is mined and recovered without cyanide or mercury, and in accordance with Clean Gold™ Certified guidelines. Clean Gold can be produced by artisanal miners all the way through to large-scale miners.	Also referred to as Eco-gold or Green-gold, Eco-friendly gold is mined and recovered in an environmentally responsible way, without using hazardous chemicals such as mercury and cyanide. It is generally produced by artisanal or small-scale miners, with processes used supporting the local ecosystem.	Ethical Gold is recovered using mercury or cyanide, with 'leftovers' treated and managed ethically and safely by responsible artisanal small miners who generally offer good labour conditions and transparent supply chains.	Recycled gold originates from different sources, including consumers, gold-bearing products, waste metals and scrap, so the origin is often difficult to trace and define.	Dirty gold is recovered using mercury or cyanide by miners of all sizes. Production practices vary and involve cyanide or mercury. In some cases, miners have poor environmental practices, working conditions (e.g. child labour) and even illegal dealings.
<b>Environmental impact</b>	Lower impact. Clean Gold™ does not use cyanide or mercury. Tailings dams are not required.	Lower impact. This gold is mined without toxic chemicals and with care for the environment.	Medium impact. Ethical Gold is mined and recovered in a responsible manner, however mercury or cyanide is still used.	Low to high impact. If the gold is traceable, then this may be low impact or high impact, depending on the origin.	High impact. Dirty gold uses mercury or cyanide in processing and large tailing dams are usually required.
<b>Community impact</b>	Clean Gold™ supports local small-scale miners and the economy and eliminates the risks that mercury and cyanide present to local communities.	Due to the nature of production, Eco-friendly gold supports local miners and economies and the environment and community benefit from eco-friendly mining processes.	Ethical gold supports local artisanal miners and local economies but it brings toxic mercury and cyanide into local communities.	Recycled gold production provides an income stream for communities.	Detrimental production processes and practices can worsen living conditions in communities.
<b>Economic and business impact</b>	Clean Gold™ can be produced by large-scale and small-scale miners.	Traditional eco-friendly processes are limited and not scalable for mass production.	Ethical gold processes are generally limited not scalable for mass production.	Recycled gold operations are generally in sufficient to support large-scale operations.	Dirty gold can be small-scale or large-scale business operations.
<b>Bodies/companies supporting supply chain</b>	Clean Mining Ltd	Alliance for Responsible Mining (ARM), Fairtrade International, Oro Verde, Solidaridad, Jeweltree Foundation, Oko Andina.	ARM, Fairtrade International, Solidaridad, OECD, Jeweltree Foundation, LBMA, RCM, Conflict Free Sourcing Initiative, RJC.	OECD, LBMA, Conflict Free Sourcing Initiative, RJC, The World Gold Council.	-
<b>Third Party Certifications</b>	Clean Gold Certified™	Fairmined Ecological Gold and Fairtrade Ecological Gold.	Fairmined Gold, Fairtrade Gold	Green Circle Certified	-
<b>Networks and campaigns</b>	Clean Gold Certified™, No Dirty Gold, Ethical Metalsmiths, Fair Jewellery Action	No Dirty Gold, Ethical Metalsmiths, Fair Jewellery Action	Ethical Metalsmiths, Fair Jewellery Action, Enough Project.	No Dirty Gold	-
<b>Organisations working to improve practices</b>	Clean Mining Ltd, ARM, Solidaridad, OECD, Fairtrade International, UNIDO, Artisanal Gold Council, Global Environment Facility.	ARM, Fairtrade International, OECD, Solidaridad, Artisanal Gold Council, UNIDO, Global Environment Facility.	ARM, Fairtrade International, OECD, Solidaridad, Artisanal Gold Council, UNIDO, Global Environment Facility.	-	-