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Gemfields puts lens on African projects with National Geographic

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Gemfields is highlighting its work in Africa through National Geographic. Image courtesy of Gemfields

By STAFF REPORTS

Colored-gemstone miner Gemfields is teaming up with *National Geographic* to invite consumers behind-the-scenes of its work in Africa.

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A sponsored content project highlights Gemfields' conservation and community-based initiatives in Zambia and Mozambique. Gemfields' positioning revolves around its sustainable approach to mining, as it seeks to differentiate itself on values.

CSR content

The first episode in the content partnership centers on Zambia's Kafue National Park, the largest protected area in the country. Gemfields supports efforts to study and conserve populations of carnivores, including lions, cheetahs and wild dogs.

In the film, *National Geographic* photographer Shannon Wild takes a trip to Zambia and learns about the satellite collars used to track the locations of animals.

The photographer also gets a close-up shot of a cheetah thanks to the study.

Ms. Wild also stars in the second episode, which focuses on community projects in Mozambique, where Gemfields has a mine in Montepuez.

In this community, Gemfields supports four schools and nine farming associations, two of which are headed by women.

The area's 10,000 residents previously had no access to healthcare, which Gemfields has changed with a mobile clinic that serves six villages.

Gemfields' sponsored content in partnership with National Geographic

Gemfields is looking to ramp up availability of its rubies through a new sort house in Mozambique.

Situated at Montepuez Ruby Mine, the sort house will use automation as well as human sorting to help scale the volume of rubies produced. Gemfields says this is a first of its kind facility for colored gemstones, with a model that more closely resembles sort houses for diamonds.

As the new facility increases the volume of rubies that can be produced, MRM is upping its workforce at the mines and in the sort house. The mine is training locals to be experts in grading and classifying rubies ([see story](#)).

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