

WATCHES AND JEWELRY

## Kering, Cartier launch responsible watch, jewelry initiative

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*Kering and Cartier are looking to foster a more sustainable, ethical and inclusive jewelry industry. Image credit: Kering*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering and Richemont-owned French jeweler Cartier have teamed up with the [Responsible Jewelry Council](#) (RJC) to launch the [Watch and Jewelry Initiative 2030](#), encouraging global watch and jewelry makers to commit to sustainability goals.

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The initiative welcomes all watch and jewelry brands willing to commit to a set of ambitious objectives in three areas: building climate resilience, preserving resources and fostering inclusivity. Kering and Cartier are hoping that the collaborative initiative will strengthen positive impacts for people along the value chain.

"As the watch and jewelry sector relies on the earth's precious resources and people's know-how around the world within its value chains, the imperative to act together in creating a more positive impact has become ever clearer," said Cyrille Vigneron, president and CEO of Cartier, in a statement.

"We are thrilled to join efforts towards a more sustainable industry together with Kering, in partnership with the Responsible Jewelry Council, and to invite other industry actors to join this initiative," he said. "More than ever, we remain committed to share our common vision of a future where all Maisons, their suppliers and business partners are empowered to collaborate on projects that deliver positive impact on the planet and its people."

### Sustainability goals

The first goal of the initiative is built on reducing carbon emissions in line with the 1.5 degrees Celcius goal and to achieve net-zero by 2030.

At the very minimum, brands who join the initiative are expected to sign and submit the Science Based Targets Initiative (SBTi) by 2022, setting science-based emission reduction targets.



*The Watch and Jewelry Initiative 2030 has set a number of commitments and opportunities for global brands to engage in. Image credit: Kering*

The second goal of the initiative is focused on ensuring that the industry's sourcing has a positive impact on nature, wildlife and communities.

The initiative asks brands to measure and prioritize their impact on biodiversity and water across their sourcing of key raw materials, using a science-based framework. Other commitments include defining and implementing action plans to reduce water and biodiversity impacts, by 2025.

The third goal relates to fostering inclusivity across the value chains, and brands who join the initiative are expected to join the RJC and become Code of Practices (COP) certified within two years of joining.

The initiative also commits to supporting the certification of 100 percent of Tier 1 suppliers by 2025 and 60-80 percent of Tier 2 suppliers by 2030, eliminating the exposure of employees and nature to chemical risks and taking action across the industry to embrace diversity, equity and inclusion.

As Cartier's parent company, Richemont has established its own commitments toward ethical sourcing and sustainable practices.

Despite challenges inflicted by the pandemic, Richemont successfully implemented a governance and sustainability committee to assist the board in reviewing and approving management proposals regarding strategy, policies and guidelines on ESG.

According to the group's [2021 Sustainability Report](#), Richemont also submitted new science-based targets to reduce greenhouse gas emissions in line with the Paris Agreement, while its brands have engaged proactively with the World Wildlife Fund in its review of leading Swiss watch and jewelry companies ([see story](#)).

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