

WATCHES AND JEWELRY

Chanel, Montblanc join Kering and Cartier's Watch and Jewelry Initiative 2030

April 1, 2022



Cyrille Vigneron of Cartier (left) and Marie-Claire Daveu of Kering (right) at Watches and Wonders 2022. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

The Watch and Jewelry Initiative 2030, led by French luxury conglomerate Kering and Richemont's Cartier, has welcomed new members at Watches and Wonders in Geneva.

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The collaboration was officially launched in October 2021 ([see story](#)), but April 1 marks the official founding of the association hosting the Watch and Jewelry Initiative 2030. The program sets common sustainability objectives for watch and jewelry brands.

"Just six months on from launching the Watch & Jewelry Initiative 2030 it is inspiring to see the response and enthusiasm for positive change," said Marie-Claire Daveu, chief sustainability and institutional affairs officer at Kering, in a statement.

"The newest members are important additions to the initiative, and I commend their commitment to join us in building a more sustainable sector," she said. "I have no doubt that our ambitious goals combined with our collective influence will help drive a sea-change in the sector and, at Kering, we are excited to deepen our collaboration to ensure that this will happen."

Collaborative game plan

Several brands are joining the efforts of French jeweler Cartier and Kering's Gucci Watches, Boucheron, Pomellato, Dodo and Qeelin.

The new members are France's Chanel Horlogerie Joaillerie, German watchmaker Montblanc, Austrian crystal and jewelry designer Swarovski and Indian-Belgian diamond manufacturer Rosy Blue.



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

Initiative members have set targets for climate, biodiversity and inclusivity efforts using United Nations Sustainable Development Goals and Science-Based Targets Initiative (SBTi) as guidance.

The first goal is building climate resilience, including implementing 100 percent renewable energy across operations, progress towards net-zero greenhouse gases emissions and implementing best practices for energy efficiency.

The second goal is preserving resources for nature and communities, including setting and implementing action plans to reduce water and biodiversity impacts. Within a year of joining the initiative, brands are expected to have at least measured the impact their sourcing of key raw materials has on biodiversity and water.

Finally, the third goal is promoting inclusiveness across the value chain. This encompasses diversity, equity and inclusion efforts, preservation of craftsmanship and industry and eliminating chemical risks.

Cartier and Kering announced the framework days after distancing themselves from the Responsible Jewelry Council in protest of the organization's decision to remain connected with Russia. The latter had originally been a partner on the Watch and Jewelry Initiative 2030 ([see story](#)).

"We remain committed to sharing our common vision of a future where all maisons, their suppliers and business partners are empowered to deliver a positive impact on the planet and its people," said Cyrille Vigneron, president/CEO of Cartier International, in a statement. "We are confident that additional brands will soon commit to joining us."

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