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WATCHES AND JEWELRY

Cartier joins Gucci's Carbon Neutral Challenge

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Cartier is taking another step in furthering its commitment to sustainability. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier has agreed to join the CEO Carbon Neutral Challenge, a call-to-action coalition formed in 2019 by Gucci president/CEO Marco Bizzarri.

The CEO Carbon Neutral Challenges urges companies to take immediate action to combat the current climate crisis and implement strategies to create positive outcomes. By joining the Challenge, Cartier is pledging to take responsibility and accountability for its greenhouse gas emissions and to support global business in the transition to a low-carbon, nature-positive economy.

"We firmly believe that aspirations for a sustainable industry can only be achieved through collaborative initiatives," said Cyrille Vigneron, president/CEO of Cartier, in a statement. "As citizens of the world, we believe it is our duty to protect its biodiversity and make a positive impact on the planet.

"This means enhancing Cartier's support for innovative partnerships and joining forces to deliver a positive impact on the planet and the people," he said. "We do hope that additional actors from the private sector will commit to join the challenge."

Partnering for change

Cartier is committing to the standards set by the CEO Carbon Neutral Challenge, and its sustainability efforts over the last few years already align with the values of the Challenge.

In 2020, Cartier increased the scope of carbon footprint measurement to include all indirect carbon emissions linked to its supply chain.

> Cartier has joined the CEO Carbon Neutral Challenge, a call to action issued by Gucci President and CEO Marco Bizzarri pledging to support global business in the transition to a low-carbon economy.https://t.co/GnGJwmqVcf pic.twitter.com/hjU5qB5Ikg

> Cartier (@Cartier) April 22, 2022

It also launched Cartier For Nature, supporting nature-based solutions to help protect, manage and restore ecosystems, and joined The Lion's Share fund, supporting wildlife conservation and animal welfare.

In 2021, it became a member of the Science-Based Targets Initiative (SBTi) with ambitious climate targets. Through these targets, the company commits to reducing emissions by 46 percent by 2030 and continuing to annually source 100 percent renewable electricity through 2030.

Cartier's carbon emission reduction targets are aligned with a 1.5-degree celsius trajectory for its entire footprint, thus in line with the reduction requirements set by the Paris Agreement.

Also last year, Cartier joined forces with Kering to launch the Watch & Jewelry Initiative 2030, encouraging global watch and jewelry makers to commit to sustainability goals.

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 (see story).

Earlier this year, Cartier joined the Science-Based Target Network (SBTN) Corporate Engagement Program, which helps to understand human impact and dependency on nature, measure them and set new goals.