

JEWELRY

# Positive Luxury gives IWC Schaffhausen ‘wings,’ restores Butterfly Mark badge

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*Positive Luxury is giving IWC its wings, by way of a restored Butterfly Mark certification. Image credit: IWC Schaffhausen*

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By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen is taking steps toward sustainability, as evidenced by a new certification from Positive Luxury.

The advocacy organization's independent, internationally recognized Butterfly Mark certification visibly validates luxury brands contributing to the future of the planet. Rooted in evaluations conducted by the United Kingdom's Positive Luxury Sustainability Council, nearly 200 brands worldwide boast the accreditation IWC Schaffhausen is no exception, as its status is now restored.

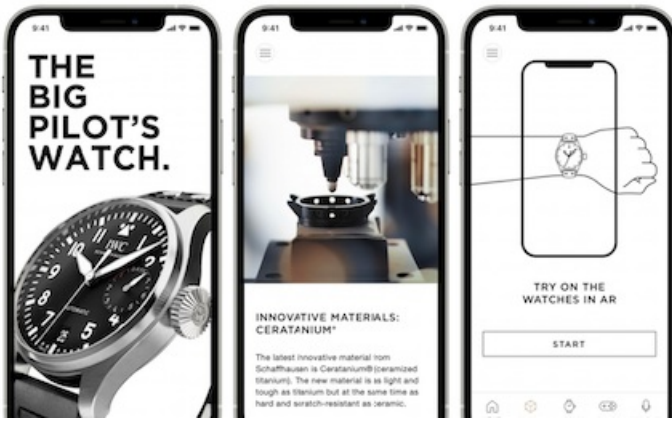
"With our sustainability journey it is important to receive external verification and independent certification of our continuing efforts to operate with the highest sustainability standards across our value chain," said Franziska Gsell, chief marketing officer and chair of the sustainability committee at [IWC Schaffhausen](#), in a statement.

"Maintaining our achievement of the [Butterfly Mark](#) since 2014 demonstrates our commitment to sustainability and that involves aligning our business practices and decisions to the latest international standards, global legislation and best practices."

## **Keeping time green**

The watch company is being recognized for heightened ESG standards.

IWC first earned its Butterfly Mark nearly a decade ago in 2014, after two yearly evaluations. Since then, the company has kept its operations up to par up, maintaining strong environmental standards.



*The IWC Schaffhausen app. Image credit: IWC Schaffhausen*

In order to be considered for certification, companies must earn at least 50 percent on each section governance, environment and social of the governing body's ESG+ test.

Upon meeting the criteria, Positive Luxury provides a breakdown of categorical strengths. The feedback offers brands the opportunity to showcase successes to both stakeholders and the general public.

For this certification round, IWC earned its best scores across categories for environmental transparency and management style. The company was also recognized for strong waste management, circular operations and fair working conditions, though one challenge area for the brand still stands.

The certification process has revealed a need for the improvement of biodiversity in nature on IWC's behalf. The company will keep working with Positive Luxury to improve in this arena.

"Undoubtedly, IWC are sustainability pioneers driving positive change from responsible sourcing and manufacturing to packaging and their people and communities at large," said Diana Verde Nieto, co-founder of Positive Luxury, in a statement.

"IWC strive for excellence across the business, their latest sustainability report is a testament to that," Ms. Nieto said. "We are honored to continue working with the IWC team, enabling them to adapt the watch industry to a sustainable future."