

JEWELRY

Breitling reinforces sustainability, releases ESG report

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The watchmaker is revealing its progress across ESG topics. Image credit: Breitling

By ZACH JAMES

Swiss watchmaker Breitling is aiming to improve its internal operations as part of an overarching initiative.

To celebrate the release of its third annual sustainability [report](#), the horology label has launched the #SquadOnAMission campaign, spotlighting the efforts of its employees. Endeavors featured in the ESG documentation include a variety of "missions," like reducing greenhouse gas emissions, lowering environmental effects throughout the production process and improving the workplace overall.

Squad goals

The watchmaker starts their report with a statement foreshadowing the efforts it is undergoing, stating, "At Breitling sustainability is not an expectation we fulfill, it's a mission we're on.

Separated into five segments "product, planet, people, prosperity and progress" the documentation covers the wide-ranging actions of the company to position itself among the leaders of environmental protection within the overall luxury space and among its peers in fine Swiss horology.

A campaign film was released alongside the report

On the product end of the report, Breitling touts its new packaging made entirely from upcycled plastic and other materials. In line with this environmentally-friendly change, the brand has also moved to produce its diamonds in-house within a lab a choice embraced by Swarovski as well ([see story](#)) to reduce its climate impact in the regions where mining takes place; all of its gems will be man-made by the end of 2026.

For portions of Breitling's supply chain that it doesn't have direct control of, like the collection of precious metals, the label has engaged its partners in talks of how to lessen their climate footprint. Actions in this regard are ongoing.

By the end of 2025, the brand is aiming to have all materials within its consumer products be completely traceable back to the respective sources, a feature available to the owners of its watches.



Sponsoring non-profits such as the Surfrider Foundation helps further its mission. Image credit: Breitling

When it comes to the "planet" portion of the report, some key figures arise. By 2032, the watchmaker plans to cut its scope one and two greenhouse gas emissions by 80 percent, with scope three seeing a targeted reduction of 46.2 percent.

In the long term, Breitling will see that it lowers all three scopes of GHG by 90 percent by 2050, with an additional goal to remove its additional emissions entirely in the next thirty years as well.

Within the next five years, the maison also hopes to switch over to 100 percent renewable energy, achieve carbon neutrality and cut plastic waste completely from its operations.

While plans are not entirely laid out for its actions to counteract its impact on water supplies and biodiversity, the cogs are in motion to eventually balance the scales in this regard.

Powered by people

The remainder of the report focuses on the S in ESG, or the people involved in making the company function as normal.

Taking care of the men and women running your business is a hot topic, as companies are moving to make their workplaces more accepting and welcoming to those from all backgrounds. Breitling is among this group, as they've begun the internal restructuring to ensure equal wages between its employees, eliminating the gender pay gap by the end of next year.



Partnering with global bicycle charity Qhubeka is another prong of its social support. Image credit: Breitling

Giving back to communities is another key tenant of this sustainable approach, whether it is through local organizations or multinational non-profits. Alongside this, the watchmaker's bricks-and-mortar openings around the globe like its recently unveiled restaurant in Geneva ([see story](#)) or its boutique in New York ([see story](#)) factor into this plan as well, providing laid-back dining options for the neighborhoods the locations inhabit.