

**S B G** SWISSBETTERGOLD

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Swiss Better Gold

**Claims Guide**

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**SWISS BETTER GOLD CLAIMS GUIDE**

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## 1. Introduction: Swiss Better Gold: Association – Initiative

The **Swiss Better Gold Association** is a non-profit industry association whose members represent key players of the gold industry, aiming at the support of artisanal and small-scale gold mining (ASGM) as well as the development of responsible gold supply chains from the ASGM producers to its members.

Since 2013, the association has entered a public-private partnership with the Swiss State Secretariat for Economic Affairs (SECO) and put in place the **Swiss Better Gold Initiative**. The Initiative seeks to bring technical support to ASGM producers and enhance better social and environmental practices, in order for them to become **Swiss Better Gold** suppliers.

**Swiss Better Gold** is made possible through direct support provided by the team of the **Swiss Better Gold Initiative** on the ground (previously BGI for ASM).

## 2. Swiss Better Gold: Visual identity, communication, trademark registration

The **Swiss Better Gold** Association has undertaken an in-depth review of its communication practices in order to harmonise the various denominations and abbreviations used to refer to the association itself and / or results of its activities.

Consequently, the **Swiss Better Gold** Association has registered the trademark «**SBG Swiss Better Gold**» as below:

**S B G** SWISSBETTERGOLD

The **SBG Swiss Better Gold** trademark becomes the common denominator between different actors and endeavours for the creation of responsible ASGM supply chains from mine to market, allowing clearer and more efficient communication and messaging.

The **Swiss Better Gold** denomination will be used on its own or associated with other terms, such as *“association”, “initiative”, “programme”, “escalator”, “sourcing strategy”, etc.* Ex. **Swiss Better Gold Association; Swiss Better Gold Initiative** as well as **Swiss Better Gold** escalator approach; **Swiss Better Gold** sourcing strategy etc.

For further clarity and consistency of our communications, it is **required that all external written and oral communications are made with the full spelling, namely Swiss Better Gold.**

The **use of abbreviations is restricted to internal communications** (after having dully introduced the name in full) to designate the association, initiative or any of

the **Swiss Better Gold** instruments and /or services. Ex. **SBG Association**, **SBG Initiative** as well as **SBG** escalator approach, **SBG** sourcing strategy, etc.

### 3. Use of the trademark

The registered trademark is a combination of words & a figurative sign:

**SBG** SWISSBETTERGOLD

**This trademark designates the activities undertaken by the Swiss Better Gold Association, including the Swiss Better Gold Initiative and will be used as the main referral from now on.**

Further, for the sake of clarity and identification of each stakeholder of the Swiss Better Gold, following additional options are to be used for each specific case:

As the new visual identity and designation of the Association:

**SBG** SWISSBETTERGOLD  
ASSOCIATION

As the new visual identity and designation of the Initiative for communications in English:

**SBG** SWISSBETTERGOLD  
INITIATIVE

As the new visual identity and designation of the Initiative for communications in Spanish:

**SBG** SWISSBETTERGOLD  
INICIATIVA SUIZA ORO RESPONSABLE

## 4. Who can make Swiss Better Gold claims?

Swiss Better Gold claims can be made by:

- **Swiss Better Gold Association** members;
- **Swiss Better Gold** suppliers;
- **Swiss Better Gold** implementing partners;
- **Swiss Better Gold** institutional partners.

The **Swiss Better Gold Association** does not require its' members to make provenance or origin claims, nor does it support product-related claims of any type (i.e. 'off' or 'on' product). For more information, please refer to page 9.

All stakeholders shall strictly adhere to the present claims guide and will seek a written permission from the **Swiss Better Gold Association** secretariat to make any claims which differ from provided examples.

## 5. Claims for members

Members of the **Swiss Better Gold Association** may only make voluntary claims which are aligned with the table below:

<p><b>Your membership (associated with logo below):</b></p> 	We (or organisation) are a proud member of the <b>Swiss Better Gold Association</b>
	We (or organisation) are member of the <b>Swiss Better Gold Association</b> since XX.XX
	We (or organisation) are proud to be represented at the <b>Swiss Better Gold Association</b> Board of Directors
<p><b>Your commitments (associated with logo below):</b></p> 	Through our membership and sourcing practices, we (or organisation) are proud to support the <b>Swiss Better Gold Initiative</b> launched by the Swiss State Secretariat for Economic Affairs (SECO) & the <b>Swiss Better Gold Association</b> and share its' key goal aiming at improvement of social and environmental conditions in ASGM
	We (or organisation) are committed to support <b>Swiss Better Gold</b> and responsible ASGM
	We (or organisation) support <b>Swiss Better Gold</b> and community-focused sustainable development of ASGM producers

	Through our participation in <b>Swiss Better Gold</b> , we (or organisation) are committed to the improvement of the social and environmental practices in the ASGM sector
	We support and endorse <b>Swiss Better Gold</b> in enabling better social and environmental practices at ASGM operations
	We (or organization) source gold produced by operations supported by <b>Swiss Better Gold</b>
	Between XX.XX to XX.XX, we (or organisation) have contributed to <b>Swiss Better Gold</b> by sourcing xx kg of gold & generating XX USD of impact premium*

\* Please refer to Provenance claims note on page 9

## 6. Claims for suppliers

Suppliers of the **Swiss Better Gold** may make only voluntary claims aligned with those in the table below:

<p><b>Your supplier status (associated with logo below):</b></p> 	We (or operation) are proud to participate in <b>Swiss Better Gold</b>
	We (or operation) are a proud <b>Swiss Better Gold</b> supplier since XX.XX
	We (or operation) are a verified supplier of <b>Swiss Better Gold</b>
	The gold from our operation is produced according to the <b>Swiss Better Gold</b> sourcing criteria
	We (or operation) have been independently verified as meeting the environmental and social operating practices defined by the <b>Swiss Better Gold</b> sourcing strategy
<p><b>Your commitments with the initiative (associated with logo below):</b></p>	Through our participation in the <b>Swiss Better Gold Initiative</b> we (or operation) are committed to improving the practices at our mining operation
	Through our participation in the <b>Swiss Better Gold Initiative</b> we (or operation) support community-focused and sustainable development

	We (or operation) are committed to supply gold produced in conformity with the <b>Swiss Better Gold</b> sourcing criteria
	We (or operation) supply <b>Swiss Better Gold</b>
	Between XX.XX to XX.XX, we (or operation) have supplied X kg of <b>Swiss Better Gold</b>

## 7. Claims for implementing partners

The implementing partners of **Swiss Better Gold** may only make voluntary claims aligned with those in the table below:

<p><b>Your relation &amp; contribution to the Swiss Better Gold (associated with logos below):</b></p>   	We (or organisation) are proud to implement the <b>Swiss Better Gold Initiative</b> , a pioneer public-private alliance between the Swiss State Secretariat for Economic Affairs (SECO) and the <b>Swiss Better Gold Association</b>
	We (or organisation) are the implementing partner of the <b>Swiss Better Gold Initiative</b> since XX.XX
	Through our work within the <b>Swiss Better Gold Initiative</b> , we (or organisation) contribute to improving social and environmental ASGM practices
	The field work of the <b>Swiss Better Gold Initiative's</b> team with ASGM producers supports the creation of responsible supply chains
	The <b>Swiss Better Gold Initiative</b> provides direct support to ASGM producers and helps these to comply with the <b>Swiss Better Gold</b> sourcing criteria
	The <b>Swiss Better Gold Initiative</b> provides direct support to ASGM producers and helps these to ascend the <b>Swiss Better Gold</b> continuous improvement escalator
	The <b>Swiss Better Gold Initiative</b> contributes to positive impacts on the social, environmental, and economic development of the ASGM sector
	We support <b>Swiss Better Gold</b> in enabling better social and environmental practices at ASGM operations
	The <b>Swiss Better Gold Initiative</b> is delighted to invite you to XXX workshop specifically designed for ASGM producers

## 8. Claims for institutional partners

Currently, the **Swiss Better Gold Association's** main partner in the **Swiss Better Gold Initiative** is the Swiss State Secretariat for Economic Affairs (SECO). Therefore, key partner claims aligned with SECO's' role are like those in the table below:

**Your partner status & support of Swiss Better Gold (associated with logo below):**



The Swiss State Secretariat for Economic Affairs (SECO) and the Swiss Better Gold Association have combined forces in a pioneer public-private alliance, known as the **Swiss Better Gold Initiative**, aiming at reduction of poverty and improvement of social and environmental conditions in artisanal and small-scale gold mining

Since 2013, the Swiss State Secretariat for Economic Affairs (SECO) is the public partner of the Swiss Better Gold Association

The **Swiss Better Gold Initiative** is a unique public-private partnership between the Swiss Better Gold Association and the Swiss State Secretariat for Economic Affairs (SECO), which aims at supporting ASGM producers on their journey towards better social and environmental practices

By establishing the **Swiss Better Gold Initiative**, the Swiss State Secretariat for Economic Affairs (SECO) and the Swiss Better Gold Association are working together in a common goal aiming at the reduction of poverty and improvement of social and environmental conditions in artisanal and small-scale gold mining

Through their public-private partnership named **Swiss Better Gold Initiative**, the Swiss Better Gold Association and SECO support ASGM operations to improve their technical, organisational, social and environmental practices, promote responsibly produced ASM gold, raise awareness and maintain open dialogue with the civil society on ASGM challenges

## 9. Provenance claims for supply members

Supply members of the association should be aware that corporate provenance claims are likely to come under scrutiny from regulators, investors, customers, and civil society organizations.

**The Swiss Better Gold Association allows its members to make provenance claims about their ASGM sources active in the Swiss Better Gold system. For avoidance of doubt, please note that such provenance claims are voluntarily.**

Corporate provenance claims may include claims on gold being sourced directly from an ASGM operation participating in **Swiss Better Gold** that follows a segregated processing route through a refinery, or a 'mass balance' sourcing strategy that blends gold from multiple ASGM operations or even includes gold from non- **Swiss Better Gold** participating operations. In each case, these claims shall accurately reflect the quantities and origin of the gold and the degree of certainty about its chain of custody. Claims shall not leave room for misleading interpretation of the members' commitments or to the origin of the gold in their custody.

Ex. We (or organisation) source gold from **Swiss Better Gold accredited operation XXX** in Colombia;

Ex. We (or organisation) source x% of our gold from Swiss Better Gold accredited ASGM.

Members that choose to make such corporate provenance claims will be required to maintain evidence that these claims are substantiated by a documented management system and based on guarantees provided by their **Swiss Better Gold** refining partners (segregated production flows, transfer documents, etc).

The **Swiss Better Gold Association** may also accept provenance claims assured by another recognised certification system. For example, a member of the Swiss Better Gold Association may also be an RJC member and have a voluntary provenance claim audited & certified by the RJC as part of its audit scope (CoP 14 on Provenance Claims & CoC). In such cases, the Swiss Better Gold Association would accept the RJC CoP certificate of that member as acceptable evidence of the claim's validity.