

GOLD COSTS MORE THAN MONEY - THE SHORT FILM

<https://www.youtube.com/watch?v=INF7pQEX-r8>

The backstory to gold in electronics and jewellery can include:
extreme environmental destruction, mercury poisoning, cyanide poisoning
violence, sexual abuse, rape, life-long injury, fatal illness
death by drowning, death by suffocation
exploitation of workers, slavery

DANGEROUS MINES, DEADLY CHEMICALS

Mines are dangerous, especially illegal mines that are constructed with no safety regulations. Mines can be as deep as 100 meters, with little air in the narrow tunnels and caves. Tragically, fatal accidents happen and when a mine collapses, it is possible that workers will suffocate. Gold can also be found in rivers. Both adults and children risk their lives diving deep to look for gold, using just a narrow rubber pipe for air. Again deaths occur, but through drowning. Poisonous chemicals, mercury and cyanide, are used in gold processing. Contact with these chemicals results in critical long-term illnesses and possibly death. The unsafe use of mercury and cyanide also results in toxic pollution of the land and water system in the area.

THE DEBT TRAP - HOW SLAVEHOLDERS CONTROL VULNERABLE WORKERS

When workers arrive at the mines they are desperate, vulnerable and often have no money. The slaveholder deceives them by 'kindly' offering a loan. 'After you've worked for x months and paid off this debt, then you'll start earning money.' But month after month, year after year, the slaveholder continues to lie about expenses, the payment day or the amount. Meanwhile, the debt continues to grow and never gets paid off. In some cases, if the exploited worker dies the debt will be passed on to a family member, and even passed on to a child.

HERE'S THE GOOD NEWS!

Increasingly, customers and jewellers are demanding ethically sourced gold. Anna Loucah is one of the world's leading jewellers actively committed to creating ethical jewellery. As a designer and businessperson, Anna also guides and supports other jewellers who want to use ethical precious metals and gems. The NO Project is honoured that this lesson includes a real-life interview with Anna. Download the file and listen to how her customers feel when they learn their beautiful rings are free from abuse, environmental destruction and forced labour. Also, find out about a fantastic business 'promise' called **I'm Working On It** under FAIR LUXURY.

MORE GOOD NEWS! FAIRGOLD

www.fairgold.org

Visit FAIRGOLD to find out about ethically sourced gold and actions happening in both the mining and jewellery industries. Next time you walk past a jewellery store, go inside and talk to the owner. Discuss why customers prefer to buy ethical gold.

AND EVEN MORE GOOD NEWS! LEARN ABOUT FAIRPHONE

Visit FAIRPHONE to learn about this amazing company that produces mobile phones that are ethically sourced and ethically processed.

<https://www.fairphone.com/en/our-goals/fair-materials/>

<https://www.fairphone.com/en/project/partnership-for-responsibly-sourced-gold/>