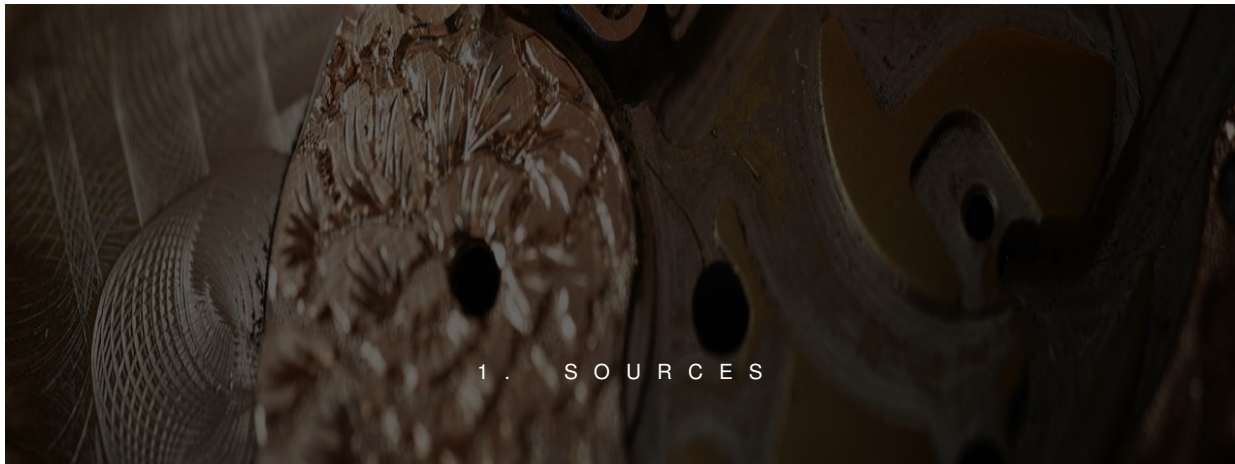


THE JOURNEY TO - SUSTAINABLE LUXURY

“The Journey to sustainable luxury” - these are the terms we selected to express our long-term commitment to sustainable business practices. Through modifying our own operations and encouraging to do so our suppliers, we consider the social, environmental and financial impacts of each of our creations throughout the value chain. “Our journey began in **Cannes 2013** with the unveiling of our very first Green Carpet Collection pieces and the announcement of a unique partnership with the Alliance for Responsible Mining (ARM) in Columbia. “For well over a century, the small community artisans in Switzerland with traditional skills and knowledge have created our finest jewellery and watches. This is why it is so important that we recognise and support the artisans who mine our gold. We want every part of our jewellery and watches’ creations to be truly beautiful and this is what we are working towards

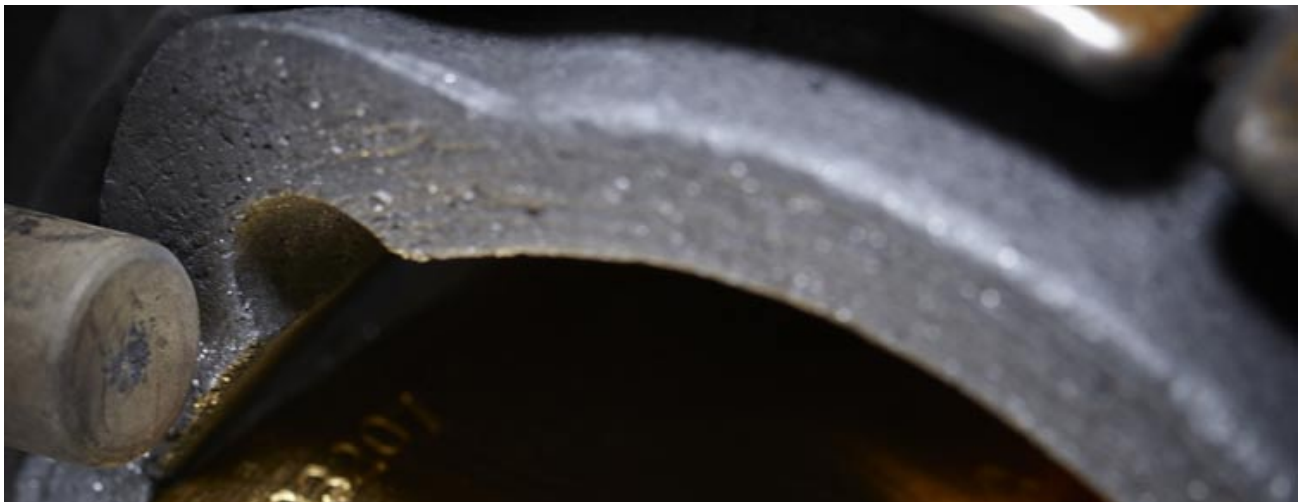




The raw material our pieces are made of is sourced from all around the world by our dedicated procurement team with the same passion for excellence which qualifies our craftsmen. We favour long-term partnerships with our suppliers and work with them to improve the sustainability criteria of our supply chain and continue searching new, greener solutions and alternatives. Whilst we apply our Corporate Responsibility and sourcing policies to all materials we use in our pieces, including packaging, we have focussed on key materials to drive change in the supply chain. Thus, together with the Green Carpet Challenge directed by Mrs Livia Firth, we have designed and implemented initiatives that improve the lives and working conditions of producers in our supply chain, many of which are in developing countries. This is a long-term commitment we have called The Journey to Sustainable Luxury.

GOLD

Being a vertically integrated independent company, we are proud to be able to make all the alloys in our in-house foundry. This industrial capacity is also very useful in responsible supply chain management, as we are able to recycle and reuse the gold which has already entered our facilities and, therefore, limit company's necessity in freshly mined gold. We are committed in sourcing our material according to best responsible practices existing nowadays in this field and remain alert to any governance acts or other industry advances made within in this regard. We work in close collaboration with our suppliers, so to contribute to creation of relevant compliance mechanisms together with them.





In 2013, Chopard launched a commitment to support responsible artisanal gold miners. This ground-breaking program, part of our Journey to Sustainable Luxury, supported the Alliance for Responsible Mining (ARM) which consists in a direct support of artisanal mines in South America on their way to Fairmined certification. The initiative has resulted in more ethical gold being available to the jewellery and watch market and the opportunity to include **Fairmined gold** in our watch and jewellery collections. Moreover, Chopard pays the Fairmined premium which contributes to social and economic development of these mining communities. Fairmined gold is produced by Artisanal and Small-scale miners working in safe conditions and on equitable terms with their employers. By buying certified ethical Fairmined gold, Chopard is supporting responsible certified miners, their families and artisanal mining communities at large.





Diamonds

We abide by the Kimberley Process system of warranties in order to help eliminate conflict diamonds from industry supply chain. We have put in place a self-regulation initiative for all diamond suppliers, requiring them to refrain from buying or selling conflict diamonds, diamonds from suspect or unknown sources as well as diamonds from countries and regions that have not implemented the Kimberley Process Certification Scheme. Stones not conforming to the Kimberley Process would automatically be refused and returned to the supplier.

OTHER SOURCING INITIATIVES

We are constantly looking at further increasing the overall sustainability performance of our

We are constantly looking at further increasing the overall sustainability performance of our collections and relentlessly work on our key materials and sourcing partners. In this regard, we are proud to feature the black opals used in the Green Carpet collection in 2015. These stones were sourced from a well-established family mining entity in Australia. The owners have been involved in the opal business all their lives and have long standing and reputable family histories in opal dealings which manages the whole process from mining to polishing and selling of the finished stones. Nothing is outsourced which ensures that the opals are 100% traceable to their origin. In 2016 Chopard has yet marked another milestone in its Journey to sustainable luxury by announcing yet another industry pioneering initiative. To celebrate the beginning of this new phase of the journey, Chopard unveils a capsule collection of Green Carpet High Jewellery using this time responsibly sourced emeralds. By working together with trusted suppliers Chopard sets an example of best practice in the mining of coloured gemstones, demonstrates leadership in the forging of industry alliances for global standards and continues to support local communities in the most remote regions where these extremely rare raw materials are mined. This new initiative will set the agenda for a global sustainable standard in coloured gemstones which currently does not exist.



APPRENTICESHIPS

The Scheufele family has always paid great attention to perpetuating the watchmaking and jewellery-making professions and, thus, to training. Consistent with the brand's values and in a willingness to safeguard and pass on our know-how, the company has created the first jewellery training unit in Meyrin, which was followed by variety of different crafts with the most recent one being a dedicated watchmaking school in Fleurier which has opened its doors in 2008. Chopard opts for highly comprehensive apprenticeship programmes which preserve and transmit

watch and jewellery professional skills. Each year, we recruit 8 to 10 new apprentices. These young adults are supervised by an apprenticeship master who follows them throughout their four-year course. Considering all levels and professions together, about 34 apprentices are trained by the company each year in the following fields: jewellery, watchmaking, polymechnical, micromechanical and surface finishing.



In 2008 our efforts in this field were recognized by the State of Geneva through the “Best Training Company Prize” in the “Applied Arts” category. Further, in 2014 and 2015 two of our apprentices were rewarded by the State of Geneva for the best apprenticeship in jewellery and watchmaking. Today, after almost two decades of activity, we are happy to see that these training units have truly become a Chopard tradition.



TRAINING AND DEVELOPMENT

As a family-owned company, people are the heart of Chopard and sharing our values with our people is essential for our success. We are proud to see our employee fidelity rate rising every year. This loyalty is an undeniable illustration of a positive work environment we strive to provide to all our staff members. Keenly aware that our personnel is the beating heart of our corporate success, Chopard gives top priority to training our artisans and involving new generations in the art of crafting fine watch and jewellery creations. The continuously evolving technological, regulatory, environmental and other external factors, require that employees constantly appraise their skills and capacities. Chopard trains its staff in numerous operational, managerial, health & safety at work and other fields, as well as in a number of “Métiers ‘d’Art” specialities directed to the staff members working within the watchmaking and jewellery workshops and sharing their

knowledge between different generations. Due to the nature of the rare savoir-faire and traditions associated to our expertise, these on-job trainings very often constitute the only source of knowledge enhancement.



In December 2014 Chopard inaugurated a new production facility - Fleurier Ebauches SA. This industrial facility produces mechanical movements that equip Chopard watches. Fleurier Ebauches is also home to a training centre specifically designed for our employees across the world coming here to take part in watchmaking courses through which Chopard can grant impeccable service of our products worldwide. A veritable watchmaking workshop, this centre also houses an after-sales service for Chopard's own movements.



3 . ENVIRONMENTAL MANAGEMENT



SUSTAINABLE FACILITIES

Not only do our facilities meet all legislative requirements, but we also go beyond and provide efficient, low impact buildings which demonstrate our commitment to sustainable development. Thus, in 2010 the Geneva head office has inaugurated our first building constructed with consideration of Minergie, a Swiss environmental standard. It is a champion of low-resource consumption and energy efficiency. The double isolation envelope allows cooled air from the restaurant to be re-used in the air conditioning systems. Rain water collectors allow full autonomy of the garden irrigation all year round.





In December 2013, after five years of renovations, the Fleurier Ebauches building was awarded the Minergie label. This state-of-the-art industrial facility producing movements for Chopard watches is the largest building to be renovated under the Minergie norm in the Canton of Neuchâtel. To minimise energy consumption the ground floor was insulated to a width of 120cm, whilst a second skin was added to the façade of the wing to ensure ventilation in summer and heat recovery in the winter. All electrical installations were selected according to Minergie standards and the roof was covered with solar panels. Chopard strives to provide the best working environment for all staff members be it at our production sites, offices or the network of Boutiques. Our innovative spirit drives us to continuously improve of our facilities, use of advanced technical equipment and enhancement of working conditions.



ENERGY AND WATER CONSUMPTIONS

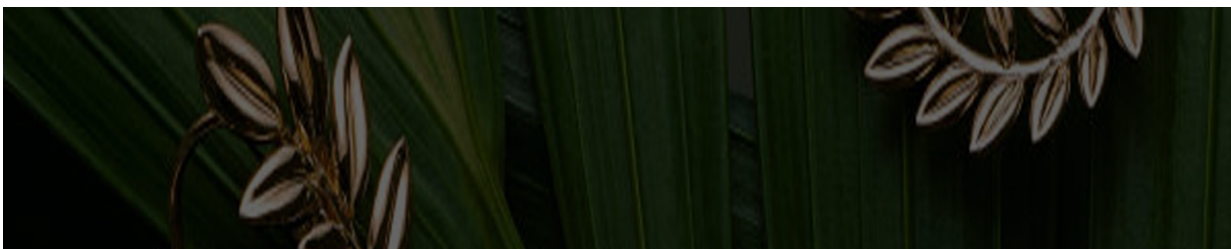
We monitor waste and emissions generated by our operations, so to continue improving these parameters over time. We strive to minimize emissions associated with business travel by favoring video-conferencing wherever possible and encouraging sustainable mobility and car sharing among our staff members. Specific measurement systems have been introduced to monitor our VOC emissions, as well as water and electricity consumptions. Finally, guided by the REDUCE - REUSE - RECYCLE motto, we have established a thorough range of recycling lines allowing for nearly 30 different materials to be collected and reused.

PAPER CONSUMPTIONS

All Chopard printed marketing and communication material, as well as shopping bags and wrappings, are made of FSC certified paper. We only use recycled paper for our office needs and conduct as much as possible paper-less meetings. Moreover, all printers are set for double sided printing by default.

PACKAGING

Chopard constantly works on improving the packaging material used for our products. Thus, the number of ecologically balanced watch & jewellery cases with components conforming with highest environmentally friendly criteria is growing every year. In this field we favour FSC, Oeko-Tex certification and Recycled PEFC environmental norms.





Chopard understands that the greatest achievements in sustainability will only be reached by working hand in hand with our upstream and downstream partners. We strongly believe in partnership as the way to amplify positive change we can make in the world. Therefore, we build alliances with those with whom we share common values and those whose competencies complement our own efforts. Further, Chopard has always been active in supporting noble causes and considers these actions as a central part of our culture. Over the years, Chopard has built key long-term social and philanthropic partnerships in a number of fields such as medicine, ecology, art and culture.

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The Responsible Jewellery Council

Chopard is a proud Member of the Responsible Jewellery Council (RJC). The Responsible Jewellery Council is a standards-setting organisation that has been established to reinforce consumer confidence in the jewellery industry by promoting responsible ethical, human rights, social and environmental practices throughout the jewellery supply chain. The Responsible Jewellery Council has developed a common platform of standards for the jewellery supply chain and credible mechanisms for verifying responsible business practices through third party auditing. We commit to operating our business according to the Responsible Jewellery Council Principles and Code of Practices.



**Responsible
Jewelry
Council**

Alliance for Responsible Mining (ARM)

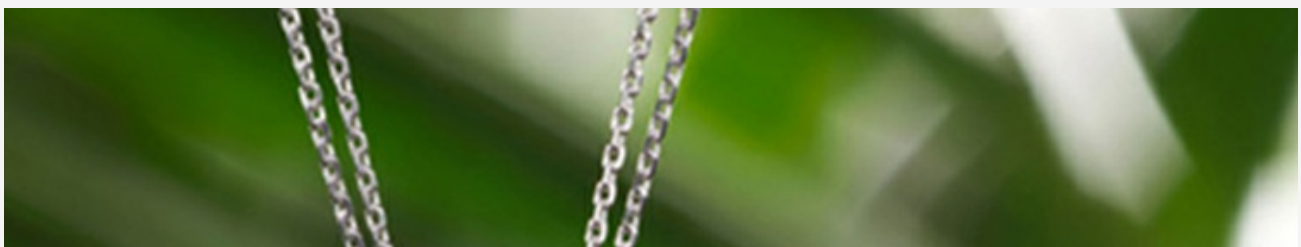
The Alliance for Responsible Mining (ARM) is an independent global NGO that advocates the equity and well-being of Artisanal and Small-scale Mining communities (ASM) throughout the world. These communities account for 80% of the mining workforce and produce 20% of the world's gold. The Alliance for Responsible Mining works closely with ASM organisations, businesses and institutions in the gold supply chain in order to positively transform the artisanal and small-scale gold mining sector through standard setting, production support and communication. The bottom-up approach adopted by the Alliance for Responsible Mining also guarantees the new practices are built on local traditional knowledge and will lead to poverty alleviation and locally-based control of the community's own natural resources. Chopard has joined forces with the Alliance for Responsible Mining to support and enable mining communities in Latin America to reach Fairmined certification, which will provide a stable route to market and a fair deal for the miners and their communities when selling their gold. During the course of this partnership, Chopard raises consumers' awareness of the often dismal reality of gold miners in the developing world and demonstrates how their situation can be changed for the better. We will directly support activities that improve the lives and help protect the natural resources of communities in Latin America that depend on gold mining. By investing alongside the Alliance for Responsible Mining in the formalisation of mining organisations and their communities Chopard raises consumers' awareness of the often dismal reality of gold miners in the developing world and demonstrates how their situation can be changed for the better. We will directly support activities that improve the lives and help protect the natural resources of communities in Latin America that depend on gold mining. By investing alongside the Alliance for Responsible Mining in the formalisation of mining organisations and their communities Chopard creates hope for these forgotten communities on the margins of society and helps them to make a legitimate and dignified living. For more information on this initiative, look into our sources section.





GREEN CARPET CHALLENGE

Livia Firth is a passionate believer in the union of ethics and aesthetics, a dare which she undertakes through the Green Carpet Challenge (GCC) program. Chopard and Green Carpet Challenge collaboration confirms how powerful the alliance of ethics and aesthetics can be, by making the connection between products, supply chain and people involved at extraction. By applying the ethical and social benchmarking standards of the GCC Brandmark, Chopard has created the world's first watch and jewellery collections made in certified ethical Fairmined gold.





JOSÉ CARRERAS LEUKAEMIA FOUNDATION

In July 1988, one year after he won his battle against leukaemia, the world-famous tenor José Carreras set up a foundation to support research and promising scientific projects. The Foundation is also intended to help improve treatment opportunities and increase the number of hospital units that are equipped to perform bone marrow transplants. José Carreras and the Scheufele family are united by a longstanding friendship. In 1991, they helped to create the

foundation of the Swiss based Geneva entity and then, in 1995 the one in Munich. Since then, Mr. Karl Scheufele is the President of the Swiss Foundation. 1996 was the launch year of the José Carreras watch collection. The first limited editions bore engravings of various opera houses around the world on the case-back. This partnership continues through sales of earmarked products.





A STUNNING PINK SAPPHIRE BRACELET FOR PETRA NEMCOVA'S HAPPY HEARTS FUND

Our Co-President and Artistic Director Caroline Scheufele announced the partnership with the Happy Hearts Fund and Petra Nemcova to help rebuild schools and children's lives after natural disasters. Happy Heart Fund is active in seven countries and has built 81 schools and kindergartens. More than 45,000 children and 490,000 community members have benefited from all programmes. To support the causes, Chopard has crafted a special edition 18-carat rose gold Happy Diamonds bracelet featuring a mobile pink sapphire in the shape of a heart; 17% of proceeds go towards the rebuilding of schools.

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