

POSITIVE LUXURY RECERTIFIES IWC SCHAFFHAUSEN WITH THE BUTTERFLY MARK

Recognition and independent verification of meeting the highest standards of sustainability performance in the luxury industry

London, December 20, 2022 – **IWC Schaffhausen has achieved Positive Luxury’s Butterfly Mark re-certification for its incorporation of measurable and verified environmental, social and governance practices into their business operations. Since 2014, IWC has maintained its Butterfly Mark certification, the luxury industry’s leading and globally respected trust mark.**

The Butterfly Mark Certification is awarded to luxury companies following a rigorous ESG+ assessment in which a company must score 50% or more in each pillar – environment, social and governance. IWC is one of nearly 200 companies to date that have achieved this designation.

IWC excelled in over two-thirds of the categories and were particularly strong in their sustainability reporting and people management approach. They also received very good marks for their operations, waste management, circularity, ethics and fair operating practices and their overall sustainability purpose, among others. Categories to improve include the biodiversity.

In addition to the assessment, Positive Luxury grants each certified brand a set of Positive Actions, highlighting the areas they are excelling, and can transparently communicate their performance to stakeholders. Having an independent evidence-based certification allows IWC to make more credible, substantiated claims about their progress and success as they continue their sustainability journey.

Diana Verde Nieto, Co-Founder of Positive Luxury said “IWC was first certified with the Butterfly Mark in 2014 and have successfully re-certified, every two-years since. Undoubtedly, IWC are sustainability pioneers driving positive change from responsible sourcing and manufacturing to packaging and their people and communities at large. IWC strive for excellence across the business, their latest sustainability report is testament to that. We are honoured to continue working with the IWC team, enabling them to adapt the watch industry to a sustainable future.”

Commenting on the re-certification, Franziska Gsell, IWC’s Chief Marketing Officer and Chair of the Sustainability Committee said, “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. 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.”

Read more about IWC: <https://www.positiveluxury.com/our-members/iwc-schaffhausen/>

IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

ABOUT POSITIVE LUXURY AND THE BUTTERFLY MARK

ABOUT POSITIVE LUXURY

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Its ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that get certified receive the Butterfly Mark, a globally respected trust mark – independently verified evidence that they meet the highest standard of sustainability best practices across all four pillars of our framework.

ESG+ ASSESSMENT

Its proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework is the only one designed for the specific social, environmental and material risks of the luxury industry.

THE BUTTERFLY MARK

The Butterfly Mark certification is an independent trust mark awarded to luxury brands, retailers and suppliers that evidence tangible action to making a positive impact on nature and society. It has been created in consultation with the Positive Luxury Sustainability Council of over 22 leading global organisations and is rigorous, independent, and in line with the latest international standards and best practices.

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