

PYRRHA EARNS WORLD-RENOWNED BUTTERFLY MARK CERTIFICATION

Canadian jewellery brand, Pyrrha believes that it is a company's walk, not their talk that matters. Creating handcrafted jewellery designed to offer inspiration, connection and comfort with minimal impact on nature.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Pyrrha Co-Founders, Wade and Danielle Papin on sustainability, the Butterfly Mark certification and transparency please contact press@positiveluxury.com

FOR IMMEDIATE RELEASE

15.02.23 – Positive Luxury announced today that Pyrrha have been certified with the Butterfly Mark. Created with sustainability as its core, Pyrrha is an extension of the Co-Founders values to live a life with minimal environmental impact – creating meaningful and sustainable jewellery that fosters connection through personal storytelling.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social and Governance (ESG). Pyrrha achieved 60% in Environment, 69% Social and 74% Governance excelling in the following areas:

Climate, Energy and Waste Management: Conducting annual carbon footprint assessment since 2016, Pyrrha has achieved 72% reduction in GHGs. Their Vancouver studio has been awarded the Zero Carbon Certification from the Canadian Green Building Council recognising their achievements. Energy efficiency is achieved through low-carbon building materials, renewable energy and smart technology not forgetting the buildings being heated & cooled through the use of a geothermal pump. Pyrrha remain focused on emission reduction setting targets to reduce their scope 3 indirect carbon emissions by 10%, lower their waste production by 5% and remain a carbon-neutral business by successfully offsetting all residual carbon through Great Bear Forest Carbon Project in partnership with Carbonzero.

Supply Chain Transparency: Pyrrha has introduced a supplier code of conduct and questionnaire focusing on human rights and fair labour practices and further increases supply chain visibility by sourcing raw materials from Canada and the United States. To align with Code of Practice guidelines from Responsible Jewellery Council and the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk areas Pyrrha has established a clear system of controls and transparency in their precious metals, diamonds and colour gemstone supply chain.

Sustainable Materials & Circularity: Pyrrha use 100% recycled gold and silver for all jewellery and offers a lifetime warranty avoiding post-consumer waste generation. Going further, they 100% recycled materials in their consumer packaging and moving forward they aim to increase the use of FSC-certified forest-based materials.

People Management & Community Involvement: Dedicated to the health and well-being of their staff Pyrrha are a certified Living Wage Employer and extend their positive social impact by supporting local communities, making regular donations to organisation such as mental health NGO To Write Love on Arms. Pyrrha also donates \$1 USD to Environmental Youth Alliance (EYA), everytime a customer chooses not to select a gift box. Additionally Pyrrha offers a scholarship and Indigenous Student Awards to support the craft of jewellery making through Vancouver Community College Jewelry Art and Design program.

A full breakdown of their assessment scores can be found in their [Connected Butterfly Mark tool](#).

“Pyrrha’s dedication to conscious and responsible operations shines through with its strong environmental commitments and social and community engagement initiatives. Pyrrha approached

their Butterfly Mark ESG+ assessment with confidence and pride for what the business had already achieved and humility, ready to learn and find ways to improve further. Sustainability is not the new normal but has been at the core of Pyrrha's operations from their conception. The brand sets an industry example for supply chain traceability and environmental impact management. I am looking forward to continuing to work with the team at Pyrrha as they continue to evolve and grow their business," says **Positive Luxury's Sustainability Client Services Manager, Emilija Zagere.**

"Long before we knew what "sustainable" meant, we both tried to live our lives with minimal impact on the environment. When we started Pyrrha, we both agreed that we wanted it to be an extension of us and our values rather than an entity unto itself. We still live and work by this creed, and we feel that it makes decisions about how Pyrrha shows up in the world so much easier to make," reiterates **Wade Papin, one of Pyrrha's designers and founders.**

Other luxury brands that have been awarded with the Butterfly Mark include Monica Vinader, Tom Ford Beauty, Dior Couture, MCM, IWC Schaffhausen, Belvedere, The Macallan, Anya Hindmarch and more. By continuing as part of the Positive Luxury brand community, ocean+main will continue to strive in exceeding standards set for social and environmental frameworks.

Learn more about Pyrrha at: <https://www.positiveluxury.com/our-members/pyrrha/>

ABOUT POSITIVE LUXURY

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Our ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that we certify 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

Our proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework and diagnostic tool is the only one designed for the specific social, environmental and material risks of the luxury industry helping organisation determine their ESG risk profile, through gap analysis and material ESG issue forecasting.

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.

CONNECTED BUTTERFLY MARK

The Connected Butterfly Mark enables organisations to demonstrate their sustainability performance with transparency and confidence, offer honest differentiation and build trust with their stakeholders. Supported with educational content for conscious consumers, key features include a company's total and deeper ESG+ performance scores, other certifications and accreditations, 2030 United Nations SDG targets, areas of excellence, sustainability journey tracker, positive actions and company information.

ABOUT PYRRHA

From their certified carbon zero, energy-efficient Vancouver studio, Pyrrha sustainably handcrafts jewellery that holds personal significance for those who wear it. Where some see imperfection, they see character, individuality, and strength. Their meaningful talismans—cast in-house with 100%

recycled metals—are designed to offer inspiration, connection, and comfort.