

ENTRY GUIDE

Positive Luxury AWARDS 2027

JEWELLERY BUSINESS OF THE YEAR



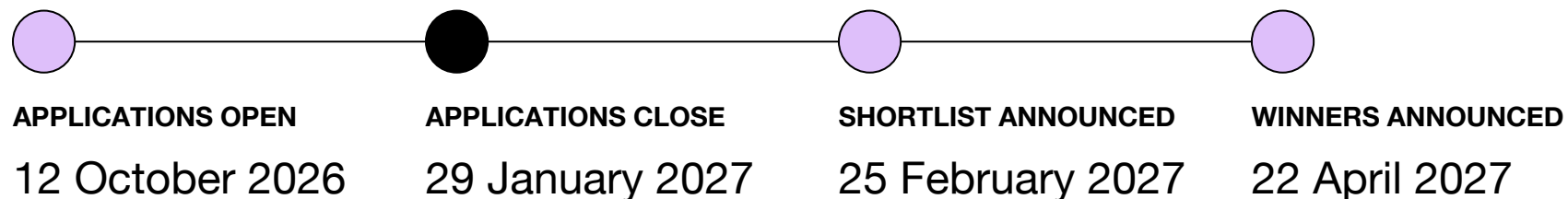
Celebrating Real Change.

JEWELLERY BUSINESS OF THE YEAR



This award celebrates the luxury businesses that have fully embraced sustainability and set higher standards for the Jewellery & Watch industry – from ethical sourcing and social practices to innovative design and materials.

APPLICATION TIMELINE



For more information contact: **Natalie Worthington** natalie.worthington@positiveluxury.com

CATEGORY QUESTIONS & CRITERIA

Your application should answer each question in full. The criteria set out what the shortlisting committee and judges will assess your response against.

	CATEGORY QUESTIONS	CRITERIA
01	What actions has your company taken in the last 12 months to lead real change within the jewellery industry?	• Clear description of actions within the last 12 months and evidence illustrating the impact
02	Describe your company's approach to sustainable procurement, actions taken and the quantifiable impact in the last 12 month	• Clear explanation of the approach to sustainable procurement • Qualitative and quantitative evidence of impact in the last 12 months
03	Describe your company's environmental strategy, achievements and future targets? Please include your approach to biodiversity	• Clear explanation of the overall environmental strategy, achievements and targets • Detailed description of the approach to biodiversity with evidence of positive impact
04	Describe your company's social strategy. Please include your approach to people management, human rights & modern slavery and health, safety and wellbeing.	• Clear explanation of the overall social strategy, achievements and targets • Detailed description of the approach to people management, human rights and modern slavery and health, safety and wellbeing
05	What plans do you have to meet higher and higher standards between now and 2030?	• Description of the company's plans to continue achieving higher sustainability standards until 2030 • Clear targets and measurements until 2030
06	Outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders	• Qualitative information on the sustainability communication strategy in the last 12 months for each stakeholder group • Evidence and examples showcasing the communication in action

SAMPLE APPLICATION RESPONSE

Previous shortlisted and winning applications have structured responses, addressing all aspects of the questions and criteria detailed. Here is a sample response.

NB: this is a purely illustrative sample response, showing a best-practice structure and quantitative data. This structure does not guarantee your application will be shortlisted.

QUESTION Describe your company's environmental strategy, achievements and future targets? Please include your approach to biodiversity

SAMPLE RESPONSE

Our environmental strategy is aligned to the Responsible Jewellery Council (RJC) Code of Practices and the Science Based Targets initiative, targeting net zero operations by 2035, governed by our Sustainability Committee and reviewed quarterly by the Board.

Climate: *Scope 1 and 2 emissions cut 37% since 2021 (890 → 561 tCO₂e), through renewable electricity at our workshops and refinery. Scope 3, dominated by mined metal and gemstone sourcing, remains our largest gap. Target: 50% reduction by 2030.*

Water: *Refinery water intensity reduced from 4.2 to 2.6 litres per gram of refined gold via closed-loop recovery systems. Target: 2 litres per gram by 2028.*

Hazardous materials: *Cyanide-based refining eliminated at our own facility in 2023, replaced with a closed-loop electrochemical process; mercury-free processing required of 100% of Tier 1 suppliers, verified through annual RJC audit. Target: mercury-free verification extended to Tier 2 by 2026.*

Biodiversity: *78% of gold by volume is now recycled rather than newly mined, up from 41% in 2021, directly reducing land disturbance exposure. For newly mined metals and gemstones, we require RJC Chain of Custody certification, currently covering 85% of Tier 1 suppliers, and screen 100% of mining-linked suppliers against biodiversity-sensitive and protected-area maps. In 2024 we became a funding partner of a habitat restoration project covering 400 hectares of land affected by historic small-scale mining in [region]. Target: 95% RJC-certified mined material by 2027, and restoration partnership expanded to 1,000 hectares by 2029.*

Packaging: *All packaging now FSC-certified card with plastic-free closures, and 92% is now sourced from recycled material, up from 55% in 2021. Target: 100% recycled or reused packaging by 2026.*

APPLICATION CHECKLIST

Before you submit, check your application against the following.

	Company information	Have you provided responses to all the contextual company information questions?
	ESG action	Do your responses clearly demonstrate actions across all areas detailed in Environment, Social and Governance?
	Highlighted areas	Have you addressed the specific areas detailed in the application criteria?
	Evidence-based	Entries must be supported by verifiable data, documentation or third-party evidence – claims without evidence are not accepted.
	Supporting documents	Confirm the supporting documentation and evidence has successfully uploaded to the assessment portal. If not, please email documents to natalie.worthington@positiveluxury.com .

We look forward to receiving your application.

If you have any questions or need assistance with your application, please contact Natalie Worthington on natalie.worthington@positiveluxury.com

ABOUT POSITIVE LUXURY

Since 2011, Positive Luxury have blended technical ESG expertise with luxury industry experience, empowering over 140 luxury brands, retailers and suppliers with impactful ESG solutions that optimise long-term profitability and sustainable growth. Through consultancy services, ESG+ assessment, Butterfly Mark certification and the new Good Supplier Programme, its team of experts give unrivalled support, helping companies across the globe meet higher and higher standards for people, nature and business.

If you'd like to find out how our comprehensive sustainability services can unlock value for you, contact our team on hello@positiveluxury.com.

- ✓ Fast-track sustainability
- ✓ Prepare for legislative shifts
- ✓ Communicate with credibility
- ✓ Future-proof your business

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