Sustainable Pearls

THE POTENTIAL OF THE BLUE ECONOMY
THE BLUE PLEDGE FOR SUSTAINABLE PEARLS
A pledge to bring together pearl farmers who seek to actionably contribute to the health of our oceans and climate and inspire communities and consumers to engage with these important issues.
We want to play a pioneering role in developing a circular blue economy, by building on leading environmental and social practices.
WHY PEARL FARMING?
Responsible marine pearl farming embodies ecological aquaculture as it requires pristine water conditions for oysters to produce high quality pearls. A filter feeder by nature, with one of the highest clearance rates, the pearl oyster is often referred to as an “indicator species” that is well known to be environmentally sensitive. Any decline in water quality has a direct impact on oyster health resulting in poorer pearl quality and/or increased oyster mortality.
The Role of Tropical Marine Ecosystems

Our marine pearl farms are located in areas of the Pacific that boast some of the greatest marine biodiversity and are most prone to climate change on the planet. We recognize the importance of global engagement for both oceans and climate change together in order to preserve the thriving ecosystems in which we operate.

**THE CORAL TRIANGLE**

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GUIDING PRINCIPLES

The Blue Pledge is a drive to implement and highlight best practices in preserving our marine environments and working with communities. We aim to contribute to the United Nation’s Sustainable Development Goals (SDG) through The Blue Pledge.
1. PROTECTION OF THE BIOSPHERE SDG 6, 13, 14 & 15

- Safeguard all habitats in which we operate.
- Strive to conserve biodiversity, ecosystem structure, and ecosystem services.
- Areas in and around pearl farms can act as Blue Carbon sinks.
2. SUSTAINABLE USE OF NATURAL RESOURCES SDG 7, 13, 14 & 15

- Use natural resources responsibly.
- Make sustainable use of renewable natural resources and conserve non-renewable natural resources through efficient use and careful planning.
3. PRODUCTION TRANSPARENCY AND PRODUCT DISCLOSURE

SDG 12

- Understand that luxury is based on beauty, quality and rarity… not mass production.
4. OPERATE FARMS IN A SOCIALLY & CULTURALLY RESPONSIBLE MANNER SDG 5, 8, 9 & 10

- Recognition and support of local ownership.
- Operate in a socially responsible manner with local communities.
- Foster social enterprise in the Pacific region.
5. MANAGEMENT COMMITMENT AND COMPLIANCE SDG 16

- Our Blue initiative looks forward to working with Fiji Ocean Pathway delegates: Mr. Peter Thompson, UNSG’s Special Envoy for the Ocean: CIBJO, The World Jewellery Confederation, Sustainable Pearls, and our core group of farmers: Jewelmer, Paspaley and J Hunter to develop a process of assurances that certifies the commitment of industry parties to the principle of The Blue Pledge.
The Role of Tropical Marine Ecosystems

Partners

J. Hunter Pearls Fiji

Paspaley

Jewelmer

Sustainable Pearls.org

The World Jewellery Confederation

The Potential of the Blue Economy