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.
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.
- Promptly and responsibly correct conditions we have caused that endanger the environment.
- Work towards blue carbon neutrality of our operations.
- Develop models for integrated Marine Protected Areas (MPA) in pearling areas.
- 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.
- Focus on banning single-use plastic products.
3. PRODUCTION TRANSPARENCY AND PRODUCT DISCLOSURE
SDG 12

- Transparency in our pearl production and marketing practices.
- Promote Ocean cultured pearls as truly Sustainable luxury products.
- 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

- Implement these principles and sustain a process that ensures that company management is responsible for environmental and social policy.
- Develop tools to measure impact of our vision.
The Role of Tropical Marine Ecosystems

**Sustainable Pearls.org**

**Paspaley**

The Paspaley Group is an Australian family-owned and run company with a heritage of over 80 years and three generations. Recognized as pioneers of the Australian South Sea pearl industry, the company has revolutionized the Australian South Sea pearl industry and enabled pearls of the quality we see today to be produced.

**Jewelmer**

Jewelmer is an international luxury brand that was born out of a commitment to the world's most lustrous cultured South Sea pearls and exquisite fine jewelry. Established in 1979 by a French pearl farmer and a Filipino entrepreneur, Jewelmer has grown globally to represent a world of rarity and enduring elegance.

**THE POTENTIAL OF THE BLUE ECONOMY**