



THE  
GREEN  
ALLIANCE

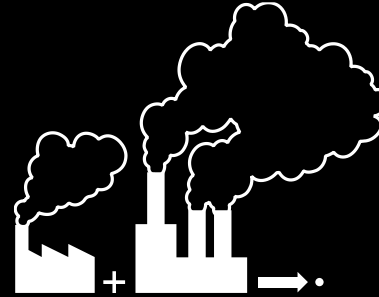
PROMOTING  
SUSTAINABLE  
SAPPHIRE

# THE MARKET



**Sapphire is a material crucial** to society; being found in consumer electronic products, LEDs, luxury watches, speciality optics, jewellery, defence and many other industrial applications.

# THE CHALLENGE



Despite its importance and ubiquity, traditional **sapphire production** suffers from very **high carbon emissions**. The typical amount of CO<sub>2</sub> equivalents produced by a kilogram of cut and polished sapphire can be as high as 652 kg.

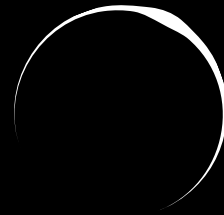
# OUR MISSION



**The Green Alliance** for Sustainable Sapphire allies companies in the total sapphire value chain in a commitment to play their part in **decarbonising the planet** by manufacturing sapphires and **sapphire products with lower carbon emissions.**

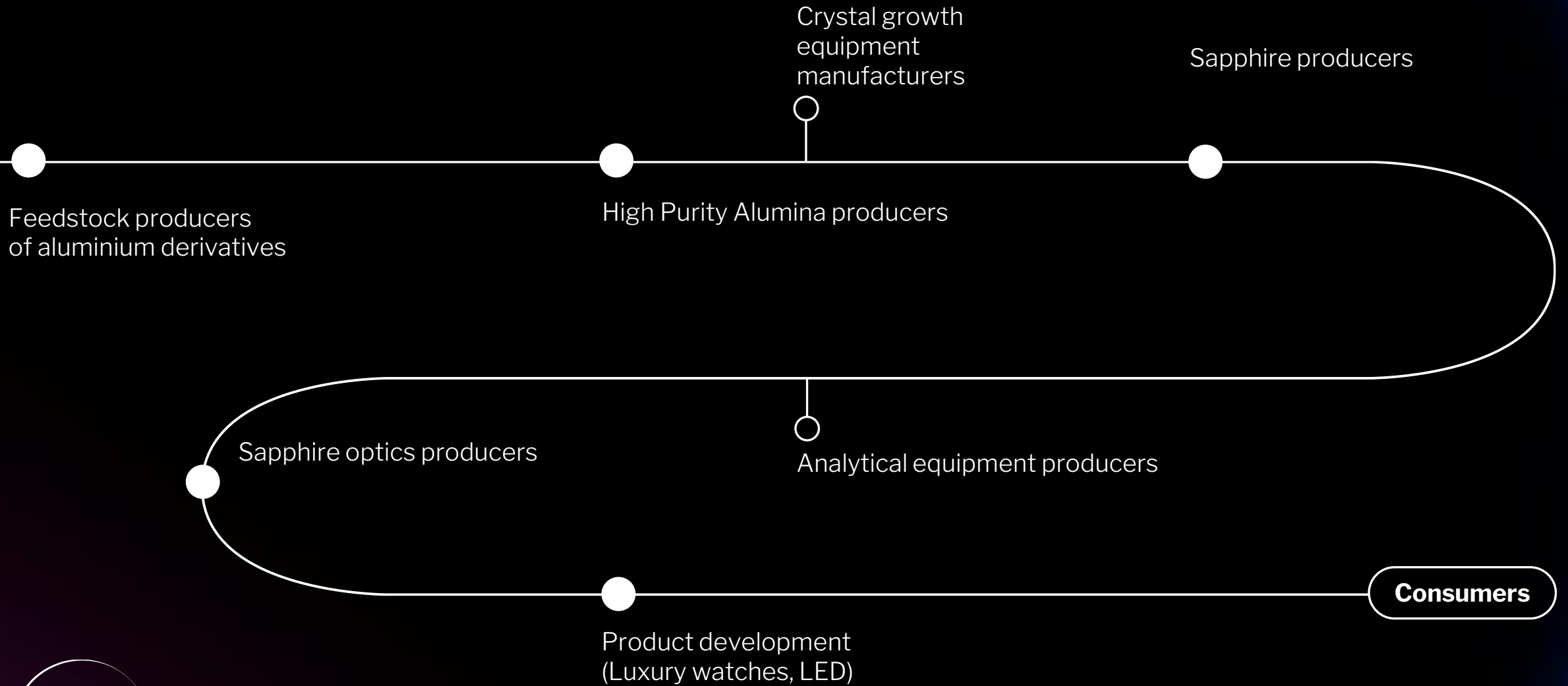


# WHY JOIN?




You will join an alliance that aims to become the **reference partnership** for organizations in the sapphire supply chain wanting to reduce their environmental impact and build their **sustainable competitiveness**. Through shared data with our alliance partners you will gain **valuable insights** into supply chain's carbon footprint and ways it can be reduced.

# THE PARTNERS



# ACTIVITIES



Press release to be sent to 2700 magazines, Journals, Newspapers, influencers in US and EU (March 2024)

Exhibit at the EPHJ Geneva –Switzerland (June 2024)

Sponsoring major jewellery trade show (TBD)

Social media campaigns to evangelise for a more sustainable sapphire

CONTRIBUTING TO THE DECARBONIZATION  
OF OUR PLANET



PROMOTING SUSTAINABLE SAPPHIRE