

No Dirty Gold Toolkit

A Guide for Student Organizers



Table of Contents

Welcome	1
The Earthworks and Oxfam Partnership.....	2
Why should you care about gold mining?	3
How is gold produced?	4
Where is gold mined?	5
The Strategy: The No Dirty Gold Campaign	6
Problems and Proposals.....	6
Take Action Today.....	10
<i>Step 1: Act Today</i>	10
<i>Step 2: Do Your Homework</i>	11
<i>Step 3: Form a Solid Support Group</i>	11
<i>Step 4: Set Some Goals</i>	11
<i>Step 5: Strategize and Organize</i>	12
<i>Step 6: Launch The Class Ring Campaign</i>	14
What are the alternatives to dirty gold?	17
Sample Campaign.....	18
Event Calendar.....	19
No Dirty Gold Fact Sheet.....	21
Class Ring Vendor Fact Sheet.....	23
Frequently Asked Questions	24
Resources	27

Acknowledgments

Oxfam America and Earthworks would like to thank the following people who contributed to this guide:
Primary author: Erin Allweiss | Additional writing: Paul Bugala, Nancy Delaney, Payal Sampat, Radhika Sarin and Keith Slack | Editing: Andrea Perera | Graphic Design: Jeff Deutsch

We would also like to acknowledge all the students whose activism has inspired and informed this guide. And, most of all, we thank our partners around the world who inspire us each day with their achievements in the face of immense challenges.

No Dirty Gold
1612 K St. NW, Suite 808
Washington, DC 20006
202-887-1872
www.nodirtygold.org

Oxfam America
26 West Street
Boston, MA 02111
800-77-OXFAM
www.oxfamamerica.org

Earthworks
1612 K St., Suite 808
Washington, DC 20006
202.887.1872
www.earthworksaction.org

Dear Friend,

Thank you for your interest in the No Dirty Gold campaign. Gold comes at a heavy price when you add in the environmental and social costs of irresponsible mining, costing the planet and its people much more than the metal is worth. One of the world's dirtiest industries, gold mining can leave a lasting scar on communities and landscapes in places such as Ghana, the United States, Peru and Indonesia.

Through the No Dirty Gold campaign, Oxfam America and Earthworks want to change the way gold is mined, produced and consumed. With 80 percent of all gold used to make jewelry, it is crucial that jewelry retailers and shoppers understand mining's impacts and demand changes.

As a student and consumer you have the power to reach out to your community and help drive these changes. By educating your peers, you can help reform international mining practices and push for alternatives to dirty gold.

This is an exciting and important time. Consumers around the world are learning about the impact of mining and are starting to react. Retailers are also responding by calling on mining companies to commit to more responsible practices.

Join us in strengthening the global movement to reform international mining practices by mobilizing your college community, family, and friends.

You can help us put an end to destructive mining practices.

Sincerely,

Oxfam and Earthworks' No Dirty Gold Team

The Oxfam America and Earthworks Partnership

About Oxfam America

Oxfam America is a 30-year-old international relief and development organization that works with communities around the world to fight poverty and exercise their fundamental human rights. Given Oxfam America's particular focus on community-based resource management, we want to ensure that oil and mining operations support the rights, resources, and livelihoods of poor communities around the world.

About Earthworks

Earthworks is one of the leading nongovernmental organizations working on mining issues, with an unsurpassed depth of knowledge and campaign experience in the United States and around the world. Earthworks supports the work of communities affected by mining, and has a particular expertise in the areas of environmental protection, technical issues related to mining, and promoting more responsible mining practices.

The Partnership

Oxfam America and Earthworks have partnered to expose the harmful effects of gold mining operations and build consumer demand for mining reforms. We want to raise awareness among consumers and support local communities in making informed decisions about mining.

Why should you care about gold mining?

Gold mining is currently one of the world's dirtiest industries. In many places, it has wreaked havoc on local economies, caused illnesses, destroyed streams, contaminated soil, and contributed to human rights abuses.

Despite the high price at which gold is sold – a piece of gold jewelry typically sells for four times the value of the gold it contains – the gold industry has yet to hold itself accountable for the damage done in creating its merchandise.

The time has come for change.

We can hold the gold industry – mining companies, retailers, and manufacturers – accountable for the damage being caused by mining and demand an alternative to dirty gold. As a student and a consumer, you can help drive these important changes.

We call upon the gold industry to guarantee that the products we purchase were not produced at the expense of local communities, workers, and the environment.

It is time to spread the word about dirty gold.

How is gold produced?

Extraction and Cyanide Leaching

Gold mining begins with a lengthy, chemical-intensive process.

- ❖ Two-thirds of all gold in use is newly mined – it is extracted directly from the earth. Of this gold, two-thirds is from open-pit mines, several of which are big enough to be seen from outer space.
- ❖ An open-pit mine typically generates huge piles of waste rock, which can leach toxic metals and acid into soil and water. Some mine wastes have turned groundwater thousands of times more acidic than battery acid.
- ❖ One of the more common methods to separate gold from ore is called “heap leaching,” in which crushed ore is piled into heaps and sprayed with cyanide.

A rice grain sized dose of cyanide can be fatal to humans. Accidents involving cyanide-laced mine wastes have often led to catastrophic results, including fish kills, severe water pollution, and soil contamination.

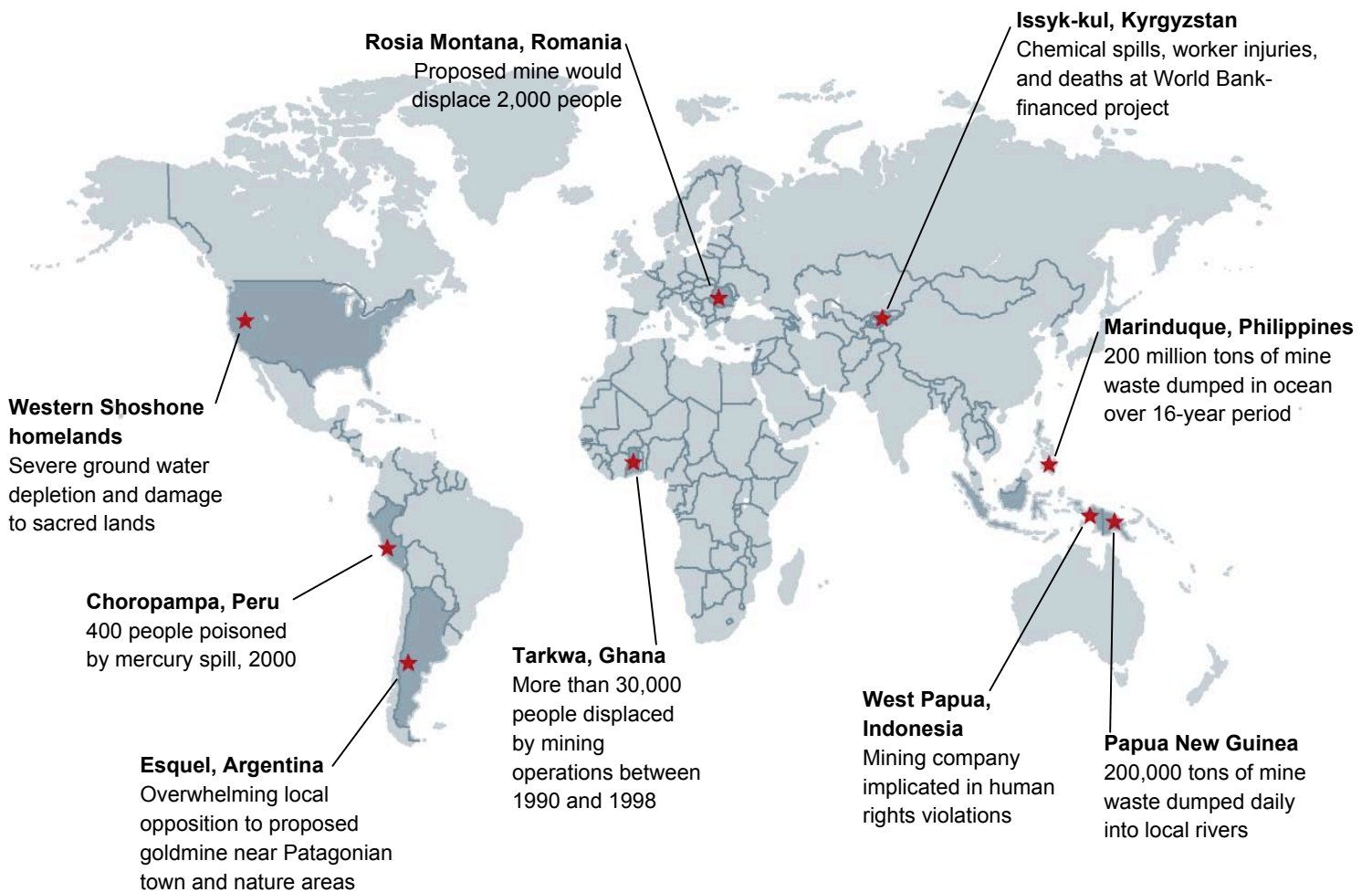
Smelting and Refining

The separated gold is shipped to a smelter where the remaining impurities are removed under intense heat. This process can emit toxic air pollutants, including components of smog and acid rain.

Worldwide, smelting adds about 142 million tons of sulfur dioxide to the atmosphere every year—13 percent of total global emissions.

Where is gold mined?

Gold mining can have destructive impacts not only because of the chemical-intensive and waste-generating manner in which it is extracted and processed, but also because of the damage to the locations from which it is mined. Gold is mined in some of the world's most biodiverse places, including the Amazon, Pacific islands, and West African rainforests. And half of the world's gold is produced on indigenous peoples' lands.



The Strategy: The No Dirty Gold Campaign

The No Dirty Gold campaign seeks to strip away the mining industry's anonymity by educating the public about gold-mining's impacts. The campaign also aims to leverage consumer pressure to demand the highest set of human rights and environmental standards for gold mining.

We are not calling on consumers to boycott gold or jewelry. We're asking consumers to consider the real cost of current gold mining practices. We're asking that they demand changes from the industries that produce, sell, and profit from gold – and that they urge these industries to abandon practices that endanger people and ecosystems.

Problems and Proposals

Problem: Mining damages the environment

The aftermath of a large-scale mining operation is often a landscape of devastation: thousands of acres of poisoned, rubble-strewn land drained by acidified streams that will likely remain too polluted to support their full complement of life for thousands of years to come.

In many countries, the companies that have profited through this destruction are under no binding obligation to mitigate it.

Baia Mare, Romania

At the Baia Mare mine in Romania, a dam failed, releasing more than 100,000 tons of wastewater laden with cyanide and other heavy metals into the Tisza River. The waste made its way to the Danube, killing 1,240 tons of fish and contaminating the drinking water of 2.5 million people. The Australian mining company responsible for the spill, Esmeralda Exploration, went into a form of bankruptcy to protect its shareholders. However, the people and countries affected by the spill received no company aid.

Mining is a major threat to biodiversity and wilderness areas. Nearly 75 percent of active mines and exploration sites overlap with regions of high conservation value. The No Dirty Gold campaign seeks to protect the world's national reserves from gold mining operations.

OK Tedi, western Papua New Guinea

The OK Tedi mine in western Papua New Guinea discharges 80,000 tons of ore and 120,000 tons of waste rock into the OK Tedi River each day.

Nearly all the fish in the river have been poisoned, and some fish species appear to have gone extinct. About 175 square kilometers of forest, an area nearly three times the size of Manhattan, has been drowned and 30,000 to 50,000 people have been displaced.

In 2002, the CEO of BHP Billiton, one of the largest mining companies in the world, called the project "an environmental abyss" and said it should never have been built.

Another form of water pollution is acid mine drainage. It is the most widespread and persistent form of water pollution caused by mining.

Iron Mountain, northern California

Communities in the United States also face the consequences of irresponsible mining. During nearly a century of operation, the 17.8 square kilometer Iron Mountain mine in northern California produced gold, silver, copper, iron, and zinc. Iron Mountain closed in 1963, but 40 years later, acid mine drainage continues to kill fish and other aquatic life in the Sacramento River. The Sacramento flows into the San Francisco Bay, and there too, the acid mine drainage is endangering aquatic life. Groundwater near the mine has registered pH levels as low as minus 3, which is 10,000 times more acidic than battery acid. And experts predict that Iron Mountain will continue to poison its watershed for at least 3,000 years.

Problem: Mining threatens human rights

Mining is one of the most dangerous professions. Mine workers risk rock falls, tunnel collapses, fires, heat and exhaustion.

Additionally, collective opposition to mining may encounter violent suppression by the companies themselves, or by government or private security forces working in concert with mining companies. In some parts of Africa and the Pacific region, large-scale mining has become "militarized." In such situations, the actions of the police, the

military, and the private security forces have led to the death or disappearance of activists and union organizers.

In 1996, Pik Botha, the South African Minister for Mineral and Energy Affairs at the time, estimated that each ton of gold mined costs 1 life and 12 serious injuries.

Deep underground mines such as South Africa's gold mines, which reach depths of 3.5 kilometers (2 miles), present a special set of risks. The extreme heat – up to 60 degrees Celsius (140 degrees F) – and the high atmospheric pressure put miners at risk for certain kinds of nerve damage and high blood pressure. South African gold mines sometimes also extract uranium, thereby exposing thousands of workers to unsafe radiation.

Free, Prior and Informed Consent:

Mining companies must refrain from projects that have not secured the free, prior, and informed consent of affected communities. In many places, current statutes and regulations do not provide communities with adequate protection of their rights or an opportunity to participate in mining-related decision-making.

Increasingly, indigenous peoples, farmers and other local communities in places as diverse as Peru and Romania are speaking out to protect their lives and livelihoods from the impacts of potentially harmful mining operations.

Concerned about mining's impacts on human rights and the environment, local communities around the world are demanding that new mining projects only go forward with their approval.

This concept is called "free, prior, and informed consent" and is recognized for indigenous peoples under the International Labor Organization's (ILO) convention number 169.

Proposals:

The No Dirty Gold campaign demands that the mining industry change the way that gold is mined and produced. A proposed agenda for mining companies:

- ❖ Respect the basic human rights outlined in international declarations and conventions, such as the UN "Universal Declaration of Human Rights," the draft "Declaration on the Rights of Indigenous Peoples," and others.

- ❖ Provide safe working conditions and respect workers' rights to collective bargaining, in accordance with the eight core conventions of the International Labour Organization.
- ❖ Refrain from projects that have not secured the free, prior, and informed consent of the communities concerned.
- ❖ Fully disclose information about the environmental and social effects of their projects.
- ❖ Stay out of protected areas.
- ❖ Stop dumping mine waste into natural bodies of water.
- ❖ Refrain from projects that are expected to cause acid drainage.
- ❖ Provide guaranteed funding, before beginning a project, that will fully cover reclamation and closure costs.
- ❖ Allow independent reviews of social and environmental management practices.

Take Action Today

The No Dirty Gold campaign is working to protect the world's people and ecosystems from destructive mining practices.

Now that you understand how gold is mined and the problems it can cause, it's time to take action.

Here is what you, as an informed and empowered student, can do:

Step 1: Act Today

Step 2: Do Your Homework

Step 3: Form a Solid Support Group

Step 4: Set Some Goals

Step 5: Strategize and Organize

Step 6: Launch The Class Ring Campaign

Step 1: Act Today

There are many ways to start a No Dirty Gold campaign on your campus. First, sign the No Dirty Gold pledge at www.nodirtygold.org

The No Dirty Gold pledge: “I support the No Dirty Gold campaign to end destructive gold mining practices. I call on retailers and manufacturers of gold jewelry, electronics, and other goods to work to ensure that the gold in their products was not produced at the expense of local communities, workers, and the environment. I demand that the global mining industry provide retailers and consumers an alternative to dirty gold.”

By adding your name to the petition that thousands have already signed, you are calling on retailers and manufacturers of gold jewelry, electronics, and other goods to work to ensure that the gold in their products is not produced at the expense of local communities, workers, and the environment.

Use your knowledge to encourage others on your campus to sign the pledge. Getting faculty and students to sign the No Dirty Gold pledge can be your initial goal. The way to do this is to educate your community about the consequences of gold mining.

Step 2: Do Your Homework

Educate your friends and peers. It's one of the most important things you can do to support more responsible mining practices.

- Before you begin, *know your facts*. Read the Dirty Metals report and the No Dirty Gold fact sheet. All of this material is available online at www.nodirtygold.org
- Watch one of the many informative documentaries on gold mining, such as *Choropampa: The Price of Gold* or any of the other documentaries listed in the resource section on page 27. Hold a screening at your house and invite your friends and/or professors to join you.
- To obtain a copy of any of these films, check the resource section on page 27.

Step 3: Form a Solid Support Group

Now that you are well-informed about mining issues and the No Dirty Gold campaign, you can establish a core group of students to carry out the campaign.

- Without a strong support group, leading a campaign on a college campus can be a daunting task. Building even a small No Dirty Gold group will be invaluable to you, and it is one of the most effective steps you can take to create a buzz on your campus.
- If you are already a member of an organization that addresses environmental issues, human rights violations, labor, ethical purchasing, or corporate accountability, introduce your group to the No Dirty Gold campaign. Adapt the campaign to fit your organization's focus and interests.
- Get a wide range of organizations to endorse your effort. Form a broad-based coalition by approaching other groups who are likely to take interest in the campaign.

Potential allies include clubs for labor, social justice, human rights, Latin America, Africa, Southeast Asia, corporate accountability, indigenous rights, recycling, and environmental justice.

Step 4: Set Some Goals

Once you have established a coalition, outline your goals and create a plan. Define what you want to achieve throughout the year and how you will set out to achieve these goals. Remember, be ambitious, but also weigh the obstacles your coalition may encounter.

- Who will be your target group: Students? Faculty? Administrators?
- Consider who and what your obstacles may be and what you can do to overcome them. For example, consider how your school will respond to a No

Dirty Gold campaign. To prevent any problems, arrange a meeting with your school's administrators to explain your campaign and what types of actions you will be participating in on campus.

**For more information on how to approach administrators, refer to page 15.*

- ❖ What will be the most effective actions for your campus? Is your campus small or large? Is the best way to approach students through teach-ins, tabling, speakers, and/or documentary screenings?
- ❖ What specific contributions can each group in your coalition contribute to the campaign? For example, the Latin American Students Association may be better equipped to address how indigenous groups in South America are being impacted. The environmental club may be better prepared to address the environmental devastation linked to gold mining.

Step 5: Strategize and Organize

Now that you have established a coalition and defined your goals, you are ready to chart out a calendar of events and campus actions.

Tabling

Tabling is one of the simplest and often most effective events to organize. Use these opportunities to distribute information to your community about the human rights violations and environmental damage linked to irresponsible mining.

•❖ **Advertising**

- > Flyer in advance
- > Post the event on your school's website
- > Coordinate these events to coincide with holidays or events that involve a high volume of jewelry purchasing. e.g. Valentine's Day, Mother's Day, Christmas, or around class rings sales.

•❖ **Materials**

- > Use the pledge, fact sheets, and the Dirty Metals report as information tools. Distribute these tools to interested faculty and students.
- > Ask them to take action by signing the No Dirty Gold pledge.
- > Explain that by signing the pledge, they are sending a message to the retailers and manufacturers of gold jewelry, electronics, and other goods to work to ensure that the gold in their products is not produced at the expense of local communities, workers, and the environment.

- > Explain that signing this affirms that consumer awareness exists about mining practices. Their action will contribute to the demand for an alternative to dirty gold.

Documentary Screening

Screen one of the many moving and in-depth documentaries about mining. This includes *Choropampa: The Price of Gold*. Other videos are listed in the resource section of this guide. Remember, you have many options.

- ❖ When selecting which documentary to show, think about your audience and the impact you want to have on them.
- ❖ Make sure to advertise in a way that is geared toward your target audience.
- ❖ Think about the questions you hope to inspire by showing this documentary.

Choropampa: The Price of Gold documents the effects of a 330-pound mercury spill in multiple communities near the Yanacocha gold mine. The spill affected nearly 1,000 people; 400 were treated for mercury poisoning and more than 130 were hospitalized. The documentary offers a grim look at the price of gold. Produced by Guarango Cine y Video, Lima, Peru. 30 minutes. To obtain a copy of the video, email us at classrings@nodirtygold.org

For more information on other mining-related documentaries, check the resource section on page 27.

- ❖ After the screening, hold a question and answer session.
- ❖ Another option is to invite a professor or professors to talk about the documentary. Choose professors with knowledge on the issues addressed in the documentary. (i.e.: environmental studies, human rights, international law)
- ❖ After the panel discussion, hand out the No Dirty Gold fact sheet and pledge cards. Ask the students and faculty to take the pledge against dirty gold.

Invite a guest speaker, local mining activist, or professor to comment on gold mining

Invite an expert from your university to address the international/environmental impact of mining.

- ❖ Is there someone at your college or university whose expertise is in a mining-related field, international law or human rights?
- ❖ To raise money to host a speaker or to hold other events, consider writing a grant to your school. Many schools have money set aside, such as through the

Speakers Bureau, to give to its students. Do some research and see what opportunities are available on your campus.

❖ For a list of possible speakers contact classrings@nodirtygold.org

Step 6: Launch the Class Ring Campaign

Don't let the symbol of your alma mater be tarnished with dirty gold. As socially responsible students, it is important that we know how the gold used to make our class rings is produced, and that we demand it comes from a mine that uses more responsible mining practices.

Each year, class rings firms send their representatives to campuses to take orders for rings. Whether you are purchasing a class ring or not, take a moment to deliver a message to the ring representative about your concern regarding the impact of gold mining on communities and the environment.

By informing them of your concerns, you are spurring a change that will help ensure that class rings in the future will be produced more responsibly. A class ring reflects school pride, and its purchase marks years of hard work and achievement. This symbol should not be tainted with dirty gold!

This is why the class ring component of the No Dirty Gold Campaign is so important. It is an incredible opportunity for students on college campuses around the nation to raise consumer consciousness and assert their influence on mining corporations.

What is the Class Ring Campaign and what is its role within the larger No Dirty Gold campaign?

The Class Ring Campaign is the student-driven component of No Dirty Gold's retailer strategy. By targeting companies like Jostens, Herff Jones, Balfour and ArtCarved, students can leverage their consumer power over the international mining industry.

What will be your role in No Dirty Gold's Class Ring Campaign?

Your main goal is to ask your campus Jostens, Herff Jones, Balfour or ArtCarved representative where the gold in the class rings comes from, and to urge these companies to commit to responsible sourcing of gold.

How will you launch a Class Ring Campaign on your campus?

- ❖ First, find out which company provides your school's class rings.
- ❖ To find out who provides your class rings, contact your college bookstore.
- ❖ Some of the more common brands are Jostens, Herff Jones, and American Achievement Corporation, which owns ArtCarved and Balfour. To learn more

about these corporations, check out the Class Ring Vendor fact sheet on page 23, and the resource section on page 27.

- ❖ Once you know who provides your school rings, find out when the company's ring representative will be on campus. Typically, representatives are on campus during parent's weekend, homecoming, right before winter break and throughout the spring. Again, call your college bookstore to find out when the representative will be on campus.
- ❖ If the bookstore does not have the dates, they will have the number of the company. Call the company and ask them for the dates representatives will be visiting your campus.
- ❖ Next set up a table on campus (preferably near the ring company's sales area) during ring sales periods. At your table, you can provide information about the harmful impacts of gold mining, encourage students, faculty and others to sign the No Dirty Gold pledge, and let students know where on campus the ring representative is selling rings.
- ❖ You can also request students to sign the class rings postcard. One section of this should be dropped off at the class rings sales desk, and the other section left with you and returned to the No Dirty Gold campaign.

When should you begin to work on the Class Ring Campaign?

- ❖ Start as soon as possible. It's never too early to work out campaign logistics. Call your bookstore or your ring provider's headquarters as soon as school starts. It will require time to plan your event, and you want it to coincide with class ring sales.
- ❖ Set a goal of launching your first class ring tabling event in the fall – perhaps in October around Homecoming or Parent's Weekend.

What do you do once you know who provides your college rings and when they will be on campus?

Set up a meeting with your university's administrators. It's important that you inform them of your concerns about how gold is produced. Be prepared to explain the goals of the No Dirty Gold campaign and what you plan to do on your campus.

Go to the meeting prepared!

Write out an agenda and a proposal to distribute to the attendees. Anticipate and prepare for tough questions before they are asked. Bring resources.

- ❖ Make sure you have read the No Dirty Gold fact sheet on page 21, as well as the fact sheet specific to the ring company on page 23.

- ❖ If possible, plan your tabling event to coincide with the ring representative's visit.
 - > Provide information to students about the harmful impacts of gold mining and the costs of making a single gold ring: the production of a gold wedding ring generates 20 tons of mine waste and class rings generate between 6 and 16 tons of waste.
 - > Ask students to sign the class rings postcard. Have them leave one section with you and ask them to give the other side to the firm's campus representative.
- ❖ Request that students respectfully approach the ring representative and speak with them about their concerns about the dirty gold used in class rings.
 - > The cards students leave with you should be sent to:

No Dirty Gold
1612 K St., NW, Suite 808
Washington, DC 20006

The cards will then be sent as one bundle to the CEO of the corresponding ring company, whether it is Balfour, Jostens, ArtCarved, etc.
 - > By doing this, you let the ring manufacturer know that you as a consumer are aware of dirty mining practices. It shows them you are a concerned consumer.
 - > Tell students signing the class ring cards where the ring representative is located. Make it as simple as possible for the students to approach him/her.
 - > Have them ask the representative if he/she knows if the gold used in their rings was produced at the expense of local community workers, and the environment.
 - > Ask the representative to pass along the cards you leave with them to the CEO of the company, telling him/her that students are concerned that the gold in class rings may have come from a mine using irresponsible mining practices.
 - > If you have enough students approach the representative, they will carry the message back to the company.
 - > Offer the representative a copy of the Dirty Metals report and a No Dirty Gold pledge.

What are the alternatives to dirty gold?

At this time, there is no label guaranteeing that the gold you purchase has been mined in a responsible manner. But there are retailers and other organizations who are pushing mining companies to commit themselves to higher standards.

Tiffany & Co. Stakes Bold Position on Mining Reform

March 24, 2004. In an open letter advertisement in the *Washington Post*, Tiffany & Co, one of the world's leading jewelry companies, opposed a silver mine that threatens an important wilderness area and called for mining reforms it believes are urgently needed. Michael Kowalski, the Chairman and CEO of Tiffany & Co, stated that the company is motivated by consumer demand. "We've always believed that we have an implicit contract with our customers. They demand that Tiffany products, precious metals and gemstones be extracted in environmentally and socially responsible ways," he said. This is the first time that a major jewelry company has taken a highly visible stance urging reform of the industry supplying it with much of its gold, silver, and platinum.

- ❖ Supporting the No Dirty Gold campaign and asserting your demands as a consumer will help develop an alternative to dirty gold.
- ❖ Recycling: More resources could be applied to improve gold recycling programs.
 - > Recycle old jewelry. You can have old rings melted down to make new ones. Support jewelers that offer products made with recycled gold.
 - > Buy vintage or antique jewelry.

Sample Campaign

Leading a campaign can be a rewarding and challenging experience. To make the process easier for you, we are providing you with a sample campaign strategy. You can follow the entire plan or pick and choose what will work best on your campus.

- ❖ Do your homework: If you want to educate your community about the harmful impact of gold mining, first you have to know your facts.
 - > Read the Dirty Metals report
 - > Review the NDG fact sheet on page 21.
 - > Watch the documentary *Choropampa: The Price of Gold*.
- ❖ Form a coalition of other interested students, faculty and organizations:
 - > If you have any questions, email us at classrings@nodirtygold.org
 - > If you are already a member of a student group, present NDG to your group. Talk to them and figure out who are good potential allies.
 - > Think outside of the box. Because the NDG campaign is multifaceted, it appeals to environmental organizations, human rights groups, and multicultural coalitions.
 - > Imagine your coalition includes the African Students Association, the environmental club, Amnesty International, the human rights group, and the Latin American Student Association.
- ❖ Set Some Goals:
 - > Figure out the specific assets each group has to offer – i.e. the Latin American Students Association could take the lead on showing the *Choropampa* documentary; the environmental group could plan a teach-in during an environmental seminar.
 - > Aspire to get 50 percent of the campus to sign the No Dirty Gold pledge by the end of the year
 - > Plan 15 visible events on your campus over the course of the school year.
- ❖ Strategize and Organize:
 - > Set up tabling events to educate your community. You can table as much as once a week or once every other week in high-traffic locations.
 - > Have these tabling events lead up to bigger events – i.e. the day, or week, when the college ring representative(s) will be on campus; an open forum debate; etc. See page 14 to learn more about the Class Ring Campaign.
 - > Check out our sample calendar to get exciting events ideas!

Event calendar

FALL SEMESTER	
Event	Date
1 Tabling Event —Education and pledge cards	End September
2 Documentary screening of <i>Choropampa: The Price of Gold</i> with Q and A session to follow.	Early to Mid October
3 Spread the word by holding a teach-in. Contact a teacher of environmental studies, human rights, etc. and hold a teach-in. Hand out post cards and ask people to get involved. You can do this multiple times in multiple classes.	October
4 Hold a Class Rings Tabling Event*	October
5 Halloween Tabling Event —Use catchy flyers and posters that read: “Trick or TRUTH—where your gold really comes from”; “Gold Mining—The Frightening/Spooky Truth”	On or around October 31
6 Choropampa Documentary Screening with a panel discussion to follow. Include professors with expertise on environmental issues, human rights, international law, etc.	Mid November
7 Tabling with a focus on holiday season shopping. Provide facts on how much gold is purchased during the holiday season, and how much waste is generated to produce a single ring.	Mid to end December (avoid exam period for your own sanity!)

** Note: Dates for class rings events will vary depending on which school you attend and when class rings firms will be taking orders on your campus. Adapt this calendar to meet your needs and schedule.*

SPRING SEMESTER

Event	Date
<p>1 Valentine’s Day Tabling Event—Include Flyers and Posters that read: “Don’t Tarnish your Love this Valentine’s Day! No Dirty Gold!” Use this as an opportunity to revive your campaign. Hand out gold-covered chocolates with notes attached that read: No Dirty Gold (www.nodirtygold.org). Give the chocolates to people who sign the NDG pledge.</p>	February 14
<p>2 Choropampa Screening with a Q & A session to follow. Open forums are engaging and make important information available.</p>	End February/Early March
<p>3 Tabling Event—Keep the momentum going.</p>	Mid March
<p>4 Visit a class—Spread the word by holding a teach-in. Contact a teacher of environmental studies, human rights, etc. and hold a teach-in. Distribute post cards and ask people to get involved. You can do this multiple times in multiple classes.</p>	March
<p>5 No Dirty Gold Music Festival—Welcome in Spring and this important, international movement by throwing a party. Support NDG by inviting school, local, and other groups to perform. Get creative! Have the bands endorse NDG. Walk around getting students and faculty to sign the pledge. See if other affiliated groups would co-sponsor the event.</p>	End March/Early April
<p>6 April Fool’s (gold) Tabling event—More momentum. Get creative! You could do a spoof on Pirate’s gold and explain how people are being swindled by gold mining industries.</p> <p>Screen <i>Pirates of the Caribbean</i> or <i>The Princess Bride</i> to go along with the pirate theme. Advertise for the screening at the tabling event.</p>	End of April
<p>7 Final Tabling event—Hold an open discussion forum to discuss the No Dirty Gold campaign</p>	May

No Dirty Gold Fact Sheet

Gold mining is no longer conducted by pickaxe-toting pioneers. Now, large-scale operations by multinational corporations generate massive open pits, mountains of waste rock and millions of gallons of toxic chemicals-driving communities from their homes and devastating lives with pollution and economic hardship.

- ❖ A single gold ring leaves in its wake at least 20 tons of mine waste.
- ❖ Open-pit gold mines essentially obliterate the landscape, opening up vast craters, flattening or even inverting mountaintops, and producing 8 to 10 times more waste than underground mining.
- ❖ Cyanide is used by large mining operations to separate gold from ore. Cyanide pollution is a major concern. A rice-grain sized dose of cyanide can be fatal to humans; concentrations of 1 microgram (one-millionth of a gram) per liter of water can be fatal to fish.
- ❖ Metals mining employs just 0.09 percent of the global workforce but consumes as much as 10 percent of world energy.
- ❖ Most gold is not used for essential services; more than 80 percent is used to make jewelry.
- ❖ Between 1995 and 2015, approximately half the gold produced worldwide has or will come from indigenous peoples' lands.
- ❖ The Calvert Group, a socially responsible U.S. investment firm, has no holdings in any metals mining companies as of January 2004, as none meet Calvert's corporate responsibility criteria.
- ❖ A single gold mine in Papua New Guinea, the Ok Tedi mine, daily generates 200,000 tons of waste per day-more than all the cities in Japan, Canada and Australia combined.
- ❖ Metals mining is the number one toxic polluter in the United States, responsible for 96 percent of arsenic emissions and 76 percent of lead emissions.
- ❖ The world's largest open pit, the Bingham Canyon mine in Utah, is visible to astronauts from outer space. It measures 1.5 kilometers (1 mile) deep and 4 kilometers (2.5 miles) across.
- ❖ 120,000 tons of toxic waste spilled from the Baia Mare gold mine in Romania in 2001, contaminating the drinking water of 2.5 million people and killing 1,200 tons of fish.
- ❖ According to the International Labour Organization, mining is responsible for 5 percent of workplace deaths each year.

- ❖ Between 1990 and 1998, more than 30,000 people were displaced by gold mining operations in the district of Tarkwa in Ghana.
- ❖ Every year, mines in the U.S. generate an amount of waste equivalent in weight to nearly nine times the trash produced by all its cities and towns combined.

Class Ring Vendor Fact Sheet

Jostens, Inc.

Jostens is based in Minneapolis, Minnesota. It employs approximately 6,300 people.

In 2003, Jostens' approximately 45 percent market share was largest in the \$495 million the North American class ring market. Jostens' approximately 30 percent share of the \$148.5 million college segment of the North American class ring market was the second largest in 2003.

Jostens gets its gold through a consignment arrangement with Deutsche Bank. When Jostens takes an order for a ring, the company buys just enough gold from the bank to make it. Deutsche Bank gets its gold from the commodities markets. It is quite difficult to trace the origin of gold purchased on the commodities markets.

American Achievement Corporation (AAC)

AAC is based in Austin, Texas. It employs approximately 2,344 people.

AAC's subsidiary Commemorative Brands sells class rings under the brand names ArtCarved, Balfour, Milestone, Keystone, Master Class Rings, and R. Johns.

In 2003, AAC's approximately 35 percent market share was the second largest in the North American class ring market. AAC's approximately 54 percent share of the college segment of the North American class ring market was the largest in 2003.

AAC gets its gold through a consignment arrangement with the Bank of Nova Scotia. Like Jostens, when AAC takes an order for a ring, the company buys just enough gold from the bank to make it. The Bank of Nova Scotia gets its gold from the commodities markets, just as Deutsche Bank does.

Herff Jones, Inc.

Herff Jones is headquartered in Indianapolis, Indiana. It employs approximately 3,500 people.

In 2003, Herff Jones' approximately 12 percent market share was the third largest in the North American class ring market. Herff Jones' approximately 8.3 percent share of the college segment of the North American class ring market was also the third largest in 2003.

As of 1998, Herff Jones got its gold through a consignment arrangement with Gerald Metals, Inc. and Rhode Island Hospital Trust National Bank. Herff Jones also pays for its gold only after taking an order for a ring.

Frequently Asked Questions

1 What are the objectives of the No Dirty Gold campaign?

The No Dirty Gold campaign seeks to educate consumers and the general public about the impacts of irresponsible gold mining, and to enlist their support to pressure the industry to clean up its act. It calls upon the mining industry to ensure that their gold was not produced at the expense of communities, workers, and the environment.

2 Why does this campaign matter?

Gold mining is one of the most destructive industries in the world. It pollutes water and land with mercury and cyanide, and endangers the health of people and ecosystems. The production of a single wedding ring generates 20 tons of wastes.

Gold mining can also displace communities, supplant traditional livelihoods, and endanger nature preserves. Half the gold produced between 1995 and 2015 has or will come from indigenous peoples' lands.

3 What can consumers of gold do?

This campaign empowers consumers to leverage their purchasing power to drive change in the gold mining sector. We all value clean water and land, healthy communities, human rights, and a safe environment. We are asking consumers to stand up and be counted, and to demand more responsible mining practices that will protect these precious rights and resources.

4 Are you calling for a boycott?

We are not calling for consumers to boycott gold or jewelry. We're asking consumers to consider the real cost of current gold mining practices. We're asking that they demand changes from the industries that produce, sell, and profit from gold—and that they urge these industries to abandon practices that endanger people and ecosystems.

5 What Can I Do Today?

You can start by demanding more responsible gold. Sign onto the campaign pledge at www.nodirtygold.org. The pledge asks retailers, manufacturers, and mining companies to provide verifiable alternatives to irresponsibly mined gold.

The next time you go to a jewelry store, department store or university gift shop, ask where the gold in that pair of earrings or class ring came from. Chances are, the

salesperson won't be able to tell you—and that's what this campaign is trying to change.

6 Why Should Retailers and Manufacturers Care?

Consumers need to feel good about the products they buy, in particular those used as symbols of love, lifelong commitment and emotional ties (such as wedding rings or class rings). Leading retail companies will want to be at the forefront of acting responsibly, as they have demonstrated by sourcing diamonds from non-conflict zones, certifying sustainably harvested forest products, and promoting Fair Trade coffee.

7 I'm ready to buy responsibly produced gold products now. Where can I do this?

Right now, stores do not offer this option, in part, because consumers have not demanded it. Now is the time to tell jewelers, computer makers, cell phone companies and others that clean water, community health and human rights are vitally important to you in your purchasing decisions—and that you want an alternative to dirty gold. Take the online pledge and share it with like-minded friends at www.nodirtygold.org.

8 What exactly IS the definition of more responsible mining?

There are basic changes that the mining industry needs to make right away, in a manner that is independently verifiable. At the very least, mining companies should:

- ...✚ Respect the basic human rights outlined in international declarations and conventions, such as the UN “Universal Declaration of Human Rights,” and the draft “Declaration on the Rights of Indigenous Peoples.”
- ...✚ Provide safe working conditions and respect workers' rights to collective bargaining, in accordance with the eight core conventions of the International Labour Organization.
- ...✚ Refrain from projects that have not secured the free, prior, and informed consent of the communities concerned.
- ...✚ Fully disclose information about the social and environmental effects of projects.
- ...✚ Allow independent reviews of social and environmental management practices.
- ...✚ Stay out of protected areas.
- ...✚ Stop dumping mine waste into natural bodies of water.
- ...✚ Refrain from projects that are expected to cause acid drainage.

- Provide guaranteed funding, before beginning a project, that will fully cover reclamation and closure costs.

For more information, please see the Dirty Metals report or www.nodirtygold.org.

9 If consumers support your campaign, won't they eventually face higher consumer prices for gold products? Why should consumers support such an effort?

There's no reason to believe that this set of reforms would affect consumer costs. Mark-ups on gold products like jewelry are so high already—four or more times higher than the cost of the gold itself. We believe that retailers will be able to absorb price increases, if there are any.

The real costs of mining gold are not reflected in its price. Mining companies often do not factor into their operating expenses the true costs of the pollution they generate, or the social problems they can cause.

10 Will gold mining reforms impact jobs?

Adopting the reforms we propose need not jeopardize jobs. On the contrary, it makes good business sense to respect human rights, provide safe working conditions to workers, and prevent contamination of water and land.

This campaign demands that mining companies respect the core labor standards laid out in International Labour Organization conventions, including the right to collective bargaining and to a safe working environment. At present, mining is the world's most hazardous occupation. For South Africa, the world's largest gold producer, it's estimated that one worker dies and 12 others are injured for every ton of gold produced.

11 Where can I get more information?

Read the Dirty Metals report which you can find at www.nodirtygold.org, where you can also learn more about communities around the world affected by gold mining.

Resources

Documentaries

Choropampa: The Price of Gold documents the effects of a 330-pound mercury spill in multiple communities near the Yanacocha gold mine. The spill affected nearly 1,000 people; 400 were treated for mercury poisoning and over 130 were hospitalized. The 2002 documentary offers a grim look at the price of gold. Produced by Guarango Cine y Video, Lima, Peru. 30 minutes. To obtain a copy of the video, email classrings@nodirtygold.org.

Burying People for Profit: The Rosia Montana Gold Mine Project. This is a great new documentary about the Rosia Montana gold project in Romania and the community's opposition to the mine's development. Details: April 2004. 32 minutes. Produced by Vrije Keyser TV and Friends of the Earth International in coordination with Alburnus Maior. Available on CD-ROM. To order contact Friends of the Earth at janneke@foei.org.

Lake Cowal: Our Story. The documentary includes footage of different mining operations and explains the mining process. This film is ideal for those who would like to learn about what the mining process entails. Details: 20 minutes. To order the video or for more information, contact Ruth Rosenhek c/o Rainforest Information Centre, www.rainforestinfo.org.au/gold/lakep.html

Class Ring Provider Company Information

Jostens: 1-800-854-7464 or www.jostens.com

ArtCarved: 1-800-531-5055 or www.artcarved.com

Balfour: 1-800-542-8648 or www.balfour.com/contact.aspx

Herff Jones: 800-451-3304 or www.herff-jones.com/college

Useful Websites

www.nodirtygold.org

www.bettermines.org

www.earthworksaction.org

www.mmpindia.org/indexmm.htm

www.oxfamamerica.org

www.minesandcommunities.org

www.csp2.org

www.miningwatch.ca

www.conacamiperu.org

www.caa.org.au

www.fian.org

www.walhi.or.id

www.jatam.org

www.worldwatch.org

www.mpi.org.au

www.wacam.org

www.rosiamontana.org

www.womenandenvironment.org

www.grufides.org

www.foei.org/mining

www.wsdp.org

www.antigold.gr

www.greatbasinminewatch.org

www.ienearth.org/mining_campaign.html#project

Materials—contact classrings@nodirtygold.org to order

No Dirty Gold banner

Class Ring postcards

No Dirty Gold brochure/pledge cards

T-shirts

No Dirty Gold toolkit (this guide)

Handouts

Dirty Metals report

Class Ring Vendor Fact Sheet

No Dirty Gold Fact Sheet

Useful Reports

Dirty Metals Report: www.nodirtygold.org

In addition numerous reports can be found at the following sites:

Oxfam's website:

www.oxfamamerica.org/whatwedo/issues_we_work_on/oil_gas_mining

Earthworks's website: www.earthworksaction.org/ewa/publications_welcome.cfm