

CONSIDERED
IMPACT

Welcome



WELCOME TO OUR 2024 IMPACT REPORT

"We believe jewellery should reflect our values and help shape a better future.

As a small team with a big purpose, we wear many hats, but we always remain grounded in one core belief: that meaningful jewellery can and should have a lasting positive impact.

Our first impact report is our way of sharing the progress we've made so far and the lessons we've learned along the way. While we are proud of our achievements to date, we are also keenly aware that our journey is just beginning. This plan outlines our ambitious goals for the next five years, and we invite you to join us as we work to build a more sustainable future, together."

Bea & Victoria

ACHIEVEMENTS

100%

All our products can be traced to the refiner or mine.

2

We launched our first two collections—Signature and Twist—crafted from reclaimed silver and Fairmined gold.

3

We secured our first stockists: La Maison Couture, The Wearer and Peace Gold

100%

All of our packaging can be composted or recycled

2

We've been shortlisted for two respected industry awards

The Challenges We Face



When we make a piece of jewellery, we have the opportunity to shape the impact it has on the world. We're committed to going beyond merely reducing harm — aiming to craft pieces that leave a lasting, positive legacy.

Conventional jewellery production can be surprisingly harmful. Mining for gold, silver, and gemstones can have a devastating impact on the environment when not managed responsibly. In fact, producing a single gold ring can generate up to 20 tons of waste. Toxic chemicals like mercury and cyanide, commonly used in gold extraction, can contaminate water sources and have a severe affect on the health of local communities.

Throughout history, the mining and trading of precious minerals has also been linked to the funding of armed conflicts and serious human rights abuses, including child labour.

While the jewellery sector has made progress to improve over the past decade, many brands still lack full transparency on the origins of their materials. Relying on recycled metals may seem like a solution, but the recycling supply chain presents its own challenges — such as money laundering — and does not reduce the volume of minerals being mined.

Therefore it's vital we source our pieces carefully to reduce environmental impact and empower the people in our supply chain. We want Considered Jewellery to shine — not just in appearance, but with integrity.





STRONG FOUNDATIONS

The Considered world is shaped by four guiding pillars:



Considered in our design and production.



Committed to radical transparency in our supply chain.



Collaborative with others to drive positive change.



Conscious of our impact and the legacy we leave behind.

In 2024, we brought these principles to life by setting clear, targeted goals. This impact report shares what we've achieved so far and outlines our ambitious priorities for the years ahead. We'll be sharing a progress update each year.

We welcome your feedback and questions as we continue our journey. Please don't hesitate to reach out to us at: hello@consideredjewellery.com

A close-up photograph of a hand holding a dark, textured object, possibly a piece of metal or a stone. The object has a bright, glowing spot on its surface. The background is dark and out of focus.

OUR GOALS

2025 - 2030

Supporting Our Community

GOAL

PROGRESS

1

Partner with Artisanal Producers

Launch a collection with a community-focused women-led co-operative by August 2025

We are committed to collaborating with artisanal partners who share our values. In 2024, we began partnering with Ammo, a female-run social enterprise in Cambodia crafting jewellery from recycled brass. Our collaborative collection is scheduled to launch summer 2025

2

Contribute to Charitable Causes

Donate 2% of our revenue to charitable causes annually by 2030.

We believe in supporting causes that align with our mission, particularly those that empower women. We will take our first step toward this long-term goal in 2025.

By December, we will launch a capsule collection with a minimum of 10% of profits donated to a charitable cause supporting disadvantaged women.

3

Champion British Craftsmanship

Ensure our Signature Collection and at least one other collection annually is made in the UK.

Our Signature Collection carries the 'Certified in the UK' mark to highlight that it supports British production.

We will continue this commitment in 2025 by launching our limited-edition Provenance Pearl pendants made in the heart of Birmingham's famous jewellery quarter.

**Created
in the
UK**



PROTECTING OUR ENVIRONMENT

GOAL

4

Ensure Sustainable Packaging Materials

Ensure 100% compostable, plastic free packaging across all product lines.

PROGRESS

Our standard packaging is already compostable and plastic-free, from the gift envelope - made from recycled cotton and coffee grounds - to our tissue paper, stickers and mailing boxes. Each jewellery piece comes with an organic cotton pouch for safe storage.

Our new premium gift packaging to be developed by Spring 2026, will maintain these same high standards.

5

Measure and Reduce Our Carbon Footprint

By the end of 2026, we'll assess our Scope 3 carbon emissions to understand the impact of our products and put in place a plan to reduce our footprint over time.

We are committed to beginning this important assessment process in 2026.

Sourcing With Integrity

GOAL

6

Ensure ALL our jewellery continues to be traceable to its origin and produced by a supply chain that upholds high social and environmental standards.

PROGRESS

From our very first collection, sourcing with integrity has been at the heart of our brand. We believe in knowing the origin of ALL our materials.

We're proud to share that 100% of the gold in our vermeil pieces comes from Fairmined certified mines in Colombia. We also use certified recycled silver from trusted partners, Cookson Precious Metals in the UK and Legor in Italy. While we know our silver is recycled, we are dedicated to improving traceability even further. In 2025, we'll be investigating the original source of these materials to ensure full transparency.

To ensure every partner meets our standards, we've recently introduced a formal Sourcing Policy, a Supplier Code of Conduct, and a formal due-diligence process.

We've also developed a Preferred Supplier Matrix that prioritises local sourcing and partners who are actively driving a positive impact.

The gold used in our Signature collection comes from a small mine called Iquira, in Colombia.



Fairmined certification ensure mines are set up legally and have good working conditions, reducing reliance on hazardous chemicals and ensuring miners receive a fair price for their hard work.



WORKING RESPONSIBLY

GOAL

PROGRESS

7 **Align Our Impact to the UN Sustainable Development Goals**

By June 2025, identify and commit to at least two SDGs where we can make direct, measurable contributions, with targets set and reviewed annually.

We are beginning this process in Spring 2025.

8 **Support Inclusive Businesses Through Our Procurement**

Increase business spend with women-led or minority-owned suppliers to at least 40% by 2030

We believe in using our purchasing power to support diverse and inclusive businesses.

In 2024, 90% of our suppliers and service providers were women-owned. However, these partnerships currently represent only around 20% of our total spending.

GOAL

PROGRESS

9

Achieve Business Accreditation

Achieve rigorous ethical business accreditation that validates our commitment to high social and environmental standards.

We are committed to demonstrating our positive impact. In 2025, we'll begin aligning our operations and impact reporting to the new B Corp Standards.

10

Educate, empower and influence

Dedicate 2–3 hours each month to voluntary activities that promote awareness of the jewellery industry's social and environmental impact, while encouraging others to work and shop more responsibly.

We believe in using our platform to create positive change across our industry. Through our Considered Journal, we aim to inspire conscious consumer choices. We've also contributed 4 articles to The Jeweller magazine on topics such as responsible sourcing, sustainable packaging, and industry strategy.

In addition, we're proud to be part of Fair Luxury—a collective of jewellery professionals advocating for meaningful change across our industry.



We couldn't have done it without you.

Thank you

To our wonderful customers, and all the values-driven people and businesses who have shared their time, energy and expertise - your support has helped us to shape the heart of Considered Jewellery, and we're grateful for your belief in our purpose.



hello@consideredjewellery.com



www.consideredjewellery.com



Credits: Images 7-9 courtesy of Alliance for Responsible Mining



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