

# Responsible Jewellery Council

## CASE STUDY

*Progold S.p.A.*

Gold Refiner



REFINER

### The Business

Progold S.p.A. was set up in 1997 for the production and sales of master alloys for goldsmiths and silversmiths. In 2010, it saw the addition of two derived Business Units. One of the Business Units focuses on the production of solder pastes. The second Business Unit is characterised by continuous research which focuses on the evolution of SLM (Selective Laser Melting) Technology and for the production of powder alloys.

Progold's motto is "Know quality, choose Progold", to express their emphasis on product warranty and pre and after sales service. To ensure maximum compliance, all Progold products have been formulated and developed by the internal R&D Department based on market needs and customer feedback. All production is done in-house, which offers Progold customers a personalised service.

### The Story

Corporate Social Responsibility (CSR) is the core of Progold's business model and has become increasingly relevant to the industry.

The company's target is to integrate Social Responsibility into corporate activities by implementing an ethical business model that keeps constantly aware of its impacts on society and the environment. This covers all of Progold's activities including production lines and also suppliers as a reflection on the company's own image and credibility.

For last few years, Progold has been studying their supply chain challenges and was able to find suitable solutions for the extraction of wide scale precious metals while completely avoiding purchasing precious metals from conflict areas.

In this respect, Progold believes that the RJC Code of Practices (COP) and Chain-of-Custody (CoC) self-assessment has helped them understand the importance of RJC Certification and the deep meaning of doing business responsibly, thus adding value to the company.

As a result, Progold has chosen to formalise their commitment to ethical business behaviour in a Corporate Responsibility policy and set of management systems which complies with RJC's requirements. This comes from their belief that the RJC is an effective and efficient tool to induce



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– Damiano Zito, CEO of Progold S.p.A.

positive changes throughout the supply chain, from raw materials to production and end sales. Progold also works with all its stakeholders to foster ethical business behaviour and to help them meet their criteria.

Moreover, Progold believes that the RJC Chain-of-Custody Certification represents a way of sending a clear message for the demand of engaging in better practices. It encourages other companies in the sector to follow their example while contributing to the development of the gold supply chain.

'Our sector needs to take a stance: a piece of jewellery is a present with symbolic value and our customers expect authentic commitment and perfect efficiency of our alloys from us.'



Progold S.p.A.

### *Lessons learned*

- Integrate Social Responsibility as a strategic element in the business model
- Ethical standards like RJC's are a guide for sustainable business
- All supply chain participants need to be responsible
- Daily commitment to development and improvement



### *Benefits from obtaining RJC Member Certification*

- Gained trust and corporate credibility
- Integration between social responsibility and their business
- Validation of transparent business practices
- Assessment system of strengths and weakness

### *Impacts*

- Commitment to the RJC COP and CoC conferred an added value to the company and established a basic requirement for future business
- RJC Certification offered the ability to create a risk-assessment system for the entire business
- RJC Certification was the foundation of a Corporate Responsibility policy for Progold S.p.A.

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