Your Tools and Resources for Implementing the Fairest Ring of All Method

Instructions

Prep Step: Print this PDF or just use some paper. The PDF will make it a *lot* easier.

Step #1: Find the *List of Jewelry Companies* and jot down those you are interested in.

Step #2: Gather and write down their phone numbers, or save them in your phone.

Step #3: Find *Script* and *Tables.*

Step #4: Call the jewelry companies on your list.

Step #5: Say hello, flatter their jewelry, and begin script.

Side Step: Make sure to solidify answer to Q#1.

Step #6: Write down *Type of Gold* next to name of Jeweler in *Table.*

Side Step: Really work at getting a clear answer for each of your questions.

Step #7: As your questions are being answered use the *Table* to jot down the information you've received about each matter at hand: *traceability, transparency, positive social impact and positive environmental impact* & the *type of gold.*

Step #8: Thank them in whatever language suits your fancy, *obrigado, gracias, thanks, arigato,* then hang up.

Step #9: Evaluate the information you've gathered. Were they clear responses? Are the responses what you were hoping for? How do you feel after having talked to the company?

Step #10: Assign points.

Just A Heads Up: Each call will obviously vary in time. I suggest about 2-4 minutes on each question, with room for expansion, which would end up being about a 17-23

minute call. Set aside some time for calling each jewelry company, so neither party feels rushed. Definitely take your time with your questions and answers.

How To Assign Points

There are two columns where the points will be assigned, then a third column where you will sum it all up.

- Give 0 points, in column 3, if you heard a *"I don't know."*

- Give 1 point, in column 3, if you received a clear answer, good or bad.

- If it was a negative answer, give a -1 in column 4.

- If it was a positive answer, give a 1 in column 4.

- If you don't know, give a 0.

List of Jewelry Companies

1) _____ #_____

2) _____ #_____

3) _____ #_____

4) _____ #_____

5) _____ #_____

6) _____ #_____

7) _____ #_____

8) _____ #_____

Printable Tables

Jewelry Company & Gold Source		"I don't know" = 0 pt Answered = 1 pt	Positive Answer = 1 Negative Answer = -1	Total Points
Traceability				
Transparency				
Positive Social Impact				
Positive Environmental Impact				
Total Score				

Jewelry Company & Gold Source		"I don't know" = 0 pt Answered = 1 pt	Positive Answer = 1 Negative Answer = -1	Total Points
Traceability				
Transparency				
Positive Social Impact				
Positive Environmental Impact				
Total Score				

<u>**Script**</u>

Hello, I've just begun shopping for me and my fiancé's wedding rings and his/her engagement ring. Your rings are just beautiful, and I know s/he would love one of them (a compliment of some sort will surely catch their attention & engage them). I'm curious about where your gold comes from. Can you answer me a few questions about the sourcing of your gold?

#1) Is it Recycled, Open Market or Fairtrade?

    a) **Recycled/Vintage**: So you don't really know where your gold comes from then?

    b) **Open Market**: Do you know which mine it came from?
        a. No.
        b. Yes, great!
            i. Can you tell me a little about the mine?
                1. Labor laws?
                2. Environmental impact or contamination?
                3. Fair wages and trade value?
                4. Additional trade benefits?

    c) **Fairtrade**: So, you know which mine your gold comes from? Great!
        a. Can you tell me a little about the mine?
            i. Labor laws?
            ii. Environmental impact or contamination?
            iii. Fair wages and trade value?
            iv. Additional trade benefits?

    d) Sometimes jewelers truly have no idea where their gold comes from. In that case, you are not going to get anywhere with getting answers to your ethical sourcing questions. It may be best to just move on to the next jeweler.

Example of Completed Table Below

Jewelry Company & Gold Source	Bright Earth, recycled gold	"I don't know" = 0 pt Answered = 1 pt	Positive Answer = 1 Negative Answer = -1	Total Points
Traceability	recycled gold: so it's not traceable	0	-1	-1
Transparency	recycled gold: can't track where gold comes from, not transparent	0	-1	-1
Social Impact	recycled gold: can't track where it comes from, so I guess they don't really know. But it's **not** supporting small-scale miners, so no real positive social impact	0	-1	0
Environmental Impact	since it's recycled, I guess it doesn't have a negative impact on the earth	1	1	2
Total Score		1	-2	-1