



FIERA DI VICENZA



## **CIBJO and Fiera di Vicenza set to launch first web-based CSR compliance system for the jewellery industry**

The system, which provides comprehensive ethical market and transparent supply-chain and chain of custody solutions, was developed by Branded Trust Assurance Systems.

VICENZA, ITALY: JANUARY 23, 2015 – CIBJO, the World Jewellery Confederation, and Fiera di Vicenza, have announced that they will launch the jewellery industry's first web-based Corporate Social Responsibility compliance system at the VICENZAORO January show in Vicenza Italy. The system was developed by Branded Trust Assurance Systems.

The launch will take place will take place at 2:00 PM on Sunday, January 25, in Pavilion 7.1, Room 7.1.2b, at Fiera di Vicenza, and will be followed by a seminar entitled **"Social Responsibility as the New Reality: Best Practice Initiatives, Tools and Business Success."**

The CIBJO-Fiera di Vicenza CSR system, powered by Branded Trust, is geared to provided practical and economic solutions to all companies in the industry seeking to achieve and manage social compliance, develop risk management policies and do social reporting.

Managed online, the Branded Trust system provide simple, effective tools that are easily managed, integrate with existing systems and bring leading businesses into compliance with the major international rule structures. Its tools include a web-based management system that can be implemented across an organisation. The system includes a set of policies, measures, full implementation support, education and reporting. Branded Trust provides a certification to businesses that have achieved successful implementation.

Its second tool is an ethical market system, which allows certified business to participate in the ethical market. Participating in ethical markets not only provides supply-chain transparency and product differentiation but reduces business risks associated with markets.

Branded Trust, which was presented last year at the United Nations in New York, is the outcome of an extended research partnership among a team of researchers, business leaders and industry associations, which led to the development of effective methods for improving business performance by combining outstanding management practice with social responsibility principles.

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