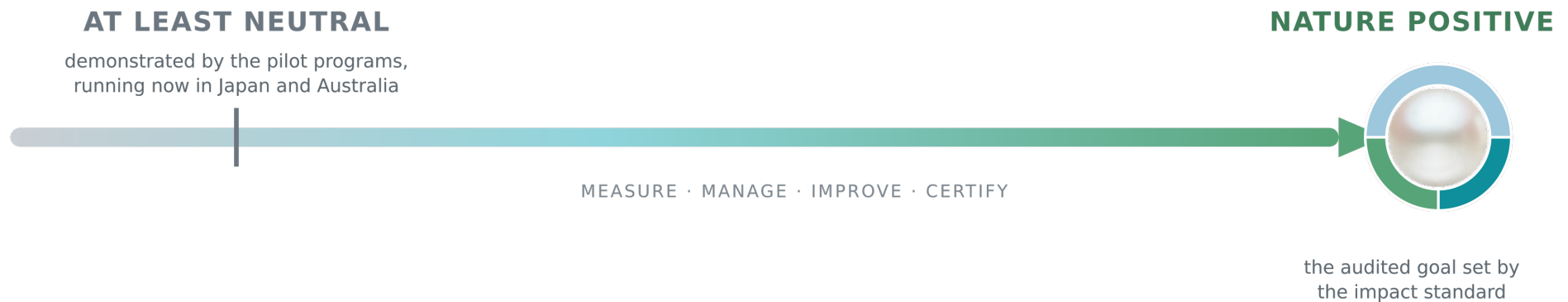


Leveraging Value on Pearl Impact



There is more to pearls than what you can see...

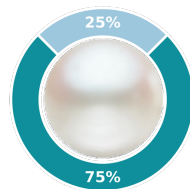
- The luxury industry developed tools to protect supply chain integrity
- But little is known about the social and environmental footprint of pearls
- We are on a mission to demonstrate their **nature positive potential...**



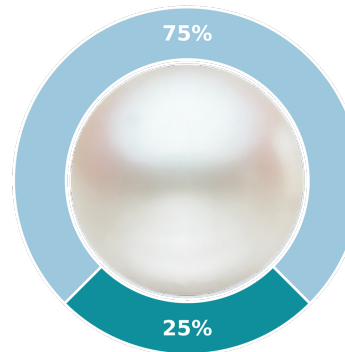
The pearl value paradigm already shifted...

- quality
- rarity

NATURAL PEARLS



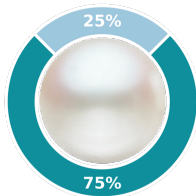
CULTURED PEARLS



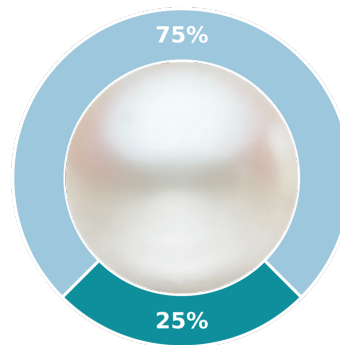
What if we could measure and manage impact...

- quality
- rarity
- impact

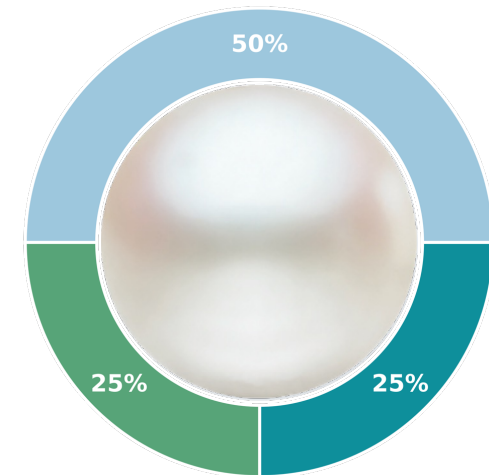
NATURAL PEARLS



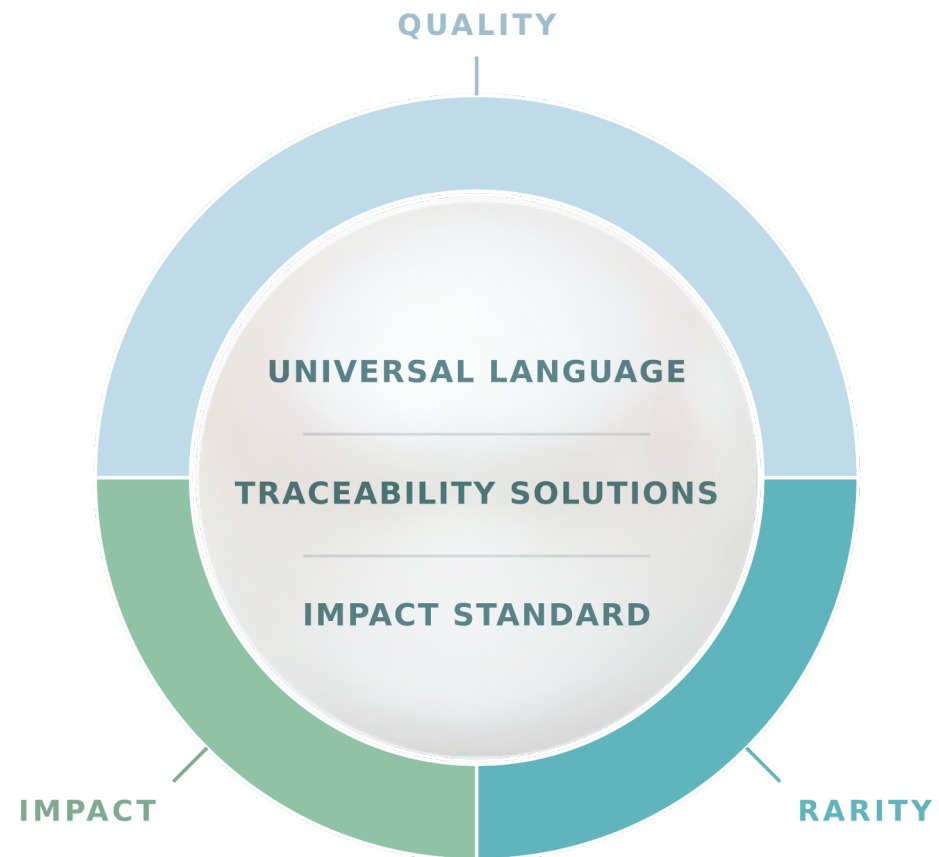
CULTURED PEARLS



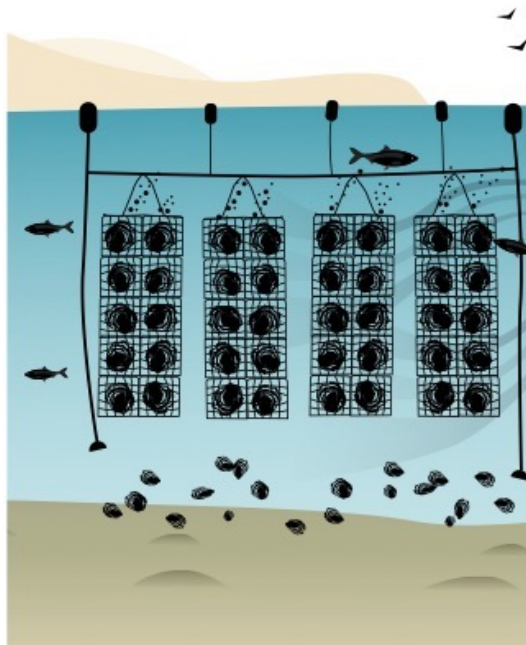
PEARLS WITH IMPACT MEASUREMENT



...to amplify value throughout the pearl supply chain?



Marine pearl farm case study suggests that pearls...



WATER QUALITY

One ton of pearl oysters can remove 10 kg of nitrogen, 0.5 kg of phosphorus and 0.7 kg of heavy metals.

A one-hectare farm could extract \$1,000 to \$5,000 worth of nutrients.

HABITAT & BIODIVERSITY

Pearl oysters house diverse and abundant epifauna that provide additional ecosystem services.

A one-hectare farm could add \$1,000 to \$5,000 worth of catchable fish.

CLIMATE CHANGE

The carbon footprint of a pearl ranges from a few grams to a few kilos of CO₂e.

Offsetting a one-hectare farm's emissions would cost \$500 to \$2,000.

Ranges vary by species, location, farming infrastructure and process, but the combined value of nutrient extraction and additional marine life is expected to exceed the cost of offsetting related CO₂ emissions.

Source: The Nature Conservancy - Regenerative Aquaculture, Marine pearl farm case study

...can generate more value than they require...



PER HECTARE, PER YEAR



WATER QUALITY

Nutrients and heavy metals removed from the water by filtration

+ \$1,000 to \$5,000



HABITAT & BIODIVERSITY

Farm infrastructure adds over a tonne of additional catchable fish

+ \$1,000 to \$5,000



CLIMATE CHANGE

Cost to offset the farm's emissions in full

– \$500 to \$2,000

NET IMPACT

NATURE NEUTRAL TO

NATURE POSITIVE

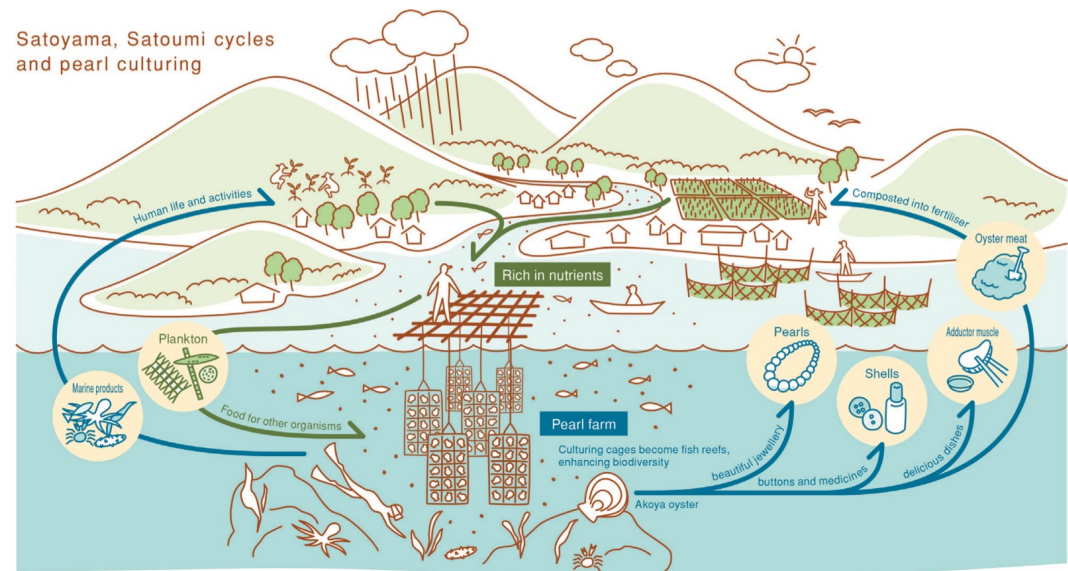
Impact measurement pilots already started...

Japan: government-funded Akoya pilot, underway

Objective: Measure services to ecosystems of a pearl farm.
Team: Japan Pearl Promotion Society, Tokyo University, Nagasaki, Mie and Ehime fisheries departments, The Nature Conservancy and The Sustainable Value Generator.
Timeline: Aug 26 – Dec 27

Australia: marine life pilot, starting

Objective: Tracking fish abundance and diversity around pearl farms.
Team: The Nature Conservancy, FishID AI and Griffith University, Pearls of Australia, The Sustainable Value Generator.
Timeline: Phase 1 Sep 26 – Feb 27



Satoyama and satoumi: Japan's model of landscapes that produce and regenerate at once

"We believe the value of nature positive pearls can be shared throughout the pearl supply chain."

George Kakuda, President, Japan Pearl Export Association

but a global standard is needed for impact value...



... to be shared throughout the entire supply chain

Leading operators validated the initiative...

1- PEARL FOOTPRINT

Measure and value impact for all pearl types to inform global code of practice.

2- IMPACT ASSESSMENT

Develop dedicated methodology and tools to drive further improvements

3- CERTIFICATION PROCESS

Co-create inclusive global standard to fit compliance requirements.

...pilots started in and out of the water...

But to become a standard...

A- VALIDATION

Feedback to ensure the standard is fit for purpose:

- Provide defensible claims,
- Lower cost of governance/ compliance
- Deliver point-of-difference/ market access

B- STRUCTURE

Suitable vehicle to host and govern the standard:

- Inclusive
- Progressive
- Transparent

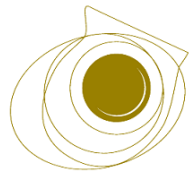
C- FUNDING

Multi-stakeholders co-funding:

- Farmers
- Traders
- Retailers
- Peak bodies
- Government
- NGO's

...the initiative needs support.

Thank you



JAPAN PEARL PROMOTION SOCIETY

