



**Changing the rules
for the mining
industry:**

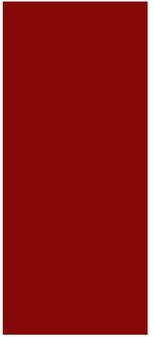
**THE INITIATIVE
FOR RESPONSIBLE
MINING
ASSURANCE**



JENNIFER KRILL
EARTHWORKS
jkrill@earthworksaction.org
April 21, 2015
Reclaiming the Sierra

IRMA is governed by a **Steering Committee** with a representative and an alternate from each these five sectors (affiliations of current Steering Committee members for each sector are listed):

- **Mining Companies:** Anglo American
- **Non-Governmental Organizations:** Earthworks, Canadian Boreal Initiative
- **Labor:** United Steel Workers, IndustriALL
- **Retailers/ “Downstream Users”:** Tiffany & Co., Jewelers of America
- **Affected Communities:** Western Shoshone Defense Project



VISION

*IRMA envisions a world where the mining industry is: **respectful** of the human rights and aspirations of affected communities; provides **safe**, healthy and respectful workplaces; avoids or **minimizes harm** to the environment; and leaves **positive legacies**.*

MISSION

*To establish a **multi-stakeholder** and **independently verified** responsible mining assurance system that improves **social and environmental performance**.*

+ The IRMA Mining Assurance System

Includes six basic tenets:

- **Best practice standards** that describe environmentally and socially responsible mine operations as well as legacy mine site management;
- An independent **third-party verification** of the standards;
- A **membership program** designed to maintain long term support for the system from all key stakeholder groups;
- **Communication tools** (such as certificates, approved claims and labels/logos) that generate rewards for effective implementation by participating enterprises.
- An **organizational structure** sufficient to ensure the long term stability and success of the system as a whole (through legal entities and associated personnel, governance and financial resources);
- **Mechanisms for resolving disputes.**

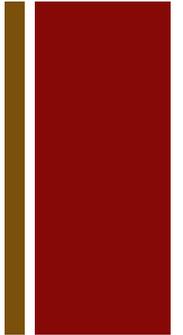
+ Best Practice Standards: IRMA's Working Definition

- **Protect environmental and social values:** Practices that are widely recognized by interested stakeholders as being the most effective way to avoid or minimize negative social and environmental impacts, given the current state of knowledge.
- **Measurable:** A set of auditable requirements, created through the multi-stakeholder IRMA process, that can be measured by a trained independent auditor
- **Comprehensive:** a mine that is operating according to best practice in the IRMA system is expected to conform with all the specified requirements in their entirety, as worded.

+ Verification

IRMA will establish and oversee an independent, third-party certification program which includes:

- An international accreditation body contracted by IRMA to provide an 'IRMA accreditation' service in accordance with IRMA's specifications
- Multiple certification bodies, accredited to issue 'certificates of conformity with IRMA standards' under the terms and conditions of the IRMA accreditation program
- The requirement that all inspectors/auditors and other key personnel involved in assessing conformity with IRMA standards have achieved and maintain an IRMA training qualification.





Standard Scope

How the IRMA Standard will be applied:

- Applicable to all kinds of industrial-scale mining globally with the exception of energy sources (no uranium, oil and gas, or thermal coal)
- Certification is at the mine site, though some requirements are at the company level
- Cover all phases of the mine life cycle (will apply to new and existing mines and have expectations for responsible reclamation/closure)
- Encouraging continuing improvement: while a mine site must meet all chapters of the IRMA Standard to achieve certification, IRMA leaders are currently considering an “IRMA Candidate” status where companies can meet a base level of improvement and commit to continuing improvement





What makes IRMA different?

IRMA is the **only** assurance program for responsible mining that includes:

- **multi-stakeholder** governance since its inception;
- development of **credible standards** approved by all sectors;
- **independently verified** certification;
- **financial support** in direct dollars and in-kind time/talent contributions by each sector

"What makes this effort unique in the mining sector is the focus on independent verification."

- Michael Conroy, Colibri Consulting





IRMA STANDARDS



IRMA's standard for responsible mining focuses on these environmental and social issues (a sampling of chapters included):

- Labor rights and safety
- Cyanide management
- Mercury management
- Protecting areas of high conservation value
- Indigenous free, prior and informed consent
- Indigenous people and cultural heritage
- Resettlement of communities
- Security and human rights
- Waste disposal and tailings management
- Water protection
- Conflict zones
- Emergency response
- HIV/Malaria/AIDs/TB
- Revenue transparency
- Reclamation, closure and bonding
- Air quality

+ IRMA'S VALUE FOR EARTHWORKS

- Earthworks has a 26-year history working to reform large scale mining, change policies and practices, and prevent mines from opening
- Producing enough gold to make a single gold ring generates 20 tons of mine waste
- Metals mining is the top toxic polluter in the US and likely globally
- Launched No Dirty Gold campaign in 2004



Thousands march in protest in Cajamarca, Peru in opposition to Cerro Quilish mine



IRMA'S VALUE FOR EARTHWORKS

- Over 100 jewelers signed onto campaign, 75 jewelers signed onto Bristol Bay Protection Pledge.
- Downstream users ask: 'Where do we buy more responsible metals?'
- Mining companies band together and race to the bottom.
- IRMA provides new policy framework that changes practices, answers jewelers need for an alternative to the worst practices, and paves the way for a 'race to the top'



80% of Bristol Bay residents oppose the proposed Pebble Mine

+ VALUE PROPOSITION FOR ALL SECTORS:

NGOs/ Environment/ Labor:

- Protection of health and rights of workers & affected communities;
- Protection for land, water, air.
- Improved relations with mining companies;

Mining Companies:

- Improved relations with labor, local communities and governments;
- Commercial advantages, for example becoming a preferred supplier;
- Improved reputation in marketplace.

Retail/ Downstream Users:

- Increased demand for products made from responsibly mined metals (product differentiation);
- Improved reputation and positive publicity for innovation.



+ IRMA TODAY AT A GLANCE:

- Creation of active Steering Committee led by respected leaders from all five sectors with longstanding time and commitment to the process;
- Development of governance documents and processes;
- First draft of *Standard for Responsible Mining* released for public review and feedback in 2014, more than 1000 points of comment received and being reviewed/integrated; revised draft to be release for second review July 2015
- Identification of model independent verification system for use by IRMA;
- Subscribing member of ISEAL; aspiring to become fully ISEAL compliant (meeting international code of good practice for standard-setting programs)



EARTHWORKS:

www.earthworksaction.org

jkrill@earthworksaction.org

IRMA:

www.responsiblemining.net

info@responsiblemining.net

"There is ample evidence from consumer surveys that a significant portion of the consumer populations in Europe and the U.S. is willing to pay a price premium up to 20% for products that have credible claims of social and environmental superiority over conventional products without those claims."

-Michael Conroy, Colibri Consulting: "Mining the Value of Assurance Systems" September, 2011

