



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN

ESTABLISHED 1904

What is a Provenance Claim?

A “provenance claim” is a documented claim, made using descriptions or symbols, that relates to gold, silver, PGM, diamonds or coloured gemstones that are offered for sale (whether as stand-alone materials or set in jewellery). Provenance claims are typically made about a product’s origin, verification of source, traceability of material, and certification of material or suppliers. Source: The Responsible Jewellery Council (RJC).

Georg Jensen’s Provenance Claim – Recycled/Chain of Custody (CoC) Gold:

As a certified member of the Responsible Jewellery Council (RJC), we have now taken the next step:

“As of January 1st, 2023, all Georg Jensen’s gold jewellery products and/or components will be manufactured from 100% recycled/CoC Gold”

This decisive step means that all gold raw material, semi and finished gold items supplied to Georg Jensen and used in the manufacture of gold jewellery will be 100% recycled and will have a verified origin of the recycled gold and be accompanied by a RJC chain of custody certificate for proof of a responsible supply chain.

Georg Jensen’s Provenance Claim – Recycled/Chain of Custody (CoC) Silver:

For silver, we are well on our way and expect to reach a full transition to 100% recycled silver by the end of 2024.

We can therefore not fully claim 100% recycled Chain of Custody (CoC) silver yet. But certain silver collections can already be purchased via our website.

The Importance of Providing Provenance:

Concerned with ethical and environmental issues, consumers are increasingly asking about the source of diamonds, coloured gemstones, gold, and other precious metals. Audited provenance claims provide assurance to clients, customers, and stakeholders that the claims made are valid, truthful and that the products are the result of ethical and environmentally responsible activities throughout the supply chain. Georg Jensen is a certified member of the Responsible Jewellery Council, and as such is subject to independent external audits, including the provenance claim.

The Responsible Jewellery Council requires that certified members shall:



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- Have systems to ensure that the provenance claims are truthful and substantiated by evidence.
- Do training to ensure that employees who are responsible for implementing the claims and responding to product enquiries, understand the claims and can explain them accurately.
- Make further information available to customers who ask about a provenance claim.
- Have a complaints or grievance mechanism appropriate to the nature, scale, and impact of the business to allow interested parties to voice concerns.

Georg Jensen's Grievance Procedure:

Georg Jensen have implemented a grievance mechanism appropriate to the nature, scale, and impact of the business, to allow interested parties to voice concerns about the veracity of the Provenance Claim (s).

Concerns can be raised by interested parties via email: csr@georgjensen.com

Upon receiving a grievance, Georg Jensen will ensure that all details are documented (in the GJ Grievance Log), and Georg Jensen will review the grievance mechanism with the complainant, determine how the complainant would like to proceed and establish the desired outcome.

The grievance will be reviewed internally at the executive level to decide how it should be handled and by whom. A review of the grievance will seek all relevant information, identify if any actions are required, and if so, what those actions are. Georg Jensen's executive will report any provenance grievances received to Georg Jensen's Senior Management Team on a quarterly basis.

Once the grievance has been addressed and resolved, a member of the executive team will advise the complainant of any decisions or outcomes and will seek satisfactory closure.

Georg Jensen A/S, Copenhagen, Denmark – August 2024

Erik Olsen
CSR & RJC Responsible