

A scenic view of a tropical forest with mountains in the background under a cloudy sky. The foreground is filled with dense green foliage, including several palm trees. In the distance, a range of mountains is visible under a sky with soft, white and grey clouds. The overall atmosphere is serene and natural.

Alex Monroe
Impact Report

2023-2024

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A message from our Founder

This year has been as much of a roller coaster as any! It's been really fun, but we've had our challenges. Ethical and environmental issues seem ever more urgent, and we continue to learn and improve. But like we always say... this is a journey.

While we've continued our voyage of discovery within the business, we've launched some exciting initiatives too. We've invested profits from the business to create a farm in Suffolk, where we'll be trying our best to increase biodiversity, produce food ethically, capture carbon, and involve our community.

Work has started on the land, and planning permission has gone in for some wonderful structures on the site. We'll keep you updated on progress—but we do have our first sheep grazing as I type! We've made great strides forward on our carbon footprint. We've been so privileged to be able to continue to contribute to all our charities. And we're managing to get out there with teaching, mentoring, and integrating with our community. This wonderful journey continues, and we've no shortage of exciting plans for next year too!

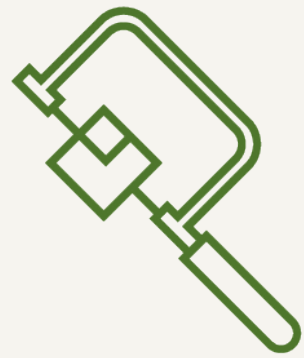
A little background story

When I left Uni, I rented a bench in a shared studio and made pieces to sell. But I had several part-time jobs for a few years until my jewellery work picked up. When London Fashion Week invited me to show my jewellery, I realised that I had a business on my hands! It was more a process of evolution than a considered moment where I set the business up. I always wanted to make original, best-quality fashion jewellery that was beautifully made and affordable. That ambition hasn't changed.

Right from the get-go, I knew I didn't want to do any harm in my professional (and personal) life. Anita Roddick had set up The Body Shop, and she rejected the idea that to make money in business you had to be ruthless. She made a success of building a business and doing good in the world—which was a big inspiration. There have been so many challenges this year. We appreciate that money is tighter for everyone, and there are difficult situations the world over. At the same time, environmental issues seem more urgent. So the challenges are still there—and I feel we just need to keep trying to do better.



Our Mission



**Handmade
in England**



Ethically Sourced



**Reducing our
Carbon Footprint**

Alex Monroe Jewellery takes inspiration from nature and the nostalgia of a childhood spent roaming the Suffolk countryside. Every piece is conscientiously designed and responsibly handmade in England by jeweller Alex Monroe, our expert team of makers and skilled long-term partners. With strong South East London roots, Alex Monroe jewellery is now loved worldwide for its unique detail, character and craftsmanship.

We use the term 'sustainable' in relation to jewellery with a careful approach, but are deeply committed to reducing our environmental impact and supporting fair labour practices throughout our supply chain. Handcrafting our pieces in the UK gives us greater control, ensuring responsibility and transparency at every stage. We hope to inspire others in the industry to join us in building a more ethical and positive future.

Our Core Values



Planet

The natural world has always been integral to Alex's designs, so it is essential that we run the business with the protection of our planet at the forefront of our minds.

Alex is a huge advocate for keeping traditional skills alive, so from day one, we have always been committed to making our jewellery in England. This also gives us a much shorter supply chain, meaning our carbon footprint will be lower than brands relying on overseas production. We can also monitor quality control in a responsive manner, which alongside our in-house repair service, ensures jewellery is fixed and materials reused rather than scrapped.



People

We employ a wonderful team of people across our workshops, head office and boutiques who all play a part in bringing Alex Monroe jewellery to life. Working closely with a small number of suppliers within the British jewellery industry, we are able to support fellow small businesses and ensure the ethical treatment of our jewellers and makers. But we of course couldn't do anything without you, our valued customers! No matter how many years we have been making jewellery, it is still always a pleasure to hear the stories of how much our jewellery means to you.



Product

Alex and our design team follow their inspiration wherever it takes them, so our collections exist outside the world of fast fashion. We are not guided by trends or the desire for newness, so this intuitive approach to design combined with our unique detail, character and craftsmanship means that so many of our customers speak of their emotional connection to our jewellery. We continue to challenge the often throwaway nature of modern living and create pieces to be treasured for a lifetime.

Handcrafted in the UK

The Inspiration

The natural world, English countryside and nostalgia for British life will always be at the core of Alex Monroe Jewellery. There have been so many creative starting points to our collections over the years, and inspiration can also take Alex and our Design team on more exotic explorations from time to time!

Sketchbook

All of that inspiration is captured in the sketchbooks of Alex and his design team, where notes, drawings, paintings and collected items form the foundations of a collection or piece of jewellery.

Carving in Silver

Alex's ability to recreate something organic and softly textured from solid metal with such delicacy has become synonymous with our jewellery. Many jewellers will carve into wax, but Alex and the team usually work directly into silver, by piercing, carving and forming the metal. Different thicknesses of silver sheet, rod, wire or even bits of scrap are used to capture the essence of an animal, bug, leaf, flower, fruit or vegetable!

Casting the original

We have worked with our casting partners for many years. They are absolute experts at ensuring none of our signature detail and delicacy is lost during the casting process. We send them our original prototype or 'master' from which they make a mould. From here, they can create multiple replicas in wax, which are then built up onto a huge 'tree'. Once we are ready for production, molten silver or gold is poured into the moulds to create the castings that will become our jewellery.

Back to the Workshop

Our highly skilled jewellers work on cleaning up the castings and sizing rings, ensuring intricate details are perfected. More complex pieces are constructed by hand, gemstones are set, and everything is polished and sent for plating where required. The final step is the quality check of every single piece of jewellery before it goes off to find a new home.

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The Inspiration

2

Sketchbook

3

Carving in Silver

4

Casting the Original

5

Back to the Workshop

Where we Operate

Located in Covent Garden & London Bridge, our Boutiques are the perfect spaces to discover our full range of handmade jewellery in all its signature, natural details - with a dedicated member of our retail team always on hand should you require any assistance.

Covent Garden

Our Flagship Boutique, located in the heart of Covent Garden on the aptly named 'Floral Street', our Covent Garden store is the number one location to experience all things Alex Monroe.

Snowsfield's Boutique

The original Alex Monroe Boutique, first opened in 2011, and located below Alex's award-winning design studio and workshop. You will discover our full range of jewellery beautifully displayed inside, amongst natural and handmade props.

Tower Bridge Workshop

Our award-winning Tower Bridge workshop, built in 2016, was created to support our rapid growth and expanding operations. It now serves as the heart of our company, housing our Web, Marketing, Customer Care, Finance, and Production teams under one roof. Upon finalising new designs, our Production team bring them to life, making stock that will be distributed across our wholesale and retail channels, and sold worldwide.

Stockists

We are lucky to work with an incredible variety of stockists across the UK, and all around the world. We work closely with every account to ensure the best fit for our jewellery, brand and values. The current places we have stockists include; United States, Canada, Ireland, France, Germany, Italy, Budapest, China, Japan, Switzerland, Australia, Bermuda and Guernsey.



- Stockists
- Alex Monroe stores and workshops

Our Sustainability Journey so far





Key Highlights from 2024

2025

Winners of Positive
Luxury Business of the
Year 2025

100%

100% use of Fairmined
gold in all mainline pieces

14,950

14,950 of products with
carbon footprint data

27%

Average carbon footprint
per item sold reduced by
27% compared to 2023

17%

Business travel reduced
by 17%

64

Employees spent
64 hours volunteering
with charities

£16,500

Donated to 18 charities,
raising a total of £16,500

38%

Reduced total carbon
footprint of the business
by 38% compared to
2023



Our Sustainability Strategy



- 1 Sustainable sourcing of materials
- 2 Waste reduction and circular design
- 3 Carbon footprint reduction & positive environmental impact
- 4 Packaging & Presentation
- 5 Stakeholder Engagement
- 6 Compliance & Continuous improvement

Environmental Impact

The natural world has always been integral to Alex's designs, so it is essential that we run the business with the protection of our planet at the forefront of our minds.

Alex is a huge advocate for keeping traditional skills alive, so from day one, we have always been committed to making our jewellery in England. This also gives us a much shorter supply chain, meaning our carbon footprint will be lower than brands relying on overseas production. We can also monitor quality control in a responsive manner, which alongside our in-house repair service, ensures jewellery is fixed and materials reused rather than scrapped.



Responsible Precious Materials



“Right from the start I’ve tried to have a positive impact on the world through my jewellery making, and I strive to continue to learn, and to improve how we do things. Jewellery can be so important in people’s lives so it is essential to me that the entire process is positive, from design to making, to it being worn”

- Alex Monroe

Precious Materials



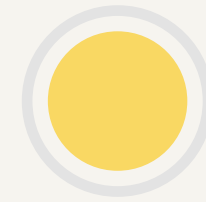
Silver

In terms of sustainability, Silver always has, and always will be reused and recycled. The silver we use to make our pieces is 100% recycled.



Gold-Plating

Since September 2021 every new piece of Gold-plated Alex Monroe jewellery made, is done so with licensed Fairmined Gold. This global, accredited standard means that the Gold used in the plating of our collections has been exclusively sourced from responsibly managed community mines - and can be traced accordingly. The mining of Gold can traditionally be a very poverty-driven and destructive industry, so for us, using Fairmined is a proactive way of both empowering social development and supporting better environmental practices.



18ct Gold

Talking about recycled gold in terms of sustainability can be misleading, as like all precious metals, gold always has, and always will be reused - as it is such a valuable commodity. However, most of the 18ct Gold we use in our fine jewellery collections consists of a minimum of 70% recycled metal, and for balance - we also offer selected styles in certified Fairmined Gold.



Platinum & Brass

Our Platinum is 95% pure, with the remaining 5% made up of Iridium, Palladium, and Ruthenium. This high purity makes it hypoallergenic and perfect for sensitive skin. While we don't use Brass in our jewellery, it's ideal for homeware due to its durability, corrosion resistance, and warm, gold-like tone. Our Brass hooks, handles, and knobs are made in Devon, England, using mostly reclaimed scrap metal.

We work closely with our suppliers to ensure that we are keeping any environmental impact to a minimum, whilst positively contributing to communities. Alongside this, we encourage them to follow suit, establishing long-term change across the industry and require key suppliers to measure and reduce their emissions. Jewellery making doesn't always go hand in hand with sustainability, particularly regarding the mining of precious metals and gemstones. The Silver and Gold we use is recycled, something that Jewellers have been doing since before the term was invented! In addition to recycled gold, we also work with the Fairmined Gold initiative, whose certification ensures traceable gold, extracted with the best mining practices aimed at preserving the environment and supporting the development of artisanal and small-scale mining communities. Wherever possible, we work with stone dealers who source stones mined using responsible practises that will not damage the environment.



Wennick Lefevre Initiatives

The sapphires in our Fine Jewellery are sourced by our long-term supplier Wennick-Lefèvre, who use responsible mining techniques in Madagascar and Sri Lanka, alongside paying fairly for both stones and wages. Their positive impact is furthered by planting a tree for every stone sold, to help combat deforestation caused by irresponsible practices.

Gemstones are often very tricky to trace back to their source, which is why we primarily use Wennick Lefevre as our main supplier of sapphires, as they not only use untreated, natural stones - they are also very transparent about where and how their stones are sourced from either Rathnapura, Sri Lanka or Ilakaka, Madagascar. Wennick Lefevre source their sapphires from low-impact, hand-mined operations mainly in Madagascar with minimal embodied carbon. The rough stones are then sent to Sri Lanka, where they are cut at Sunrise Facets—a dedicated cutting facility established in partnership with Nilanthi Thisera. Once cut, the sapphires are shipped to Wennick Lefevre's Copenhagen office for global distribution to jewellery partners.

“At Alex Monroe, we are committed to working ethically and sourcing materials with as little impact on the environment as possible. Our proactive approach to sustainability is integral to the creation of our jewellery - we work closely with suppliers to seek out ever more ethical and sustainable materials, minimise social and environmental impact - and positively contribute to our community.”





Visiting A Sri Lankan Sapphire Mine

Sri Lanka holds a wealth of sapphires, which are thankfully protected from exploitation to some degree, as small-scale artisanal mining is prioritised by the Government there. This protects the land from overuse and ensures a stable market which helps secure sufficient gem deposits for generations to come. Most of the sapphire mines in Sri Lanka are what are referred to as “secondary” deposits, that are typically found far from the original source. Natural geological processes such as erosion shift rock fragments into streams where they are fractured, releasing any gems from within the rock. These gems then travel downstream and are deposited in river beds and lowlands, becoming known as “alluvial deposits”.

Here, a very concentrated amount of sapphires can be found - which are relatively easy to extract, so no destructive machinery is needed. Infact, the process has remained almost unchanged for centuries - gravel from the river bed is washed in a pan, sieve or basket, eventually revealing any gem material. Not only is this relatively primitive process kind to the environment, it is also accessible to most local people, making gem extraction a desirable job in rural areas.

The land surrounding rivers will also be rich in secondary sapphire deposits, which can be mined. In order to do this, a land mining licence must be obtained with a monetary deposit, which guarantees that the land is returned to its natural state once the mining is finished. This policy protects Sri Lanka’s nature and allows for regeneration, whilst still allowing local people to benefit from the land.

Buying and selling of the stones will happen at various points of the stones journey, and during the trip the group also had the opportunity to attend an early morning roadside market where the rough stones are sold for the first time. After trading takes place, stones will be cut - in this case at Sunrise Facets lapidary, by Nilanthi and her team. The craft of cutting, grinding and polishing gemstones is called lapidary. Nilanthi is the first female to own and run a lapidary in Sri Lanka.



“Having spent a day with the community of miners I was most struck by their generosity and openness. We were welcomed into their plots with kindness and it was so clear that they enjoyed what they did and were proud to show us their skills and clever techniques”

- Susie Ekelund, Head of Design



The first woman to own a cutting facility in Sri Lanka

In January 2022, and with the help of Wennick–Lefèvre’s founder, Nilanthi fulfilled her dream and opened her own lapidary, Sunrise Facets. This partnership has meant that she is the first woman in Sri Lanka to own and run a cutting factory.

Nilanthi’s business is based on the shared values of equality, respect, and a healthy life/work balance, where speaking your mind is welcomed and support for each other is at the forefront. Just as Wennick–Lefèvre and Nilanthi are a partnership, so are Nilanthi and her employees. They listen and help one another in times of need like a family unit.

Upon hearing of the difficulties with power shortages in Sri Lanka and the impact and disruptions this was having at the lapidary, Wennick–Lefèvre set about to provide Sunrise Facets with a generator. Alex Monroe is pleased to have contributed 50% of the cost, along with the Wennick–Lefèvre team to provide this, ensuring the team can continue to work safely and consistently. We are proud to play a small part in this kind of support as extended business family, which has made a major difference for Nilanthi and her team.

“In a South Asian country like Sri Lanka, we see a low tendency for women to go into business, and I see the culture of Sri Lanka as the primary reason for that. This trend has particularly affected the gem industry, because since the early stages of the gem industry, the labor of men has been used for it. Several reasons are seen as problematic for women entering an industry that is monopolized by men.”

- Nilanthi Thisera



Nilanthi Thisera

“Several reasons are seen as problematic for women entering an industry that is monopolized by men;

- * Security - problems of good communication with customers in the gem trade.
- * Low valuation of female traders by customers.
- * Less opportunities for women to learn about this field.

I entered this industry with many years of work experience in an international gem cutting company and initially I started this business on a very small scale. Also, I am very grateful to Mr. Svend for trusting me and giving me that opportunity even though I am a woman. I think that even though I am a female Entrepreneur, I am very well engaged in this field and providing a very high quality gem cutting service.”

“So my message to women who are hoping to enter this field is, do not be afraid of challenges, have self-confidence and always keep your honesty and humility in yourself. But learn well about the industry and build experience, you can go on a successful journey.”

- Nilanthi Thisera





Carbon Footprint

We believe jewellery can be exceptional AND have a low carbon footprint, if done right. Ensuring we create beautiful jewellery with as little impact on the environment as possible is extremely important to us. As a result we have taken ownership of our carbon footprint and are on a mission to reduce our emissions year on year. We hope that by being transparent in listing elements of our Carbon Footprint, our customers can feel more informed in their purchasing decisions. So, with the expert help of ecollective, we've counted every gram of CO2 emitted by making our jewellery, with the aim to assign a carbon footprint to each individual item.

According to the experts, we're already doing a good job. Although our numbers aren't bad, we have the goal of reducing our footprint year on year. That means working with our suppliers to make changes that have a more positive impact on us and the planet. Our main aim is to achieve as close to Net Zero as possible by 2040. We plan on taking action to reduce our footprint whilst simultaneously increasing the accuracy of our measurements year on year. The aim of this work is to give an accurate picture of the carbon emissions per item. However, it is agreed and understood that emissions will not be 100% accurate due to time constraints and the lack of data from suppliers. What is exciting about this approach is that we have already had a positive response from our suppliers, and we have been able to improve the accuracy of our measurements.

Each year, as a business, we will measure our carbon footprint and use the results to pinpoint strategies to help us reduce our footprint further. As new methodologies, targets and regulations come online, we will learn and adapt our plan.

"The wrong materials from the wrong mines can result in an extremely large carbon footprint. What I love about Alex Monroe is how they show the opposite. Some of their items can have a carbon footprint smaller than your lunch and it'll last a lifetime.

Too many companies avoid addressing carbon. I hope the carbon labels that Alex Monroe present, show the amount of care they put into every piece but also that they realise they can be even better and are challenging themselves to do just that."

-Charlie Cotton, Founder at ecollective



Understanding Carbon Footprint Definitions

** Net Zero*

(What we are working towards)

Achieving a balance between the carbon emitted into the atmosphere, and the carbon removed from it. By reporting and learning what our businesses emissions are, we can then try to reduce them as much as possible, and invest in projects that pull carbon out of the air to reach a “net zero” balance on paper.

** Scopes*

When calculating a carbon footprint, the emissions are assigned into 3 categories (Scope 1, 2 & 3). Scope 1 being the emissions you have the most control over and Scope 3 being the least.

*Follow this [link](#) if you'd like to take a look at our methodology for more details.

** Scope 1*

These are emissions from all fuel that the company pays for. i.e. The petrol in the company car or the diesel generator at the company’s site. These are factors that we have control over.

** Scope 2*

All the emissions from the electricity that is paid for at the premises. Also known as things we can usually have control over too, like purchasing renewable energy.

** Scope 3*

Everything else that forms part of the company emissions. These are often things that cannot be controlled but can influenced (also known as ‘indirect’) i.e the electricity emissions from working from home, website emissions, business travel, the whole supply chain. For most businesses, this is by far the biggest section of their footprint. (It’s mandatory to include Scope 1 and 2 emissions in your reporting, but best practice is to include Scope 3 emissions too.)

What goes into our Carbon Footprint?

Every part of the jewellery we make, this includes:

- * Our Products
- * Office emissions (and Working From Home)
- * Staff business travel (incl. accommodation)
- * Our websites
- * Virtual events
- * In person events
- * Staff commuting
- * Shipping
- * Business purchases i.e laser welders
- * Repairs and reconditioning service

Our Emissions in Detail

Low Carbon Commitment

Our goal is to maintain and expand low-carbon operations while transitioning to Net Zero by 2040 through AM farm, not by purchasing carbon credits. This approach includes using our Suffolk land to balance emissions through measurable, impactful actions. By cultivating neutral grasslands, planting native species-rich hedgerows with trees, and expanding tree coverage, we aim to absorb carbon directly while enhancing biodiversity, ensuring our efforts contribute meaningfully to the environment.

Low Carbon Commitment	2021	2022	2023	2024
Scope 1	4,413kg	4,178kg	4,191kg	4,405kg
Scope 2	1,125kg	1,577kg	261kg	261kg
Scope 3	340,049kg	408,072kg	504,568kg	311,356kg

Our Carbon Footprint

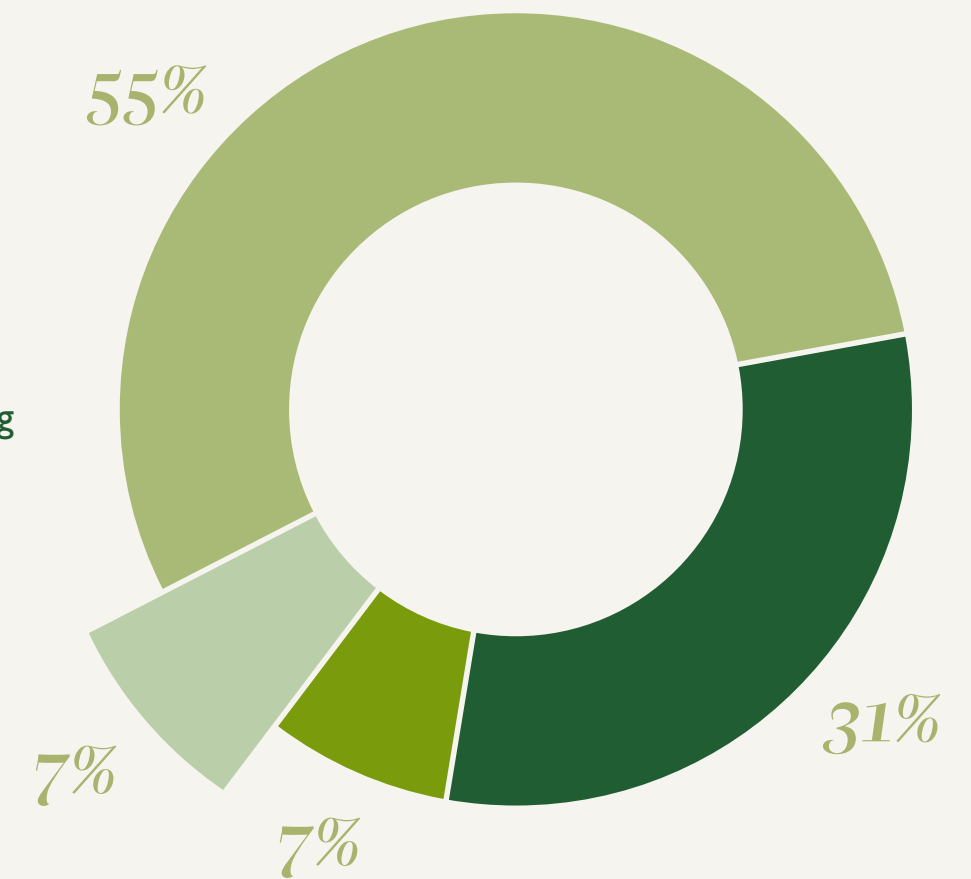
Each year we commit to measuring our carbon footprint, as you can't manage what you do not measure.

In 2024, our total carbon emissions were: **316,022kg of CO₂e**
 This means our Scope 1 and 2 has reduced by 16% from 2021.

This is the fourth year we have measured our carbon footprint. In our baseline year (2021) our total carbon emissions were 345,587 kgs of CO₂e. This means our footprint has decreased by 7% compared to our baseline year. This is due to lots of reasons but primarily due to all gold plate now being fairmined alongside improved data on stones.

This is a simplified breakdown showing the hotspot areas of our business.

- Total Product Emissions
- Business
- Offices, WFH and Commuting
- Everything else (including repairs)



*We expect these figures to change as we get better at measuring our footprint. We will report on these changes in future impact reports.



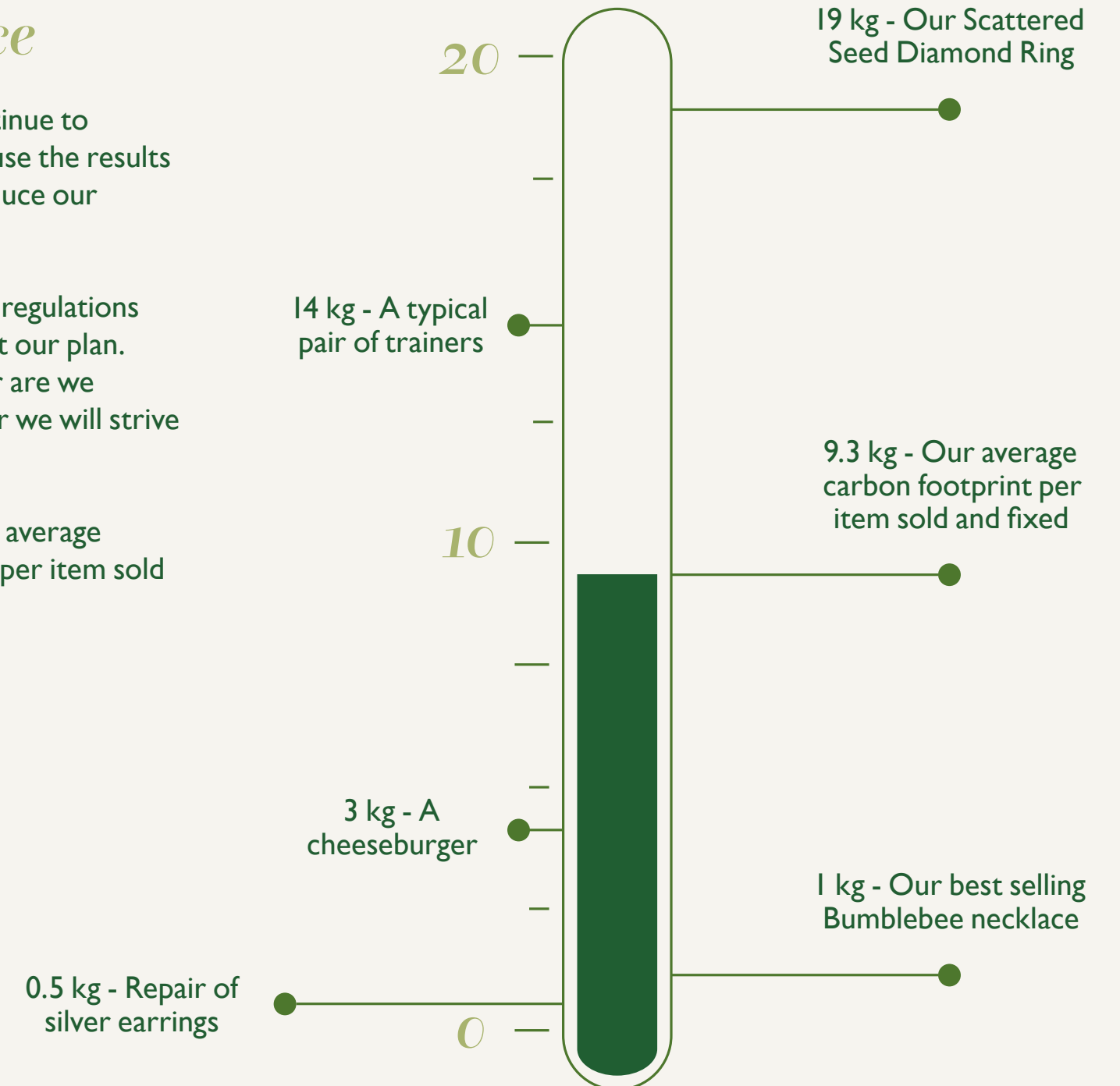
How we Compare

Measure & Reduce

Each year, as a business we will continue to measure our carbon footprint and use the results to pinpoint strategies to help us reduce our carbon footprint further.

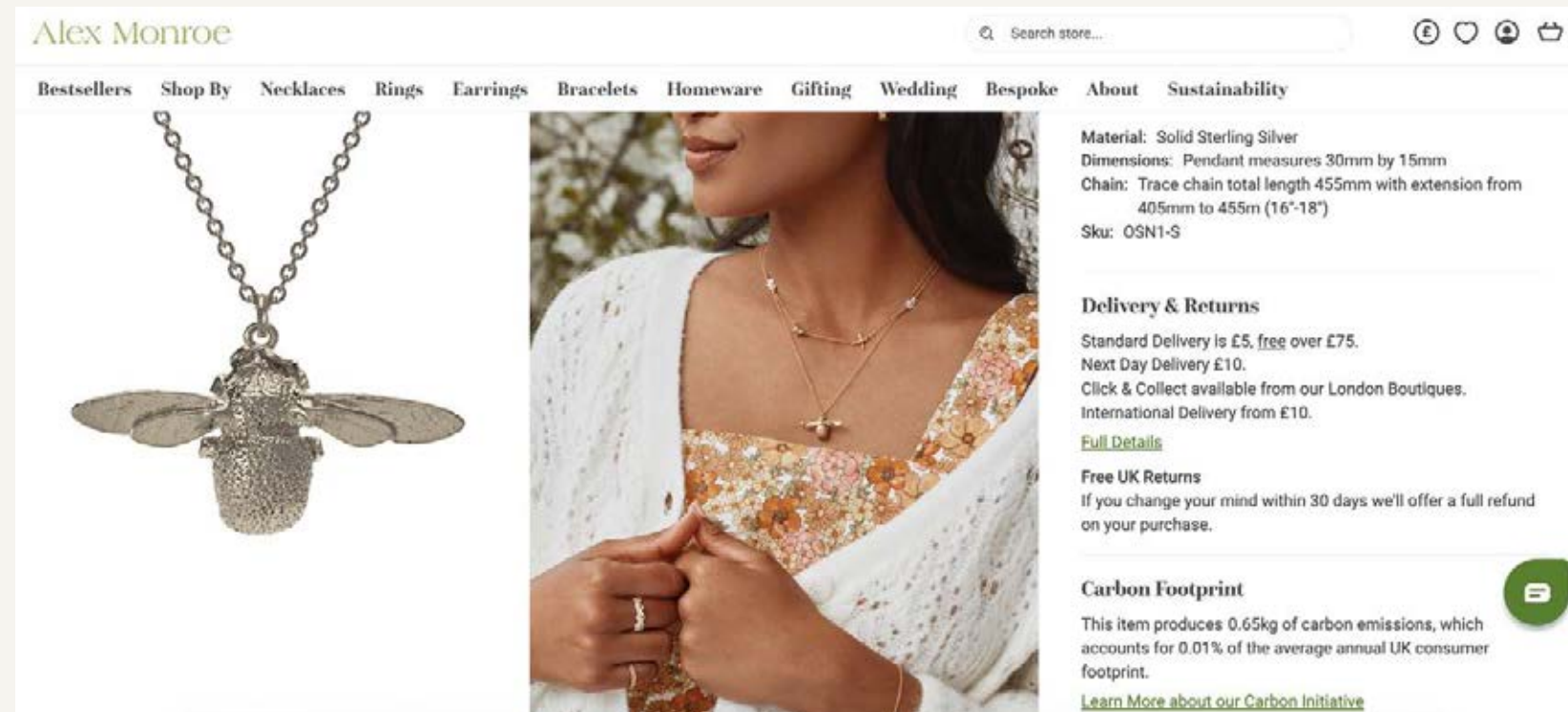
As new methodologies, targets and regulations come online, we will learn and adapt our plan. We do not have all the answers, nor are we claiming to be perfect, but each year we will strive to improve.

Our carbon footprint equates to an average carbon footprint of 9.3kg of CO₂e, per item sold and fixed in 2024.



Carbon Labelling

We know that our customers care about sustainability. Carbon labels allow you to understand your impact and quantify what you're consuming, just as nutrition labels help you know what's in the food you eat. On our website you'll be able to see how much carbon each piece creates.



Each product page features the pieces carbon footprint information.





2024 Carbon Footprint Data

31%

Average carbon footprint per item sold and repaired reduced by 31% compared to 2023

38%

Reduced the total carbon footprint of the entire business by 38% in the last year

17%

Decreased our business travel by 17% compared to 2023

10%

Our packaging carbon footprint has decreased by 10% from 2023 to 2024

40%

40% carbon emission reduction from stones in the last year by reducing amount of untraceable stones in mainline collection and more accurate carbon data available per stones. In 2023 this figure was 68%.

Our commitment to Nature - Beyond Offsetting

We recently acquired land to establish AM Farm, with the goal of transforming a degraded, turf-covered area into a sustainable, biodiverse ecosystem. Through a Biodiversity Net Gain initiative, we aim to;

- * Plant crops that absorb carbon, restore soil health, and support thriving ecosystems
- * Foster biodiversity by introducing native flora and fauna
- * Engage the community through arts and crafts, nature-based activities and restoration efforts
- * Educate the local and Alex Monroe community on conservation and biodiversity issues affecting the environment and how we can do our bit to help





We believe caring for the planet means taking responsibility - not outsourcing it. Taking part in Biodiversity Net Gain, a national initiative focused on restoring and enhancing ecosystems, means we're actively working to make a positive, lasting difference ourselves.

With this project, we'll be able to involve local residents as well as the Alex Monroe community, building a long-term, positive impact on local biodiversity and environmental resilience. This means that every piece of jewellery you wear from us is not just a statement of beauty, it's a symbol of better choices for our planet.

Nature is what first inspired Alex to embark on this journey — and it's also what drives his commitment to creating a positive impact that lasts well beyond today, for generations to come.

The geeky stuff: Started with 3.75 baseline units, and aim to have increased by 10% minimum, which brings up to 4.12 units of biodiversity within 31 years.



Packaging

We set out to minimise waste and reuse packaging in partnership with Oyster packaging. Our new packaging is made from renewable sources from recycled content. The components are biodegradable or otherwise recycled. We have focused on a reduce, reuse and recycle mentality for the new packaging which prioritises a circular economy.

The new packaging consists of up to 70% post-consumer waste. The paper-board is FSC Mix (70%) recycled FSC content, balance and FSC controlled materials. The paper board is Elemental Chlorine Free. The boxes also have biodegradable interchangeable inserts for the jewellery and new pouches for customers who wish to choose from a minimal choice of packaging. We have also prioritised our packaging to be recyclable where possible, whilst still maintaining the luxury feel.



- * 70-80% of our packaging is recyclable. This includes ecommerce boxes, tissue, paper bags. All of these are made from mono-materials suitable for home recycling.*
- * 100% of the packaging is made from recycled materials.*
- * 25% of our packaging is biodegradable.*
- * 70% of our packaging is made from post-consumer waste.*
- * Our packaging carbon footprint has decreased by 10% from 2023 to 2024.*

Gemstones

We use a beautiful array of precious and semi-precious gemstones to enhance our designs with sparkle and colour, with sapphires being one of our favourites.

We make a conscious effort to ensure that any stones we purchase are responsibly sourced, so work very closely with our main supplier Wennick Lefevre - who use responsible mining techniques, alongside paying fairly for both stones and wages. Their positive impact is furthered by planting a tree for every stone sold, to help combat deforestation caused by irresponsible practices.

Although we do make this conscious effort to ensure that any stones we purchase are responsibly sourced, sadly it may not always be possible to guarantee the provenance of all the stones we use, as certified or transparent supply chains are still not commonplace.

Alex and our Design team regularly visit the Ethical Gem Fair in London to source stones from a diverse range of small-scale, purpose-led gemstone suppliers who are committed to transparency & the support of artisanal miners around the world. Through this fair, we have formed relationships with suppliers such as Nineteen 48 and Moyo Gems - a collaboration founded in Tanzania to specifically support and empower female miners in the assurance of their gemstones from mine to market.





Diamonds

White diamonds

Our white diamonds are sourced by our long-term and trusted supplier, Clark Diamonds, a UK based company whose stones of course, all comply with the Kimberley Process. All of our Diamonds are sourced from trusted suppliers and comply with the Kimberley Process. Whilst we make a conscious effort to ensure that any diamonds we purchase are responsibly sourced, unfortunately, it is often not possible to guarantee the provenance of the diamonds we use.

Coloured diamonds

As part of our offering, we regularly use naturally coloured Champagne and Cognac Diamonds, which are responsibly sourced from the Argyle Mine in Western Australia.

Ocean diamonds

Ocean Diamonds are a pioneering supplier working with professional divers to source diamonds from the seabeds around Namibia and South Africa. Their diamonds can be traced from diver to final owner - a transparent supply chain which not only creates minimal environmental impact, but also ensures the provenance of their diamonds is ethical and conflict-free.

Lab grown

The subject of lab-grown Diamonds is one of much debate. They provide an option outside conventional mining, which is historically problematic for both social and environmental reasons - but could ultimately remove much-needed income from mining communities. Alongside this, many 'Labs' often have an unknown or undisclosed environmental impact. We choose to offer stones from The Diamond Foundry, the world's first diamond producer to be certified with a zero carbon footprint. The Diamond Foundry's production is based in Washington State and powered by the Columbia River using renewable hydroelectric power.

Antique diamonds

Antique diamonds will have been mined and shaped by hand at least 100 years ago, meaning that the facets will be bigger and less uniform than those seen in modern stones. Sourcing antique diamonds also means a lower embodied carbon footprint due to no new mining involved, circular product lifespan and minimal additional processing.

Gold Mining Communities and Fairmined

Since Autumn Winter 2021, all new plated pieces have been crafted using Fairmined gold, a certification aligned with UN standards for sustainable mining practices. This ensures:

- * Ethical gold sourcing
- * Improved working conditions for miners
- * Reduced environmental impact
- * Looking forward, we continue to focus on expanding our use of sustainable materials and actively supporting initiatives that foster biodiversity and improved working conditions.



Grass Roots Project; Project Ilakaka



Project Ilakaka is a grassroots initiative delivering essential support to Madagascar's gem mining communities. We receive regular updates on their activities, such as food deliveries, well construction, and educational supply distribution, and hold virtual meetings with their local representative to stay informed on challenges and tailor our support effectively. We restructured our donation as a steady, fixed amount to ensure consistent funding, enabling the team to plan sustainably and bring stability to the ASM (artisanal and small-scale mining) community.

Project Ilakaka was created by Svend Wennick - founder of Wennick-Lefèvre, one of our long standing gemstone partners as a means of directly benefiting the mining community of Ilakaka, Madagascar. This region is where most of our rainbow sapphires we use in our Fine jewellery are mined, so upon hearing about the project, Alex and our team immediately got to work on ways to support the initiative and the local community. For every Lemur Necklace sold, we donate £30 to the grassroots scheme, supporting;

- * *Food security*
- * *Medical supplies*
- * *School equipment*
- * *Access to clean water*

This project exemplifies our commitment to contributing positively to communities connected to our supply chain.

Grass Roots Project; Project Ilakaka

Ilakaka holds one of the world's largest sapphire deposits. The irregular nature of stone mining means that a consistent, reliable income is often out of reach. Even the most talented artisanal miners in Madagascar won't find a regular supply of sapphires, it can be very sporadic, and much of it comes down to luck!

We rely upon this community for our source of beautifully coloured sapphires, but Svend was distressed to see how impoverished they were - and how many people were going without basic day to day requirements such as food, clean water, healthcare and education. Svend's business and subsequently, our business depends and benefits from the stones that are found in the Ilakaka region of Madagascar. Even though Svend ensures that the miners receive a premium (higher than trade standard) price for their stones, we all want to give this community the stability they deserve, irrespective of whether they find sapphires or not.

Food Distribution

We have an agreement to give out food at a church in the poorest area of Ilakaka. Severino will purchase rice and hand it out every Friday, prioritising the people who need it most. In Ilakaka, 1 kilo of rice costs just \$0.50 cents – so your donation can go a long way.

Drinking Water Wells

Most wells in Ilakaka are privately owned. We are building public drinking water wells that everyone can use. We have been assigned a piece of land by the mayor and are confident we will get more. Our first well project is shovel ready. It will be in the yard of the public school but will be open to everyone. Each well costs around \$3000 – and the more we get, the more we can build.

Medical Supplies

In Ilakaka, there is one doctor for a population of 100,000, and his shelves are bare. He has given us a four-page list of what he needs. We're using your donations to provide medical supplies to create a medical clinic fit for the population.

Education Materials

The public schools in Ilakaka are very short of basic materials. We have spoken to the teachers and have a list of materials they need – simple things like pens, notebooks and maths books. We're also looking to provide school lunches and want to support a school project to plant trees. We are working with schools, because education is the key to the future for all children in Ilakaka, and their children, too.



Employee Welfare

At Alex Monroe, we prioritise employee safety and wellbeing, developing a supportive culture, addressing factors that may negatively affect mental wellbeing, and to develop management skills.

Alex Monroe is committed to the protection and promotion of the mental health and wellbeing of all employees. We will continuously strive to improve the mental health environment and culture of the organisation by identifying, eliminating, or minimising all harmful processes, procedures and behaviours that may cause psychological harm or illness to our employees. We prioritise open communication, skill development, and fostering a supportive work environment. Our team members are empowered through training and continuous professional development, ensuring that they feel valued.

In the past 12 months, we have established the following:

- * Established a cross-department wellbeing group
- * Trained members as mental health first aiders
- * Introduced a menopause policy
- * Enhanced our maternity pay and policy with plans to develop further
- * Revised overtime working hours
- * Held professional development workshops with an external coach
- * Introduced 2 paid charity days for employees
- * Introduced an extra 2 paid days for employee holidays
- * Invested in a full chair replacement in our workshops
- * Enhanced our ergonomic workshop setup for jewellers
- * Introduced a flexible working model to support work-life balance, including condensed working days, working from home, part-time, etc
- * Extended our DSE glasses policy across the company
- * Introduced salary sacrifice scheme for travel cards & cycling to work

Community Engagement

British Academy of Jewellery

The first incarnation of the British Academy of Jewellery was born in 1999 after a report from the department for trade and industry painted a bleak picture of the jewellery industry; craftspeople were a dying breed with a lack of new entrants. Having always championed the skills within the British jewellery industry, working with the BAJ was a natural step for us. From giving talks, tutorials and individual support to students, we also collaborated with the Academy on a project focused on sustainability. For the last two years we have sponsored an end of year award for Commercial Creativity, and even employed several BAJ graduates as part of the AM team!

The Kassandra Lauren Gordon Fund

In response to the Black Lives Matter movement of 2020, fine jeweller Kassandra Lauren Gordon wrote an open letter to the British jewellery industry highlighting her experiences of discrimination, and asking for a more level playing field for black jewellers. This led to fundraising and the creation of the Kassandra Lauren Gordon Fund, which in conjunction with Goldsmiths Company Charity, provided bursaries of £1000 to 21 UK based black jewellers for business support during the challenging times of the pandemic. Alex was honoured to be chosen by Kassandra as a judge of the KLG Fund, and in continued commitment to the recipients of the fund, set up a training and support programme for the jewellers, in collaboration with SevenSix Agency. The aim of the programme is to progress the careers and brands of the jewellers, with publicity and marketing training, support and representation. Alongside this, we continue push the conversation on systemic racism and use our privilege of experience and position within the jewellery industry to take action against discrimination.

Charity Fundraising

Our AM Helping Hand initiative ensures we support a diverse range of charities and organisations close to the hearts of our team, and customers. From collaborations for Great Ormond Street Hospital and Friends of the Earth to fundraising through bake sales and half marathons, holding online 'Spotlight Sales' to highlight lesser-known charities, or in response to current world events. We are proud to have been proactively raising funds for deserving causes since 2018.

Goldsmiths

Through teaching and mentoring programs, including Alex's involvement as a trustee of the Goldsmiths' Centre, we have nurtured a network of skilled professionals who are trained in ethical sourcing and responsible jewellery-making practices. These efforts encourage the adoption of sustainable methods within the broader jewellery community.



AM Helping Hand

At Alex Monroe we are proud and honoured to have partnered with some incredible charities over the past years, using our jewellery and the strength of our community to raise awareness and much-needed funds for a spectrum of worthwhile causes.

Friends of the Earth Raised: £38,000 +

We are proud to have been an approved charity partner of leading environmental organisation, Friends of the Earth since 2018, supporting a variety of their campaigns through our nature-inspired and sustainably-minded jewellery. We have since supported Friends of the Earth in the following campaigns: Save the Bees (2018) Drastic on Plastic (2019) Trees Cover (2020) raising a total exceeding £20,000. We continue to support the tireless campaign work of Friends of the Earth through our Hedgehog and Penguin Necklaces.

Great Ormond Street Hospital Raised: £33,500+

With the help of our wonderful customers, we have been able to donate an incredible sum to Great Ormond Street Children's Hospital (GOSH) in support of their groundbreaking work in the treatment of sick children across the world. We continue to donate £30 from every sale of our whimsical 'Peter Pan' pieces, inspired by the 'boy who never grew up' and his magical land of dreams and adventures. Peter Pan acts as both a mascot and symbol of the hospital, since it's creator J.M Barry donated the full rights to GOSH in 1929.

Mind Charity Raised: £12,500 +

In the midst of the coronavirus crisis, we launched our very first design competition, 'Designs For Hope', where we asked our community to design a piece of Alex Monroe jewellery, inspired by what 'Hope' means to them. The winning ideas were transformed in the expert hands of Alex and our Design team, into our limited edition 'Designs for Hope' collection. After such an unsettling and challenging time for so many across the world, we decided to donate £30 from the sale of each piece to Mind - an incredible and lifesaving organisation for better mental health.

Alex Monroe Spotlight Sales Raised: £7500+

We established our 'Spotlight Sales' during the coronavirus crisis, in order to offer some support to those we felt were vulnerable or often overlooked. These sales mean that we can be responsive to current world events, whilst providing a treat for our community.

And many more.

Achievements Across Products

Raised awareness of our repairs and reconditioning service

We increased numbers by 42% since 2022, challenging the perception of ‘throwaway’ jewellery. By choosing to repair customers’ pieces, customers will be cutting carbon emissions by 80% in comparison to purchasing a brand new replacement piece.

Decreased the use of untraceable stones

We have decreased the use of untraceable stones in our mainline collections 33% in 2022 and since 2023, we have reduced this by a further 25% meaning 2 out of 8 collections have featured stones.

Carbon labelled all our pieces online

This allowed customers to make an informed decision and provide a tangible explanation of the figures, meaning 100% transparency for all our pieces on carbon information.

Fairmined Gold

Since 2021, we made the conscious decision of plating all our mainline collections with Fairmined gold, contributing positively to mining communities in Colombia. Despite rising costs, we have adhered to all our gold plating being Fairmined.

Ensured the continuous use of UK suppliers wherever possible

Achievements Across Facilities

Electricity Usage

Reduced our electricity usage in the business by 5% from 2022 to 2023.

Renewable Electricity

Secured renewable electricity contracts for years to come, ensuring our buildings remain green wherever possible.

Reducing our Gas Consumption

Purchased another laser welder for our workshop, further reducing our gas consumption across the business.

Business Travel

Ensured that all business travel is economy rather than business or premium class.

Waste Disposal

Maintaining our contracts with our waste disposal; First Mile, where 0% of rubbish goes to landfill. Everything else (food, general waste, glass, sensitive documents) is discarded by our waste management company; first mile who are committed to 0% rubbish going to landfill.

Eco-friendly Products

Switched to eco-friendly soaps and cleaning products around the business, ensuring employee safety and minimising harmful effects on the environment where possible.

Recycle our Waste Electrical

Partnered with London Bridge and Recorra quarterly to recycle our Waste Electrical and Electronic Equipment ensuring proper disposal of these materials.

Achievements Across Business

Eco-conscious Packaging

Partnered with Oyster Packaging, an eco-conscious supplier, implementing re-designed packaging which is approximately 95% fully recyclable, reducing waste and making eco-friendly options for customers.

In 2021, we replaced plastic mailing bags with paper alternatives for our online orders. Over the past year, we have further reduced waste by redesigning our outer mailing boxes. These new boxes are smaller and feature peel-and-seal closures, eliminating the need for additional outer mailing bags and waste material.

Invested in a depleted piece of land

Invested in purchasing a depleted piece of land with the aims of planting food, improving biodiversity and, involving the community within arts and crafts industry.



People, Planet, Product Commitments & Goals

Enhance Transparency

Redesign our sustainability pages to highlight past achievements and clearly define future objectives.

Low Carbon Commitment

Our goal is to maintain and expand low-carbon operations while transitioning to as close to Net Zero by 2040 through AM farm, not by purchasing carbon credits. This approach includes using our Suffolk land to balance emissions through measurable, impactful actions. By cultivating neutral grasslands, planting native species-rich hedgerows with trees, and expanding tree coverage, we aim to absorb carbon directly while enhancing biodiversity, ensuring our efforts contribute meaningfully to the environment.

Support of local industry

Committing to support UK jobs and manufacturing.

Environmental Contribution

Through initiatives like the AM farm, we aim to absorb carbon, plant crops, increase biodiversity including soil health, contributing positively to the environment and to the local community.

Maintain Renewable Energy Contracts

Strive for 100% renewable energy usage wherever feasible. Recent implementations such as laser welders in our workshop have already led to reduced gas usage.

Stakeholder Engagement

Continuously improve communication with stakeholders by providing regular updates on progress through reports, website and events; produce carbon reports in our impact reports that present easily digestible data while providing comprehensive insights to our operations and accomplishments over the years.



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Alex Monroe