



# Communications and Claims Policy

Version 1.1

IRMA POL 001

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# Responsibility for this policy

The IRMA Secretariat holds responsibility for this document and its contents.

| Version No. | Date             | Description of Action or Amendment                        |
|-------------|------------------|---|
| 1.0         | 11 February 2021 | First publication   |
| 1.1         | 23 July 2021     | Clarification – no use of member logo in email signatures |

# 1.0 Purpose and scope

Through its Communications and Claims Policy IRMA seeks to ensure that all communications made in relation to the IRMA system and third-party-verified performance against its standards adhere to the concepts of truthfulness, clarity, accuracy, and transparency.

This policy applies to use of **IRMA Trust Marks** (which include visual representations such as logos or labels, and text-based claims), as well as approved messages, straplines and clarifying statements for various situations.

The policy outlines IRMA-approved communications and claims that may be used by IRMA participants<sup>1</sup> in relation to:

- IRMA membership
- Achievement levels reached by mines that have had independent, third-party audits against the IRMA Standard for Responsible Mining
- Use of the Mine Measure Self-Assessment and Audit Preparation Tool
- Presence on the Responsible Mining Map
- The purchase of materials from IRMA-achieving mines (i.e., chain of custody claims), and statements that can be made prior to wide availability of IRMA verified/certified material in the marketplace.

This policy does not address communications related to completion of auditor training courses or attendance at workshops for consultants or other stakeholders on the IRMA system or Standard for Responsible Mining. People who complete IRMA training or workshops are encouraged to communicate about their coursework, but communications are expected to follow the guidance provided to you by your trainer or as listed on any certificate of completion provided at the end of the IRMA-led course. For questions on what you can say when trained by IRMA, please write to us at: [info@responsiblemining.net](mailto:info@responsiblemining.net).

## 2.0 Rules on Communications Related to Use of IRMA Trust Marks

The following sections give a detailed overview of the communication rules that apply in the IRMA system. [Annex 1](#) and [Annex 2](#) provide additional information regarding the use of the IRMA membership logo and IRMA family of **Trust Marks** (i.e., IRMA's logos, labels

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<sup>1</sup> Participant means an entity that has been accepted into the IRMA system and has paid appropriate fees and dues (e.g., an IRMA member from any stakeholder group, a mining company with a mine site that has been or is in the process of being independently audited, an entity that is using the Mine Measure self-assessment and audit preparation tool, a purchaser of mined materials making Chain of Custody claims of sourcing materials from IRMA-audited mines, an entity listed on the Responsible Mining Map).

and related assured claims), and approved messages, straplines and clarifying statements for various situations. [Annex 3](#) provides additional approved language to add context to IRMA achievement levels.

## 2.1. Use of the IRMA logo

IRMA’s logo may be approved for use by various members, partners, funders and others as long as its use is not misconstrued as an endorsement by IRMA. Clarifying statements will be required to reduce the possibility of misleading statements and all IRMA logo requests must be approved by IRMA in writing and follow the IRMA branding guidelines. Send logo requests and requests for information on IRMA branding guidelines to: [info@responsiblemining.net](mailto:info@responsiblemining.net).

## 2.2. Use of the IRMA member logo

IRMA’s member logo may be used by IRMA members who are in good standing. Table 2.2.1 includes other approved communications associated with IRMA membership.

**Table 2.2.1. Communications by IRMA Members**

| Communications Channels  | Communications by IRMA members  |
|--|---|
| <ul style="list-style-type: none"> <li>• Member website</li> <li>• Annual reports, sustainability reports</li> <li>• Communication materials (e.g., letters, PowerPoint presentations)</li> <li>• Promotional materials</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Members are encouraged to use the IRMA member logo</b> to communicate their commitment to IRMA’s mission of forwarding more responsible mining.</li> <li>• Membership is distinct from verified mine site performance. The Member logo and text claims shall not be used to imply that verified mine site performance has occurred.</li> <li>• Members are encouraged to add explanations regarding what IRMA membership entails. Standard explanations are available in <a href="#">Annex 2</a>.</li> <li>• Members are expected to follow the general communications rules (<a href="#">Annex 1</a>).</li> <li>• <b>Mining sector members</b> are not allowed to use the title “IRMA Member” or the IRMA member logo until they have commenced at least one independent audit of a mine against the IRMA Standard for Responsible Mining. Until that time they are considered Pending Members. IRMA has created a Pending Member mark that is only available for use on the Responsible Mining Map.<sup>2</sup></li> <li>• <b>Members in the purchasing and finance sector</b> are expected to encourage mining companies to engage in IRMA through third-party assessment and communicate an interest in sourcing materials from, or investing in, mines independently audited in the IRMA system. The IRMA Member logo may be used in these communications, which could include: sourcing guidelines; public commitments to source from and invest in IRMA-assessed mines, and direct outreach.</li> <li>• <b>IRMA members from other sectors</b> are expected to make statements that engaging in IRMA is an active way for mining companies and purchasers of mined materials to improve environmental and social responsibility in the mining supply chain and that audit reports are valued for providing key information to support more informative dialogue between stakeholders.</li> </ul> |

<sup>2</sup> Pending Members in the mining sector may choose to be listed on the map with a seal that says Pending Member.

|  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Email signature</li> <li>• Products (finished or raw) and their packaging</li> <li>• Product inserts</li> <li>• Product invoices or other documents related to sales</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Neither the IRMA member logo nor clarifying texts (see <a href="#">Annex 3</a>) related to IRMA membership are allowed to be added to email signatures.</b></li> <li>• <b>Neither the IRMA member logo nor clarifying texts (see <a href="#">Annex 3</a>) related to IRMA membership are allowed to be used on products or packaging.</b></li> </ul> |
|--|--|

## 2.3. Mines sites that have undergone independent, third-party audits

Allowable communications for mines that have been independently audited against the IRMA Standard for Responsible Mining vary based on the level of achievement that has been reached by the mine (i.e., IRMA Transparency, IRMA 50, IRMA 75 or IRMA 100). Together, we refer to the mines that have undergone an independent, third-party audit as “IRMA-achieving mines.”

**Table 2.3.1. Communications by IRMA-achieving mines**

| Communications Channels   | Communications by IRMA-Achieving Mines   |
|---|--|
| <ul style="list-style-type: none"> <li>• Mine or Mining Company website</li> <li>• Company annual reports, sustainability reports</li> <li>• Communication materials (e.g., letters, PowerPoint presentations)</li> <li>• Promotional materials</li> <li>• Point of Sale materials (e.g., invoices, other sales-related documents)</li> <li>• Products</li> <li>• Product packaging, product invoices, product inserts</li> </ul> | <ul style="list-style-type: none"> <li>• <b>No claims related to a mine's performance in IRMA can be made until the public summary of the mine's audit report has been released.</b> At that time, mines are encouraged to use the IRMA family of Trust Marks to communicate their achievement (i.e., IRMA Transparency, IRMA 50, IRMA 75 or IRMA 100 Certified). Trust Marks may be used on mined materials or materials related to sales of their mineral products' to first buyers (e.g., from the gate of the achieving mine).</li> <li>• Mining companies must add clarifying text to <b>denote which specific mine was verified as reaching the achievement level</b> (see <a href="#">Annex 2</a> for clarifying statements related to Achievement Levels and <a href="#">Annex 3</a> for additional approved context) and the stated achievement level must match the achievement level documented by the Certification Body (see <a href="#">Annex 1</a>, rule 1.11).</li> <li>• All mines must follow the general communications rules (<a href="#">Annex 1</a>). In particular, note that most uses of the IRMA family of Trust Marks will require a clarifying statement. Usage of the Trust Marks and their clarifying statements require generic approval (i.e., mines may automatically use language described in the IRMA Communications and Claims Policy) or, if not covered in this policy, case-specific advanced approval prior to use.</li> <li>• The word 'certified' is reserved only for IRMA 100 achieving mines.</li> <li>• <b>The word 'sustainable' is not allowed in any claims</b> related to engagement in, or achievement levels in the IRMA system.</li> <li>• <b>If mined materials from an IRMA-achieving mine are mixed with materials</b> (e.g., ore or concentrate) from other mine sites (e.g., artisanal or small-scale mines, other large-scale mines), the IRMA-achieving mine may make claims related to the weight of ore or concentrate produced by its mine minus the weight of material from other sources as long as there is documentation to support the specific weights of all materials. (IRMA reserves the right to require verification of sales of</li> </ul> |

## 2.4. Mines sites that are using the Mine Measure Tool

Communications by mines that have not been audited but that have completed or are in the process of self-assessing using the IRMA Mine Measure Self-Assessment and Audit Preparation Tool<sup>3</sup> are found below.

**Table 2.4.1. Communications by Mines Using the Mine Measure Self-Assessment Tool**

| Communications Channels  | Communications by Mines Using the Mine Measure Self-Assessment and Audit Preparation Tool  |
|--|--|
| <ul style="list-style-type: none"> <li>• Mine or Mining Company website</li> <li>• Company annual reports, sustainability reports</li> <li>• Communication materials (e.g., letters, PowerPoint presentations)</li> <li>• Promotional materials</li> </ul> | <ul style="list-style-type: none"> <li>• Mines are encouraged to communicate that they are using the Mine Measure self-assessment tool to better understand how their practices compare with the IRMA Standard for Responsible Mining.</li> <li>• <b>No claims of IRMA achievement</b> (i.e., IRMA Transparency, IRMA 50, IRMA 75 or IRMA 100 Certified) <b>may be made when using the IRMA Mine Measure tool for self-assessment purposes.</b></li> <li>• A company using the tool may share a mine site's self-assessment results publicly or with third parties, as long as the company is clear that results reflect a self-assessment or self-evaluation, and the company neither states nor implies that the mine site's scores or performance have been verified by an independent, third-party.</li> <li>• In 2019-2021, IRMA is allowing special 'IRMA First' marks to be used on the Responsible Mining Map by early-adopter mine sites that publicly share that they are using the Mine Measure self-assessment tool. (These marks may only be used if awarded by IRMA).</li> </ul> |

## 2.5. Entities with profiles on the Responsible Mining Map

Communications by entities that have not been audited but that are profiled on the Responsible Mining Map<sup>4</sup> are limited to the approved communications in Table 2.5.1.

**Table 2.5.1. Communications by Mines Using the Mine Measure Self-Assessment Tool**

| Communications Channels  | Communications by Entities on the Responsible Mining Map  |
|--|---|
| <ul style="list-style-type: none"> <li>• Company annual reports, sustainability reports</li> <li>• Communication materials (e.g., letters, PowerPoint presentations)</li> <li>• Promotional materials</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Entities that have profiles on the Responsible Mining Map are encouraged to communicate publicly that they are on the map</b>, they may express an interest in responsible mining (or responsible mineral supply chains, or responsible sourcing of mined materials), and may distribute the link to the Responsible Mining Map website and/or to their individual map profiles.</li> <li>• Mine and purchasers with IRMA-verified claims of achievement are encouraged to include that information on the map.</li> <li>• <b>An entity that has a profile on the Responsible Mining Map may</b></li> </ul> |

<sup>3</sup> The Mine Measure Tool is available at: <https://tools.responsiblemining.net/self-assess>

<sup>4</sup> Responsible Mining Map: <https://map.responsiblemining.net/>

neither state nor imply that its presence on the map confers any evidence that it is a responsible actor in the mineral supply chain.

## 2.6. Purchasers that are interested in sourcing or are sourcing from IRMA-Achieving Mines

Companies that have made public commitments to source IRMA-achieving material, or that are purchasing materials from mines that have undergone independent, third-party audits may use the approved communications found below.

**Table 2.6.1. Communications by Mines Using the Mine Measure Self-Assessment Tool**

| Communications Channels  | Communications by Purchasers  |
|--|---|
| <ul style="list-style-type: none"> <li>• Your website</li> <li>• Annual reports, sustainability reports</li> <li>• Communication materials (e.g., PowerPoint presentations)</li> <li>• Promotional materials</li> <li>• Point of sale materials</li> <li>• Products</li> </ul> | <ul style="list-style-type: none"> <li>• Purchasers are encouraged to communicate their desire/intention to buy material from mines that have been independently audited against the IRMA Standard for Responsible Mining.</li> <li>• IRMA encourages purchasers to become IRMA members and invest in IRMA's programs to increase the number of mines engaged and, as a result, increase the opportunity to access materials from IRMA-verified mines. <b>IRMA Members from the purchasing sector</b> may use the IRMA membership logo alongside their demand/commitment to buy materials from 3rd-party audited (or verified) IRMA-achieving mines, but other IRMA Trust Marks may only be used in relation to the purchase of IRMA-verified materials.</li> <li>• <b>Purchasers that are not IRMA members</b> may make statements about commitments to purchase IRMA-achieving materials but may only use IRMA Trust Marks in relation to the purchase of IRMA-verified materials.</li> <li>• <b>A purchaser may only communicate that it is buying mined materials from verified IRMA-achieving mine(s) if that purchaser has been verified as meeting IRMA's Chain-of-Custody Standard</b> (when available).<sup>5</sup></li> <li>• Communications will be allowed for products made 100% from mined materials from mine(s) audited in the IRMA system, and for products made with mixed materials (based on mass balance mixing that tracks percentage of IRMA-conformant materials).</li> <li>• Use of Trust Marks related to products containing IRMA-achieving materials must align with the mine-site achievement level (see <a href="#">Annex 2</a> for clarifying statements related to purchasing from mines at various achievement levels, including situations of purchasing from a single mine versus purchasing from sources that contain mixed materials). And see IRMA's Chain of Custody Standard (when available) for more information on claims that can be made for segregated versus mixed materials.<sup>6</sup></li> </ul> |

<sup>5</sup> The IRMA Chain of Custody Standard is currently in draft form. (IRMA, 15 October, 2020. Draft Chain of Custody Standard. <https://responsiblemining.net/wp-content/uploads/2020/11/IRMA-Chain-of-Custody-Standard-DRAFTv1.0-October2020.pdf>)

<sup>6</sup> Ibid. p. 17.



## 3.0 Monitoring the use of IRMA Trust Marks

There are several means through which IRMA monitors the use of claims, logos and Trust Marks. The IRMA Secretariat:

- Reviews advance drafts of press releases which new members, mines that have successfully completed an IRMA audit, and entities that have successfully completed a Chain of Custody audit are planning to issue to ensure that any claims are accurate prior to publishing the press release.
- Periodically monitors use of approved claims, logos and Trust Marks, e.g., prior to and following surveillance and re-certification audits, prior to the annual renewal of membership, and annually for participants using the Mine Measure tool or with a presence on the Responsible Mining Map. Monitoring includes review of participants' websites and other online sources that mention both the participant and IRMA.
- May request information from a participant on where and how IRMA claims have been made and logos and Trust Marks have been used.

IRMA requires Certification Bodies to monitor the use of IRMA claims, logos and Trust Marks by its clients (mine sites) that undergo independent, third-party audits in the IRMA system. Certification bodies are required to notify the IRMA Secretariat within seven days of detecting any incorrect use of claims, logos and Trust Marks.<sup>7</sup>

Additionally, any IRMA stakeholder may file a complaint with IRMA against a member or other entity participating in the IRMA system (e.g., those using the IRMA self-assessment tool, those found on the Responsible Mining Map, mines that have undergone independent, third-party assessment) alleging that the entity has made false, inaccurate or misleading claims related to the IRMA system or has inappropriately used an IRMA Trust Mark. Complaints related to claims will be handled according to IRMA's Issues Resolution Procedures.

## 4.0 Penalties for misuse of Trust Marks

When false, inaccurate, misleading or inappropriate use of IRMA Trust Marks, which include visual representations such as logos or labels, and text-based claims, have been

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<sup>7</sup> IRMA. November 2019. IRMA Certification Body Requirements. p. 24. (See requirements 28 and 29). [https://responsiblemining.net/wp-content/uploads/2020/01/Certification-Body-Requirements\\_v1.0.pdf](https://responsiblemining.net/wp-content/uploads/2020/01/Certification-Body-Requirements_v1.0.pdf)

identified through monitoring, complaints or other means, the IRMA Secretariat will:

- Notify the IRMA participant of the breach of IRMA's Communications and Claims Policy, including details on the particular false, inaccurate, misleading or inappropriate use of any Trust Marks
- Seek immediate corrective action(s) from the participant
- Verify the implementation of the corrective action(s)
- Document the breach and corrective actions sought and implemented
- If not corrected in a timely manner IRMA reserves the right to cease its association with the IRMA participant.

In cases where breach of the Communications and Claims Policy is serious enough to create potential harm to the credibility or reputation of the IRMA system (e.g., the breach of claims is clearly deliberately fraudulent, a participant does not implement corrective actions in a timely manner, or a participant repeatedly violates the policy), IRMA reserves the right to cease its association with the participant (e.g., Membership could be revoked, certificates/levels of achievement cancelled), or initiate probation pending corrective actions.

# Annex 1:

## General Communications Rules

Participants in the IRMA System (members, IRMA-achieving mines, purchasing companies sourcing materials from IRMA-achieving mines, users of the Mine Measure self-assessment and audit preparation tool, and entities on the Responsible Mining Map) shall abide by the following communications rules.

IRMA participants are encouraged to communicate about their engagement with IRMA:

- **Members are encouraged to use the IRMA membership logo** and to issue clarifying statements, as well as additional explanations regarding their participation in IRMA,
- **IRMA-achieving mines** are encouraged to use the appropriate IRMA Trust Mark and required clarifying statement for communications about their mine and its materials,
- **Mine Measure users are encouraged to communicate that they are using the self-assessment tool** to get a sense of how their practices compare with the IRMA Standard for Responsible Mining,
- **Entities on the Responsible Mining Map are encouraged communicate publicly that they are on the map**, and that they have an interest in responsible mining (or responsible mineral supply chains, or responsible sourcing of mined materials), and
- **Purchasing companies seeking to source or sourcing IRMA materials are encouraged to use appropriate language and IRMA Trust Marks to promote their supportive actions.**

In doing so, IRMA participants shall respect the following rules:

1. The name, logos and marks of IRMA shall always be used in a way that safeguards the reputation of IRMA, its members and its certificate holders.
2. The name, logos and marks of IRMA shall in no instance be used in a way that could induce a misunderstanding about the practices of the organization in question. All communications must adhere to credibility concepts of truthfulness, clarity, accuracy, and transparency.
3. The name, logos and marks of IRMA shall not be used in a way that could mislead other parties regarding IRMA or the organization in question, in particular regarding whether a product is 100% segregated or mixed with other materials.
4. IRMA is not a mining company, manufacturer or distributor of any final or intermediate products. The name, logos and marks of IRMA shall never be used in a way that could give the impression that IRMA is a supply chain actor

in the mining, metals or minerals sectors.

5. All organizations other than media must have generic approval (as described in this IRMA Communications and Claims Policy) or, if not covered in this policy, obtain case-specific approval for the use of the IRMA Trust Marks (i.e., logos, labels and text claims), prior to use.
6. Organizations are not allowed to use any IRMA straplines or clarifying statements regarding IRMA except those in the [Annex 2](#) without written permission from IRMA.
7. No written approval is required for the use of the clarifying statements as described in [Annex 2](#) of this claims policy. However, written permission is required for any modification of these statements. Modifications are not encouraged and will only be approved in special cases.
8. No written approval is required for an organization's further additional explanations regarding its own value/interest to engage in IRMA or its sourcing of IRMA-achieving materials, providing it complies with this policy and stays accurate/consistent with the straplines and statements as described in 1.6 above and [Annex 2](#).
9. Organizations shall, at the request of IRMA, inform IRMA about the use of IRMA Trust Marks, clarifying statements and additional explanations (i.e., the text used and the type of communication materials to which the text is applied).
10. Members may only communicate about their membership in case of continued good-standing with regard to membership agreements and fees.
11. IRMA-achieving mines may only communicate about their certified or verified level of IRMA assurance if they possess a valid IRMA 100 certificate or verified statement of achievement (for IRMA 75 or IRMA 50) from an IRMA-approved Certification Body. Mines recognized at the IRMA Transparency level may only communicate about that status if they have a valid letter of recognition from an IRMA-approved Certification Body.
12. IRMA encourages purchasers to explain their commitments to purchase or source responsibly mined materials from IRMA-achieving mines but may not use the IRMA Trust Marks in relation to these commitments or targets.
13. No IRMA Trust Marks or logos are allowed related to general use of the IRMA Mine Measure self-assessment tool. Companies are allowed to communicate that they are using the self-assessment tool.
14. The word 'certified' is reserved only for IRMA 100 achieving mine.
15. The word 'sustainable' is not allowed in any claims related to engagement in, or achievement levels in the IRMA system.

## Annex 2: Approved Messages and Clarifying Statements for Entities Associated with IRMA

### **IRMA Members (Companies, Organizations, Individuals in any sector that are members of IRMA)**

- ABC Company (or Organization or Individual or etc.) is a member of IRMA, the Initiative for Responsible Mining Assurance. We support the vision of a world where the mining industry respects the human rights and aspirations of affected communities, provides safe, healthy and supportive workplaces, minimizes harm to the environment, and leaves positive legacies.
- ABC Company (or Organization or Individual or etc.) is a member of IRMA, the Initiative for Responsible Mining Assurance. This means we are participating in and supporting credible independent third-party verification and certification against a comprehensive best-practice standard that addresses the full range of environmental and social issues related to industrial-scale mines.
- [Specifics of the organization's participation or engagement can be added by the member]

### **Mine Sites Using the Mine Measure Self-Assessment and Audit Preparation Tool**

- We are using IRMA's Mine Measure self-assessment tool to self-evaluate (or carry out an internal assessment of) our performance against the IRMA Standard for Responsible Mining.
- ABC Company's Galaxy Mine has used IRMA's Mine Measure self-assessment tool, and based on our internal assessment we believe that we achieve x score(s) (e.g., "in Chapter 1.1 we believe we scored x% in Chapter 1.2 we believe we scored y% chapter, etc. . .", or "overall we believe we reach IRMA 50, 75, 100"), but the site has not undergone an independent, third-party audit, so this score and our performance have not been independently (or externally) verified.

### **IRMA Transparency Mines**

- ABC's Galaxy Mine has achieved the level of IRMA Transparency, which means that the mine has undergone an independent, third-party audit of its performance relative to the IRMA Standard, and the mine has publicly released its results.
  - Optional additional sentence, if applicable (add on only, cannot be used alone): The mine was measured against all relevant IRMA Standard requirements.

## IRMA-Achieving Mines at 50, 75 and 100

- **50 Level Only:** ABC's Galaxy Mine has been independently assessed (or independently verified) as achieving the level of IRMA 50, which means the mine achieved an average score of 50% or higher in all four principle areas of the IRMA Standard (i.e., Business Integrity, Planning for Positive Legacies, Social Responsibility and Environmental Responsibility). Verified within this score is that the mine meets, or has an approved timebound plan to meet, a set of critical requirements for protecting social and environmental values.
  - NOTE: there is no use of the word 'certified' for the IRMA 50 level.
- **75 Level Only:** ABC's Galaxy Mine has been independently assessed (or independently verified) as achieving the level of IRMA 75, which means the mine achieved a score of at least 75% in all four principle areas of the IRMA Standard (i.e., Business Integrity, Planning for Positive Legacies, Social Responsibility and Environmental Responsibility). Verified within this score is that the mine meets, or has an approved timebound plan to meet, a set of critical requirements for protecting social and environmental values.
  - NOTE: there is no use of the word 'certified' for the IRMA 75 level.
- **100 Level Only:** ABC's Galaxy Mine has been independently assessed (or independently verified) and found to reach the "IRMA 100 Certified" level of performance against the Standard for Responsible Mining. This means Galaxy has met a set of critical requirements and has fully met, or has an approved timebound plan to fully meet, all other relevant requirements in the *Standard for Responsible Mining*.
  - Approved Strapline and Message for IRMA 100 Certified Achieving Mines Only: (Strapline placed under 100 Trust Mark).
    - ABC's Galaxy Mine is IRMA Certified.
    - ABC's Galaxy Mine is an IRMA-Certified mine.
    - ABC's Galaxy Mine is an IRMA-Certified 100 mine.

### **Caution:** Use of the phrase 'responsible mine.'

In communicating your achievement level in IRMA, we encourage you to use the score the mine has received, and specific aspects of achievement in lieu of the phrase 'responsible mine' in your communications.

For example:

- ABC's Galaxy mine was independently verified as achieving IRMA 75, and we are proud that the mine reached scores of greater than 90% in seven chapters.

The phrase responsible mining can be used in terms of the concept itself, progress towards, or related to the IRMA Standard for Responsible Mining and IRMA's mission to further responsible mining.

## Purchasers of Mined Materials from IRMA-Achieving Mines

Approved Straplines for purchasers verified through IRMA's Chain of Custody Standard that want to make claims about sourcing material from a single mine that has achieved IRMA Transparency 50, 75 or 100 (this requires verification that the material has been Identity Preserved or that the material from one mine was segregated throughout the supply chain):

- **IRMA Transparency Material:** The [specific mineral or metal] in this product came from a mine that has been independently verified against the internationally recognized *Standard for Responsible Mining* and has released its results publicly.
- **IRMA 50 Material:** The [specific mineral or metal] in this product came from a mine that has been independently verified against the internationally recognized *Standard for Responsible Mining* and has achieved a score of at least 50% average in each of four principle areas of the Standard (i.e., Business Integrity, Planning for Positive Legacies, Social Responsibility and Environmental Responsibility).
  - Optional additional sentence for 50 level (add on only, cannot be used alone): By purchasing IRMA-verified-50 materials we are directly supporting IRMA's vision of a world where the mining industry respects the human rights and aspirations of affected communities, provides safe, healthy and supportive workplaces, minimizes harm to the environment, and leaves positive legacies.
- **IRMA 75 Material:** The [specific mineral or metal] in this product came from a mine that has been independently verified against the internationally recognized Standard for Responsible Mining and has achieved a score of at least 75% average in each of four principle areas of the Standard (i.e., Business Integrity, Planning for Positive Legacies, Social Responsibility and Environmental Responsibility).
  - Optional additional sentence for 75 level (add on only, cannot be used alone): By purchasing IRMA-verified-75 materials we are directly supporting IRMA's vision of a world where the mining industry respects the human rights and aspirations of affected communities, provides safe, healthy and supportive workplaces, minimizes harm to the environment, and leaves positive legacies.
- **IRMA 100 Material:** The [specific mineral or metal] in this product came from a mine that has been independently certified against the internationally recognized *Standard for Responsible Mining* and has achieved the highest level of achievement.
  - Optional additional sentence for 100 level (add on only, cannot be used alone): By purchasing IRMA-certified-100 materials we are directly supporting IRMA's vision of a world where the mining industry respects the human rights and aspirations of affected communities, provides safe, healthy and supportive workplaces, minimizes harm to the environment, and leaves positive legacies.

Approved Straplines for purchasers verified through IRMA's Chain of Custody Standard as sourcing materials from mines that have achieved IRMA Transparency 50, 75 and 100, when those materials have been mixed with materials from mines that achieved a different IRMA-achievement level, or mixed with materials from mines that have not undergone independent, third-party assessment against the IRMA Standard for Responsible Mining.<sup>8</sup>

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<sup>8</sup> IRMA's Chain of Custody Standard (when available) includes rules for mixing materials from more than one IRMA-

- When material is only from verified IRMA-achieving mines, but those mines have different achievement levels (e.g., mixing materials from an IRMA 50 mine and an IRMA 75 mine), a factual statement reflecting the mixing of IRMA materials must be used (e.g., “The [specific mineral or metal] in this product came from mines independently verified as meeting at least IRMA 50” or “The material in this product comes from two mines, one was independently verified as reaching IRMA 50 and the other was independently verified as achieving IRMA 75”).
- When mixing verified IRMA-achieving material with non-IRMA-verified material, follow the Chain of Custody Standard for tracking mass balance percentages and make factual claims accordingly (e.g., 70% of the material in the product comes from verified IRMA-achieving mines meeting at least IRMA 50, while 30% is from mines that did not undergo an independent, third-party assessment against the IRMA Standard for Responsible Mining).

### **Entities on the Responsible Mining Map (Companies, Organizations or Individuals in any sector that are on the map)**

- The Responsible Mining Map is an online tool where companies and organizations that have an interest in supporting more responsible mining practices (or more responsible mineral supply chains, or more responsible sourcing of mined materials) can share information about themselves.
- ABC Company (or Organization or Individual or etc.) has created a profile on the Responsible Mining Map to share our interest in responsible mining (or responsible mineral supply chains, or responsible sourcing of mined materials).

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achieving mine (including some which may have different achievement levels), and rules for using a mass balance approach when materials from IRMA-achieving mine(s) are being mixed with mined materials from other non-IRMA-verified sources.

The IRMA Chain of Custody Standard is currently in draft form. (IRMA. 15 October, 2020. Draft Chain of Custody Standard. <https://responsiblemining.net/wp-content/uploads/2020/11/IRMA-Chain-of-Custody-Standard-DRAFTv1.0-October2020.pdf>)



## Annex 3:

# Additional Approved Language Related to Mine Achievement and Sourcing From IRMA-Achieving Mines

### **IRMA Background Language for Context on Mine Achievement and Sourcing**

The following language may be paired with language specific to the achievement of a mine or the purchase of IRMA-verified mined materials, to provide context on the IRMA system and the commitment/achievement associated by engaging in this system:

1. Mines that engage in IRMA's independent mine site audits are reviewed against the most comprehensive and rigorous mining standard in the world – a standard that has 26 chapters and more than 400 requirements related to the environmental, social and business integrity issues most relevant at mine sites.
2. No other sustainability standards system in the mining sector conducts its audits as rigorously nor has as much credibility among stakeholders. The IRMA audit takes place at the site of the mine over days, not hours, and uses the tool of independent third-party certification. No other standards system reaches out as extensively to the mine's various stakeholders to ensure they are aware of the audit and also requires interviews of both affected communities and mine workers.
3. IRMA's public audit summary reports provide the more detailed information about a mine's performance against a wide range of social and environmental issues than any other system. This includes chapter-by-chapter scores, as well as information on the mine performance on every relevant IRMA requirement. Transparency at this level allows diverse stakeholders – the mining company itself, customers, investors, workers, and nearby communities – to see where both achievements and risks exist. This also allows the mining company to speak both to strengths and challenges and make commitments to improve.
4. No other industrial mining standard has been developed through such a comprehensive, multi-stakeholder and public process, and no other system has the sort of equitable governance where decision making is shared equally between the private sector and civil society, with leadership seats for both mine workers and local communities.
5. Mines that engage in IRMA are signaling to investors and purchasers that they are willing to step into the world's most rigorous review as described above, and to share publicly their achievements as well as their challenges. Most modern societies use mined materials, and we know that the extraction, use, and reuse/recycling/disposal come with impacts. A world of informed diverse stakeholders can create incentives, innovation and market value for more responsible practices. Mines which engage in IRMA are demonstrating a willingness to be transparent about performance – both achievements of which they're proud and challenges they face. This provides them also with a platform to make commitments for improvement over time.

6. Regardless of a mine's achievement score against the IRMA Standard for Responsible Mining the factors above mean that mines independently reviewed within the IRMA program offer a greater quantity of information about their practices, are more robustly verified, and are measured against a more rigorous definition of best practices in mining than if measured by other current voluntary responsible mining programs.
7. Purchasers and investors who encourage and incentivize mining companies to engage in IRMA's independent third party audit review, and transparent sharing of results, support responsible sourcing/investing goals by using a system (as described using the text above) to create market value for more responsible mining. This can be described to align with a purchaser/investor commitment on key topics such as forwarding human rights, reducing greenhouse gas emissions, protecting water resources, respecting indigenous people's free, prior and informed consent, protecting biodiversity, forwarding safe management of mine waste (tailings and more), supporting community engagement, etc.<sup>9</sup>

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<sup>9</sup> NOTE: You may contact IRMA about other topics covered in the IRMA Standard for Responsible Mining. [info@responsiblemining.net](mailto:info@responsiblemining.net)