

## **IGI Launches Sustainability Campaign “Jewelers On A Mission”**

*Applicants can enter to win up to \$5,000 toward achieving carbon neutrality*

**NEW YORK (Sept. 5, 2021)** — The International Gemological Institute (IGI), the world’s largest independent gemological laboratory, is uniting the industry with a new campaign focused on carbon neutrality. “Jewelers On A Mission” invites [eligible](#) stores to complete a brief application describing why sustainability is important to their business and community. The winner will receive up to \$5,000 in credits toward becoming carbon neutral and all participants will receive IGI’s playbook and roadmap to improving sustainability efforts. As the first gemological laboratory to commit to carbon neutrality, IGI recognizes the financial commitment such transformation requires and is honored to help a fellow “Jeweler On A Mission” take steps toward preserving the environment.

“Businesses have a tremendous responsibility to be a part of the solution to address global emissions. According to the Paris Climate Accord, businesses can account for 60% of emissions cuts by 2030,” said IGI North America President Avi Levy. “At the Institute, we are forward thinking, committed to leading the jewelry industry to a sustainable future and passionate about helping others work to cultivate a livable planet.”

The Institute believes achieving carbon neutrality is good for the environment, good for a retailer’s bottom line and good for the industry. With just 100 companies contributing to 71% of global emissions, IGI understands that more consumers desire to buy green and some will only purchase products and services they can confirm are produced sustainably.

“We are thrilled to be in a position where our experiences with environmentalism can help other businesses, which is why we decided every applicant will receive IGI’s playbook and roadmap to improving sustainability efforts,” continued Levy. “We want everyone in the industry to have the knowledge and insight needed to go green and we know the best way forward is working together.”

As a result of the impact SCS Global (SCS) has made on IGI’s pursuit of carbon neutrality, the Institute selected it to be a part of the campaign, giving other businesses the opportunity to learn from the organization’s expertise. SCS is a trusted, strategic partner with a team that has brought environmental solutions to Fortune 500 and start-up companies since 1984.

To enter the giveaway, please visit [www.igi.org/sustainability](http://www.igi.org/sustainability). To learn more about IGI and its offerings, please visit [www.igi.org](http://www.igi.org) and [gemblog.igi.org](http://gemblog.igi.org).

**About IGI**

The International Gemological Institute (IGI) has 20 laboratories and 14 education facilities in major diamond and jewelry centers around the world. For 45 years, IGI has provided the fine jewelry community and consumers with a broad range of services including natural and laboratory grown diamond reports, colored stone grading and origin reports, as well as jewelry identification and appraisal reports. With the increase of lab grown diamonds in the marketplace, IGI screens millions of natural and lab grown diamonds in order for the industry and consumers to receive the product they expect. Regardless of location or marketplace, an authentic IGI Laboratory Report is the common language of trust and confidence in the gemological world.