

B2B



A **mobile-based technology solution to help** pursue and **monitor social, environmental and human rights hotspots** and create more cost-effective and miner-centric monitoring systems, with a 100% user-satisfaction from miners.

It helps conservation organizations, local governments, and communities monitor mercury usage and deforestation sites, and has a version for the African market, under the brand Matoeko.

Ulula has validated that miners need to learn best practices and mercury reduction techniques required to achieve the Fairmined certification. Miners also indicated they'd like an easy way to find the current gold price for fair negotiations.

MONITORING AND ACTIONABLE DATA

Canada

Ulula

2016 <

40

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Problem

Artisanal and small-scale gold miners want to achieve the Fairmined certification (to achieve a fair gold price). Achieving the certification requires miners that understand and comply with the standards, procedures, and protocols (such as mercury-free mining techniques). However, poor communication between miners and the significant distances between mining concessions pose a barrier to a common understanding of the Fairmined certification needs and gather data. Therefore, groups aiming to achieve Fairmined compliance must invest significant time and resources to share best practices.

Solution

A mobile system with a centric dashboard that shares best environmental and mining management practices, mercury reduction practices, and other recommendations to help achieve the Fairmined certification through:

- One-way SMS/Whatsapp reminders of environmental & work-safety practices.
- An automated mobile text service with gold price reports to ensure fair payments.
- An automated system to call miners and collect and aggregate miner survey answers.

Market

About 150 ASGM organizations from 15 countries want to achieve (and/or maintain) a Fairmined certification and to access broader markets and fair prices. There is market potential of a 40 million ASM miners in over 70 countries worldwide.



Working with 4 mining concessions in Tambopata (Madre de Dios, Peru) composed of 50 artisanal miners through their participation in the **Amazon CoLab**. The Alliance for Responsible Mining helps the Quipu team make connections to the miners by assisting with communication and meeting organization.



Key Facts

- 100% user-satisfaction results in the field
- Fairmined gold was used to make the 2021 Nobel Peace Prize medal

Competitive Landscape

Compared to other alternatives, such as WhatsApp, **Quipu is affordable for all miners**, as it doesn't require internet, and is compatible with both non-smart mobile phones and smartphones, including a user-friendly interface.

Funding Needs

Seeking further investment to:

- Continue piloting of Quipu with 4 mining concessions in Madre de Dios, Peru to help them achieve a Fairmined certification
- Scale to three additional concessions from Puno, Arequipa, and Ancash.
- Measure environmental and social impact.



The Artisanal Mining Grand Challenge is a global competition first launched in 2019 by Conservation X Labs. This Challenge seeks to advance innovative solutions that transform artisanal and small-scale gold mining into a more environmentally responsible and socially equitable practice. Cleangold is field-testing its solution in the **Amazon CoLab**, the Challenge acceleration program.

www.artisanalminingchallenge.com