

B2G



Sissai, a Peruvian jewelry company, uses blockchain technology to communicate the origins and production route of the gold in its products.

The blockchain works to assure clients of the origin of the gold and the impact of their purchase on the environment and communities, as well as the production route. We seek to encourage and engage mining communities at the point of origin to adopt responsible production practices, thus receiving a fair price for responsibly mined gold as well as an economic incentive.

## SUPPLY CHAIN SOLUTIONS

-  Lima, Peru
-  Sissai Joyería
-  2011
-  16
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## Problem

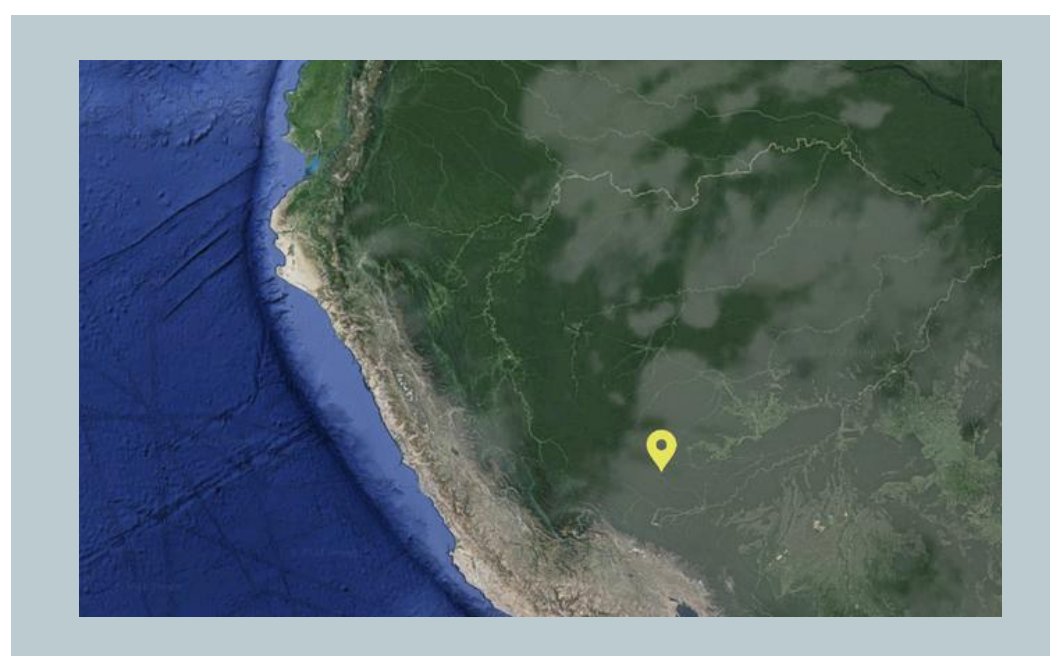
Frequently, artisanal and small-scale gold miners are insufficiently compensated and incentivized to produce gold in an environmentally and socially responsible manner. Likewise, jewelry consumers at the end of the supply chain do not understand the impact of their purchase by not knowing the origins of the gold products they purchase.

## Solution

Blockchain traceability system to communicate the origins and production route of gold. The system works to engage and motivate gold-bearing ASM producers to adopt more environmentally responsible practices, thereby ensuring higher prices for their gold and helping to educate gold jewelry consumers about the gold value chain.

## Market

National and international buyers and clients of jewelry, as well as commitment to miners and artisanal gold producers and on a small scale.



**In partnership with UNDP, RAMAZ and artisanal gold miners, Sissai is supporting environmentally responsible mining practices in Madre de Dios, Peru through its participation in the Amazon CoLab**

## Competitive Landscape

Sissai's competitive advantage is that its jewelry is made with formal, responsible, certified and traceable gold.

In the Peruvian market, most jewelers do not confirm the responsible sourcing of their gold, and internationally, only a few jewelers use certified gold but do not offer a traceability system that can be validated by customers.

## Future Development

Support to start the process of internationalization of the brand, in order to generate a greater impact on the jewelry industry.

## Company

Sissai Joyería is a Peruvian jewelry company, committed to the development of supply chains responsible gold companies using blockchain technology to securely and reliably present the origin of their products.



**The Artisanal Mining Grand Challenge: The Amazon** is implemented by Conservation X Labs in partnership with the United States Agency for International Development (USAID), the Gordon and Betty Moore Foundation, Microsoft, and Esri. The Challenge seeks to advance innovation solutions that make artisanal and small scale mining more environmentally responsible and socially equitable.

[www.artisanalminingchallenge.com](http://www.artisanalminingchallenge.com)

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