

sustainable

C5
fine jewelry

C5 & Sulusso

C5Company.com
888.536.4555

C5 company, based in Oakland, CA, is a sustainable jewelry company in that we provide sustainable products and operate our business in a sustainable way. Our commitment to social and environmental responsibility permeates everything we do.

stores.sulusso.com
888.777.7976

Sulusso's featured sustainable jewelry designers all have one thing in common - a commitment to social and environmental responsibility. We offer the best selection of beautiful eco jewelry, made with recycled metals, conflict-free diamonds and lab created gems.

3BLMedia Case Study 2010

Telling stories of corporate social responsibility across the social web

Meghan Connolly Haupt

A sustainability-minded person may find it a bit discouraging to glance around and take in the general state of things. From SUVs to dying trees and the black bags piled up on garbage day, it can feel like we're just not making progress. But what can we do? Well, most of us will sigh, hope for the best, and continue on our way.

But not Meghan Connolly Haupt.

The Problem

Meghan has a taste for fine jewelry. Yet her extensive travel in over 25 countries and her background in the field of sustainability made her keenly aware of the industry's dark side. Meghan began to investigate in earnest and quickly discovered an industry with a huge sphere of influence and a dangerous level of indifference. Not wanting to participate in this industry's horrific effect on developing nations, Meghan began to actively look for an avenue through which to ethically engage. From Rodeo Drive to the local mall she searched, and ultimately, was left aghast that such an influential industry could be completely void of options.



"3BL Media gives me the ability to communicate effectively in different ways, at one time. 3BL is a CSR Community where I can see others communicate - which motivates me to communicate too!"

-Meghan Connolly Haupt

The Solution

Still, Meghan didn't walk away. Instead, she decided it was time for a change. She decided it was time to bring the concepts of sustainability to the fine jewelry industry.

Almost 2 years ago this month (February 2010) C5 Company was born. In that short period of time, C5 has become a leader in sustainable fine jewelry. All of their jewelry is made with 100% recycled precious metals and ethically sourced gems and diamonds (both fair-trade mined and lab-created) to ensure that C5 company jewelry has minimal environmental and social impact. C5 is where the finer things in life meet social responsibility.

With the belief that greater opportunity affords greater change, Meghan also built Sulusso, a platform from which other sustainable jewelry designers can speak and offer their products as a comparable alternative to the expected brands. Together, C5 and Sulusso offer consumers the power of choice.



The Stakes

The jewelry industry is one where there is little demand for greater accountability. Even those of us who aspire to live responsibly can be mesmerized by a diamond’s sparkle – no matter where it came from. With this consistent demand for their pretty little rocks, jewelers are not exactly motivated to make the changes necessary in order to provide an socially and environmentally sustainable product. Naturally, the only thing that will really inspire change is the voice of the consumer.

The stakes are high. One gold ring results in more than 30 tons of mine waste. In the jewelry industry, there are virtually no industry standards or safeguards. For example:

- Metal mining is responsible for 96% of arsenic emissions and 76% percent of lead emissions in the US
- Metal mining is the most toxic polluter in the United States
- 70% of the world’s gold comes from developing countries such as Guatemala and Ghana
- Nearly 2 million children work in mines around the world.
- Each diamond mine consumes 13 million gallons of diesel fuel annually to power generators
- 46% of Angolan diamond miners are under the age of 16
- Certified conflict-free does not mean that the diamond is “clean.”

3BL Media

Giving consumers access to these statistics and empowering them to make better purchasing decisions are priorities for C5 and Sulusso. To get the word out, Meghan created Facebook pages, started a blog, became active on Twitter and distributed e-newsletters. This plan, educating consumers through social media, was exactly the right approach. All she needed to maximize it was a partner who could execute it at its fullest potential. This is when she turned to 3BL Media.

By utilizing 3BL Media, Meghan was able to leverage her social media strategy and multiply it exponentially. 3BL offered Meghan the ability to:

- Place her important information at the fingertips of a passionate and engaged audience focused specifically on the issues she cares about.
- Distribute every form of media she uses - from press releases, videos, podcasts, blogs, photos, articles and more - as often as she wants to an enormous audience primed for action.
- Manage all of this content and distribution with tools built into the 3BL site.

The success of these efforts speak for themselves - so much so that a celebrity (unnamed so far) has recently contacted Meghan to discuss a potential partnership. Meghan has found that 3BL Media’s services give her “virtually unlimited opportunities” to dialogue and interact with vast audiences all around the world. “Through 3BL Media I have the ability to communicate effectively in different ways, at one time. 3BL is a CSR Community where I can see others communicate - and that motivates me to communicate too.” By leading the sustainable jewelry movement, C5 and Sulusso are raising the standard of business. As the word spreads through 3BL Media, consumers are becoming aware of their ability to create a world where social environmental sustainability finds harmony with the finer things in life.