



ORIGINALLUXURY

T4T Tech Partners

**BREITLING**

Technology for Transparency Report  
3rd Edition  
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## Company Information:

### Breitling

Léon Breitling-Strasse, 2  
2540 Grenchen  
Switzerland

### Contact Person:

Aurelia Figueroa  
Chief Sustainability Officer  
Aurelia.Figueroa@breitling.com  
+41 79 636 48 68

### Industry Category:

Watches

### Website:

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

## Company Description:

Founded in 1884, Breitling is a leading Swiss watchmaker. The innovative company invented the modern chronograph and pioneered the navigational tool watch. Today, it is still breaking new ground as a casual, inclusive, and sustainable luxury brand with more than 280 industrial-loft-inspired retail locations around the world. Breitling's collections center around air, land, and sea pursuits, all captured in the brand's unmistakable modern-retro style. The exceptional quality of every watch movement is confirmed by its status as a COSC-certified chronometer, and the brand remains one of only a handful of independent watchmakers to produce its own manufacture calibers. Today, Breitling is on a mission to do better, by creating beautiful products and experiences with better materials, better manufacturing, better packaging, and end-to-end traceability. Combining classic watchmaking with the latest and most sustainable innovations, Breitling is both a company with history and one that is ahead of its time.

Number of employees: 1,980



## MISSION

To redefine Swiss watchmaking by offering casual, inclusive and sustainable luxury that reflects the real aspirations of today's consumers.



## PURPOSE

Our purpose is to inspire the dream of a casual, uplifting and meaningful life through a tasteful yet approachable luxury style.

## Company's tagline:

**Casual, conscious luxury watch brand  
with purpose and a touch of fun.**



## VISION

To be the undisputed leader of neo-luxury.

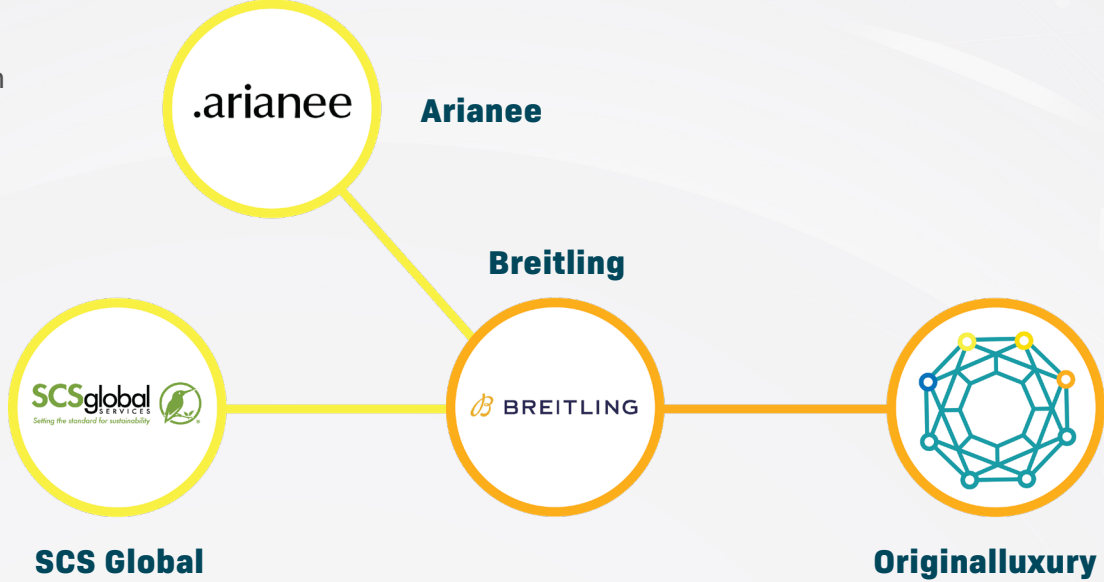


## VALUES

Neo-luxury - casual, inclusive and sustainable.

Legend:

- Core Organization
- Partnerships
- Clients



Technology Used:





## Community Support:

A keystone of our efforts as a Squad On A Mission To Do Better is enabling traceability to attest to the social and environmental impacts across our sphere of influence. In 2022, we launched this important mission to the public with the release of Super Chronomat 38 Origins, our first watch to contain traceable gold and traceable lab-grown diamonds, the materials within our overall supply chain with the greatest potential to have meaningful social and environmental impact. With this, we released our first enhanced traceability non-fungible token (NFT), complementing that already provided to Breitling owners in an industry-leading move in 2020.

We see traceability as an absolutely essential foundation for our engagement across our pillars of progress, prosperity, planet, governance and people. It enables us to know the communities across our value chain and understand our role as a member of these systems. It allows us to establish high-quality, primary data of our environmental and social impact and establishes the baseline upon which we report. And it enables us to transparently share our efforts with our customers and global stakeholders.

Many materials we source are commodities, and commonly processed in a manner that does not allow for traceability. This has required us, and our value chain partners, to fundamentally redesign operating methods. It is thanks to this pioneering collaboration that we have been able to transform supply chain systems and work towards integrating traceable artisanal small-scale gold and lab-grown diamonds across our collection.

We see clear near-term and ongoing returns on the proactive investments we have made in terms of consumer and market relevance and regulatory adherence and recognize this as a validation of our industry-leading shift towards the traceability-based business model.

We have been able to make meaningful strides towards achieving supply chain transformation – in concert with our highly valued partners and further industry collaborators. This will enable us to navigate towards our ambitious and industry-leading targets of achieving traceable gold and diamonds across our main collection products by the end of the next reporting cycle, or March 2026.

Our decision to transition to a traceability-based business model was based on our values and guided by the inclusive input of our global stakeholders – internal and external to Breitling – from our inaugural double materiality assessment in 2020. We find it to be future-maximizing in several ways. The first concerns societal and consumer interest, which research continually points to be increasing in corporate transparency, including supply chain traceability topics. The second is the introduction of numerous regulations, for which traceability is a key enabling factor for compliance. The proactive investments we have made since 2020 place Breitling in an advanced position in order to facilitate timely uptake of key guidelines, including the Corporate Sustainability Reporting Directive and the Ecodesign for Sustainable Products Regulation, to name just two examples. Finally, traceability underpins the ongoing improvement of full-scope risk mitigation across the supply chain, through the greater understanding and supplier engagement we have developed through these efforts.



Given the benefits listed above, we are continuing to expand our approach to the traceability-based business model across our business activities and informed from a risk-based perspective in order to prioritize our efforts to trace and engage with our value chain. We will continue to report on our efforts in our annual Sustainability Mission Report.



## Sustainability Programs:

The conduct of certain Breitling stakeholders is guided by the Breitling ESG Policy, Supplier Code of Conduct, and Employee Code of Conduct. These are publicly available at [www.breitling.com](http://www.breitling.com) and based on key international guidance and instruments, including the OECD Guidelines for Multinational Enterprises, the International Labour Organization Core Conventions, the Universal Declaration of Human Rights, and the Ten Principles of the UNGC. In addition to this, we also engage key suppliers in third-party ESG benchmarking on EcoVadis, a leading global provider of sustainability ratings across key dimensions: Labor and human rights, ethics, environment, and sustainable procurement. Questionnaires are tailored to industry sectors and company jurisdiction and size and are assessed by international experts based on verifiable documentation. The results then inform sustainability roadmaps to continually improve performance of these factors across our supply chains.

Breitling also works with its partners in potentially high-risk areas, such as gold sourcing, to ensure that human rights are respected throughout the value chain and there is no presence of child labor. These objectives are regularly audited, including by supporting counterparts such as the Swiss Better Gold Association in the case of gold sourcing and SCS Global Services in the case of lab-grown diamond sourcing. We furthermore conduct in-person audits of relevant operations in order to ensure that our guidelines for sustainability are being met.



## Economic Impact:

Breitling is committed to source traceable artisanal and small-scale (ASM) gold from the Swiss Better Gold Association. Through the distribution of our impact premium fund, which is paid on each gram of gold sourced, we have been able to support meaningful projects for mining operations and local communities in Latin America, with a focus on education, health care provision and environmental protection.

Our switch to lab-grown diamonds benefits not only our customers with a high-quality product featuring fully traceable type-IIa diamonds for which we are able to attest to social and environmental measures taken along the value chain, but also local sourcing communities. For each lab-grown diamond carat purchased, Breitling has established a Better Diamond Fund which allocates 30 CHF per carat purchased to support positive social and environmental impact along the supply chain.



## BETTER GOLD FUND

In 2021, we committed to source Swiss Better Gold, a target that is well underway thanks to transformational efforts across our supply chain to support this ambitious and industry-leading goal. Together with our partners, we are continuing to develop resilient artisanal and small-scale gold mining (ASGM) supply chains while contributing to meaningful development for workers in the value chain and affected communities.

ASGM is a method of gold extraction based primarily on the use of manual labor. It can be conducted in a formalized manner, such as the integration of informal activities into the formal supply chain by setting and enforcing responsible sourcing standards that benefit the health and safety of workers. Through premium contributions distributed at a rate of \$1.35 per gram of gold sourced, we contribute to employees in the mines with resources including training for health and safety or investments in on-site infrastructure, along with the sustainable development of the local communities in which the mines are located.

In the period from April 2023 - March 2024, we supported the establishment of small fish ponds for the consumption of local households in the Colombian village of El Pescado in the municipality of Segovia, in the area surrounding the Touchstone mine from which Breitling sourced in previous reporting cycles, thereby contributing to the Better Gold Fund \$ 1 per gram of gold sourced (the cost of the premium at that time). The project was identified and suggested by the local community and co-created with the local authorities, Touchstone mine representatives and the Swiss Better Gold teams. The aim of the project was to provide an alternative income generating activity for the community with lower impacts on the environment compared to the agroforestry which is often carried out informally or even illegally in this area. This project enabled further community engagement to develop other relevant projects such as home gardens and ecological cookstoves.

This is an important public-private partnership with the local government of Segovia to foster the relationship between the government, the community and the private sector while demonstrating the viability of such collaborative initiatives. To date, six families in the village of El Pescado have constructed seven fishponds. These will generate alternative income streams and enhance food security and socio-economic development. Through this project, six families are now self-employed and generating an income, allowing them a certain economic independence that responds to their needs. At the same time, the project has fostered the integration and collaboration among community members. This project was developed in addition to the educational project serving community members that has been running since 2022. In this remote area close to the Touchstone mine, the lack of educational facilities contributed to additional challenges facing the community, such as a high rate of informal or even illegal activities. Together with Swiss Better Gold and the Corporación Latina as the implementor, we developed a long-term educational project for which the first phase was successfully completed in 2022.

In 2023, the educational project had 30 students enrolled across a range of ages, with class sizes of seven students, far lower than the average in Colombia of 22. Among the various positive impacts of this educational project has been an increase in social cohesion among the community, the biggest beneficiary of the project. The community not only managed to complete the first phase with great success, but also carried out the academic process into the second phase. This underscores the importance community members give to education and the robustness of the program. Our educational program is now a flagship project in the region with the infrastructure of the school serving adults and children during their studies.

We are working to find long-term support for this project in the future in collaboration with the local government so as to ensure its continuity as a recognized space for public education. To this end, Swiss Better Gold has signed an agreement with the municipal authorities as they will assume ownership of the facility in the medium to long term.



## BETTER DIAMOND FUND

Since shifting to lab-grown diamonds in 2022, we have also been contributing to the local communities in western India from which we source through a voluntary contribution of CHF 30 per carat purchased. In consultation with a diverse group of local community stakeholders active in the impact space, it was determined that the greatest benefit could be derived through the creation of a tailored education program and of a space for which impact at this time leaders can gather.

In January 2024, we were elated to welcome the inaugural class of social impact leaders to the Better Diamond Fund education program. This community-designed initiative is conducted in partnership with Amani Institute, a leading global non-profit organization supporting social impact leaders with high-quality leadership education. To date, 45 have enrolled in this program conducted in the state of Gujarat in western India, where all of our lab-grown diamonds are grown, cut and polished.

The program is sponsored by Breitling and conducted over five modules, culminating in a Social Impact Project Showcase highlighting a project developed by the participants that relates to their work in women's economic empowerment, social entrepreneurship for economic development, childhood education, and environmental protection.

In addition to the tailored training program, we have also created with the Amani Institute regular gatherings where local impact leaders are invited in response to a key need identified in stakeholder consultations. Both participants in the training program and community members are invited to these gatherings, providing a platform to support collaboration among individuals working in similar and complementary spaces related to social and environmental impact.

We have a large range of metrics aligned to the guidance of the EU Corporate Sustainability Reporting Directive that are available in our 2024 Sustainability Mission Report:

[https://issuu.com/breitling.com/docs/breitling\\_sustainability\\_mission\\_report\\_2024?fr=xKAE9\\_zU1NQ](https://issuu.com/breitling.com/docs/breitling_sustainability_mission_report_2024?fr=xKAE9_zU1NQ)

### Data Points for solution:



Number of items tracked through traceability solutions

- All Breitling Products are issued with an NFT. One-third of those with gold and lab-grown diamonds are issued with a traceability enhanced NFT.



Amount of financial support provided to communities

- 1.7M CHF total for social and environmental projects in FY24.

### Qualitative Data:

#### Client Testimonials:

In our 2024 Sustainability Mission Report:

[https://issuu.com/breitling.com/docs/breitling\\_sustainability\\_mission\\_report\\_2024?fr=xKAE9\\_zU1NQ](https://issuu.com/breitling.com/docs/breitling_sustainability_mission_report_2024?fr=xKAE9_zU1NQ) we include detailed testimonials from a broad range of stakeholders. Perhaps the most pertinent for this purpose are those found on pages 59 and 113.

#### Success Stories:

This is detailed in our 2024 Sustainability Mission Report:

[https://issuu.com/breitling.com/docs/breitling\\_sustainability\\_mission\\_report\\_2024?fr=xKAE9\\_zU1NQ](https://issuu.com/breitling.com/docs/breitling_sustainability_mission_report_2024?fr=xKAE9_zU1NQ), particularly in the prosperity chapter beginning on page 50.



## Future Developments :

### Upcoming Features:

- Given the benefits listed above, we are continuing to expand our approach to the traceability-based business model across our business activities and informed from a risk-based perspective in order to prioritize our efforts to trace and engage with our value chain.

### Vision:

- Transparency and traceability will be expected by the customer as a standard aspect of the luxury offering.
- First movers on the topic will be rewarded as traceability and transparency are cornerstones of sustainability competitiveness and brand authenticity.
- Greater transparency and traceability are the essential foundation upon which to realize positive social and environmental impact along the value chain, with greater accountability fostered through these approaches.

## Certifications and recognitions :

- Winner of the 2023 ESG Transparency Award
- Inaugural Winner of Best Sustainable Watch by Temporis International Awards in 2023
- EcoVadis Platinum Medal in most competitive large companies category (Breitling ranked at 99th percentile globally in 2024), Carbon Disclosure A-score for Climate in 2025

## Contact Information:

<https://www.breitling.com/ch-en/service/>