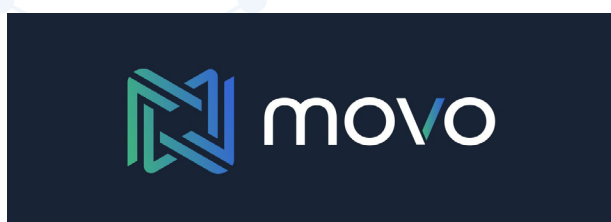




# ORIGINALLUXURY

Extract from ORIGINALLUXURY Technology For Transparency  
2nd Edition, March 2024



ID GENEVE



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Join us for an insightful discussion !

# SUPER LEAGUE OF SUSTAINABILITY

'A business case for circularity in the Swiss luxury watch industry'

Join us for an insightful discussion !

Speaker: Sebastien Cretegny - Movo Partners  
Guest: Cédric Mulhauser - Master watchmaker at ID Genève



*'Change business to  
change the World'*



## LINEAR ECONOMY

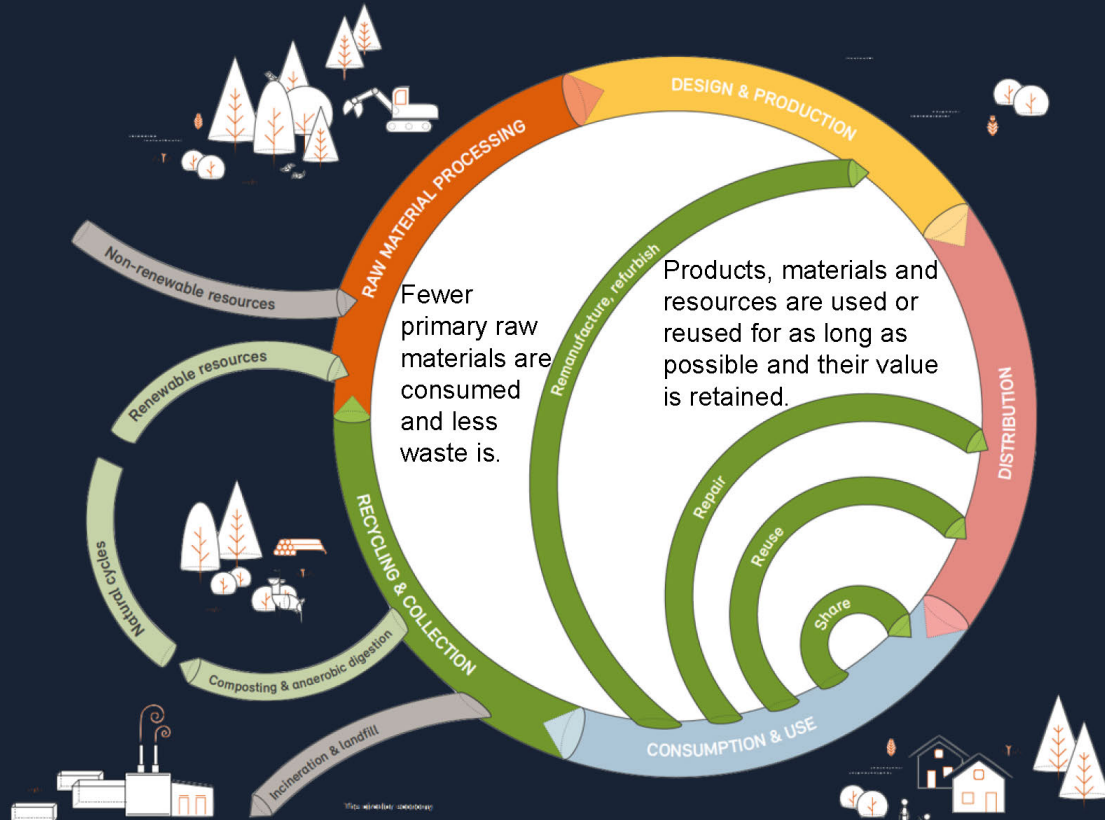


ENERGY FROM FINITE SOURCES

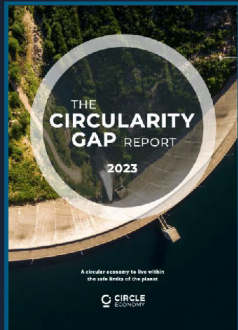
## CIRCULAR ECONOMY



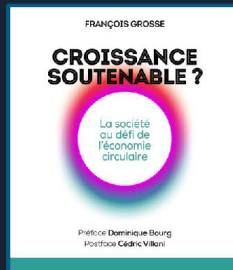
ENERGY FROM RENEWABLE SOURCES



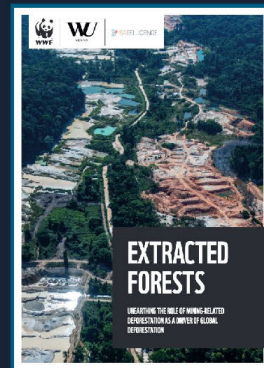
# CALL FOR LESS EXTRACTION



"The global economy is now only 7.2% circular; and it's getting worse year on year—driven by rising material extraction and use."  
Circle Economy, 2023



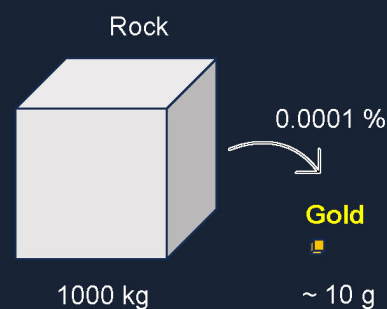
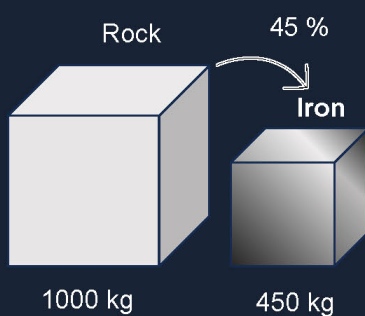
"Mineral resources will be exhausted within 50 to 70 years if our consumption continues to grow at the current rate."  
François Grosse, senior engineer, 2023



"Mining impacts affect up to 1/3 of global forest ecosystems, and tipped to rise with increased demand for metals"  
WWF, 2023

5

# METAL CONCENTRATIONS



Source: Nassar et al. (2022) Rock-to-Metal Ratio - A Foundational Metric for Understanding Mine Wastes

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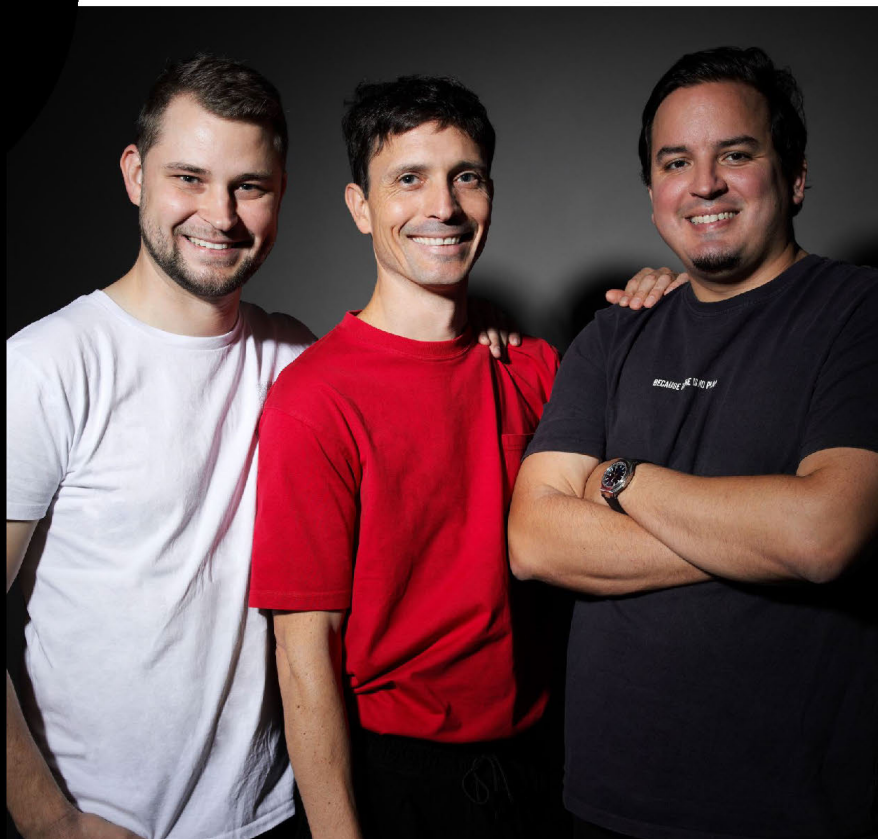




**ID**  
GENEVE

# ***ID GENEVE Business Case***

**TEAM OF  
CHANGE  
MAKERS**

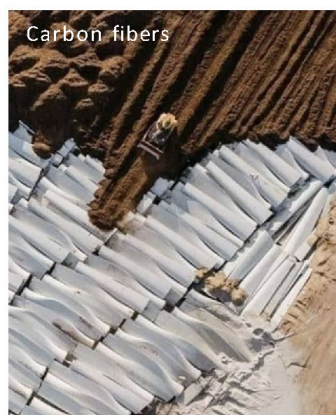




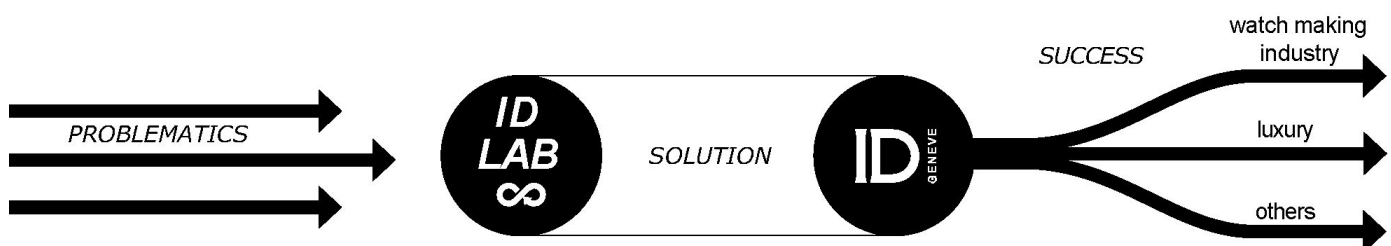
## WHAT CIRCULARITY MEANS FOR IDG

- 1- Implement a circular framework  
(eco-design, raw materials, suppliers)
- 2- ID LAB => developing and testing new materials
- 3- Applying circularity to products (eco-design) and beyond  
(eg; packaging)



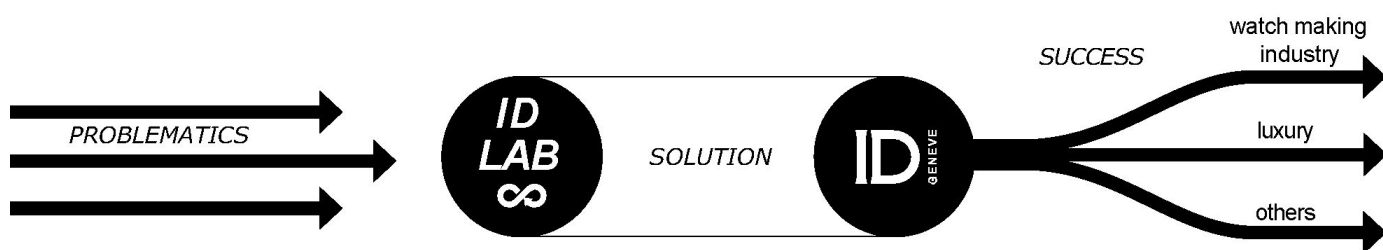
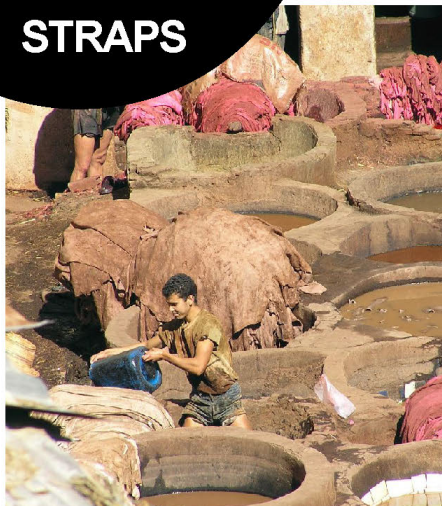


## CASES

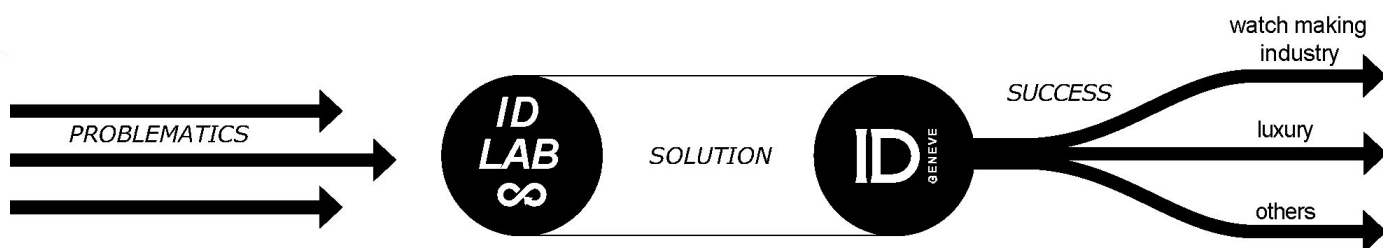




## STRAPS



## PACKAGING









Circular Swiss Made

## CIRCULAR S

Solar recycled stainless steel, its carbon footprint is 165x less impactful than the industry average



Circular Swiss Made

Certified refurbished automatic movements

Vegetal compost strap, industrially compostable at the end of the lifecycle

Eco-Cork, OEKO-TEX® certified



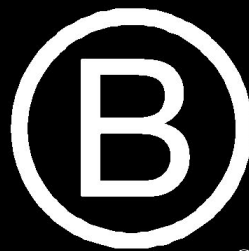


“I have invested in ID Genève because it is disrupting the luxury watch industry and championing ethically sourced, recycled materials and low-carbon footprint processes in a **circular economy**”

*Leonardo Di Caprio*



**Certified**



**Corporation**





ORIGINALLUXURY

**Pioneering Transparency Through  
Technology in the Luxury Sector**