WATCH FORUM 2022: WATCHES AND CULTURE BRINGS TOGETHER INDUSTRY PLAYERS TO FOCUS ON SUSTAINABILITY

Watches and Culture, the cultural arm of the Fondation de la Haute Horlogerie, has hosted its first Watch Forum. Industry executives and stakeholders met on September 13 to debate topics relating to sustainability. The event was held in Geneva, at Maison de la Paix, where it will return each year to consider the key issues facing the watch industry.

Geneva, 5 October 2022 – Organised by Watches and Culture as a platform to discuss and debate matters of importance across the industry, the first Watch Forum examined one of the most pressing issues of today: sustainability. During this one-day event, nine panels addressed multiple aspects of this complex subject, with contributions from more than 30 experts, scientists, representatives of international organisations and executives from the partner brands.

Two hundred guests reflected on the challenges of sustainability for the watch industry, including panel discussions which addressed climate change, biodiversity, equality and inclusion, and the implications of sustainability for brands and their supply chains. In addition to sharing experiences and good practices, the forum put forward real-life solutions that will help the sector make the transition towards greater sustainability, in line with the sustainable development goals of the United Nations 2030 Agenda for Sustainable Development. This day of debate also highlighted the importance of working together.

This need for collaborative action was particularly apparent in the presentation made by the Watch & Jewellery Initiative 2030. “The industry as a whole must make this commitment,” said Pascal Ravessoud, External Affairs Director at the FHH and organiser of the Watch Forum.

Officially launched in April 2022, the Watch & Jewellery Initiative 2030 confirmed its mission to create a more sustainable, more responsible industry with a plan of action. Founders Cyrille Vigneron, President and CEO of Cartier, and Marie-Claire Daveu, Chief Sustainability and Institutional Affairs Officer at Kering, also announced the appointment of Iris Van der Veken as Executive
Director, as well as the arrival of five new members from the watch sector: A. Lange & Söhne, IWC Schaffhausen, Jaeger-LeCoultre, Panerai and Piaget.

The Watch Forum ended with a presentation by the organiser, Watches and Culture, of the Meaningful Watch Movement. This programme supports its partner brands in their journey towards sustainable practices through training, workshops and discussions, making it a force for positive change.

Accounts of the panels can be found at watchesandculture.org/forum

#watchforum2022
#meaningfulwatchmovement
#watchesandculture
Thank you to the Watch Forum 2022 partners:

**The New York Times**  
With 1,700 journalists reporting from more than 150 countries, since 1851 The New York Times has been covering stories and news from around the globe.

**Geneva Graduate Institute**  
The Geneva Graduate Institute is a higher education institution and a pioneer in the exploration of global issues. Through its core missions – academic research, teaching, expertise and forum activities – it produces and shares knowledge on international relations, development issues, global challenges and governance.

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**FONDATION DE LA HAUTE HORLOGERIE**

The Fondation de la Haute Horlogerie is a private, non-profit foundation set up in 2005.

Its purpose is to promote watchmaking excellence to audiences worldwide. The Foundation’s activity is shared between two divisions:

— **Watches and Wonders** organises large-scale events and gatherings for professionals and the general public.

— **Watches and Culture** engages the widest possible audience with the culture of watchmaking and promotes the artistic and cultural value of the watch as a demonstration of excellence.