

Consumers implore Apple to take the lead in conflict-free electronics

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Steve Jobs, CEO
Apple Computer, Inc.
1 Infinite Loop
Cupertino, CA 95014



Source: Raise Hope for Congo

Dear Mr. Jobs:

If you could hear the stories I have heard from the women and girls of the Democratic Republic of Congo (DRC), you would understand why I could not stand idly by knowing my purchase of consumer electronics, including the Apple iMac I recently ordered, may be fueling such horrific violence. If only my new iMac arrived featuring a symbol to certify that it was conflict-free.

According to The Enough Project:

The DRC, scene of the deadliest conflict since World War II, remains the most dangerous place in the world to be a woman or a girl — in significant part because of the international demand for electronic products that requires minerals found in the eastern Congo. While eastern Congo is a complex crisis ... the trade in conflict minerals remains one of the key drivers of the conflict.

Apple has been an industry leader in design – **design the industry-standard *Conflict-Free* icon.**

Apple has been an industry leader in environmental impact – **take the lead in human impact.**

Apple can commit to ensuring that its products will be conflict-free by signing the **Conflict Minerals Pledge**, vowing to:

1. Trace supply chains for all tin, tantalum, tungsten or gold in Apple products to verify mines of origin.
2. Conduct independently verifiable supply chain audits to document the routes taken, intermediaries involved and transactions made from mine of origin to final product.

The Enough Project and its partners will work with companies that sign the pledge to help them fulfill their commitments, and support efforts to provide definitive guidance from the United Nations, the U.S. government, and expert sources on conflict actors and areas of concern in eastern Congo.

With the recent “60 Minutes” coverage; United Nations report; and bills S. 891 and H.R. 4128 circulating in the U.S. Senate and House, momentum around conflict minerals is building.

Working with the Electronics Industry Citizenship Coalition is a first step, but EICC actions are not translating into real change. Today, there’s real opportunity to step forward as the leader in verifiably conflict-free products, and ensure that Apple’s corporate actions are not inadvertently helping fuel atrocities: the death, rape and violence in eastern Congo, driven by the illicit trade in conflict minerals.

Please act today,

Jenni Parmalee, Sheltering Tree Project
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To sign the pledge, e-mail conflictminerals@enoughproject.org or call 202-682-1611