

Responsible Jewellery Council (RJC)

RJC Certification: Responsibility and Assurance in the Jewellery and Watch Industry

Baselworld – 7 March 2012

Bernard Keller, Communication Director, Baselworld (Opening speech)

Catherine Sproule, Chief Operations Officer, RJC

Nawal Aït-Hocine, Corporate Responsibility Director, Cartier International

Luisa La Via, Corporate Social Responsibility and Internal Communication

Executive Director, BULGARI

Raffaella Rossiello, International Communication Director, Chopard & Cie S.A.



Performance | Accountability | Confidence



Building a responsible diamond, gold and platinum metals supply chain from *mine to customer*



Performance | Accountability | Confidence

Responsible
Jewellery
Council

Catherine Sproule

Chief Operations Officer

Responsible Jewellery Council

L'Orafo Italiano: new RJC Supporter



“L'Orafo Italiano has been engaging with the Italian jewellery industry, its history and achievements for over 60 years. Our magazine fully supports the RJC in its commitment to responsible business practices. Awareness of ethical, human rights, social and environmental values in the jewellery and gemstone supply chain is key to a positive change and to sustainable development,” says Marina Morini, Editor-in-Chief, L'Orafo Italiano.



Release of RJC Chain-of-Custody Standard – March 5



After 2 years of stakeholder consultation and standards development, the RJC has released its CoC Standard, applicable to precious metals.

The RJC thanks all who have contributed to this achievement and looks forward to working with interested companies on implementation.

Photo courtesy: Rio Tinto and BULGARI

www.responsiblejewellery.com

Responsible Jewellery Council (RJC) - Overview



The Responsible Jewellery Council was founded in 2005 and its Certification System became operative in December 2009.

Mission : To advance responsible ethical, social and environmental practices, which respect human rights, throughout the diamond, gold and platinum metals jewellery supply chain, from mine to retail.

Membership: Uniquely covers **all** parts of the jewellery supply chain: producers, refiners, traders, cutters and polishers, manufacturers, wholesalers, retailers.

- 360+ Members representing 26 countries around the world: grown 4.5% per month since July 2005.
- US\$45+ billion in annual relevant sales

Auditor Accreditation:

- 230+ RJC Accredited Auditors across 8 firms

Certification:

- 150+ Certified Members – growing daily

Current issues deeply affecting the industry

- ‘Conflict diamonds’ and human rights issues
 - Criticisms of the Kimberley Process
 - Zimbabwe situation
- ‘Conflict gold’
 - Armed groups in eastern DRC
 - Dodd-Frank Act
- Large-scale mining practices
 - ‘no dirty gold’ campaign
- Worker conditions in jewellery pipeline
 - Artisanal mining
 - Manufacturing



Photo Courtesy: A group of boys working at Tabakoto mine, in Kéniéba circle. Young boys frequently dig holes or pull up the ore with buckets.
© 2011 Human Rights Watch

A business' reputation is key to its success

- Crisis management: multinational corporations such as Exelon, McDonalds, Tokyo Electric Power and Nestle have experienced a decline in their share value during a hit to their reputation.

How to create and preserve a strong reputation – in order to avoid crises, strengthen your brand and increase your business?

- Understand the importance of stakeholders to maintain reputation and bring awareness of the broader political picture and emerging reputation issues.
- Building a platform of responsible business practices: for long-term resilience, to enhance corporate reputation and support consumer confidence.



RESPONSIBLE BUSINESS PRACTICES

RJC Standards



RJC Code of Practices

- ✓ Launched in 2009
- ✓ Assurance for Member's business practices
- ✓ Compulsory for RJC Members

Chain-of-Custody Standard

- ✓ Launched March 2012 for precious metals (gold, platinum, palladium, rhodium)
- ✓ Assurance that metals are from responsible sources
- ✓ Voluntary for RJC Members

RJC Code of Practices = Member Certification System



Defines responsible ethical, human rights, social, and environmental practices for businesses in the diamond and gold jewellery supply chain.

Business Ethics: - upholding ethical business practices.

Human Rights and Social Performance: - upholding fundamental human rights, treating workers fairly and with respect, encouraging a diverse workforce, and provision of a safe working environment.

Environmental Performance: - promoting efficient use of resources and energy, and reducing and preventing Pollution.

Management Systems: - compliance with Applicable Law, establishing policy, and managing business Risks including Contractors, Suppliers and Partners.

Coverage of Provisions of the Code of Practices

Business Ethics	Human Rights and Social Performance	Environmental Performance	Management Systems
<p>1.1 Bribery and Facilitation Payments</p> <p>1.2 Money Laundering and Finance of Terrorism</p> <p>1.3 Kimberley Process</p> <p>1.4 Product Security</p> <p>1.5 Product Integrity</p> <p>1.6 <i>Extractive Industries Transparency Initiative</i></p>	<p>2.1 Human Rights</p> <p>2.2 Child Labour and Young Persons</p> <p>2.3 Forced Labour</p> <p>2.4 Freedom of Association and Collective Bargaining</p> <p>2.5 Discrimination</p> <p>2.6 Health and Safety</p> <p>2.7 Discipline and Grievance Procedures</p> <p>2.8 Hours of Work</p> <p>2.9 Remuneration</p> <p>2.1 General Employment Terms</p> <p>2.11 Community Engagement and Development</p> <p>2.12 Use of Security Personnel</p> <p>2.13 <i>Indigenous Peoples</i></p> <p>2.14 <i>Artisanal and Small-Scale Mining</i></p>	<p>3.1 Environmental Protection</p> <p>3.2 Hazardous Substances</p> <p>3.3 Waste and Emissions</p> <p>3.4 Use of Energy and Natural Resources</p> <p>3.5 <i>Biodiversity</i></p>	<p>4.1 Legal Compliance</p> <p>4.2 Policy</p> <p>4.3 Business Partners – Contractors, Customers, Suppliers and Partners</p> <p>4.4 <i>Impact Assessment</i></p> <p>4.5 <i>Mine Closure Planning</i></p> <p>4.6 <i>Sustainability Reporting</i></p> <p style="text-align: right;"><small>www.responsiblejewellery.com</small></p>

RJC has certified 151 Members as of 5 March

94 diamond traders/cutters/polishers
24 jewellery retailers
24 jewellery manufacturers/wholesalers
6 precious metals refiners/hedgers
3 service industries



Abhidimon BVBA
AC Diam BVBA
Adiam NV
Allgemeine Gold - und
Silberscheideanstalt AG
Amadena LLC / Excellent Facets
Inc
AMC N.V.
AMI Diamonds BVBA
Antwerp Star Diamonds NV
AR & AR Jewelry
Argor-Heraeus
Argos
Ariav Associates NV
Arslanian Freres NV
Aspeco NV
Aurum Holdings Ltd
AV10
Baume & Mercier
Beaverbrooks the Jewellers
Limited
Ben Bridge
Boite d'or gioielli spa
Bonas & Co
Boucheron
Brilliant Gems
BULGARI
C Mahendra BVBA
Cartier
Chanel
Charles Perroud
Chaumet
Chester Industries Corp
China Diamond Corporation Limited
Chopard
Clear Light Diamond Company
ColorMasters Precious Jewelry
Cookson Precious Metals - Retail
Corona Jewellery Company Ltd
Cristofol
Crossworks
CTF Diamond Trading Co Ltd
D Navinchandra Jewels
D. Goldi BVBA
D. Navinchandra Gems BVBA
Dalumi Europe BVBA
Day's Jewelers
De Beers Diamond Jewellers Ltd
De Toledo Diamonds Int BVBA
Dharm Diam BVBA
Dhruv Star BVBA
Diajewel NV
Dialink France SAS
Diambel NV
Diamex Manufacturing NV
Dianco BVBA
Dianco DMCC
Dianco LLC
Dianco Ltd
Diarough Sicar SCA
Dimexon Diamonds Limited
E Schreiber Inc
Embee Diamond Technologies Inc
Esskay Gems Inc
Eutar Diamond Traders NV

Exelco NV
F Hinds
Firestar Diamond BVBA
Fred
Fred Meyer
Gay Freres
Gemasia BVBA
Gembel European Sales NV
Gemblue BVBA
GIA
Glorious Gems BVBA
Grospron
Gucci Spa
Hamilton Jewelers
Harriet Kelsall Jewellery Design Ltd
Harry Winston Diamond Corporation
Harshid Exports
Hope Belgium NV
Horizon Diamonds BVBA
I.D.R.P. BVBA
IDH Diamonds NV
Interjewel (HK) Company Limited
Interjewel (Thailand) Co. Ltd
Interjewel Europe
Interjewel USA Inc
International Gemological Institute
Jaeger Le Coultre
JC Penney
Julius Klein Group
Kama Schachter Jewlery Inc.
Karp Impex NV

KGK Diamonds BVBA
Kiran Exports
Komal Gems NV
KP Sanghvi HK Limited
Kuperman Brothers Diamonds LTD
L&N Diamonds
Lazare Kaplan International
Leo Schachter Diamonds LLC
M/S D. Navinchandra Exports Pvt.Ltd
Messika Diamonds SAS
Metalor Technologies SA
Rare Gems BVBA
Raymond Bloch
Regal Imports
Richold SA
Rosy Blue NV
Rothschild Diamonds Limited
Rubel & Menasche
S.V Gems
Samir Gems NV
Sauraj Diamonds NV
Select Jewellery BVBA
Shainydiam BVBA
Shrenuj NV
Signet Jewelers
Sima Diamond NV
Simplex Diam NV
Star Diamond NA
Star Rays Group Company India
Suashish Diamonds (HK) Limited
Sunnex BVBA

Super Diam BVBA
Supergems NV
Swadip Gems BVBA
Tache
TAG Heuer
The Birmingham Assay Office
The Fair Trade Jewellery Co.
Tiffany & Co
Twinklediam NV
Vacheron Constantin
Van Cleef & Arpels
Venus Jewel
VV SA, Varinor
Yaelstar BVBA
Zenith

Certified Members



www.rjc.org

RJC Certified Members represent 31 countries in the world



Armenia



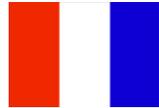
Czech Republic



Principality of Monaco



Australia



France



The Netherlands



Sri Lanka



Austria



Germany



India



Switzerland



Belgium



Israel



Republic of Ireland



Taiwan



Botswana



Italy



Russia



Thailand



Brazil



Japan



Singapore



United Arab Emirates



Canada



Luxembourg



South Africa



United Kingdom



People's Republic of China



Mauritius



South Korea



USA

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Supported by



Industry Briefing:

*Do you know where your gold comes from?
RJC Chain of Custody and LBMA Responsible Gold:
Providing support for supply chain due diligence*

The London Bullion Market Association (LBMA) and the Responsible Jewellery Council (RJC) invite you to join your industry colleagues for an update on RJC Chain of Custody Standard and LBMA Responsible Gold Guidance, led by Ruth Crowell, Commercial Director, LBMA and by Dr. Fiona Solomon, Director, Standards Development, RJC.

This session takes place from 2:00 to 3:30 pm tomorrow, 8 March, in room Samarkand, Congress Center, Baselworld.



Photo courtesy: The Birmingham Assay Office

www.responsiblejewellery.com

RJC is Associate Member of ISEAL, the global association for social and environmental standards

- On June 30th 2011, RJC was approved for Associate Membership of the ISEAL Alliance.
- As an Associate Member, RJC commits to ISEAL's mission and Code of Ethics.
- RJC will be audited for full compliance with the ISEAL Codes of Good Practice in standards setting and impacts evaluation in 2012, in order to graduate to a Full Member of ISEAL.



RJC Consultative Panel



RJC established a Standards Consultative Panel of external stakeholders to engage directly in standards development. In 2012, RJC will be establishing a multi-stakeholder Standards Committee.

Standards / supply chain associations

- Alliance for Responsible Mining
- Diamond Development Initiative
- Fairtrade Foundation
- International Colored Gemstone Association
- International Diamond Council
- Jewelers Vigilance Committee
- London Bullion Market Association
- Transfair USA

Non-government organisations

- Conservation International
- Enough Project
- Fauna and Flora International
- Global Witness
- Human Rights Watch
- PACT

Non-government organisations (cont.)

- Partnership Africa Canada
- Solidaridad
- WWF CARPO

Research/consultancy

- Centre for Socially Responsible Mining, University of Queensland
- Estelle Levin, Development Consultant
- Eden Project

Chain of custody systems

- Brinks
- Historic Futures
- OECD – Conflict Minerals – Supply Chain Due Diligence working group
- STR Responsible Sourcing
- Track Record
- Verite USA

RJC cooperates with SAI, ARM & DDII to advance their shared objectives which include:



- Joint promotion of responsible business practices to the jewellery supply chain.
- Training for companies seeking more detailed guidance on establishing systems and procedures for social compliance, featuring SAI's Social Fingerprint™ Program and auditor training courses.
- Initial comparative review of SA8000® and RJC COP identified significant overlap and opportunities to enhance alignment. The parties will work together in the context of RJC's 2012 standards review.



- Improving social, environmental and labour practices in artisanal and small-scale mining (ASM);
- Facilitating constructive dialogue and where appropriate, collaboration between large-scale mining operations and ASM to create sustainable and fair local opportunities for communities in mineral rich regions;
- Increasing market access for jewellery raw materials produced by ASM communities.



- Improving social, environmental, labour practices and good governance in the artisanal diamond mining sector;
- Enhanced relationships between large-scale and artisanal diamond mining;
- Increasing market access for jewellery raw materials produced by artisanal diamond mining communities.



WE SUPPORT

RJC commitment to the United Nations Global Compact



The Responsible Jewellery Council was officially registered as Participant to the United Nations Global Compact on January 15th, 2009.

RJC makes a commitment to set in motion changes to business operations so that the Global Compact and its ten principles become part of strategy, culture and day-to-day operations; to publicly advocate the Global Compact and its principles via available communications channels; and to communicate annually and publicly on progress made in implementing the Global Compact principles.

The RJC Communications on Progress Report are available at:

<http://www.unglobalcompact.org/participants/detail/7979-Responsible-Jewellery-Council>



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Nawal Aït-Hocine

**Chair, Membership Committee
Responsible Jewellery Council**

**Corporate Responsibility Director
Cartier International**

Benefits of RJC membership



- Enhance and preserve strong brand reputation – avoiding crisis, strengthening your brand.
- Join a community of confidence with a mine to retail initiative unique to the jewellery and watch industry worldwide.
- Opportunity to participate in the work of an industry standard that covers all parts of the jewellery supply chain and actively contribute to Sustainable Development.
- Offers a communications and engagement platform, supporting Members in communicating with media, NGOs, consumers and external stakeholders.
- Members can be involved in RJC Committee work, e.g. Standards, Communications and Accreditation/ Certification.
- Free RJC training delivered by online webinars and Member workshops at main Trade Fairs.

RJC Membership – Eligibility, Coverage, Commitment



Eligibility - all businesses, **small**, **medium** and **large**, and associations participating in the diamond, gold and platinum group metals jewellery supply chain and / or engaged in activities that have a potential impact on consumer confidence in that supply chain.

Coverage - all parts of the jewellery supply chain featuring a wide range of size, location and types of business. 60+ Members that has grown 50% from Q3 201, representing over \$45 billion in annual relevant sales.

Commitment - Conform to the Code of Practices by submitting to a third party audit against the Code of Practices within two years of joining the Council.

Annual Membership fees:

- Metal and or Diamond Producers and Retailers pay \$45 per million dollars of annual relevant sales
- Companies in the middle of the supply chain pay \$30 per million dollars of annual relevant sales
- The minimum fee for start up companies is of \$170

15 RJC Trade Association Members



RJC Trade Association Members play a pivotal role in building awareness of the value of RJC membership. Through their strong national ties, RJC Trade Associations can also assist their members in offering tailored guidance, advice and support in the steps toward RJC Member Certification.



JEWELERS OF AMERICA



Confindustria Federorafi
Federazione Nazionale Orafi Argentieri
Gioiellieri Fabbricanti

Club degli Orafi
Italia



11 RJC Supporters



Supporters of the Responsible Jewellery Council underline their commitment to corporate responsibility and integrity.



RICHMONT



RJC operates transparently through its website

- A transparent tool where all RJC Members and all documents are open to the public.
- RJC Certified Members are available on the web under the 'Certified Member' page: <http://www.responsiblejewellery.com/members/certified-members/>





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Luisa La Via

**Corporate Social Responsibility and Internal Communication
Executive Director**

BULGARI

B V L G A R I



First Certified Member in Italy

“Bulgari has always fostered a culture that promotes with concrete actions environmentally and socially responsible behaviour, able to make the difference in people’s lives. This certification is an important acknowledgement of our constant commitment and encourages us to further surpass ourselves in virtuous practices of integrity and transparency towards our clientele and stakeholders,” says Francesco Trapani, CEO of BULGARI.

Photo courtesy: BULGARI

www.responsiblejewellery.com

BVLGARI



- BULGARI
- Italian Company Founded in 1884
- Leader in the Jewellery Field
- Member of the RJC since 2006
- Our CSR strategy
- The RJC Certification
- Our Commitment to the RJC



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Raffaella Rossiello

**International Communication Director
Chopard & Cie S.A.**

Chopard

PASSION
FOR EXCELLENCE
SINCE 1860



“As a family owned and independent company, Chopard is particularly attentive to social responsibility issues and since many years remains committed to various philanthropic organizations. Among these, the preservation of the environment has been a priority. Since 2010 for example, we have initiated a partnership with WWF to support the safeguard of wild tigers.

It was therefore a natural decision for us to apply for RJC membership. Worldwide, the Chopard teams participated with enthusiasm and dedication, all through the certification process. Being a member of the RJC, acknowledges our strong and long-time commitment to observe responsible business practices, internally and externally. It will also further reinforce the trust of our clients, in particular regarding the quality and the traceability of our products.”

Caroline Gruosi-Scheufele, Co-President Chopard
Karl-Friedrich Scheufele, Co-President Chopard

A FEW FACTS

Chopard

PASSION
FOR EXCELLENCE
SINCE 1860



- Independent family owned Swiss watch and jewellery company founded in 1860
- Vertically integrated production: 30 different crafts are practised in 4 manufacturing sites with a strong emphasis on in-house training
- The Group today employs 1950 people worldwide
- 1500 points of sale, 130 dedicated boutiques
- Long term partnerships with philanthropic organizations: Elton John AIDS Foundation, Jose Carreras International Leukaemia Foundation, WWF
- Environnement conscious business practices (new buildings eco friendly...)
- Member of the RJC since 2010

OUR RJC COMMITMENT

Chopard

PASSION
FOR EXCELLENCE
SINCE 1860

TEAM WORK:

- Brought sense of pride to the team for the work accomplished to achieve the RJC certification
- Became more alert on environmental issues
- Led to exchange and formalize worldwide Best Practices
- Created an internal dynamic around this new project involving a manager's steering committee, a headquarters task force, as well as subsidiaries managers

NEXT STEPS:

- Keep the certification up – On going efforts
- Create a permanent Corporate Social Responsibility position to pursue our commitment
- Review recommendations and implement them
- Explore new opportunities in Corporate Social Responsibility specific projects
- Make the Corporate Social Responsibility a « second nature » for our teams

Governance of the Council



Officers of the Council

Chairman: Matt Runci, Jewelers of America

Vice-Chairman: John Hall, Rio Tinto

Honorary Secretary: Mark Jenkins, Signet plc

Honorary Treasurer: James Suzman, De Beers Group

Committee Chairs

Executive Committee: Matt Runci, Jewelers of America

Standards Committee: Charles Chaussepied, Piaget + Ryan Taylor, The Fair Trade Jewellery Company

Communications Committee: John Hall, Rio Tinto

Membership Committee: Nawal Ait-Hocine, Cartier

Legal Committee: Mark Jenkins, Signet plc

People Committee: Fazal Chaudri, Exelco

Finance Committee: Ruth Batson, American Gem Society

Accreditation and Training Committee: Gérard Satre, Chanel

RJC Management

Michael Rae, Chief Executive Officer

Governance of the Council



Members of the Board of Directors

Allchin, Michael – Birmingham Assay Office
Baker, Donna – Gemological Institute of America
Batson, Ruth – American Gem Society
Bonas, Charles – Bonas & Co. Ltd.
Chaudri, Fazal - Exelco International Ltd
Cox , Bruce – Rio Tinto
Cunningham, Vicki – H.Cunningham Fine Jewelry Inc
De Blanchard, Dominique - Cristofol Paris
Fornas, Bernard – Cartier
Hall, John – Rio Tinto
Hoare, Michael – National Association of Goldsmiths
Jenkins, Mark – Signet Jewelers Limited
Leake, Martin - BHP Billiton Diamonds Inc
Leopold-Metzger, Phillipe – Piaget
Lussier, Stephen – De Beers Group
Mehta, Dilip – Rosy Blue NV
Palmer, Derek - Pluczenik Diamond Company NV
Pinet-Cuoq, Bernadette - Union Française BJOP
Prevel, Patrick Martin - Christian Bernard Group
Runci, Matt – Jewelers of America
Simelane, Yedwa – AngloGold Ashanti Limited
Suzman, James – De Beers Group



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Marieke van der Mijn, Standards Coordinator

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Chinelo Etiaba, Membership Coordinator

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