

UNDERSTANDING DEMAND FOR CERTIFICATION

In 2015, RJC surveyed its Members to better understand demand for RJC Certification; the level of interest and demand for assurance in the jewellery sector; and what Members are doing to catalyse demand. The survey had over 150 responses. Below are some of the highlights.

Communicating About RJC

Respondents reported that they are communicating about RJC in business-to-business communications (67%) and in consumer marketing efforts (22%).

These efforts include using the RJC on websites, brochures, advertising and other forms of marketing collateral. Others mention having their certificate on the wall of their business, while other members specifically send out letters to customers upon certification/re-certification. Those that have consumer marketing efforts mention training retail associates about RJC.

“We use the RJC council logo on business to business communications, on our website, on the footer of our headed paper. We intend to publish a statement about our latest accreditation on social media platforms, on our website, Facebook, Twitter, Google & LinkedIn. We think it’s important to show we are an ethically trustworthy company that is aware of the impact that the different aspects of the jewellery trade has on the circumstances and well-being of individuals and communities.”

“We inform our suppliers and clients about our certification through insertion of the logo on our invoices and our delivery notes, on our website, in our marketing material (for example our company presentation), and in our official letters. We explain what RJC is when we meet for the first time our new suppliers or clients.”

“The certificate is on the wall for our suppliers to view.”

Enquiries from Suppliers and Customers

The survey probed whether RJC Members are receiving enquiries or demands from suppliers and customers for RJC Certification.

Twelve per cent of RJC members report having frequent demands or enquiries about RJC Certification; while 54% sometimes report having had demands or enquiries. Thirty-three per cent still report no enquiries or demands from suppliers. However, these enquiries are on the rise: 31% report that enquiries about RJC have increased in the past year.

The survey also asked about enquiries or demands from suppliers or customers for particular types of assurance, such as for conflict minerals, labour standards, provenance of gold/diamonds, health and safety, and environmental management. Respondents reported these types of enquiries frequently occurring (12%) and sometimes occurring (34%), with 42% of respondents reporting that these types of demands have been increasing over the past year.

The enquiries reported by members covered Dodd-Frank compliance and conflict minerals assurance; synthetic diamonds; provenance of diamonds; Kimberly Process warranties; and to a lesser extent Fairtrade and green gold. Furthermore, 25% percent of respondents had to provide information relating to conflict minerals due diligence for response to a U.S. Dodd Frank Act disclosure.

Promoting RJC to Peers

Eighty per cent of respondents stated that they inform or encourage suppliers and customers to get involved with RJC. Sixty-eight per cent offer assistance to all and/or select suppliers with whom they work. These methods include:

“We inform them [suppliers/customers] about RJC Certification, encourage them to achieve an RJC certification or to comply with the RJC principles.”

“We offer assistance and tell our experience, this encourages suppliers to be certified RJC.”

“We are not in a position to tell our clients/suppliers how to run their businesses; [however] we do mention we believe RJC is the most effective organization currently in our industry.”