

# Responsible Jewellery Council (RJC)

## *Responsibility and Assurance in the Jewellery and Watch Industry – Responsible Business Practices & RJC Member Certification*

The logo for the Responsible Jewellery Council, featuring a stylized white circular graphic on a dark blue background.

Responsible  
Jewellery  
Council

**IJL – 4<sup>th</sup> September 2012**

Michael Allchin, Chief Executive and Assay Master, The Birmingham Assay Office

Catherine Sproule, Chief Operations Officer, Responsible Jewellery Council

Mark Adlestone, Chairman, Beaverbrooks The Jewellers

Michael Hickson, Finance & Operations Director, Accurist Watches Ltd

Richard Oldroyd, Managing Director UK, Cookson Precious Metals

Harriet Kelsall, Managing Director, Harriet Kelsall Jewellery Design Ltd



**Michael Allchin**

**Board Member, Responsible Jewellery Council**

**Chief Executive and Assay Master  
The Birmingham Assay Office**



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Jewellery  
Council



**Catherine Sproule**

**Chief Operations Officer**

**Responsible Jewellery Council**

# 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.

- 390+ Members representing 31 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:

- 200+ Certified Members – growing daily



# 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 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.

# 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



# BEAVERBROOKS



**Mark Adlestone**

**CHAIRMAN**

**BEAVERBROOKS THE JEWELLERS**

# BEAVERBROOKS



**Supporting the RJC was driven by our desire to build consumer confidence within the Industry whilst purchasing diamond and gold jewellery.**

**Membership of RJC ties in with our Company's Core Values and is very consistent with the way we treat all our stakeholders internally and externally.**

**Membership of RJC gives integrity to our sales process and we can answer honestly and transparently about the provenance of the product that we sell. We feel this can be only beneficial for the Industry as a whole.**

# Accurist



A Timeless British Classic

**Michael Hickson**

**FINANCE AND OPERATIONS DIRECTOR  
ACCURIST WATCHES LTD**



**Responsible  
Jewellery  
Council**

# Accurist



A Timeless British Classic



**Implementing RJC Certification has improved how our records are maintained and improved our “know your customer” procedures.**

**Achieving RJC Certification confirms where Accurist stands both ethically and socially to both employees, the trade and the public.**

**Completing RJC Certification is like a medical for the business and through the completion of the Certification process it will come out a better and healthier business**



# Cookson Precious Metals

**RICHARD OLDROYD**  
**MANAGING DIRECTOR UK**  
**COOKSON PRECIOUS METALS**

# Cookson Precious Metals



**Consistent with existing ISO 9002, ISO 14001, IHAS18001 and internal “Ecometal” systems in terms of control mechanisms and ethos.**

**Genuine belief that good practice is good business.**

**Suppliers are required to undertake a due diligence process.**

**Process identifies what really happens not what you think happens.**

**Management review process drives continuous improvement.**

**Builds pride within the business**



HARRIET KELSALL  
**BESPOKE JEWELLERY**

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Council

HARRIET KELSALL  
MANAGING DIRECTOR  
HARRIET KELSALL JEWELLERY DESIGN LTD



HARRIET KELSALL  
**BESPOKE JEWELLERY**



**We have scrutinised all of our policies and procedures, ranging from health and safety to employment law and conflict diamonds, the company now knows that all of its systems and processes are at an optimum level which means delivering a better service to customers, employees and suppliers.**

**Country Specific legislation can be challenging to source and Trade Associations could look to offer assistance with this.**

**Now that we have achieved member certification, which was a challenge to our 'small business' thinking, the team have created a real sense of being able to tackle future challenges in a methodical and disciplined way.**





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**Catherine Sproule**

**Chief Operations Officer**

**Responsible Jewellery Council**

# 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.

# 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.



**RICHEMONT**



2 - 5 SEPTEMBER 2012  
EARLS COURT LONDON  
[www.jewellerylondon.com](http://www.jewellerylondon.com)

**Jewellery**  
FOCUS

**BRINKS**  
Global Services



**l'Orafo**  
I T A L I A N O





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