

MONITORING & EVALUATION SYSTEM OVERVIEW



1. Scope and Boundaries of the M&E System

The Responsible Jewellery Council (RJC) Certification is unique in its scope as it is aimed at the entire jewellery and watch supply chain for these materials globally, from mine to retail. Commercial Members of the RJC are categorised into six different forums:

- Diamond, gold and/or platinum group metals producer;
- Gold and/or platinum group metals trader, refiner or hedger;
- Diamond trader, cutter or polisher;
- Jewellery manufacturer or wholesaler;
- Jewellery retailer;
- Service industry.

The RJC's M&E system focuses on the certification program for the Code of Practices (COP), which is the mandatory standard for RJC Commercial Members active in the diamond, gold and platinum group metals (platinum, palladium and rhodium) supply chain, as well as the Chain-of-Custody (CoC) Standard, which is a voluntary standard for RJC Members applicable to gold and platinum group metals (platinum, palladium and rhodium) only. The monitoring and evaluation activities for each standard are separated into two workstreams, producing two sets of data. Data is collated for the period 1 January to 31 December at the end of each calendar year for evaluation and reporting.

The following membership categories are excluded from the scope of RJC's M&E system as they are not eligible for RJC COP/CoC Certification:

- Trade Association Membership – trade associations who are actively involved in the diamond, gold and platinum group metal jewellery supply chains
- RJC Supporters – organisations who are not eligible for commercial or trade association membership but seek to support the RJC's work through financial and/or in-kind support

The RJC COP Certification process is designed to result in improvements to RJC Members' management systems and business practices for ethical, social and environmental performance, providing assurance to stakeholders that responsible practices are being followed.

The RJC CoC standard provides requirements for the creation of a Chain-of-Custody for responsibly-sourced Precious Metals, produced, processed and traded through jewellery supply chains. It specifies requirements for the relevant Member entities to segregate CoC Material from other material in its custody, and to provide relevant information supporting the provenance of CoC Materials when transferred or sold to other parties. CoC Material may be purchased and sold between different businesses certified as conforming to the standard, thereby enabling credible claims to be made about the responsible sourcing of Precious Metals.

2. Roles and Responsibilities

The RJC has undergone a restructure in 2015. Under the new structure, the responsibility for the implementation of RJC M&E system is designated to the two key roles: The Standards & Impacts Director and the Certification & Impacts Manager. Contact details of all RJC staff can also be found on the RJC website at: <http://www.responsiblejewellery.com/contact-us/>.

The Director is responsible for overseeing the development and implementation of the RJC's Monitoring and Evaluation programme which is managed by the Certification & Impact Manager. The newly appointed

Membership and Certification Coordinator supports data collection and analysis and contributes to the continual improvement of data management systems and procedures for data collected from all RJC members. M&E is also integrated into the roles of other staff, for example, the RJC's Training and Assurance Manager who utilises M&E data to inform developments in new member and auditor training and communication and the RJC's Country Head for India is involved in the coordination of the 2015 Impact Evaluation of the Diamond Cutting & Polishing Sector in India.

3. Defining the Intended Change

The long term goals and desired impacts are set out by the RJC Vision and Mission and the RJC's Theory of Change. Our vision is a responsible world-wide supply chain that promotes trust in the global fine jewellery and watch industry. Our mission is to strive to be the recognised standards and certification organisation for supply chain. Our intended changes are defined in the visual representation of [RJC's Theory of Change](#). Three key strategies of capacity building, robust standards and certification tools, and support for supply chain initiatives are designed to set the foundation for the consequent flow of Outputs, Outcomes and ultimately the Desired Impacts, which are:

- The global fine jewellery and watch industry respects human rights, the environment and stakeholder expectations
- Supply chains build commitment to, and reward, responsible practices
- Business customers and consumers have confidence and trust in diamond, gold and platinum group metals products.

4. Performance Monitoring

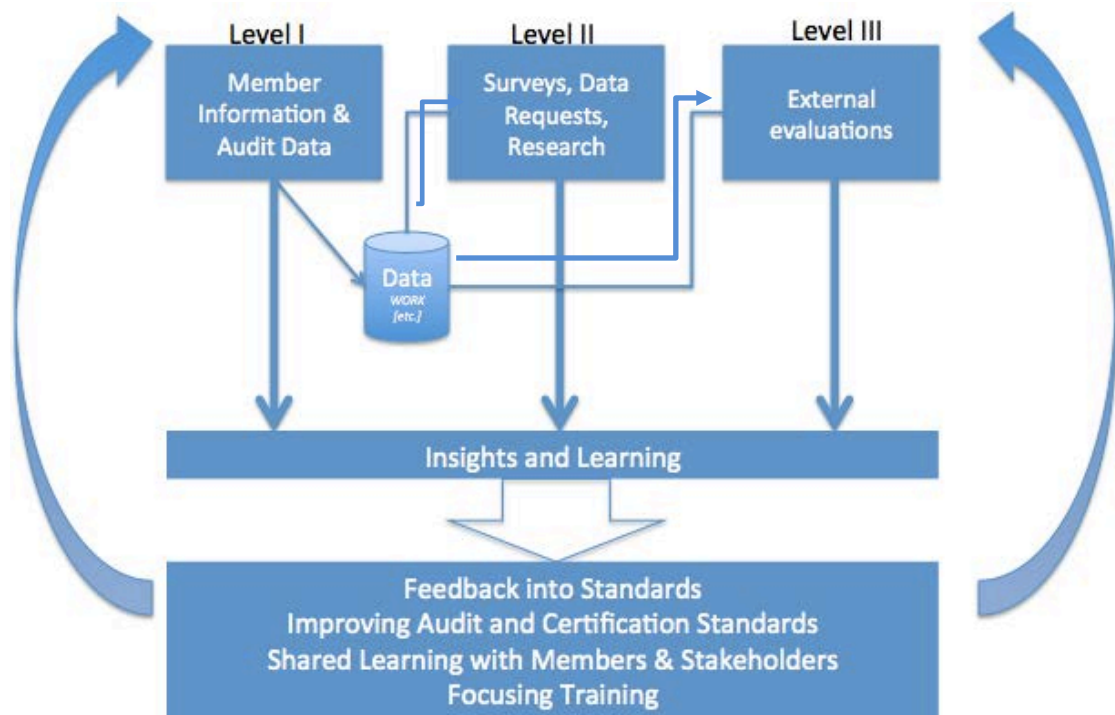
The RJC's M&E programme has 3 levels of data collection and is designed to collect data and information that enables us to evaluate our progress towards RJC's goals. Level 1 data relates to our performance monitoring activities and is collected regularly through existing channels such as membership applications, audit reports and M&E spreadsheets submitted by all members. [RJC's Indicator list. This list](#) was redesigned in 2014 to align with the RJC's Theory of Change and groups indicators under the 3 Desired Outcomes identified in the RJC Theory of Change to provide insight into progress of the various supporting strategies and direct outputs.

Data is collected on an ongoing basis, when new members join, and when each member undertakes a certification audit. Our aggregate analysis (as well as analysis by sector, size, country, etc.) takes place at a minimum on an annual basis in preparation for our annual impacts report which reports the outcomes of our performance monitoring activities. The [first Impacts Report was published in 2014](#).

Due to significant changes in the RJC Management Team structure in 2015, not all indicators were collected and reported in 2015, resulting in a summary [Impacts Report being published in 2015](#).

5. Outcome and impact evaluation

The following graphic depicts our evaluation activities and how they influence our work:



We use the three levels of data to analyse our progress against our Theory of Change and understand what is / is not working with the standard and highlight opportunities to improve our auditing and certification process. Outcome evaluations fall under level 2 data collection, which is characterised by a sampling approach of selected certified entities enabling the RJC to focus on particular issues which may emerge from trends identified through Level 1 data. Level 3 data is collected from impact evaluations, conducted by external researchers to evaluate the effectiveness of RJC Standards and better understand outcomes and impacts on the ground by comparing certified and non-certified companies.

RJC has been establishing research partnerships for evaluations since 2012. As the RJC covers so many sectors, outcome evaluation has so far focused on three key priority areas which are linked to our [performance monitoring indicators](#): the gold mining sector in Latin America, the diamond cutting and polishing sector in India, and small-to-medium enterprises (SMEs) with annual turnover of US\$50 million or less:

- Independent impact evaluation of the uptake and impact of RJC Certification in the diamond cutting and polishing sector in India, Dalberg Global Development Advisors (2014): [Full report](#)
- SMEs: Uptake, Access and Impact of Certification in the Jewellery Supply Chain, The Graduate Institute Geneva (2015): [Full report](#)
- Independent assessment of the uptake and impact of RJC Cortication in India: Follow-up study, StratWon Business Consulting (2015): This study was concluded in December 2015. The results will be published later in 2016.

- Independent impact evaluation of Minera Yanaquihua RJC Certification, Avance (in conjunction with Solidaridad) (2015): Preliminary results published in the [2015 Impacts Report](#). The final evaluation will be completed in 2016/early 2017 and the main findings will be shared publicly.

6. Improving the Effectiveness of the M&E System

The RJC's M&E data is discussed regularly by RJC management and referenced in reports to the RJC's various governance committees, including the Board as well as Standards, Communications, and Membership committees. Team discussions include M&E items on the agenda for discussion and action. This includes:

- Reporting to the Executive Committee on indicators of uptake in key regions and sectors for discussion on management strategies;
- Reporting to the Standards Committee on M&E activities for discussion of progress and ideas for further focus or new priorities. [Minutes](#) of all RJC Standards Committee meetings can be found on the RJC website;
- Analysis of non-conformance data to identify priorities for new training development and delivery programs and identification of Members that would benefit from further capacity building support;
- Case studies, surveys and research are feeding into work underway to better articulate the business case for RJC Certification, including reports, website profiles, and public events.

7. Opportunities for engagement

The contact point for submission of any comments, questions or complaints about the M&E System is Bethan Herbert, Certification and Impacts Manager – email: Bethan.herbert@responsiblejewellery.com, telephone: +44 (0)20 7321 0992.

The RJC liaises primarily with the multi-stakeholder RJC Standards Committee regarding the design and implementation of the M&E program as per the committee responsibilities and duties defined on the [RJC website](#). Input is sought at different points in the development and implementation of the program, including:

- Review the overall M&E system, including defining indicators to be measured and impact areas to be evaluated through outcome and impact evaluations;
- Identifying collaborative opportunities where stakeholders may be able to contribute data;
- Sharing results and seeking feedback on the findings of evaluations and impact assessments.

Meeting minutes for each RJC Standards Committee is available on the [RJC website](#).

RJC has created an RJC-India Forum in which to discuss the design and results of impacts-related research in India. The first meeting was held in April 2014, and researchers from Dalberg presented preliminary findings for comment and feedback. Additional survey data was also collected during the meeting from company participants. We again liaised with the India Forum in April 2015 to get more insight on our impact, and members of the Standards Committee joined that discussion, which has influenced the Terms of Reference for our recently completed study in India.