



# The Responsible Jewellery Council (RJC)

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

# Big Picture – Responsible Business Practices

Very wide acceptance by industry and society of the need for responsible business practices:

- Business ethics
- Human and labour rights
- Environment

Performance, and perceptions of performance, may affect:

- Licence to operate
- Legislation and regulation
- Stakeholder support
- Sales
- Reputation, brand
- Business survival



# Current issues

## ‘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



Source: USAID

# The role of certification

Certification offers the ability to:

- Define what responsible practices mean, based on a standard; and
- Verify that the standard is being followed.

Key considerations:

- What is in the standard?
- How is it verified, by whom?



**The highest level of transparency, credibility and compliance assurance is provided through independent verification by accredited auditors.**

## The Responsible Jewellery Council (RJC)

The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.

Mission of the RJC: 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.

The Council's focus is on the RJC Member Certification System and on the RJC Chain of Custody Certification.

# 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 Co.  
Communications Committee: John Hall, Rio Tinto  
Membership Committee: Nawal Ait-Hocine, Cartier  
Legal Committee: Mark Jenkins, Signet plc  
People Committee: Fazal Chaudri, Exelco International Ltd  
Finance Committee: Ruth Batson, American Gem Society  
Accreditation and Training Committee: Gérard Satre, Chanel

## RJC Management

Michael Rae, CEO

# Governance of the Council

## The Members of the Board of Directors are:

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





## **RJC Membership – Eligibility, Coverage, Commitment**

**Eligibility** - all businesses, large medium and small, 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. 300+ Members that has grown 50% from Q3 201, representing over \$46 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.

**There is a growing alignment within the industry in support of a common set of responsible business practices.**



## Member Participation and Support



RJC is governed by its Members and serves to assist them to achieve certification.

### Resources on RJC website:

- i. Download system documents

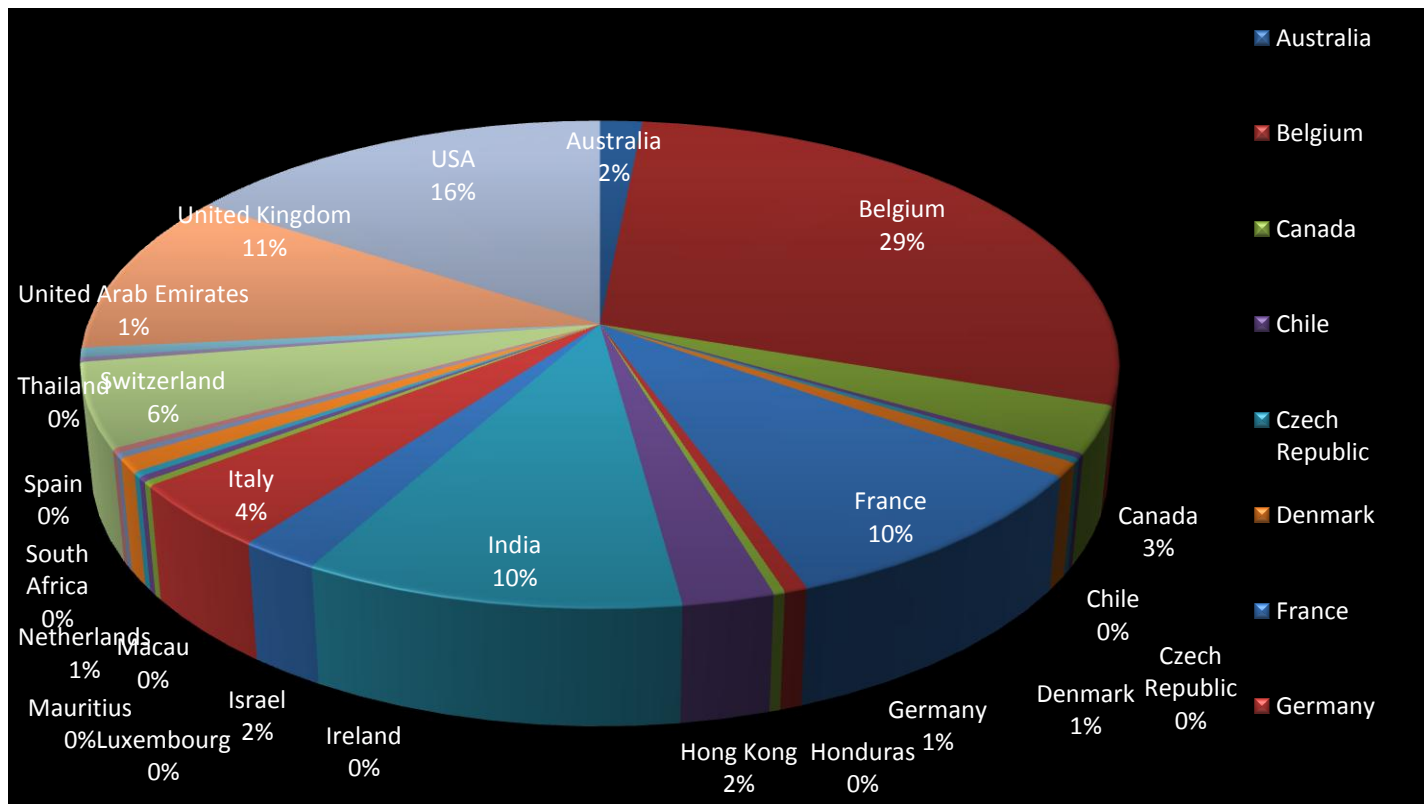
**Free RJC training** delivered by online webinars and Member workshops at main Trade Fairs:

- i. How to carry out Self Assessments
- ii. How to identify key risks in your sector
- iii. Preparing for Audits

**Participation by Members** can be seen in all levels of RJC Committee work, Standards, Communications and Accreditation/Certification.

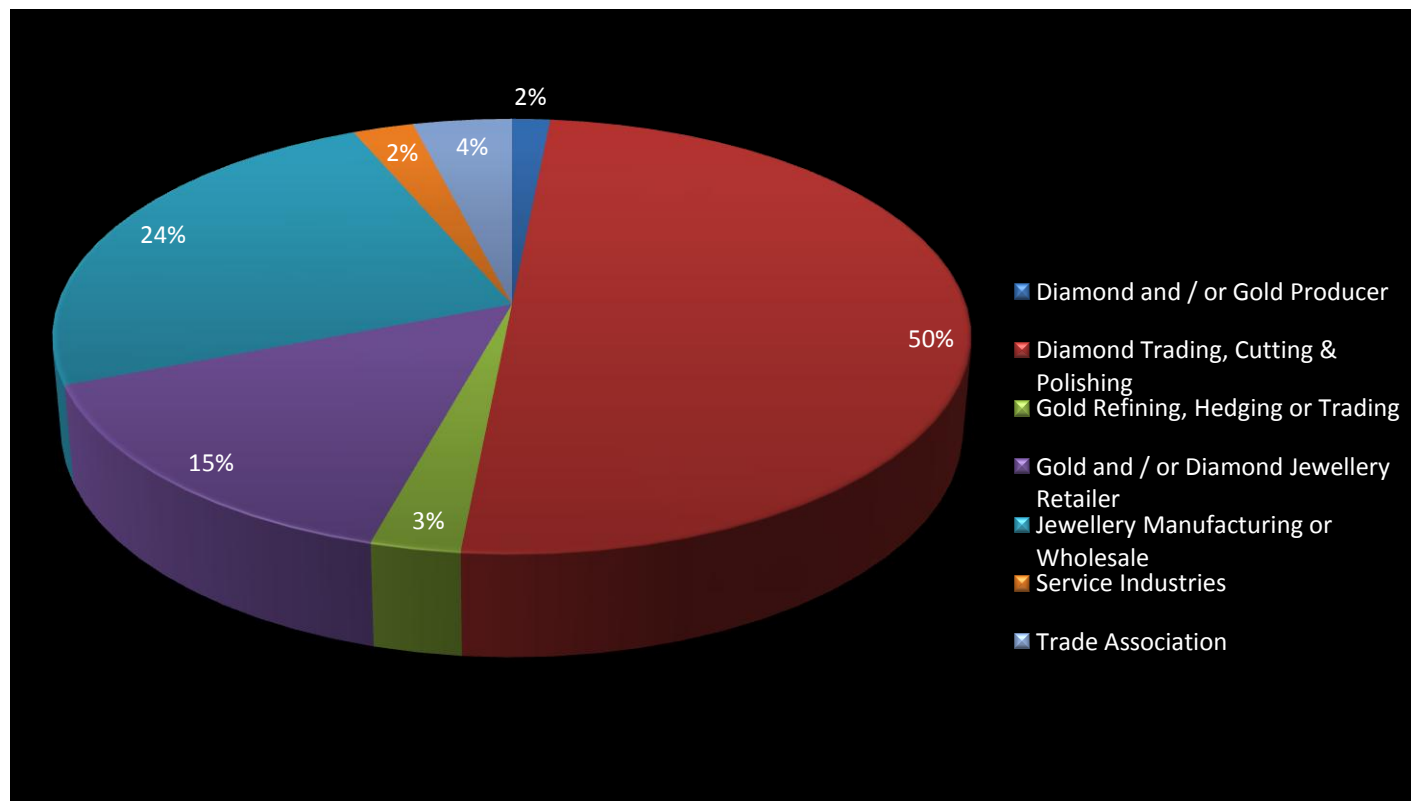
## Geographical Location of RJC Members

The list of RJC Members and their Certification status is available at: <http://www.responsiblejewellery.com/members/overview.html>





## RJC Membership - by Fora



## RJC Standards ....



### Code of Practices

- Responsible business practices
- Claim about the Member **company** – how it runs itself
- *RJC Member Certification* (launched 2009)



### Chain-of-Custody Standard

- Responsible supply chain
- Claim about the **product** – where does it come from, how was it made
- *RJC Chain-of-Custody Certification* (proposed)

## RJC Code of Practices

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

Based on national and international law, established international and industry standards and sound business practices.

Establishes objective and verifiable standards against which RJC Members may be certified.

This is a living document and will undergo content review as applicable.

# Scope of the Code of Practices

**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.



# Business Case for RJC Member Certification

- **Common standard** – opportunity to avoid duplication.
- **Credible System** – third party auditing, stakeholder involvement and consultation.
- **Support** – tools and guidance, training.
- **Consumer recognition** – a label of confidence.
- **Cost effective** – one cost of developing the standard and system for all; large competing pool of auditors.



## RJC Standards ....



### Code of Practices

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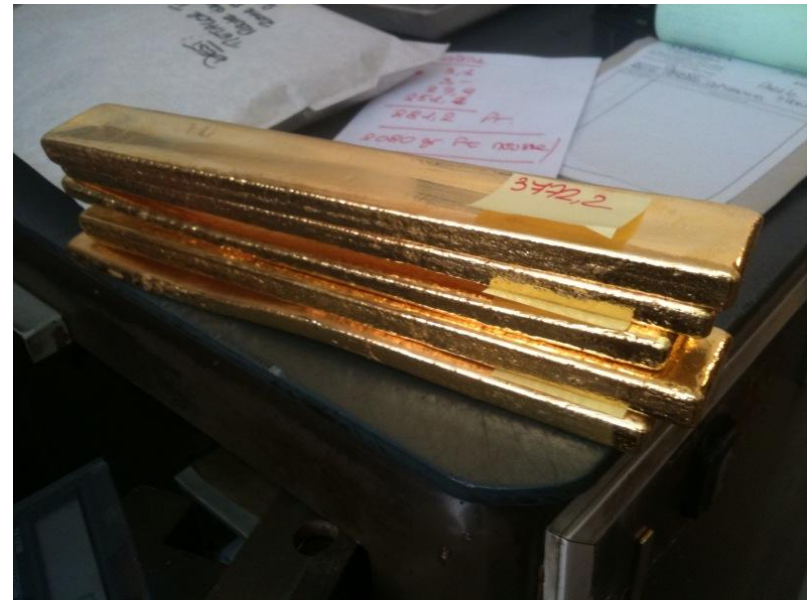
## RJC Chain-of-Custody Certification

In 2010, RJC commenced discussions to develop Chain-of-Custody (CoC) Certification.

Aim to provide a common, mutually recognised, supply chain-wide, voluntary standard.

Design criteria:

- Able to address a wide variety of systems and technologies, and support different types of claims.
- Compliant with anti-trust laws – no restraint on competition.
- Reasonable cost of implementation.
- Auditable.
- Clear and transparent standards and verification system.



## Key Points of RJC Chain of Custody Certification

- ✓ RJC is developing CoC Certification to support businesses who are interested in assurance for responsible supply chains.
- ✓ CoC Certification will be voluntary, unlike the Code of Practices which is compulsory.
- ✓ CoC Standard will control for conflict sources, and help support Dodd Frank implementation.
- ✓ RJC is working closely with other related initiatives to align and harmonise standards wherever possible.
- ✓ Final period of public comment and stakeholder engagement on draft CoC Standard closed in August 2011.
- ✓ Aim to finalise and publish RJC CoC Standard in Q1, 2012.

See [www.responsiblejewellery.com/chain-of-custody.html](http://www.responsiblejewellery.com/chain-of-custody.html) for more information.



## Why would a business use CoC Certification?

Depending on the business, CoC Certification may be of interest to:

- Support responsible mining practices
- Source legitimate recycled materials
- Identify the specific provenance of jewellery materials
- Avoid 'conflict' resources implicated in human rights abuses, illegal or criminal practices
- Enhance reputation through responsible sourcing
- Carry out due diligence of your supply chain
- Respond to the requests of your customers.

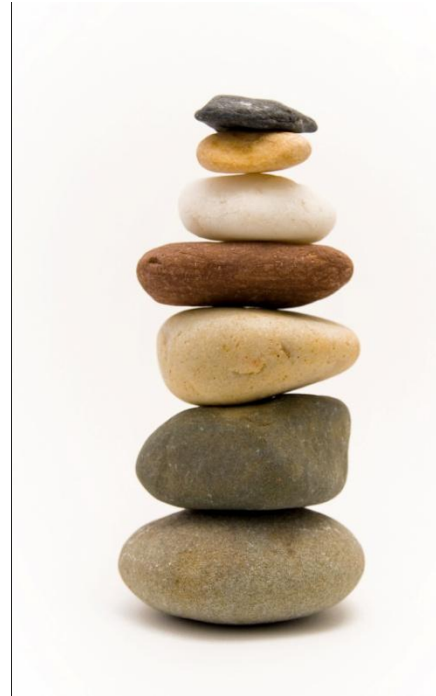


## Other jewellery materials

During 2012, RJC will formally add platinum metals to the Certification system, as part of the planned system review.

From 2013, RJC will review possible addition of other jewellery materials to the scope for RJC Certification.

May include coloured gemstones, pearls, and silver.





## RJC commitment to the United Nations Global Compact

The Responsible Jewellery Council has been 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>

# Contacts – RJC Management Team



**Michael Rae ,Chief Executive Officer**

**Email:** michael.rae@responsiblejewellery.com

**Catherine Sproule, Chief Operations Officer**

**Email:** catherine.sproule@responsiblejewellery.com

**Fiona Solomon, Standards Development Director**

**Email:** fiona.solomon@responsiblejewellery.com

**Mila Bonini, Communications Manager**

**Email:** mila.bonini@responsiblejewellery.com

**Anna Leach, Administrative Manager**

**Email:** anna.leach@responsiblejewellery.com

**Tanja James, Administrative Coordinator**

**Email:** tanja.james@responsiblejewellery.com

**Helen D'Ambrosio, Administration Coordinator**

**Email:** helendambrosio@responsiblejewellery.com

**Responsible Jewellery Council  
First Floor  
Dudley House  
34-38 Southampton Street  
London  
UK WC2E 7HF**

**General Enquiries:**

**[info@responsiblejewellery.com](mailto:info@responsiblejewellery.com)**

**Tel: +44 (0)20 7836 6376**