



RESPONSIBLE  
JEWELLERY  
COUNCIL

# Monitoring & Evaluation System Report

July 2022

## MISSION

We strive to be the recognised standards and certification organisation for supply chain integrity and sustainability in the global jewellery and watch industry.

## VISION

Our vision is a responsible world-wide supply chain that promotes trust in the global jewellery and watch industry.

## VALUES

We are respectful and fair  
We practice honesty, integrity and accountability  
We engage in open collaboration



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## 1. ABOUT THIS REPORT

RJC has been a member of ISEAL, a global membership organisation for credible sustainability standards, since 2012. As part of maintaining its membership, RJC must demonstrate compliance with three codes of good practice relating to standard-setting, assurance, and impacts.

This report provides a summary of RJC's monitoring and evaluation (M&E) system, as of June 2022. An M&E system is an ongoing process through which an organisation draws conclusions about its contribution to long term impacts. It consists of a set of interconnected functions, processes and activities, including systematic collection of monitoring data on specified indicators and the implementation of outcome and impact evaluations. This report has been prepared in compliance with **ISEAL Impacts Code of Good Practice v2**.

## 2. ABOUT RJC

The Responsible Jewellery Council (RJC) is the world's leading standard-setting organisation for the jewellery and watch industry. It was founded in 2005 by 14 member organisations that included ABN AMRO, BHP Billiton Diamonds, Cartier, World Jewellery Confederation, Diamond Trading Company (part of De Beers Group), Diarough, Jewelers of America, National Association of Goldsmiths (UK), Newmont Mining, Rio Tinto, Rosy Blue, Signet Group, Tiffany & Co., and Zale Corporation. Today our membership has grown to more than 1,600 organisations committed to advancing responsible business practices through the implementation of our mandatory **Code of Practices (COP)**.

We welcome and encourage all companies who deal with gold, silver, platinum group metals, diamonds, emeralds, sapphires, and rubies to join as members. Jewellery plays a special role in people's lives, carrying personal and emotional significance. Our actions support the industry to be even more responsible. In doing so, we are also strengthening trust and consumer confidence in the jewellery and watch industry, so people around the world continue to hold jewellery close to their hearts for centuries to come. As a standard-setting and membership organisation, we bring together companies of all shapes and sizes, from right across the global jewellery and watch supply chain. What unites us is our shared belief that a responsible business is a business, that does not cause harm to people and the planet. We also believe that this can only be achieved by working in partnership with others.

## 3. RJC STANDARDS

The COP provides a common standard for ethical, social, human rights and environmental practices, and certification is mandatory for all RJC commercial members who trade in any materials that fall within RJC's scope. RJC commercial members are companies who are commercially active in the jewellery and watch supply chain. COP certification provides a strong system for assuring stakeholders, shareholders, customers and business partners that a company conducts its business responsibly. COP certification reduces risks and vulnerabilities in a company's supply chain and improves management systems and operating procedures to strengthen the business and make it more sustainable. It simultaneously leads to better social and environmental conditions within the broader industry, bringing positive impacts for workers, communities and environments alike.

A chain of custody (CoC) is a documented sequence of custody of material as it moves along the supply chain. The RJC's **CoC standard** defines the requirements for creating CoC materials that are responsibly produced, processed and traded through jewellery and watch supply chains, and that are third-party assured at every stage. The CoC standard can only be applied to precious metals – gold, platinum group metals and silver. The standard complements the RJC's COP, and certification is voluntary for RJC commercial members.

## 4. SCOPE AND BOUNDARIES OF RJC'S M&E SYSTEM

To understand the effectiveness and impact of our standards and certification across the industry, we have established an M&E system which consists of four key elements:

- **Theory of Change (ToC)** – a public statement of our desired impacts and how our strategies will contribute to their achievement.
- **Performance monitoring system** – systematic collection and analysis of data from members throughout their certification journey, to evaluate whether the desired short and medium-term outputs outlined in our ToC are being achieved.
- **Periodic outcome and impact evaluations** – regular research into parts of the supply chain and specific issues covered by our standards, to assess the realisation of the desired medium and longer-term impacts defined in our ToC.
- **Communication of the results of the M&E system** – internal and external reporting on the results of data analysis and evaluations for transparency and to facilitate learning and improvements to RJC's strategies.

The scope of the M&E system is aligned with the scope of the two standards as described above. The RJC membership categories that are not eligible for RJC certification, and therefore excluded from the scope of the M&E system are:

- Trade association members – associations who support the mission of the RJC, and
- 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.

Given the recent addition of coloured gemstones and silver to the RJC's scope in 2019, data on the outputs and impacts will become available over the coming years once members have had the opportunity to implement the standard(s) and achieve certification.

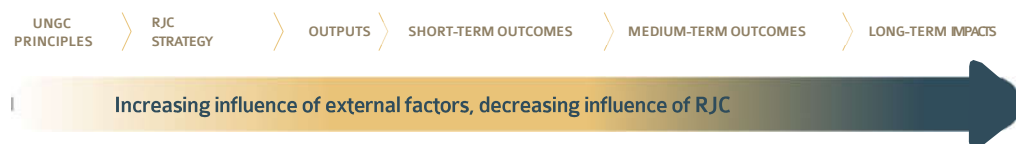
## 5. THEORY OF CHANGE

RJC's revised Theory of Change (ToC) called 'Building trust in the jewellery and watch industry: Roadmap to 2030 and beyond' (2030 Roadmap) and supporting performance metrics were published for public consultation between December 2020 – March 2021:

- 2030 Roadmap: schematic (**consultation draft**)
- 2030 Roadmap: narrative (**consultation draft**)
- 2030 Roadmap: member sustainability metrics (**consultation draft**)

The ‘Building trust in the jewellery and watch industry: Roadmap to 2030 and beyond’ has been developed to guide and inspire RJC members to work together to raise their ambition on sustainable development through the implementation of the COP. It proposes a framework for our industry by identifying the most impactful contributions we can make through our supply chains and provides attainable pathways to help us and our members realise our collective goals.

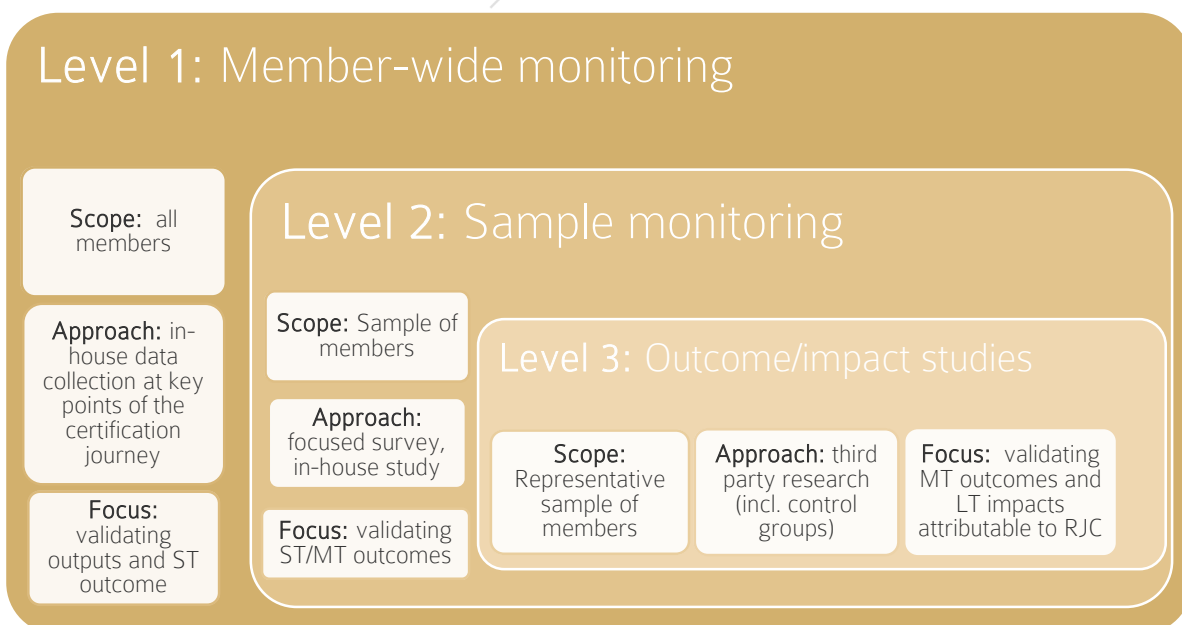
The Roadmap narrative defines our desired long-term impacts and outlines how the outputs of RJC’s strategy (Members First, Advocacy for Positive Change and Partnerships for Progress) will contribute sequentially to the achievement of desired long-term impacts, through impact pathways, as shown below. A description of potential unintended consequences, those outcomes that are not foreseen or intended by our actions, is also considered and explored in Annex I of the narrative.



Feedback from the public consultation, as well as learnings from the member performance metrics pilot project (see section 6 for details) are being incorporated into the 2030 Roadmap. An updated and final version will be launched at the end of 2022.

## 6. MONITORING & EVALUATION

We use three levels of data collection to measure our progress in achieving the desired outcomes and impacts defined in our ToC, as well as identifying adjustments required to ensure we stay on track for achieving these:



Key: ST = short-term, MT = medium-term, LT = long term

The new performance metrics that were launched for consultation as part of the 2030 Roadmap were piloted with a sample of RJC members, to evaluate whether a diverse range of companies can collect and report the required data. A supporting member toolkit to guide members through the data reporting process was also piloted. Learnings from the pilot project are being reviewed and changes made to the metrics system. RJC will launch the new metrics system at the end of 2022.

## 6.1 PERFORMANCE MONITORING

Level 1 represents the foundation level and the key component of RJC's M&E system, and covers data routinely collected from all commercial members at defined intervals during their membership and certification journey. This data is collected during:

- membership onboarding process
- certification and periodic audits
- member training and webinars
- member surveys
- resignation process

Analysis of this data provides insights and learning into the reach and uptake of RJC certification, as well as member's performance in implementing the standards and enables RJC to validate the short-term outcomes defined in our ToC.

While data is collected on an ongoing basis, it is collated for the period 1 January to 31 December at the end of each calendar year for evaluation and reporting. The results, insights and learnings from this data analysis are shared with the RJC management team through the annual internal performance monitoring report. A summary of this analysis is included in the Annual Performance Report for all stakeholders. Interim reporting of data occurs throughout the year for the RJC management team, governance, and external meetings as and when required.

## 6.2 OUTCOME AND IMPACT EVALUATIONS

The scope of level 2 and 3 monitoring are characterised by depth rather than breadth and focuses on a sample of members to explore the medium-term outcomes and long term impacts of RJC activities. Level 2 data is collected on an ad hoc basis from a sample of members on specific topics that are of material concern/interest to the RJC, for example through surveys or case studies. Whilst level 3 data goes beyond and tries to determine the level of attribution of changes observed in the practices of certified members to RJC's standards and certification versus other external factors.

As the RJC covers such a broad supply chain spanning and multiple materials, the in-depth evaluations conducted so far have focused on three key areas which are linked to issues of material importance to the jewellery supply chain – India, SMEs and mining:

- India is a key geography for diamond cutting and polishing, and in recognition of this RJC commissioned Dalberg to conduct an independent outcome evaluation in 2014 to look at the uptake

and impact of the RJC certification in India: **Full report**. A follow up study was conducted with StratWon in 2015 to provide further insights to the RJC management team: **Summary report**.

- Small-to-medium enterprises (SMEs) make up a significant proportion our membership. A study commissioned by the RJC and conducted by the Graduate Institute Geneva (2015), explored the uptake, access and outcome of certification for SMEs in the jewellery supply chain: **Full report**.
- Artisanal and small-scale mining (ASM) organisations are a critical part of the jewellery supply chain in terms of risks and development opportunities. An independent evaluation commissioned by NGO Solidaridad and undertaken by Avance assessed the outcomes of Solidaridad’s support to ASM in Ghana and Peru. As part of the assessment, Avance evaluated the outcome of their support of one mid-scale mine in Peru, Minera Yanaquihua in implementing the COP and achieving certification. The preliminary results were published in the **2015 Impacts Report**, and the final report issued in 2017: **Full report**.
- The above evaluation ran in tandem with another independent evaluation of Minera Yanaquihua conducted by the Centre for Social Responsibility in Mining (CSR) at The University of Queensland. In 2015, researchers visited the mine and surrounding communities to collect primary data (documents and observations) and conduct face-to-face interviews and meetings with stakeholders internal and external to the member to evaluate the impact of RJC certification. The final report was published in 2016: **Full report**.
- RJC participated in a collaborative project funded by ISEAL in 2016, to develop a robust and cost-effective research design and methodology for conducting an evaluation to assess the business benefits of RJC certification for members. RJC piloted the methodology in 2017, focusing the evaluation on the jewellery wholesalers and manufacturing forum, where we have the greatest concentration of members and where RJC membership is primarily driven by customer/supplier requirement: **Full report**.
- In 2019, RJC commissioned SAI to conduct an outcome assessment with member companies in India and examined the outcomes for RJC certification on labour rights and working conditions in their business. A summary of the findings is published in the **2020 Annual Progress Report**. A follow up study was conducted in 2020 to explore the outcomes, unintended effects and influencing external factors in more detail: **Full report**.
- As part of the follow up study conducted in 2020, SAI also evaluated how RJC members in India have adapted their operations in response to COVID-19. SAI explored how RJC members have leveraged their existing management systems (required by the COP) to deal with changes required to manage labour and working conditions during this time: **Full report**.

## 7. IMPROVING THE EFFECTIVENESS OF THE M&E SYSTEM

The outputs from the M&E system (performance data and evaluations) are analysed annually at year end, and the results shared in an internal performance monitoring report and external Annual Progress Report. The RJC management team reflects on the results and learnings from the internal performance monitoring report and implements the changes to our approach to ensure we continue on the path to achieving the desired impacts.



The structure and functionality of M&E system is reviewed and adjusted on an annual basis following the annual assessment of compliance with ISEAL Impacts Code of Good Practice.

## 8. ROLES AND RESPONSIBILITIES

The responsibility for the implementation of RJC M&E system is designated in four key roles. The Executive Director is responsible for overseeing the RJC's M&E programme and its strategic direction, which is managed and implemented by the Senior Impacts Manager. The Senior Impacts Manager is supported by two newly created roles: ESG and Impacts Manager and the ESG and Impacts Coordinator, who are responsible for supporting the implementation of the M&E system.

## 9. OPPORTUNITIES FOR ENGAGEMENT

The contact point for submission of any comments, questions or complaints about RJC's M&E system is the RJC's Impacts Team ([impacts@responsiblejewellery.com](mailto:impacts@responsiblejewellery.com)).

Opportunities for stakeholders to participate in consultation and revisions to the M&E system will be posted on the impact page of the RJC website, and RJC stakeholders are notified via newsletters and targeted communication campaigns of these.



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The Responsible Jewellery Council is the  
trading name of the Council for Responsible  
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Registered in England and Wales with  
company number 05449042.