

RJC Announces Second Certified Member

Cartier, a founding Member of the Council, has become certified against the ethical, human rights, social and environmental standards established by the RJC's Member Certification System.

"The RJC warmly congratulates Cartier on becoming the second RJC Certified Member and the first retailer to be certified. Cartier's RJC Member Certification results from a successful verification assessment conducted by SGS, a highly regarded and international auditing company accredited by RJC in July 2010. Cartier now occupies a unique position to act as a role model within the international jewellery industry," says Michael Rae, RJC's Chief Executive Officer.



Bernard Fornas, President and CEO, Cartier
Photo courtesy: Cartier

"Since 1847, the Cartier Maison has embodied a tradition of excellence, a tradition which has become our duty. This duty of excellence in our

creations, savoir-faire and quality of service also extends to the way in which we conduct our activities - ethically, socially, and environmentally. This is what drove our decision to co-found the RJC in 2005. We believe the RJC standard is a powerful and effective way to drive positive change through the jewellery supply chain from mining all the way to retail," says Bernard Fornas, Cartier's President and CEO.



Photo courtesy: Cartier

BECOMING CERTIFIED: START YOUR SELF ASSESSMENT NOW!

All RJC Commercial Members who joined the RJC before 31 December 2009 are required to achieve RJC Certification by 31 December 2011

To ensure that the above deadline can be met, the RJC recommends that all those Members begin their internal Self Assessment process as soon as possible. The Self Assessment is like an internal audit that allows Members to review their business performance against the requirements of the Code of Practices. Further, it helps the Member assemble the relevant information to enable an independent accredited auditor to conduct the independent Verification Assessment more efficiently and effectively and thereby reduce auditing costs.

The RJC runs online training sessions, which are free of charge to Members, to assist its Members through the RJC Certification process.

The credibility of the RJC depends on Members being audited by accredited independent third party auditors and becoming certified within the deadlines set by the RJC Member Certification System.

Members who fail to meet their certification deadline will, unfortunately, forfeit their membership of RJC.

The following auditing firms have been accredited by

the RJC to carry out verifications of Members' business practices:

Deloitte Conseil (France) www.deloitte.com/fr

Ernst & Young (France) www.ey.com/FR

KPMG (France) www.kpmg.fr

SGS www.sgs.com

STR Responsible Sourcing www.STRQuality.com

WF&Co Bedrijfsrevisoren www.w-f.be

These firms together have more than 90 auditors who have undertaken training on RJC Certification. Members can find further information and contact details for accredited auditing companies in the list of RJC Accredited Auditors available at <http://www.responsiblejewellery.com/auditors.html>

For further information on RJC Member Certification and the training sessions, please contact Anna Leach, RJC's Administrative Manager, at anna.leach@responsiblejewellery.com

A reminder of RJC's certification timelines

Membership type	Certification Timeline
RJC Members as of 31st December 2009	31st December 2011
RJC Members with Mining Facilities	31st December 2012
New Members since 1st January 2010	Two years from the date of membership

RJC Monitoring and Evaluation Plan

The RJC has commenced publishing a RJC Monthly Indicators Report (MIR) that updates selected quantitative indicators each month. The MIR will regularly inform Members and stakeholders on the RJC's progress and the influence of its certification system. The MIR is a concrete outcome of a newly

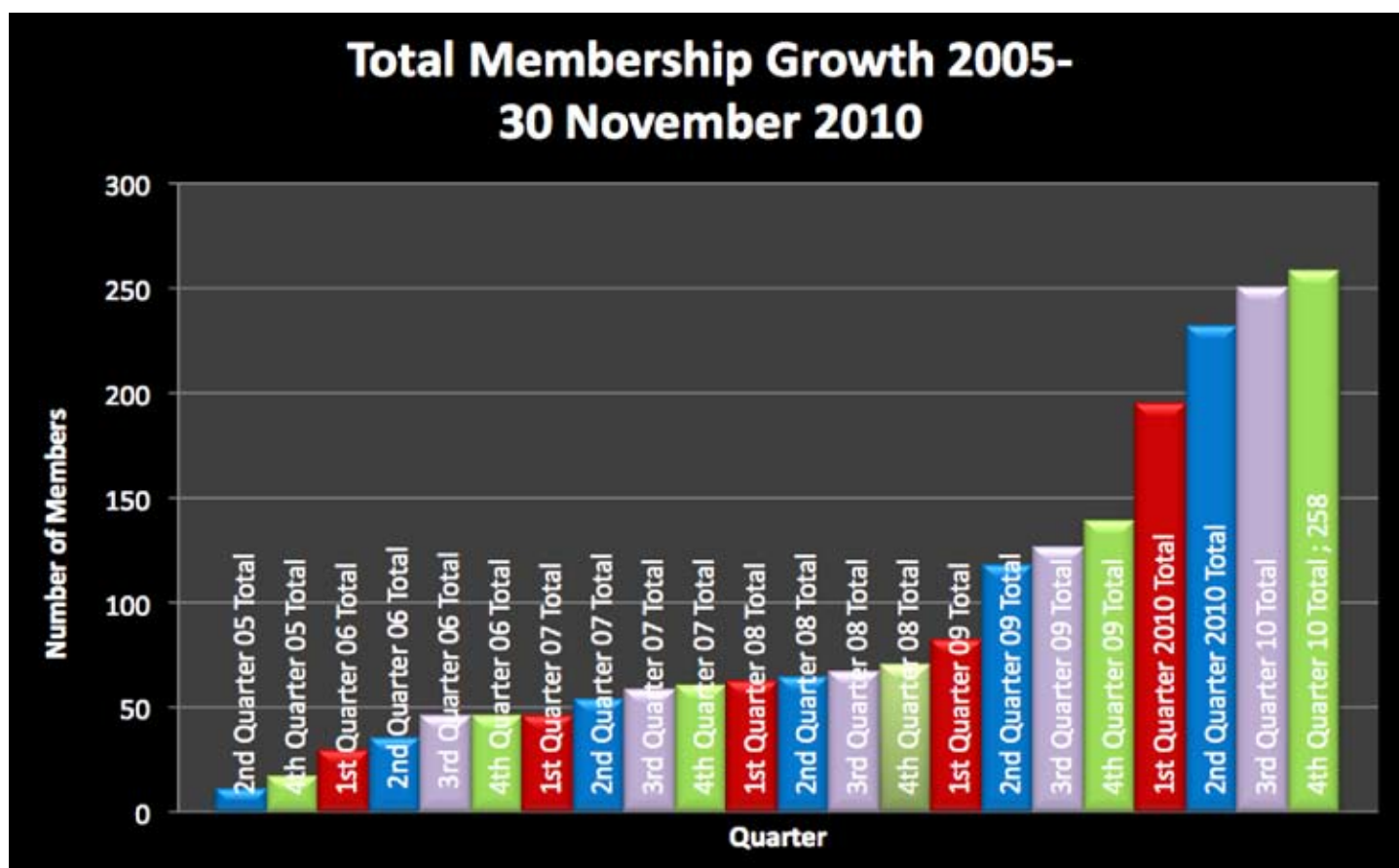
drafted Monitoring and Evaluation (M&E) Plan which proposes a series of indicators the RJC will track during the implementation of certification by its Members. The M&E Plan has been designed to align with the ISEAL Impacts Code, which aims to encourage standards-setting organisations to better

understand the social and environmental results of their work.

For more information, and to provide feedback on the M&E plan, please see the RJC Monitoring & Evaluation page: <http://www.responsiblejewellery.com/monitoring.html>

RJC welcomes new Members

The graph below shows the healthy membership growth since RJC establishment in 2005 up to now:



The following companies have been welcomed as RJC Members since the publication of the October edition of The RJC Monitor.

Eurostar Diamonds International SA	October 2010	www.eurostardiamond.com
ICS Diamonds Ltd	November 2010	www.icsdiamonds.com
Paprocki - Nuyts BVBA	October 2010	-
Ratilal Becharlal & Sons	October 2010	www.jasanigroup.com
Ratnakala Exports Pvt Ltd	November 2010	www.ratnakala.com
R Rajesh Exports	October 2010	-
Simoni Gems BVBA	October 2010	-
Worldwide Diamond Manufacturers PVT. LTD	October 2010	www.wdm.in

Chain of Custody Certification - Public Comment open to January 31, 2011

RJC has published a Draft Chain-of-Custody Standard for public comment, as part of a discussion paper available on the RJC website. RJC's work in this area is viewed as vital by Members and stakeholders to assist those companies wishing to credibly assure consumers as to the validity of claims made about the provenance of their jewellery.

Creating a chain-of-custody for tracked jewellery materials will rely on exchanging Statements of Provenance with Certified business partners when tracked material changes hands. The draft Standard requires businesses who wish to become Chain-of-



Photo courtesy: BULGARI

Custody Certified to demonstrate they have systems and procedures for segregating material of

known provenance and for managing Statements of Provenance as supply chains converge into jewellery products.

In January and February 2011, RJC will convene Roundtable Discussions in a number of targeted locations in Europe, UK and USA to bring together Members and stakeholders to discuss the Draft Chain-of-Custody Standard.

For more information about the RJC Chain-of-Custody Certification initiative and to comment on the Draft Chain-of-Custody standard, please visit: <http://www.responsiblejewellery.com/chain-of-custody.html>



Photo courtesy: RIO TINTO



Photo courtesy: RIO TINTO



Photo courtesy: BULGARI

Kimberley Process Certification Scheme and Marange, Zimbabwe

Recently RJC has been asked questions regarding the Council's position on the ongoing negotiations within the Kimberley Process Certification System (KPCS) concerning diamonds from the Marange area of Zimbabwe.

The RJC unequivocally wishes to see Zimbabwe continue to export diamonds that are in full compliance with the Kimberley Process Certification Scheme. RJC will continue to encourage all stakeholders in the KPCS to redouble their efforts to achieve that goal, such that Zimbabwe's citizens can truly benefit from their country's diamonds.

The RJC has been very clear in its support for the

efforts of all stakeholders in the Kimberley Process Certification Scheme, including many RJC Members, to successfully resolve the concerns about human rights regarding the Marange diamond fields in Zimbabwe.

The RJC's statement, issued on 3rd August 2010, welcomed the agreement reached by the Kimberley Process Certification Scheme stakeholders that sought to enable the renewal of rough diamond exports from the Marange diamond fields in Zimbabwe. The agreement was reached during the World Diamond Council Meeting in St. Petersburg on July 15th.

The RJC, like all other stakeholders, including NGOs, was encouraged by this agreement and looked forward to its full and complete implementation by all relevant actors.

The RJC issued a further statement to Members on Thursday, 18th November, following the KPCS Plenary meeting in Jerusalem, advising its Members to be vigilant about trading diamonds that do not carry the full authority of the Kimberley Process (KP). The RJC pointed out to its Members that until consensus is reached, the guidance from the KP Chairman stresses trade in Marange diamonds can only take place in compliance with the Kimberley Process' Joint Work Plan agreed to in June 2010.

As stated above, the RJC welcomed the basis for an agreement on Marange reached at the St Petersburg meeting in mid-July. Since then there have been continued multi-stakeholder negotiations over the Marange issue, including

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at the KPCS Plenary in Jerusalem and a further meeting in Brussels on Tuesday, 23rd November. Regrettably, these negotiations have yet to resolve the issue. Therefore, the advice contained in the KP Chair Notice of 17th November, which RJC fully supports, stands.

The RJC Code of Practices includes specific provisions requiring conformance with the KPCS for rough diamonds and the World Diamond Council's System of Warranties for polished diamonds. As part of the RJC Certification process,

RJC Members undergo independent, third party auditing of their relevant business practices to evidence their conformance with the RJC's Code of Practices.

Moreover, the RJC is continuing consultations with stakeholders on the development of a RJC Chain-of-Custody certification standard for the diamond, gold and platinum jewellery supply chains. RJC Chain-of-Custody certification would be voluntary and complementary to the RJC's existing independent third party certification of its

Members' responsible business practices.

It is RJC's intent that this Chain-of-Custody certification standard will assist those companies wishing to credibly assure consumers as to the credibility of claims made about the provenance of their jewellery.

The RJC website has further information on the RJC Member Certification System and the Code of Practices: www.responsiblejewellery.com

Insights – Steps to RJC Certification: Cartier's Experience

Many Members have contacted RJC seeking advice as to how Members have gone about the process of achieving RJC Certification. Ms Nawal Aït-Hocine, Corporate Responsibility Director at Cartier International, kindly offered the following advice to other RJC Members, based on Cartier's successful experience of gaining RJC Certification:

The main elements and steps undertaken by Cartier were as follows:

- We secured the CEO and senior management buy-in. It may seem trivial to say but this is indispensable.

- An "independent" project manager was appointed (a Cartier employee but not the CSR Manager and independent from the operational functions) to lead the self-assessment and verification process.

- A Steering Committee was established at the level of the Executive Committee (included the CEO, CSR Manager, CFO, HR and the Divisions/ Operations managers). There was a "collegiate-decision" making process.

The work started with a diagnosis of the situation,

or self-assessment. This was key to the successful outcome of the process.

For each function and department:

- A correspondent was appointed whose task was to collect and distribute the information, work with their group to identify potential gaps and come up with actions/solutions.

- The Project Manager prepared a number of tools to assist the correspondents in their mission.

- We identified the applicable sections of the RJC Code of Practices and, conversely, for each section of the Code, the functions and/or departments impacted.

- Where applicable we used the results of a risk assessment previously carried out on Cartier's supply chain.

The Steering Committee defined milestones. At each milestone, a meeting of the Steering Committee was held to assess the results, review the overall situation, decide the actions to be taken if any (i.e. where we thought there may have been gaps) and give the "Go" decision for the next step.

From a technical point of view, we used a simple e-database, accessible to all those involved in the process, as a repository of all the information collected and produced in relation to the project.

In May the Steering Committee gave the "Go"

decision to appoint accredited auditors. We had to wait until RJC had received applications from auditors and had accredited them. We appointed SGS at the end of August and the verification was conducted from the end of September to the end of October with several sites across three continents visited.

Thanks to our thorough preparation, the auditors were able to gain a good understanding of our practices through the documentation review and therefore the time spent at facilities was reasonable.

We would like to thank Cartier for their perspective. If you have comments, or would like to share your organization's approach and learning, please contact Mila Bonini, RJC's Communications Manager, mila.bonini@responsiblejewellery.com



Nawal Aït-Hocine

2011 UPCOMING EVENTS:

18 January RJC Press Conference: 11:00am-12:00pm, Fiera di Vicenza, Sala Fogazzaro – all welcome

23 March RJC Press Conference: 2:00-3:00pm, Baselworld, Congress Center, Room Mexico – all welcome

23 March RJC Member Workshop: 3:00-4:00pm, Baselworld, Congress Center, Room Mexico – open to RJC Members

24 March Panel Session 'RJC, Solidaridad and Fairtrade Foundation': 2:00-3:00pm, Baselworld, Congress Center, Room Samarkand – all welcome

RJC congratulates its 2010 Certified Members!

Certified Members:

Gay Frères	http://www.responsiblejewellery.com/downloads/certification/Certification_Gay_Freres.pdf
Cartier	http://www.responsiblejewellery.com/downloads/Certification_Info_Cartier.pdf
RAYMOND BLOCH SA	http://www.responsiblejewellery.com/members/documents/CertificationInformation-RAYMONDBLOCHSA.pdf

STOP PRESS: RESPONSIBLE JEWELLERY COUNCIL ANNOUNCES THIRD CERTIFIED MEMBER

Just as this edition of The Monitor was being completed, the certification of RAYMOND BLOCH SA, the French diamond wholesaler, was confirmed.

RAYMOND BLOCH SA is the first diamond supplier in the Council's membership to be certified against the ethical, human rights, social and environmental standards as established by the RJC's Certification System.

The successful verification assessment of RAYMOND BLOCH SA was conducted by STR, an RJC accredited

auditing firm.

A family owned business for one hundred years, RAYMOND BLOCH SA, is an important stakeholder in the world diamond wholesale marketplace.

Well-known and respected for its high level skills and reputation for excellent service to its clients, this company has trusted, long term relationships with the world leading jewellery and watch brands as well as manufacturers.

"Being in the industry for four generations, our family has always been concerned with ethical,

social and environmental improvements. It was immediately obvious to us that the RJC would not only carry our values but would also quickly become a new global standard throughout the entire supply chain," say Stephanie and Laurent Bloch, Chief Executive Officers, RAYMOND BLOCH SA.

The RJC is delighted to congratulate RAYMOND BLOCH SA on becoming its first certified diamond supplier. A feature article about RAYMOND BLOCH SA and the company's tips for successfully achieving certification will appear in the next edition of The Monitor.

THE RESPONSIBLE JEWELLERY COUNCIL AND ITS TEAM HOPE THAT YOUR 4TH QUARTER SALES EXCEEDED YOUR EXPECTATIONS AND WE WISH YOU THE BEST FOR THE HOLIDAY SEASON AND 2011.

**The RJC Monitor**

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

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