

RJC Announces First Certified Member

Gay Frères, the French jewellery manufacturer, is the first RJC Member to be certified to the RJC Member Certification System. Gay Frères' RJC Member Certification results from a successful verification assessment conducted by STR, an international audit firm which was the RJC's first accredited auditor.

"The RJC is delighted to congratulate Gay Frères becoming its first RJC Certified Member. This important milestone builds on five years of sustained effort by the RJC's Members to create the RJC Certification System based on independent third-party auditing, applicable from mine to retail," says Matt Runci, RJC's Chairman. "RJC Certified Members have the benefit of recognition against an international certification



Jewellery collection:
"Pensée" Photo
courtesy: Gay Frères

system, supporting their own reputations and enhancing consumer confidence in the jewellery supply chain more generally. Many RJC Members have commenced the process towards Certification and we look forward to announcing their achievements over the coming months," says Runci. "We are most proud to be the first RJC Member to achieve this important certification and we encourage others within the industry to follow suit so that they too can evidence responsible business practices. We are committed to improving industry standards and to supporting the RJC's mission," says Claude Schlappi, Gay Frères's Director.

"While conducting our independent Verification of their self assessment, we found that Gay Frères not only met the requirements, but made it a smooth process by communicating with us transparently and ensuring their whole Management team was available during the process. STR looks forward to working with other RJC members on their path to certification," says Russ Childrey, Vice President STR Responsible Sourcing.

Other RJC Members are currently scheduling their verification assessments with the auditing firms that have been accredited by the RJC, such that Gay Frères will be joined by more Certified Members in coming months.



Claude Schlappi, Director, Gay Frères



Russ Childrey, Vice President,
STR Responsible Sourcing

RJC's membership now totals 250 companies and Trade Associations

RJC's membership continues to grow at a satisfying rate. Companies, large and small, and trade associations from major global jewellery centres are recognising the value of RJC Membership and the importance of demonstrating a commitment to responsible business practices.

"We are very pleased with the growth of RJC's membership, witnessing a rapid rise in the first half

of 2010, to now exceeding a total of over 250 Members," says Michael Rae, the RJC's Chief Executive Officer.

Amongst the new RJC Members is PANDORA, the world's third largest jewellery brand. PANDORA adds to the RJC's already considerable list of the world's major jewellery brands. PANDORA distributes jewellery and other branded products to more than 40 countries on six continents across different sales channels through around 10,000 points of sale, including over 200 PANDORA

branded concept stores.

Their capacity to further promote the RJC to the international jewellery trade and end consumers is significant.

Details of all of RJC Members are available at <http://www.responsiblejewellery.com/members/overview.html>

Welcome to new Members

The Council welcomes the following new Members and thanks them for making the commitment to responsible business practices in their business plans for 2010 and beyond.

ACME Jewellery Ltd	May 2010	www.acmejewellery.co.uk
AFP Group / Andiamond	September 2010	www.afp-andiamond.com
Amrut Exports	June 2010	-
Baselworld (Supporter)	May 2010	www.baselworld.com
Beny Sofer Inc	May 2010	www.benysofer.com
Bottega Veneta	May 2010	www.bottegabeneta.com
Christian Dior Couture	August 2010	www.dior.com
Clogau Gold of Wales Ltd	May 2010	www.clogau.co.uk
Confindustria Federorafi	May 2010	www.federorafi.it
Diamex Manufacturing NV	September 2010	www.diamex.be
Embee Diamond Technologies, Inc. DBA Embee Diamonds	May 2010	www.embeediatech.ca
GCAL: Gem Certification & Assurance Lab, Inc.	July 2010	www.GemFacts.com & www.DiamondID.com
GemConcepts Ltd	August 2010	www.GemConcepts.net
Gemological Science International (GSI)	May 2010	www.gemscience.net
G Diam BVBA	July 2010	-
Harshid Exports	August 2010	-
H.K. Designs (India)	August 2010	www.jewelrybyhk.com
Jeanrichard	May 2010	www.jeanrichard.com
Joia	April 2010	www.joia.fr
Liza Dimon Bvba	June 2010	-
M/S Dnavinchandra Exports Pvt Ltd	September 2010	www.dnavin.com
M/S Tej Diam	July 2010	-
Novel-Collection	May 2010	www.novel-collection.com
Orest Group	June 2010	www.orest.fr
Pandora Holding A/S	August 2010	www.pandora.net
Pristine Diamonds NV	June 2010	-
Priyanka Gems BVBA	May 2010	-
Real Jewels	July 2010	www.real-jewels.com
Rhys James Private Client Services	September 2010	www.rhysjames.com
Roger Mathon SA	June 2010	www.mathon-paris.com
Shania SPRL	May 2010	www.shaniajewels.com
Solid Gold Jewellers Pty Ltd	August 2010	www.solidgoldjewellers.com.au
V3 Gems BVBA	July 2010	-
Vacheron Constantin	August 2010	www.vacheron-constantin.com

First Steps for Members to gain RJC Certification

All RJC Commercial Members are required to achieve RJC certification within the timelines shown in the chart below.

So that RJC Commercial Members are well prepared for certification, RJC recommends that all Members begin their internal [Self Assessment](#) as soon as possible, to ensure that these timelines can be met.

What is a Self Assessment?

A Self Assessment is like an internal audit or a pre-assessment that Members do themselves, allowing them to:

- Define what parts of their business actively contribute to the diamond and/or gold jewellery supply chain and thus fall within the scope of RJC Certification;
- Internally review their business practices against the requirements of the RJC's [Code of Practices](#). This provides the opportunity to identify any gaps or areas of non-conformance and address them

in advance of independent third-party auditing;

- Assemble the relevant information to enable an accredited auditor to work efficiently and effectively (and thus reduce auditing costs).

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

Commercial Members are encouraged to begin training by having relevant staff members start by attending our G1 "Introduction to the RJC System", which provides a general introduction to the RJC certification process. Module G1 can then be followed with Module M1 "Preparing for Self Assessment", which looks at why Members should carry out Self Assessments, and includes practical

suggestions on how to get started. Other training modules, including sector-specific guidance are also available to Members.

Members and Interested Parties are encouraged to visit the RJC's website which carries a comprehensive library of information about the RJC Certification System, including essential core documents and frequently asked questions on all stages of the certification process:

<http://www.responsiblejewellery.com/certification.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

Membership type	Certification Timeline
RJC Members as of 31st December 2009	31st December 2011
RJC Members with Mining Facilities	31st December 2012
New Members	Two years from the date of application

Accredited Auditors available to Members

The following auditing firms have been accredited by the RJC to carry out verifications of Members' business practices:

- **STR Responsible Sourcing**
- **SGS**
- **Ernst & Young (France)**
- **KPMG (France)**
- **WF&Co Bedrijfsrevisoren**

RJC will announce additional accredited auditing firms in coming weeks.

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>

Have your Auditors applied for Accreditation?

RJC Members may wish to use an RJC Accredited Auditor for the Verification Assessment that they already use for other management systems audits. As long as they have not been involved in the Self Assessment, or played a role in establishing the required management systems for the RJC Code

of Practices, this does not represent a conflict of interest.

RJC Members can encourage their current management system auditors to apply to become accredited under the RJC. The RJC Auditor Accreditation process seeks to ensure that auditors have appropriate experience and expertise and that there is no conflict of interest when undertaking Verification Assessments for individual Members.

For more information please contact Anna Leach, RJC's Administrative Manager, at anna.leach@responsiblejewellery.com

New appointed Member to the Executive Committee

The RJC is delighted to welcome Nawal Ait-Hocine, Corporate Responsibility Director for Cartier, as the new Member of the Council's Executive Committee, replacing Pamela Caillens. Nawal's skills and experience in the gold supply chain will be invaluable to the decision making process and development of the Council.



Nawal Ait-Hocine

The Italian Federation of Gold & Silverware-Jewellery Manufacturers Confindustria Federorafi Joins RJC

RJC welcomed Confindustria Federorafi, the National Federation of Gold Jewellery-Silverware-Jewellery Manufacturers, as the first Italian Trade Association Member in May 2010.

Confindustria Federorafi joins Jewelers of America, the American Gem Society, the National Association of Goldsmiths, the British Jewellers Association, the World Gold Council, the Union Française BJOP and the Danish Jewellers

Association as important Trade Association Members of the RJC. "We are proud to be a member of RJC and we look forward to the synergy that the RJC and Confindustria Federorafi can generate," says Stefano de Pascale, General Manager, Confindustria Federorafi.

RJC Trade Association Members play a key role in building awareness of the value of RJC membership. Through their strong national ties, these associations can also assist their members in offering tailored guidance, advice and support in the steps toward RJC Member Certification.



Stefano de Pascale, General Manager, Confindustria Federorafi

Baselworld Supporter of the RJC

Baselworld, the World Watch and Jewellery Show, has become an official Supporter of the Council. In becoming an RJC Supporter, Baselworld is the first jewellery trade fair to align its commitment to transparent business endeavours with the RJC's mission to advance responsible business practices throughout the jewellery supply chain from mine to retail.

Baselworld's Supporter status strongly underlines the growing importance of consumer confidence and accountability in the jewellery sector. With its 100,700 trade buyers from 100 countries, Baselworld is the perfect platform for the RJC to reach a wide breadth of the industry with its message of responsible business practices backed by independent, third-party audits.

"We are keen to assist our exhibitors in this crucial goal of consumer confidence and believe that our support of the Responsible Jewellery Council will achieve this objective. Through the Council we seek to ensure the responsible and ethical advancement



of the industry," says Sylvie Ritter, Managing Director, Baselworld.

Sylvie Ritter, Managing Director, Baselworld

New RJC Staff Member, Tanja James

Tanja James has joined the RJC as the new Administrative Coordinator. In this role, Tanja will provide key administrative support to the RJC Management team and work alongside Anna Leach in the RJC's London office. Tanja brings a wide range of experience to the role both from the public and private sectors. Tanja has a strong interest in the area of responsible business practices and the RJC warmly welcomes her to this role. Tanja can be reached at the RJC London office:

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Tanja James, RJC's Administrative Coordinator

RJC thanks Pamela Cailens and Mick Roche

The RJC bids farewell and offers its best wishes to Pamela Cailens, the former chair of the RJC's Membership Committee, and Mick Roche, the former co-chair of the RJC's Standards Committee. Both served on the RJC Executive Committee, and the RJC sincerely thanks them for their passion and most gracious dedication to the Council since its inception to our current stage of certification of Members process.



Mick Roche



Pamela Cailens

Standards Update

RJC Consultative Panel

RJC has established a Consultative Panel of external stakeholders to engage in ongoing standards development activities with the Council. More than 30 invited stakeholders have agreed to participate in the Panel and contribute to the RJC's current standards programs. The Consultative Panel will work with the Standards Committee to help progress Chain-of-custody Certification for diamond, gold and platinum metals jewellery and the proposed Grading, Assaying and Appraising (GAA) Supplement.

"We are grateful for the positive responses received from the many stakeholders who have expressed enthusiasm and interest in participating in the RJC Consultative Panel. Participants in the Consultative Panel include leading non-government organisations, standards/supply chain associations, research institutions, and companies that operate product tracking systems. Future standards for chain-of-custody certification in the jewellery industry can only benefit from this broad multi-stakeholder engagement," says Michael Rae.

For more information about the RJC standards development processes, the Standards Committee and the Consultative Panel, please visit:

<http://www.responsiblejewellery.com/standards.html>

Chain-of-Custody Certification

RJC was established with the understanding that consumer confidence in jewellery depends on responsible business practices being applied, and verified. Therefore, the initial work of the RJC focused on the development of its Code of Practices, which set robust and auditable standards of ethical, social and environmental practices applicable to Member companies throughout the jewellery supply chain, from mine to retail. Having established the Code of Practices, the RJC is now turning its attention to issues surrounding the chain-of-custody of product.

Following on from an initial discussion paper published in April, the RJC is releasing a second discussion paper on chain-of-custody certification in September 2010. The proposed RJC Chain-of-Custody Certification System represents the first attempt to develop a large-scale initiative of this scope for the jewellery industry. The certification system would encompass tracking of eligible material and conditions for responsible business practices, and would be applicable internationally and across the supply chain from production to retail. The requirements to achieve certification would not be prescriptive; businesses would establish their own management systems to suit the nature and scale of their activities and deliver

the required performance. Businesses wishing to become certified would be audited by RJC-accredited, independent, third party auditors.

An initial draft Standard has been laid out in some detail in the discussion paper, to help facilitate concrete discussion about design and implementation issues. The draft Standard aims to strike a balance between commercially realistic requirements and the critical objective of supply chain integrity. The RJC welcomes input on how the proposal could be further improved and is providing a four month public comment period for stakeholder review of this paper, until 31 January 2011.

For more information about the RJC Chain-of-Custody Certification initiative, please visit:

<http://www.responsiblejewellery.com/chain-of-custody.html>

Comments or questions?

Please contact Fiona Solomon, RJC Director – Standards Development:

fiona.solomon@responsiblejewellery.com

WEBSITE UPDATE

1. 'Frequently Asked Questions' (FAQ) documents are now available from the RJC website at:

<http://www.responsiblejewellery.com/certification.html#faqs>

These documents summarise some of the key questions and responses relating to RJC Membership requirements, the Self Assessment, Auditor Accreditation, the Verification Assessment and related industry issues. The RJC welcomes feedback on these documents.

2. The revised Articles of Association and the Memorandum of Association are available on the RJC website at:

http://www.responsiblejewellery.com/downloads/Articles_of_Assoc_2010_Revision_final.pdf

http://www.responsiblejewellery.com/downloads/Memorandum_of_Assoc_2010_Revision_final.pdf

They contain revisions approved at the Annual General Meeting held in London in May 2010.

3. The RJC Complaints Mechanism is now available from the RJC website at:

http://www.responsiblejewellery.com/downloads/RJC_Complaints_Mechanism.pdf

The RJC aims to ensure the fair, timely and objective resolution of complaints relating to potential non-conformance with the RJC Member Certification system.

Insights – CAMBOUR SAS

'Insights' is an ongoing section in The Monitor that encourages RJC Members to share their approaches and learning in implementing the RJC System. In this fourth in the series, CAMBOUR SAS, a jewellery manufacturing company based in France, has provided RJC with their plans for the RJC Self Assessment.

Cambour was founded in Paris in 1897 and is a French manufacturer of fine jewellery with an exclusive customer base of top range world brands. As a fully integrated manufacturing unit (100 employees), it fosters its own in-house techniques, – both traditional and technologically up-to-date – that are required in the production process, including development, casting, stamping, polishing, lacquer, setting, and operates from entry to top range with a focus on High Jewellery.

The company is currently dealing with the results of the "carbon sheet" which was performed earlier this year, since it has long been a founding member of a "sustainable development" business club. Cambour has also recently become a member of the Standards Committee of the RJC.

RJC: What is your plan for carrying out the RJC Self Assessment?

CAMBOUR: Our plan is to achieve the RJC self assessment using it as a tool to improve our processes along a "virtuous line" with adequate planning and steps.

Who in your organisation will be involved in the process?

As the challenge of being RJC assessed is being introduced by the management as a key issue for further development of turnover and sustainable future of company and jobs, everybody will be aware and involved, whatever level in the organization, with clear and measurable objectives.

What will be some of the key challenges and how are you trying to address them?

To make the team understand that achieving the RJC Certification is a long process which requires devotion, time and energy. Being certified against the RJC System will also bring long term benefits to our customers.

When are you aiming to be ready for a Verification Assessment?

We plan to be ready by the Northern hemisphere summer in 2011. We will take the opportunity of the RJC process to have implemented some improvements in our organization by then.

What do you anticipate will be some of the benefits of implementing the RJC System?

We expect everybody with us to feel good because of being a member of a "good for the world" company; we think most world brands shall have no choice in the near future but to deal with RJC assessed manufacturers.

What advice do you have for other Members at this stage?

Do enter with enthusiasm into the RJC process, thus joining the community of those who commit to make Jewellery a sustainable, AAA trade and act for a better future.

For more information:

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We would like to thank Cambour SAS 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



Gaspard Durrleman, President,
Cambour SAS

Flame work on ring at Cambour
SAS. Photo: Fiona Solomon

RJC at Trade Shows and Events

APRIL: AMERICAN GEM SOCIETY CONCLAVE PANEL



Rob Headley, Chief Operating Officer, Jewelers of America, participated in the panel of Experts addressing members of the AGS on the "Important Topics

of Compliance, Ethics, and Risk Management" presentation at its annual Conclave in Boston, Massachusetts, on Saturday April 24th.

MAY: RJC REPORTS ON ITS ANNUAL GENERAL MEETING (AGM) AND EXPANDS SYSTEM SCOPE TO INCLUDE PLATINUM METALS

The RJC Annual General Meeting was held in London on May 18th, 2010. In addition to passing key resolutions, the Council expanded the scope of its certification system to include platinum metals.

All resolutions proposed at the AGM were passed unanimously: the directors' report and the financial statements were accepted, Matt Runci was re-elected as RJC's Chairman, John Hall was re-elected as RJC's Vice-Chairman and Mark Jenkins was re-elected as RJC's Secretary.

Additionally, Yedwa Simelane, Charles Bonas, Donna Baker, Ruth Batson and Philippe Leopold-Metzger were appointed to the board of directors to represent their respective Member Fora: Producers, Diamond Trading, Cutting and Polishing, Service Industries, Trade Associations and Retail, respectively.



From the left: Michael Rae, John Hall and Matt Runci.

The Council also held an Extraordinary General Meeting (EGM), immediately following its AGM that unanimously passed special resolutions to amend the Council's Memorandum of Association and adopt new Articles of Association. This adoption of new Articles of Association now means the scope of the RJC System has expanded to include the platinum metals. The Articles of Association also permits the Council's board of directors to determine future amendments to the scope of the RJC System.

"I profoundly thank all those many Members who participated in the meetings through their attendance or by lodging proxies. As a democratic institution ultimately governed by its Members, Member participation in the Council's AGM and EGM is essential," says Michael Rae, the RJC's Chief Executive Officer.

CHAIN OF CUSTODY WORKSHOP

RJC held a workshop on Chain-of-custody in conjunction with the Council's AGM in London in May 2010. The workshop was an opportunity for lively discussion among RJC Members and stakeholders on the issues and options for a chain-of-custody certification system for the jewellery supply chain.

Addressing the audience in London were Dr. Fiona Solomon, RJC's Director, Standards Development; Philip Olden, former Managing Director and Chief Marketing Officer, World Gold Council; Lahra Liberti, Advisor on International Investment Law, Investment Division, Directorate for Financial and Enterprise Affairs, Organisation for Economic Co-operation and Development (OECD); Nicholas Garrett, Resource Consulting Services Limit.

In April, the RJC had released a discussion paper for public comment and this provided some of the background for the workshop. The discussion on the day highlighted renewed interest in chain-of-custody for the jewellery supply chain, due to the now passed Wall Street Reform Act in the US applying to manufacturers using gold, and also the situation in the Marange diamond fields receiving attention through the Kimberley Process Certification Scheme. In the workshop discussions and prior submissions, there was support for the proposal for RJC to develop a certification system to support chain-of-custody assurance.

Presentations and discussion papers are available at <http://www.responsiblejewellery.com/chain-of-custody.html>



From the left: Lahra Liberti, Nicholas Garrett, Mick Roche, Fiona Solomon and Philip Olden.

JUNE: JCK SHOW IN LAS VEGAS

This year RJC was present at the JCK Jewellery Show in Las Vegas by holding one press conference on June 4th and one workshop on the Education Theatre on June 5th. Addressing the press conference were John Hall, Vice Chairman, RJC, Michael Rae, CEO, RJC and Russ Childrey, Director of Business Development and Vice President, STR Responsible Sourcing, who went through the following topics: the Auditor Accreditation, the first accredited auditing firm, the expansion of the System Scope to include Platinum Metals and the resignation of ABN AMRO from commercial membership to become Supporter of the Council.

RJC also held a workshop at JCK in the Education Theatre: Dr. Fiona Solomon, Standards Development Director, RJC, addressed the audience at the workshop on the Education Theatre on the theme "RJC and Chain-of-Custody: review of drivers, challenges and opportunities".



From the left: John Hall and Russ Childrey.

JULY: RIO TINTO DIAMONDS SYMPOSIUM

RJC was pleased to be part of a program of industry speakers at the July symposium presented by Rio Tinto Diamonds. The two day event brought Rio



Catherine Sproule delivers RJC workshop presentation at Rio Tinto's Diamond Symposium in July.

Tinto's Select Diamantaires and key US retailers together to meet, discuss issues facing both sectors and transact business using a leading-edge format. Catherine Sproule, RJC's Chief Operations Officer, made a presentation outlining the RJC System, its implementation and RJC's ongoing work in the area of chain of custody.

"We were very grateful to have such a strategic opportunity to reach out to these two critical sectors of the industry. The chance to meet with this key group and talk about the RJC's certification was an excellent way to update the RJC Members who attended as well as many companies who expressed strong interest in joining the Council," says Ms Sproule.

RJC Members attending the symposium were Sterling Jewelers Inc, Zale Corporation, Crossworks Manufacturing Ltd, GCAL, E.Schreiber Inc, Gemmata NV, IDH Diamonds, L&N Diamonds Ltd, Sheetal Manufacturing Company Private Limited, Venus Jewel and Waldman Diamond Company Inc.

AUGUST: MUMBAI JEWELLERY SHOW

Michael Rae attended the Mumbai Jewellery Show in late August. "It was very productive to re-visit key

stakeholders in India and RJC continues to make solid inroads in this very key market," says Michael Rae. Amongst many appointments were meetings with the Gem & Jewellery Export Promotion Council (GJEPC) and the Platinum Guild International (PGI).



SHOW YOUR MEMBERSHIP

For those Members interested in showing their membership at jewellery exhibitions, RJC will be pleased to provide them with an RJC counter stand.

For more information please contact mila.bonini@responsiblejewellery.com



The RJC Monitor

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