



Responsible
Jewellery
Council

RJC Inaugural CSR Conference

Arundel House, London

15 May 2014

Session 1

Agenda – Future imperatives

Moderator

- James Courage, RJC Chairman and PGI Chief Executive Officer

Speakers

- Rein Nieland, Policy Officer for Raw Materials, European Commission, DG TRADE
- Anoop Mehta, President, Bharat Diamond Bourse
- Professor Marylyn Carrigan, Co-Director, the Centre for Trust and Ethical Behaviour (CETEB), Coventry University Business School

Q&A Session

Coffee break





EU responsible trading strategy for minerals from conflict zones

***RJC Inaugural CSR Conference
London, 15 May 2014***

***Rein Nieland
European Commission
DG Trade, Unit G3***



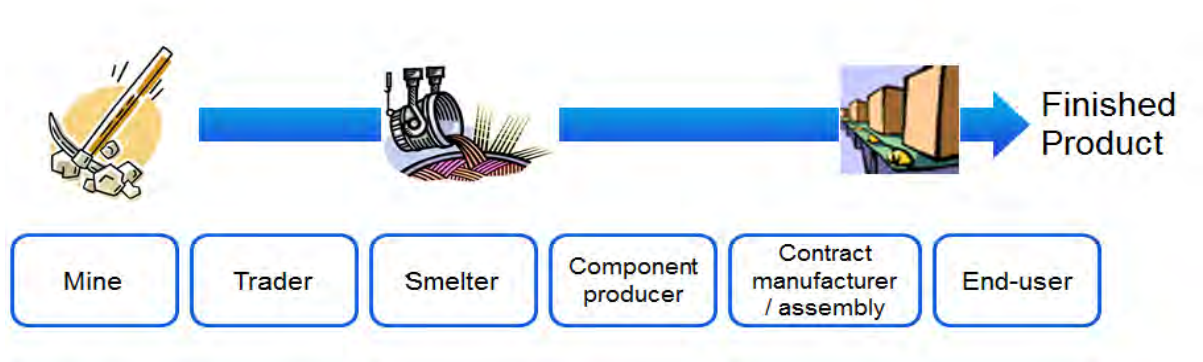
- 1. Context**
- 2. Objectives of the integrated EU approach**
- 3. Draft Regulation**
- 4. Accompanying measures**
- 5. Conclusions**



- **Natural resources as a driver for development**
- **Extraction and trade often linked to conflict and instability**
- **UN/OECD/G8 statements to increase transparency in extractive industries**
- **Existing initiatives on responsible sourcing *i.a.***
 - OECD Due Diligence Guidance
 - ICGLR: legislation in the DRC and Rwanda
 - US Dodd-Frank Act Section 1502
- **EP Resolution on conflict minerals (2010) and Commission Communications (2011 & 2012)**

■ Operating environment for EU companies

- 150,000-200,000 EU companies indirectly affected by US Dodd-Frank Act
- 420 EU importers (traders, smelters/refiners, component manufacturers)
- EU trade share of ores is about 35% (tin, tantalum, tungsten, gold) and 15-25% for the metals





- **Based on public consultation outcome and impact assessment findings, an integrated EU approach proposed to promote responsible mineral sourcing** (5 March 2014)
- **Complementary objectives established:**
 - Break the link between mineral extraction, trade and the financing of armed conflict
 - Preserve and further develop a market in the EU for responsibly traded minerals from conflict regions
 - Improve the ability of EU operators to comply with existing due diligence frameworks (OECD DDG, US Dodd-Frank)



- **Main elements of the draft Regulation:**
 - Voluntary self-certification by EU importers of tin, tantalum, tungsten and gold (ores, concentrates and metals) regardless of origin
 - Obligations based on the OECD DDG (5-step framework)
 - Publication of an annual EU list of responsible smelters/refiners
 - Ex-post checks by EU Member States competent authorities
 - Review no later than three years after entry into force
- **Aim: to act at the most effective level of the EU supply chain and to facilitate the flow of due diligence information down to end users**



- **EU importers opting for self-certification as responsible importers should:**
 - set up a management system to inter alia track the origin of the minerals purchased
 - apply supply chain risk management procedures to address and mitigate adverse impact
 - carry out third-part audit
 - disclose relevant supply chain related information to downstream purchasers, the public and Member States competent authorities
- **Obligations consistent with the 5-step framework of the OECD Due Diligence Guidance**

Responsibility of Member States



- **Ex-post checks by EU Member States competent authorities on responsible importers based on information disclosed by the self-certified importers to MS competent authorities**

- **In case of infringement, issuance of a notice for remedial action; in case of inadequate remedial action, issuance of a notice of non-recognition of responsible importer certificate**



- **Additional measures to promote supply chain due diligence in the EU and beyond**
 - Public procurement incentives for companies selling products containing tin, tantalum, tungsten and gold
 - Financial support to SMEs to promote the uptake of self-certification and to the OECD to promote due diligence among EU and non-EU smelters/refiners
 - Visible recognition for the efforts of EU companies who source responsibly from conflict-affected countries or areas
 - Policy dialogues and diplomatic outreach with governments in extraction, processing and consuming countries to encourage a broader use of due diligence
 - Development cooperation with the countries concerned



■ **Impact on responsible EU importers:**

- Increased legal certainty and transparency through their self-certification to ensure that they do not contribute to the financing of armed conflicts
- Easier compliance with Dodd-Frank obligations

■ **Impact on responsible smelters/refiners:**

- Increased public accountability and transparency of their practices through the publication of an annual EU list
- Identification of those sourcing from conflict areas

■ **Impact on downstream users:**

- Facilitated flow of due diligence information down to end users and easier to source metals responsibly
- Public procurement incentives to satisfy contractual due diligence obligations

Complementarity to US Dodd-Frank



- **Dodd-Frank indirectly responsible for due diligence efforts among EU downstream users**
- **Weakness in the present system is the flow of information from upstream to downstream**
- **Focus of the EU proposal on upstream and in particular on smelters/refiners**
- **Incentive-based EU approach corrects the current deficiency in order to open up the EU market for responsibly sourced minerals from conflict regions**



Further contact/information

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http://europa.eu/rapid/press-release_IP-14-218_en.htm



THE INDIAN DIAMOND SECTOR AND IT'S CHALLENGES

LONDON

MAY 15, 2014



THE INDIAN DIAMOND SECTOR

- The diamond sector can be considered the first “outsourced” industry for India
 - Industry has emerged from being simply a low cost manufacturing base
 - Newer companies are emerging, primarily driven by their manufacturing skills
 - Healthy industry spread from unorganised units employing a couple of people to organised units employing over 4-5 thousand of people
- Polishing continues to remain a “skill-based” activity
 - Skilled workers remain in constant demand as in other skill-based industries
 - Skilled workers and managers in turn become entrepreneurs, many passing the skills down over the generations
 - The wide spread of material from 0.01 to over 50 carat per stone of rough, provides a wide spectrum of job opportunities for various skill levels

THE INDIAN DIAMOND SECTOR

- For many people, diamond polishing offers an option to poverty (can be compared to the artisanal mining sector)
 - Jobs are skill based and can be done by under educated or uneducated workers
 - Polishing jobs or work requires limited investment
 - Jobs can be created at their villages, in adjoining areas, rather than working in factories (certain areas have villages with over 1,000 cutters)
- Most companies are run by first or second generation
 - Most entrepreneurs have risen from modest beginnings
 - Most successful companies are well known for their philanthropy, but away from the eyes of the industry, either directly or through their charitable trusts
 - Generally charity is perceived by the larger companies as a way to give back to the under privileged

LABOUR SCENARIO

- Manufacturing remains the most labour intensive part of the diamond pipeline
- The Indian diamond polishing sector has made significant strides over the last two decades to move towards full compliance
 - Child labour is now non-existent in all units
 - Most established and larger players have factory standards meeting and exceeding all requirements like RJC, BPP or customer audit requirements
 - Latest state-of-the-art factories with the latest technology have been set up
 - Working at diamond factories considered prestigious and enhances prospects of getting a bride – a sign of social acceptance (Though this was severely dented in the crisis of 2009 when there were no goods to polish, leading to layoffs)

SMALL & MEDIUM ENTERPRISES

- Small and medium sized units are primarily involved in polishing lower cost diamonds (quality and size), with a high labour content and account for
 - Over 200,000-300,000 people
 - Over 25m carats of rough or about 500m stones per year
- Units are located in villages (only regular power connection is required)
 - Small units are the crucible for the next generation of successful manufacturers
 - It is easier to transport the diamonds, rather than the people
 - By providing employment in villages, it ensures a better quality of life for the people as
 - People do not need to travel for work
 - Reduces pressure on cities
 - Allows part-time workers and better quality of life
 - Workers can go back to farming during the monsoon season

SMALL & MEDIUM ENTERPRISES

- These small units polish some of the cheapest and lowest quality diamonds, much of which has helped democratise diamonds globally, by keeping affordable to the global middle classes; This generates large employment in jewellery manufacturing, retailing and support industries and much of this in developed economies
- Setting health and safety standards in the smaller factories (<20 people) remains a challenge (akin to that of artisanal mining)
- Given the distributed nature of this workforce, standards are difficult to enforce, with only education and training possible
 - For many workers, absence of work can mean going back to hunger and poverty
 - Education and training is the only way to improve standards, rather than enforcement

CSR : LEGAL OBLIGATIONS

- The company law (Section 135 of the Companies Act 2013) in India has recently been amended (possibly the only country in the world) in February 2014 and is made applicable to all companies from April 1, 2014
 - Companies over the criteria below have to spend on CSR
 - Net worth of at least Rs 500 crs (USD 85m)
 - Turnover of at least Rs 1,000 crs (USD 170m)
 - Profit of at least Rs 5 crs (USD 850,000)
 - Projects, programmes and activities which constitute the CSR spend defined
 - Preference is to projects in the local area of operation
 - Board of directors (BOD) mandated to spend 2% of the average net profit made over the last 3 preceding financial years
 - CSR committee to be formed from the BOD to monitor the spends
 - The BOD is answerable in the annual report if the amounts are not spent

CSR : LEGAL OBLIGATIONS

- Areas include
 - Eradicating hunger, poverty and malnutrition, promoting health care and sanitation
 - Promoting education, including special education and vocation skills
 - Promoting gender equality, empowering women, facilities
 - Ensuring environmental sustainability, ecological balance etc.
 - Protecting national heritage, art and culture
 - Measures for the benefit of armed forces veterans, war widows etc.
 - Promoting rural sports, nationally recognized sports, paralympic sports
 - Contribution to Prime Minister's National Relief Fund or any other govt. fund
 - Contributions or funds to technology incubators located within academic institutions
 - Rural development projects

CSR ACTIVITIES : DIAMOND INDUSTRY'S LITTLE KNOWN SECRET

- The charitable work done by the industry is one of the lesser known facts as it is done on a private level, rather than through the company level

Environmental & Humanitarian



Social & Other



CSR ACTIVITIES : DIAMOND INDUSTRY'S LITTLE KNOWN SECRET

Health Care



Education



FUTURE PATH

- On a collective basis, a sizeable amount of work is done by the Indian diamond industry, but on an individual basis
 - CSR activities are not properly catalogued
 - Large number of companies, means that each contribution might be smaller
- The Industry is trying to survey and collate the work done by various entities
 - Important to show a consolidated view of activities
- Industry bodies focussed on doing more seminars and training for smaller units
 - Focus on teaching basic health and safety measures and advantages
 - Advantages of maintaining basic standards

Bridging the value-action gap: SMEs, CSR and responsible jewellery consumption

Professor Marylyn Carrigan

Co-Director Centre for Trust and Ethical Behaviour, Coventry University

[**Research Team:** Dr Caroline Moraes; Dr Carmela Bosangit; Dr Michelle McGrath]

Responsible jewellery consumption

Most studies of responsible consumer behaviour examine 'everyday purchasing'.

Compared to food, clothing etc. fine jewellery perceived as a luxury item.

Consumers often misread their jewellery purchases as being of limited importance.

- Focus primarily on aesthetics, economic value, quality and design.

- Think infrequent, discretionary shopping has little negative impact.



Consumers and CSR



There are social, ethical and environmental consequences to all product purchases.

Consumers vary in their knowledge and understanding of CSR.

They have different reasons for choosing to buy different products or shop at particular outlets.

Ethical choice criteria are not always the same – and the same reasons don't 'spill over' into jewellery purchasing.

What do consumers understand about responsible jewellery?

Expressed concern with provenance of jewellery metals, gems etc. but didn't always act on those concerns:

"Not really, no. I'm generally ignorant haven't really thought about it. Well I mean I've got some [diamonds] upstairs, I mean, I know I did all the clarity and stuff, but I haven't really read whether it says on there whether it's ... non-conflict diamond or not."

Vague idea about blood diamonds, mainly based on media or celebrity stories:

"You know I'm aware that not all diamonds are OK are they?.... I don't know. Only through hearing bits and bobs in the news, again, was it Jay-Z or Beyonce or someone spoke about them a few years ago, I don't know but, again, I didn't really pay much attention to that."



Limited knowledge of supply chain practices and this potentially tarnishes whole industry:

“I wouldn't say that I know much really. I know obviously some of the places where they mine the diamonds... I don't know ... do they use children down there? I vaguely ...read something but I couldn't say specifically what it was... I couldn't give you facts and figures.”

Some knowledge about hallmarking, Kimberley Process and recycling jewellery.

“I know there is a hallmark system in the country. I know that's sort of ‘policed’ within the jewellery trade, but that's as much and as deep as I have knowledge of.”

Consumer responsibility barriers

Consumers spend large sums on a product about which they know very little.

Trust the seller to behave with integrity and responsibility.

Consumers feel they cannot research the responsibility issues linked to every product they buy.

So focus on routine purchases and ignore the problems of infrequent ones.

Discretionary purchases are influenced by emotions rather than searching for ethical product information.

Don't often make a connection between production and consumption

Think the added cost to buy 'ethical' discretionary products might be too high.



Responsible jewellery consumption: **Key challenges for SMEs**

Getting more consumers to think about and act on the *social, environmental and economic* impact of their jewellery choices.

Consumers have limited knowledge of unethical practices and ethical jewellery alternatives.

The knowledge they do have rarely stems from industry communications.

People don't always act on their values and best intentions.



Bridging the value-action gap

Consumers need a push from jewellery SMEs to engage in responsible purchasing practices.

Need retail spaces that promote responsible jewellery choices:

- Can 'nudge' consumers to consider it 'normal' to think about and act responsibly in jewellery shopping.

SMEs can 'choice edit' what is offered to consumers.

- Avoid risky/harmful practices down the supply chain.

- Simplify purchase situation; reduce consumer search effort.

Clearer point-of-purchase cues and reliable, accessible information will reduce consumer uncertainty and misconceptions around jewellery, and raise CSR awareness.



Better CSR signposting

“Obviously with foods because it's on the packaging, you know what's a Fair Trade banana, you know what's Fair Trade chocolate, but in terms of jewellery, no. But seriously I went to a lot of shops along there and I didn't notice anything in the windows or on the displays so, yes, never really crossed my mind.”

Altering behaviour requires changing the environment of the action, not just changing people's minds.

Industry can collaborate to cultivate a broader conception of what represents 'value' for jewellery consumers.

Better 'choice architecture' will help steer customers towards responsible choices.

Final thoughts....

Jewellery firms need to *'future proof'*

Collective forces are pushing to improve CSR standards in the industry.
SMEs can build on trust and legitimacy drawn from traditions in jewellery clusters like BJQ

Can promote historic legacy; craftsmanship; design; quality and choice
BUT should also signal CSR credentials:

"...I definitely don't think there's enough ready information on where specific things have come ... I think that a lot ...of the information you get when you buy jewellery is ... it's kind of marketing talk..... it goes less into trying to persuade you to buy an ethical diamond or an ethical piece of jewellery..."



Above all tell a good story.....

Ethical
Elegance



*“I’d love it if there was more information about where the metal had come from, because I think that's part ... **that should be built into part of the story, like when you buy jewellery, it's supposed to mean something, it's supposed to have a story behind it, if I could have gone to my partner and said the diamond came from here or the metal was recycled gold or whatever, then that adds to it, I think that adds value to it.**”*

To embed responsibility in consumer purchasing social responsibility needs to be an intrinsic part of everyday business operations and trading.

The industry needs to be ahead of, not catching up with the consumer....



Thank you for your attention

Session 2

Agenda – Human Rights and Responsible Supply Chains

Moderator

- Fiona Solomon, RJC Director – Standards Development

Speakers

- Adam Greene, Principal Officer, Bureau for Employers' Activities, International Labour Office
- Philip Hunter, Program Director, Verité
- Estelle Levin, Director, Estelle Levin Ltd
- Claus Teilmann Petersen, Vice President, Group CSR, Pandora

Q&A Session

Coffee break



UN Guiding Principles on Business and Human Rights

Adam Greene

ILO Bureau for Employers' Activities



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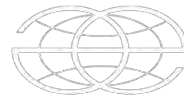
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ACT/EMP
Bureau for employers' activities



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la empresa de representar a las empresas

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The Business of Representing Business
la fonction de représentant des employeurs
la empresa de representar a las empresas



The logo for ACT/EMP, featuring a stylized globe icon on the left, a vertical line separator, and the text 'ACT/EMP' in a large, bold, sans-serif font. Below the main text, it reads 'The Bureau for Employers' Activities' in a smaller font. Below the logo, the website address www.ilo.org/employers is displayed.



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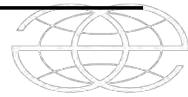
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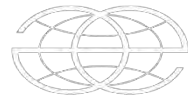
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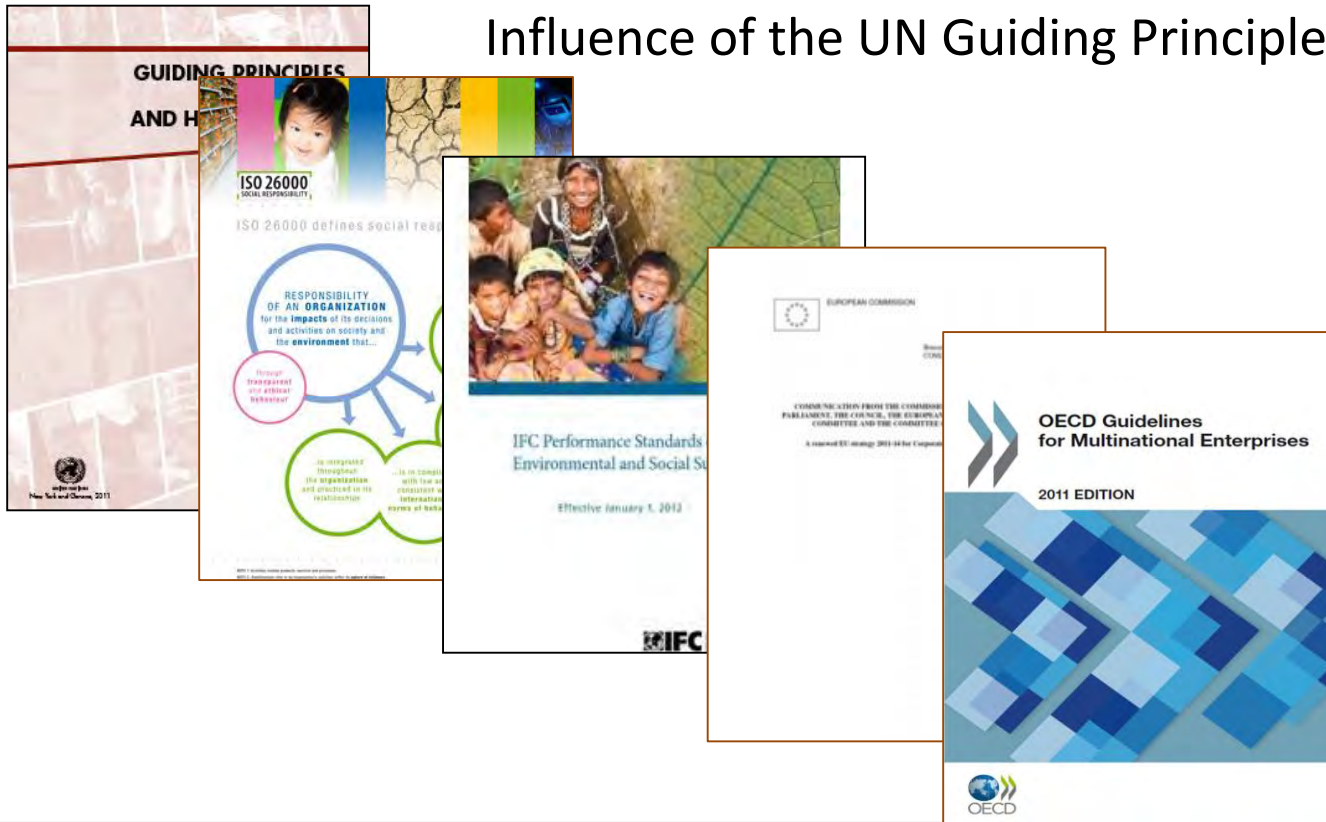


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Influence of the UN Guiding Principles



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Fair Labor. Worldwide.









Combating Forced Labour

A Handbook for Employers & Business

Special Action Programme to Combat Forced Labour



International Labour Office



HELP WANTED
A VERITÉ INITIATIVE

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Tell Us What You Think

INTRODUCTION ABOUT WORKER PROFILES FAIR HIRING TOOLKIT RESOURCES CONTACT US

Fair Hiring Toolkit

Sustainability Begins With Fair Hiring

Whether you are a brand, supplier, government, investor, anti-slavery or labor rights organization, social auditor, or certifier, your approach to protecting migrant workers is not complete unless it includes a focus on the path that workers take to get a job in the global economy. This Fair Hiring Toolkit offers tools, guidance, and approaches to support the responsible recruitment and hiring of migrant workers in global supply chains.

Highlights



WORKSHOP: Fair Hiring Toolkit & VERITÉ Systems Approach for Migrants, Contract Labor Types



MYTH Slavery is not a major part of the global economy.



VERITÉ Fair Labor Worldwide

UNITED STATES DEPARTMENT OF LABOR

Bureau of International Labor Affairs

Reducing Child Labor and Forced Labor



About this Toolkit
What are Child Labor and Forced Labor?
Why Develop a Social Compliance System?
Basics of a Social Compliance System
Addressing Root Causes
Watch Secretary Solis' Introductory Video

Welcome
The International Labor Organization (ILO) estimates that there are 215 million children in child labor worldwide, 115 million of them in hazardous forms of work. It also estimates that 21 million people are in forced labor, six million of them children.
By utilizing this toolkit, you have shown that your company is concerned about reducing the chance that your products—and the raw materials they come from—are manufactured, mined or harvested by children who should be in school, or by workers locked in sweatshops or forced into work through false promises or threats.
In order to effectively combat the risks of child labor and forced labor in your operations and global supply chains, you should have a comprehensive and transparent social compliance system in place. The goal of this toolkit is to assist companies that may not have such a system, as well as companies whose existing systems may need strengthening—particularly in the areas of child labor and forced labor.



Institute for Human Rights and Business
www.ihrb.org

www.dhaka-principles.org





RESPONSIBLE
SUPPLY CHAINS
& HUMAN RIGHTS



International
Labour
Organization



Fair Labor. Worldwide.

Artisanal and small-scale miners: A Human Rights Perspective

Estelle Levin Ltd.
RJC
London, 15th May 2014



ELL: Responsible Mining & Sourcing



Boutique consultancy serving global clients

Founded in 2010

HQ in Cambridge, UK, global associates

ELL unlocks the power of minerals to deliver resilient futures

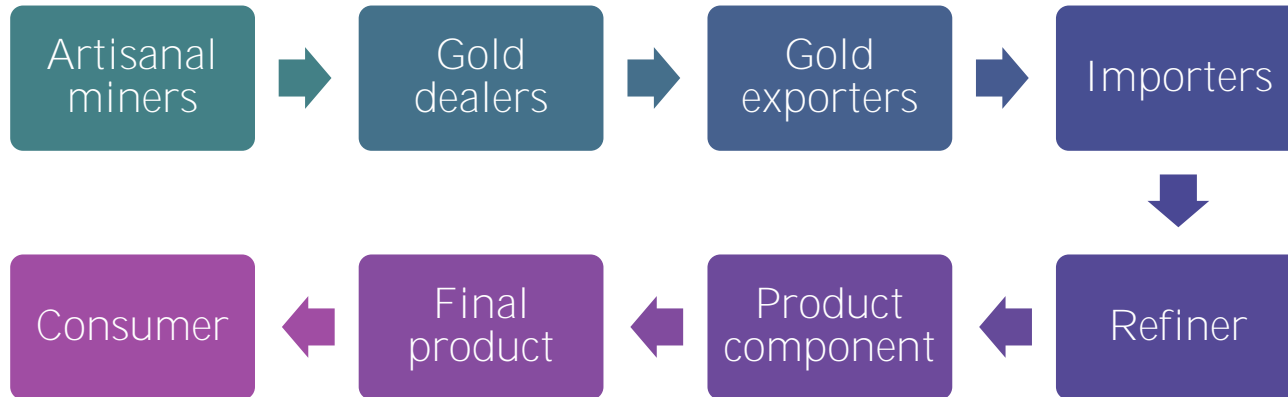
We do this by fostering mutual understanding and benefit along supply chains, across stakeholders

Our core offering is Research, Advisory, Training & Assurance to deliver Solutions you can Depend on in Responsible Mining & Sourcing

What is ASM?



Why does ASM matter?



How do ASM and Human Rights Fit Together?

-
-
-
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-
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-
-



The humans: miners



Who does ASM?

20-30m people in 80 countries do ASM

- **Professional miners** from other sites
- **Internally Displaced People** who fled the war and have no land to farm locally
- **Mechanics, drivers, and other professionals** seeking work with the corporate mine

- **Indebted cacao traders** or their wives
- **Students** who need to pay their tuition fees.
- **Unemployed youths** who cannot find work elsewhere and cannot or do not want to work in family plantations.
- **Agricultural contract labourers**
- **Female heads of households**, e.g. widows, single mothers
- **Housewives** whose husbands can no longer support the whole family
- **Uneducated girls**
- **Market traders** who can earn more panning gold.



The Rights: responsible sourcing concerns



*Tanzanian ASM stakeholders in Chunya
© Estelle Levin, 2007*

ASM as duty-bearers: How do ASM create harms?



ASM as duty-bearers: how do ASM prevent harms?



ASM as Rights Holders: How are ASM subjected to harm?



Responsible Sourcing: What can you do?



What should you do?



THANK YOU



HUMAN RIGHTS DUE DILIGENCE

- Why and not least how in just 10 minutes...

RESPONSIBLE JEWELLERY COUNCIL
- INAUGURAL CSR CONFERENCE MAY 15 2014

Claus Teilmann Petersen, VP Group CSR



PANDORA
UNFORGETTABLE MOMENTS

WHY TAKE HUMAN RIGHTS SERIOUSLY?

Values & Commitments

- Vision, Mission & Core Values
- United Nations Global Compact
- The Responsible Jewellery Council



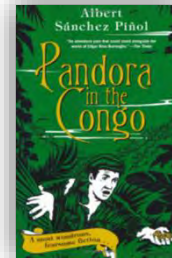
Compliance

- International diamond trade regulation
- US Dodd Frank Act on gold
- DK Transparency Act/Government commitments
- Business partner requirements



Protect & support PANDORA's brand vision

- Consumers
- Staff
- Media
- Civil Society (NGO)
- Investors



DEFINING ASPIRATIONS



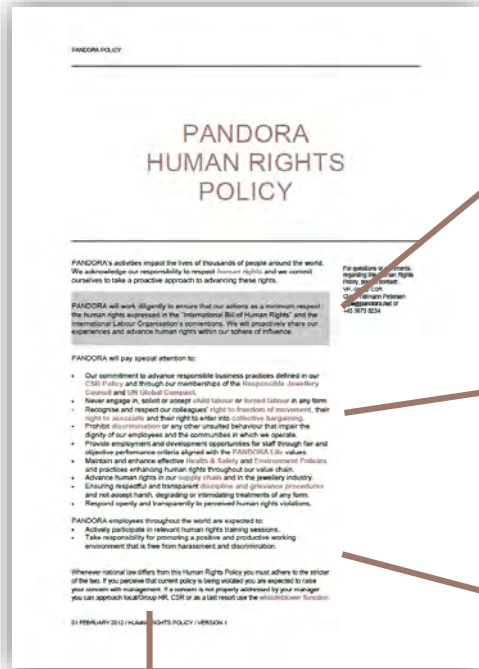
PANDORA ETHICS

- PANDORA'S CSR & COMPLIANCE PROGRAMME



“PANDORA is committed to advancing responsible business practices from the sourcing of gemstones, precious metals and other materials to the crafting and marketing of our jewellery”.

HUMAN RIGHTS POLICY



Policy commitment

PANDORA will work diligently to ensure that our actions as a minimum respect the human rights expressed in the "International Bill of Human Rights" and the International Labour Organisation's conventions. We will proactively share our experiences and advance human rights within our sphere of influence.

Focus areas

- Never engage in, solicit or accept **child labour or forced labour** in any form.
- Recognise and respect our colleagues' **right to freedom of movement, their right to associate** and their right to enter into **collective bargaining**.
- Prohibit **discrimination** or any other unsuited behaviour that impair the

Expected staff behavior

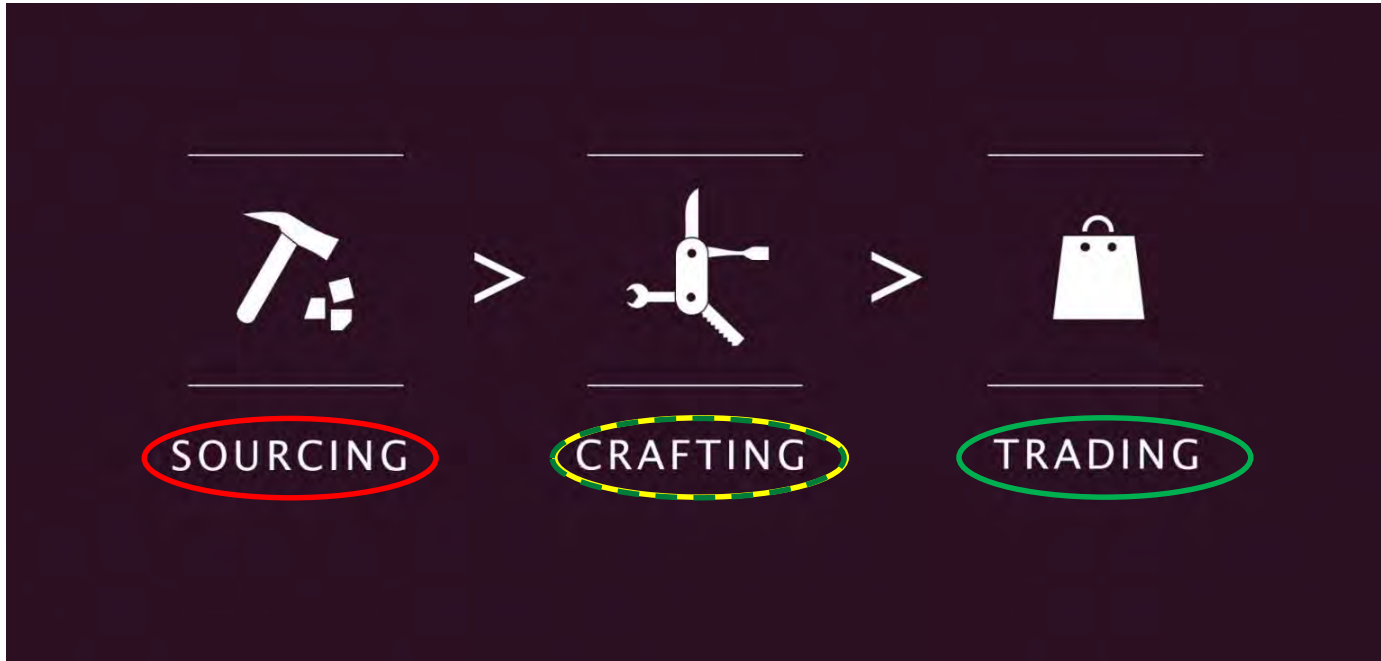
- PANDORA employees throughout the world are expected to:
- Actively participate in relevant human rights training sessions.
 - Take responsibility for promoting a positive and productive working environment that is free from harassment and discrimination.

Raising concerns

Whenever national law differs from this Human Rights Policy you must adhere to the stricter of the two. If you perceive that current policy is being violated you are expected to raise your concern with management. If a concern is not properly addressed by your manager you can approach local/Group HR, CSR or as a last resort use the **whistleblower function**.



TAILORED IMPLEMENTATION OF HUMAN RIGHTS



SUPPLY CHAIN DUE DILIGENCE

Tier 1

- PANDORA Production Thailand (owned & operated)
- Very few OEM producers /subcontractors

Tier 2

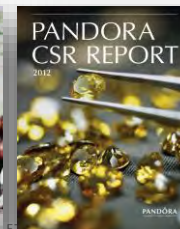
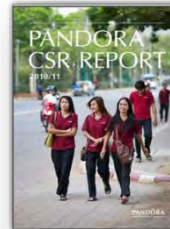
- The production facilities of our suppliers

Tier 3 to tier X

- Core materials
- Strategic suppliers
- Single source
- Risk Materials



PANDORA Production Thailand	
2005	380
2006	616
2007	986
2008	1,362
2009	2,512
2010	3,596
2011	3,632
2012	4,124
2013 (ultimo)	5,921



CSR IN SOURCING & PROCUREMENT

PANDORA Supplier's Code of Conduct

4 step Responsible Supplier Programme

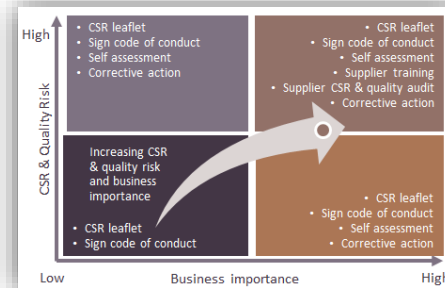
- Screen
- Train
- Audit
- Implement corrective actions

Special focus on core materials

- Silver
- Gold
- Diamonds
- Stones
- Leather

Part of Sourcing & Procurement Strategies

- Integrate CSR and quality



PROCUREMENT STRATEGY

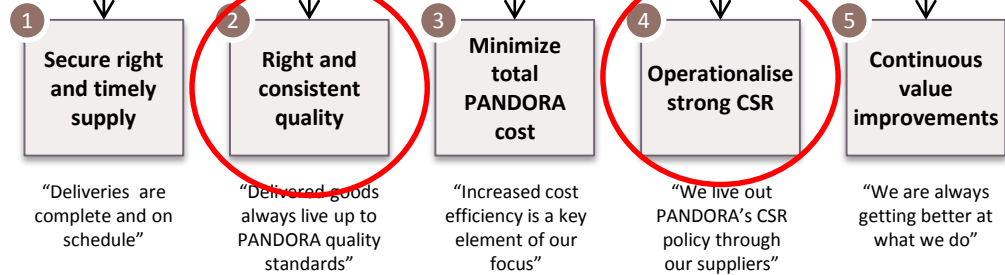
Vision

“Every dollar spent is spent professionally”

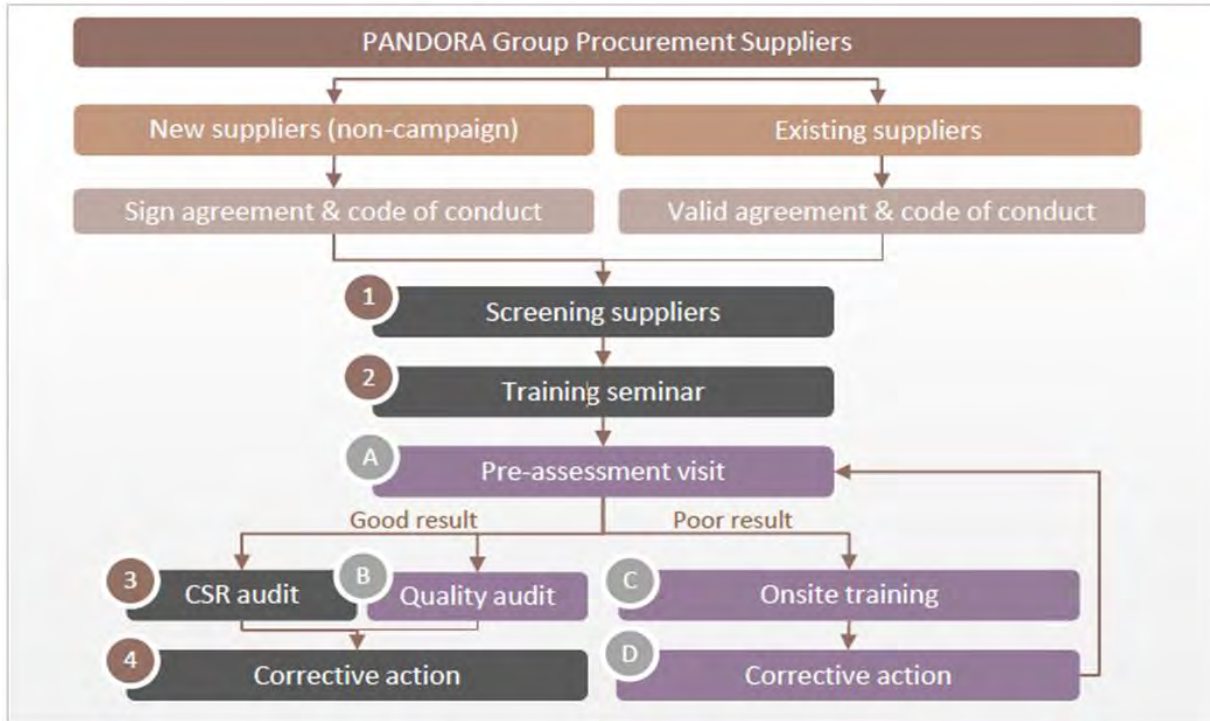
Key strategic question

What do we mean by professionally?

5 Strategic objectives



4 STEP PROGRAMME IN ACTION...



FUTURE: A PREFERRED SUPPLIER PROGRAMME?



Requirements

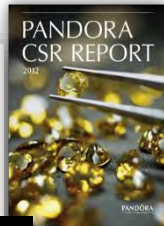
- Must meet all Procurement Strategy provisions (Quality, CSR, Delivery, Price)

Benefits

- Better lead times
- Access to PANDORA know-how
- Favorable terms of payment
- Guaranteed part of bidding processes
- Permission to labeling themselves as PANDORA certified responsible partners
- ...

PANDORA ETHICS CAMPAIGN

- CSR intranet site, PANDORA *Ethics TV*, posters, gimmicks
- CSR Report 2011 and PANDORA *Ethics* leaflet to office staff
- PANDORA *Ethics* training for all staff at all offices
- Training tailored for GMT/specific markets/departments
- Integrated in induction programs for all new employees
- PANDORA Production Thailand TV & Radio Broadcast+
- E-learning will be made available for store staff



Session 3

Agenda – Creating value

Moderator

- Catherine Sproule, Chief Executive Officer – Interim

Speakers

- Ferial Zerouki, Manager, Best Practice Principles, De Beers Group
- David Bouffard, Vice President Corporate Affairs, Signet Jewelers Ltd
- Jennifer Horning, Senior Program Manager, Gold, Solidaridad

Q&A Session





DE BEERS
GROUP OF COMPANIES

A global business



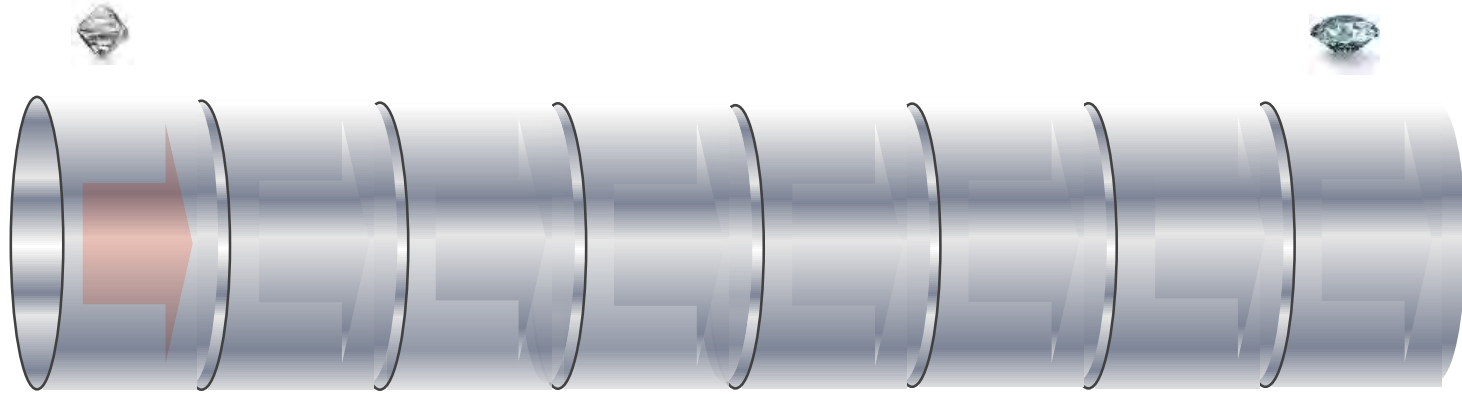
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A global business





De Beers Exploration, Mining and Sales of Rough Diamonds

Sightholder (Client) Operations and their Substantial Contractors' Operations

DE BEERS
FOREVERMARK
◇

100%
of De Beers Exploration teams conform to environmental standard ISO 14001



100%
of De Beers production comes from its own well managed mines and is 100% conflict free.



100%
of De Beers' customers: Sightholders' agree to be bound by the Best Practice Principles (BPPs).



75%
of jewellery manufacturers agree to be bound by BPPs.



100%
of Forevermark diamonds come from well managed mines and are conflict free.







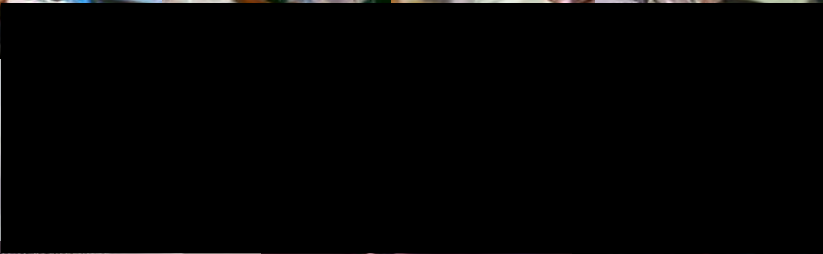
SIGHTHOLDER

OF THE DE BEERS GROUP OF COMPANIES



**Responsible
Jewellery
Council**







SIGNET
JEWELERS

SIGNET
JEWELERS

SIGNET
JEWELERS

—

1: Communications to Suppliers

Emails, Newsletters, Webinars, online portal, 1:1 follow-up

2: Reporting from Suppliers

Via online portal, email and 1:1 feedback

3: Trade Outreach

Trade Fairs, Trade Media

Outreach Calendar:

Trade Shows and Events

1. **Hong Kong:** Supplier 1:1 meetings, RJC seminar Mar '14
2. **Basel:** RJC seminar April '14
3. **JCK:** 1:1 meetings, closed supplier event, RJC seminar May '14
4. **IIJS Mumbai:** Supplier 1:1 meetings, RJC seminar July '14
5. **Hong Kong:** Supplier 1:1 meetings, RJC seminar Sep '14
6. **IJL London:** RJC seminar Sep '14
7. **New York:** Supplier 1:1 meetings, RJC seminar Jan '15
8. **Vicenza:** Supplier 1:1 meetings, RJC seminar Jan '15

SIGNET
JEWELERS

SIGNET
JEWELERS

SIGNET
JEWELERS



Solidaridad



**SOLIDARIDAD'S
GOLD PROGRAMME**



**GOLD PROGRAMME GOALS
IMPROVING LIVELIHOODS &
TRANSFORMING THE SECTOR FROM MINE TO
MARKET**

Mines and Communities

- **Train and build capacity**
- **Link miners to a market**
- **Certification as a tool for change, development**

Local NGOs in the Global South

- **Capacity-building and funding**
- **Enable partners to sustain change**

Jewellers

- **Enable purchasing from responsible mines**
- **Tell the story of the positive change together**

Consumers and Market

- **Create awareness**

MID-SCALE MINING RJC PILOT PROJECT

Fostering Partnerships for Innovative Development

- ✓ **First of its kind**
- ✓ **Goal is 3 – 5 mines reach “beyond certification” by 2016**
- ✓ **Promotes creative, win-win cooperation between industrial and ASM miners**



MINERA YANAQUIHUA



**COMPLIANCE IS NOT
THE END GOAL**

**CONTINUOUS
IMPROVEMENT IS**



🌀 Producer support

- ✓ Funding for producer support:
 - Brand & retailer members, donors + 10% project costs covered by farms and “implementing partners”
 - Field contributions 2011 : 2,6M private sector with 2,6M public match

- ✓ Implementing Partners provide training

🌀 Monitoring performance

- 1st party – self-assessment + annual progress report
- 2nd party – Implementing Partner / Production Unit
- 3rd party – verification sampling approach
- system-wide impact: case studies and control groups



Sustainable Apparel Coalition

JENNIFER HORNING
JENNIFER.HORNING@SOLIDARIDAD.NL





Responsible
Jewellery
Council

Thank you