



Responsible
Jewellery
Council

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Co-hosted by

Welcome!


AMERICAN GEM
SOCIETY™
Consumer Protection Since 1934™

Ben Bridge
your personal jeweler since 1912


bhpbilliton
resourcing the future

DE BEERS
A DIAMOND IS FOREVER

DIMEXON.
TOMORROW, TODAY.

Fred Meyer JEWELERS™
"For All These Special Times™"

 GIA®

GOODMAN'S Jewelers
The Diamond Store of Madison Since 1933

 GSI
Gemological Science
INTERNATIONAL
Leading the way with integrity and innovation.

HAMILTON
FAMILY-OWNED JEWELERS SINCE 1912


IDEX
INTERNATIONAL DIAMOND EXCHANGE


ICI

jcp


JEWELERS OF AMERICA


Leo Schachter
FOUR GENERATIONS. ONE PASSION.™

PANDORA™
UNFORGETTABLE MOMENTS

RICHLINE GROUP
A Berkshire Hathaway Company

RioTinto

rosyblue 
More than Diamonds

SIGNET
JEWELERS

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Responsible
Jewellery
Council



Matthew A. Runci

Chairman

Responsible Jewellery Council



Responsible
Jewellery
Council

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Co-hosted by

Welcome!


AMERICAN GEM
SOCIETY™
Consumer Protection Since 1934™

Ben Bridge
your personal jeweler since 1912


bhpbilliton
resourcing the future

DE BEERS
A DIAMOND IS FOREVER

DIMEXON.
TOMORROW, TODAY.

Fred Meyer JEWELERS
"For All Those Special Times™"

 GIA®

GOODMAN'S Jewelers
The Diamond Store of Madison Since 1933

 GSI
Gemological Science
INTERNATIONAL
Leading the way with integrity and innovation.

HAMILTON
FAMILY-OWNED JEWELERS SINCE 1912

 IDEX
INTERNATIONAL DIAMOND EXCHANGE

 ICI

jcp


JEWELERS OF AMERICA


Leo Schachter
FOUR GENERATIONS. ONE PASSION.™

PANDORA™
UNFORGETTABLE MOMENTS

RICHLINE GROUP
A Berkshire Hathaway Company

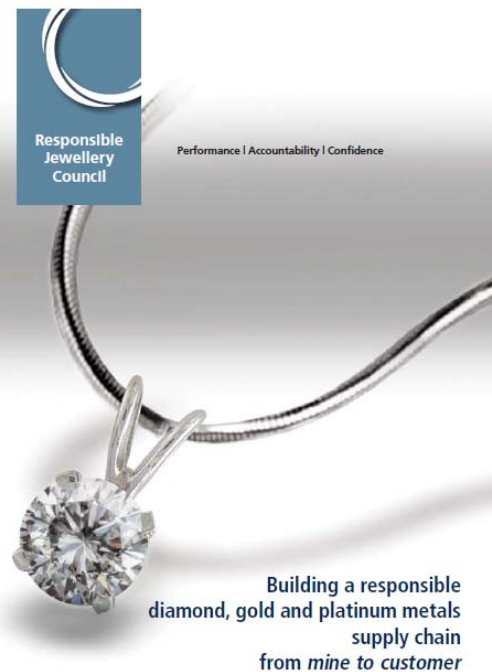
RioTinto

rosyblue 
More than Diamonds

SIGNET
JEWELERS

RJC Mission

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



Big Picture – Responsible Business Practices

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

- Business ethics
- Human and labour rights
- Environment

Performance, and perceptions of performance, may affect:

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



Current issues

- ‘Conflict diamonds’ and human rights issues
 - Criticisms of the Kimberley Process
 - Zimbabwe situation
- ‘Conflict gold’
 - Armed groups in eastern DRC
 - Dodd-Frank Act
- Large-scale mining practices
 - ‘no dirty gold’ campaign
- Worker conditions in jewellery pipeline
 - Artisanal mining
 - Manufacturing



Source: USAID

The role of certification

Certification offers the ability to:

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

Key considerations:

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



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

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Responsible
Jewellery
Council



David Bonaparte
Group Vice President, JCK
Reed Exhibitions

JCK Events is an RJC Supporter

By supporting the Responsible Jewellery Council, JCK Events underlines its strong commitment to corporate responsibility and integrity

Jewellery trade shows play a key role in supply chain transparency by linking exhibitor to retailer.

Providing a transparent, ethical environment to conduct business is essential to the commitment of JCK Events to its exhibitors, buyers and ultimately - consumers.

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Responsible
Jewellery
Council



Michael Rae
Chief Executive Officer
Responsible Jewellery Council

Scope of the Code of Practices

Business Ethics: - upholding ethical business practices.

Human Rights and Social Performance: - upholding fundamental human rights, treating workers fairly and with respect, encouraging a diverse workforce, and provision of a safe working environment.

Environmental Performance: - promoting efficient use of resources and energy, and reducing and preventing Pollution.

Management Systems: - compliance with Applicable Law, establishing policy, and managing business Risks including Contractors, Suppliers and Partners.



Membership

- **Eligibility:** all businesses and associations participating in the diamond, gold and platinum group metals jewellery supply chain and / or engaged in activities that have a potential impact on consumer confidence in diamond, gold and platinum group metals jewellery.
- **Uniquely covers all parts of the jewellery supply chain:** producers, refiners, traders, cutters and polishers, manufacturers, wholesalers, retailers.
 - 300+ Members: grown 50% from May 2010.
 - \$46 billion in annual relevant sales
- **Wide range of size, location, types of business.**
- **A growing alignment within the industry in support of a common set of responsible business practices.**

Membership responsibilities

All RJC Commercial Members:

- Commit to conform to the Code of Practices
- Validate that commitment by submitting to third-party audit of their performance against the Code of Practices within two years of joining the Council

Annual Membership fees:

- Metal and or Diamond Producers and Retailers pay \$45 per million dollars of annual relevant sales
- Companies in the middle of the supply chain pay \$30 per million dollars of annual relevant sales



Member Participation and Support



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

- Resources on RJC website:

- i. Download system documents

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

- i. How to carry out Self Assessments

- ii. How to identify key risks in your sector

- iii. Preparing for Audits

- Members can be involved in RJC Committee work, e.g. Standards, Communications and Accreditation/ Certification

RJC Trade Association Members

Responsible
Jewellery
Council



Club degli Orafi Italia



www.responsiblejewellery.com



RJC Consultative Panel



RJC has established a Standards Consultative Panel of external stakeholders to engage in ongoing standards development activities with the Council. You will find the major NGOs and stakeholders in the list below:

Standards / supply chain associations

- Alliance for Responsible Mining
- Diamond Development Initiative
- Gemworld International
- International Colored Gemstone Association
- International Diamond Council
- Jewelers Vigilance Committee
- Transfair USA

Non-government organisations

- Conservation International
- Fauna and Flora International
- Global Witness
- Human Rights Watch
- PACT
- Partnership Africa Canada
- Solidaridad

Non-government organisations

- WWF Australia
- WWF CARPO

Research/consultancy

- Centre for Socially Responsible Mining, University of Queensland
- Development Consultant
- Eden Project

Chain of custody systems

- Brinks
- Historic Futures
- Track Record
- Verite USA
- OECD – Conflict Minerals – Supply Chain Due Diligence working group



Chain of Custody Information Session

RJC invites you to join your industry colleagues for a session update on its Chain of Custody initiative, led by Dr. Fiona Solomon, Director, Standards Development, RJC.

This session takes place 2-3pm today in this room.

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Responsible
Jewellery
Council



John Hall
General Manager
External Affairs
Rio Tinto



Rio Tinto

Jewelry & sustainable markets

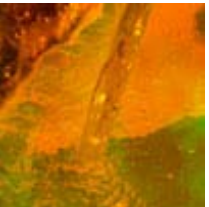
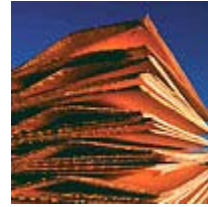
John Hall

General Manager External Affairs

JCK

June 2011

Diverse product portfolio



We aim to be the partner of choice



Our focus on sustainable development



Social
well-being

Environment
al
stewardship

Economic
prosperity

Respect for
people &
communities

The 'visible' socioeconomic contribution of mining companies is just the tip of the iceberg

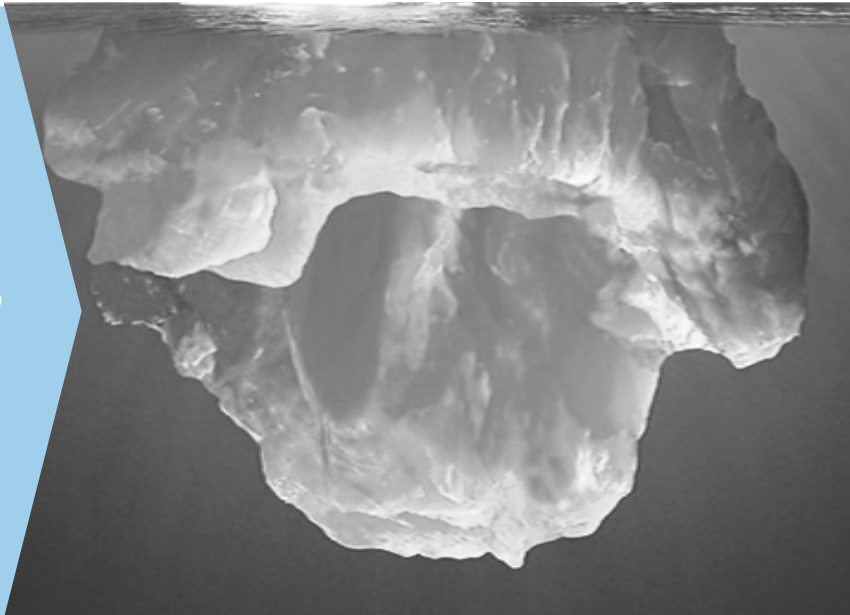
Socioeconomic contributions

'Visible'



- Community programmes
- Benefit receiving trusts
- Management costs

'Invisible'



- Wages & employee benefits
- Taxes & royalties
- Reinvested funds
- Dividends & interest
- Outside interest
- Payments to suppliers

The RJC and why we are involved

- Founding member
- RJC leading SD for the jewelry industry
- Setting global standards
- Developing chain of custody tools
- Positioning the industry as a leader in CSR
- Reframing the reputation of the industry
- Setting the foundation for jewelry to be the consumer's choice.

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Responsible
Jewellery
Council



David Meleski
President
Richline Group

RICHLINE 
RESPONSIBLE

Journey towards a Net Positive Impact...



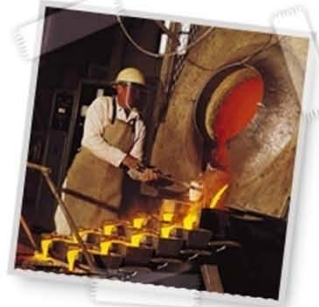
- Committed to doing what we can to make sure that we partner with responsible businesses, starting with our own, who play a positive role in protecting the environment and contribute to the communities where they work.
- Adhering to standards in the areas of compensation, underage labor, environment, and health & safety.
- Fighting against poverty (enemy of biodiversity) by creating jobs and regenerating resources.
- Reducing of Greenhouse Gas emissions.
- Adopt practices that maintain the surrounding terrestrial, marine, and river ecosystems.
- Provide third-party scrutiny to the process

Transparency in the Supply Chain

The beginning of a journey towards a more responsible jewelry industry.



1.
Raw Gold is extracted from Mines
In Utah and Nevada



2.
The Gold is then Brought
to the refineries where it
is turned into bars.



3.
Bars + Findings are sent to
the Factory who turns them
into finished product



5.
Finished Pieces
of Jewelry are sent
to retail stores
across the country



4.
Finished Product is
stored at a distribution
facility until ready to be
sent to retail stores
across the country

RICHLINE GROUP

A Berkshire Hathaway Company

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Responsible
Jewellery
Council



Thomas Hammershøy Nyborg
Managing Director
PANDORA

PANDORA IS A MEMBER OF RESPONSIBLE JEWELLERY COUNCIL

JUNE 5TH, 2011

THOMAS NYBORG, SENIOR VICE PRESIDENT -
MANUFACTURING



PANDORA
UNFORGETTABLE MOMENTS

YOUR STAKEHOLDERS DEMAND ETHICAL STANDARDS

- Consumers
 - Customers
 - Investors
 - Authorities
 - Society incl. Suppliers
- All want to do business and associate with companies, who act conscientiously and can prove it!



Conscientious: Guided by a Sense of Right and Wrong

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.



We ensure this through:

- **United Nations Global Compact**
 - Commitment to ten generic principles
- **Responsible Jewellery Council**
 - Global Compact translated to jewellery
 - RJC Certification within 2012
- **Supplier Standards**
 - Code of Conduct for PANDORA suppliers
 - Independent auditors ensures compliance
- **PANDORA CSR Report 2010/2011**
 - Communication on our progress
- **PANDORA Code of Ethics**
 - Business Ethics & Whistleblower Guideline
 - CSR Suppliers Code of Conduct
 - PANDORA *Life*
 - Charity
- **CSR site on www.pandoragroup.com**
 - Learn more about PANDORA's approach to CSR

PANDORA

PRODUCTS MARKETS INVESTOR CSR MEDIA CAREERS ABOUT PANDORA

FOR CONSUMERS SEARCH

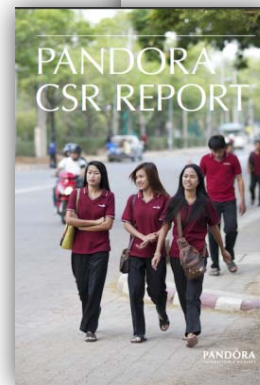
CSR POLICY APPROACH SOURCING CRAFTING TRADING STAKEHOLDERS

PREVENTING WORKPLACE ACCIDENTS

ATTRACTIVE EMPLOYMENT TERMS
PREVENTING WORKPLACE ACCIDENTS
WORKING CONDITIONS

PANDORA is highly committed to prevent workplace accidents. We define an accident as any incident that leads to an employee being absent for one or more working days. Whenever an accident occurs, our procedures require that its cause is thoroughly investigated by a joint team of the involved staff, the responsible manager and the SHE organisation. PPT has experienced no serious accidents in 2009 and 2010, where we also managed to keep the frequency of accidents at a low level:

Accidents at PANDORA Production Thailand			
Year	Accidents	Total staff	Frequency
2009	5	2,512	0.19 %
2010	9	3,596	0.25 %



RESPONSIBLE JEWELLERY COUNCIL

- **Translates Global Compact to the Jewelry world**
- **Reduce and mitigate risks related to Responsibility**
- **RJC certification process is flexible**
- **Meets or exceeds other industry initiatives**
- **Hope to inspire our supply chain and peers**
- **Chain-of-Custody among certified members**



HUMAN RIGHTS

1. Protection of Human Rights
2. Complicity of Human Rights Abuses

WORKING CONDITIONS

3. Free Association / Collective Bargaining
4. Forced and Compulsory Labour
5. Child Labour
6. Discrimination

ENVIRONMENT

7. Precautionary Approach
8. Environmental Responsibility
9. Environmental Technologies

ANTI-CORRUPTION

10. Work against corruption in any form

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.

THANK YOU

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Responsible
Jewellery
Council



Ed Hrabak

Senior Vice President

General Merchandise Manager

Sterling Jewelers Inc

IDEX Article

Responsible
Jewellery
Council

Responsible
Jewellery
Council

“WE SUPPORT RJC BECAUSE WE TAKE CSR VERY SERIOUSLY,”

SIGNET'S JENKINS ON WHY THEY ARE SPONSORING RJC'S LAS VEGAS EVENT

by Edahn Golan

Why set ethical standards in mining, how does it impact jewelry sales, what are the core principles that govern that way of conducting business and what is an efficient way of managing your stance on Corporate Social Responsibility (CSR)? These are just some of the questions asked – and answered – by a group of jewelry industry companies that joined forces to form the Responsible Jewellery Council (RJC). For them, the main focus is what benefits a company can derive from becoming an RJC member. Mark A. Jenkins, company secretary of RJC-founding member Signet Jewelers, gives IDEX Online the answers.

Why is the Signet Group supporting the RJC?

For a number of reasons. We take CSR very seriously. We believe in trying to influence the supply chain and we believe it should be all-inclusive. A body such as the RJC is the most efficient way of doing so, and it's the collective responsibility of the jewelry industry.

How is this applied in the context of dealing with suppliers and clients?

We cater to the necessity to protect the consumers' needs. We also expect our suppliers to take CSR seriously. We don't make it a requirement of our suppliers, but we educate and reach out to explain the importance of being an RJC member.

We are among the founders of the RJC and I have been a director of the RJC together with [former Signet CEO] Terry Burman from the first meeting. We strongly believe that we need to defend consumer confidence, which is why we are sponsoring the RJC luncheon and presentation in Las Vegas.

The luncheon is intended to show industry leadership and emphasize the benefits and process of becoming a member of RJC.

What is the benefit of becoming an RJC member?

Collectively maintaining the integrity of the product in the eyes of the consumer and society. The message is that it is all-encompassing.

How will consumers become aware of the industry's efforts to meet high ethical standards?

Consumers who do some research online before buying a diamond will find the RJC website. There they will see the members, the membership requirements, and the scope of the organization. They will also learn about the third party verification process. As a consumer, you will see and know.

Any member is judged against [the same rules] regardless of where they are



SIGNET JEWELERS' COMPANY SECRETARY MARK JENKINS

in the pipeline.”

The RJC luncheon and presentation is aimed at non-RJC members – throughout the jewelry pipeline – with the goal of promoting membership in the organization. It will feature a number of speakers from RJC member companies, large and small, informing their industry peers of the value of RJC membership.

The luncheon and presentation will be held on Sunday, June 5, at 12 noon, in the Jasmine Ballrooms in the Mandalay Bay Convention Center.

R
E
T
A
I
L



Responsible
Jewellery
Council

2011 Responsible Jewellery Council Luncheon

Reinforcing Confidence in the Diamond, Gold and Platinum Metals Supply Chain

Co-hosted by

Thank you for your commitment!


AMERICAN GEM
SOCIETY™
Consumer Protection Since 1934™

Ben Bridge
your personal jeweler since 1912


bhpbilliton
resourcing the future

DE BEERS
A DIAMOND IS FOREVER

DIMEXON.
TOMORROW, TODAY.

Fred Meyer JEWELERS™
"For All These Special Times™"

 GIA®

GOODMAN'S Jewelers
The Diamond Store of Madison Since 1933

 GSI
Gemological Science
INTERNATIONAL
Leading the way with integrity and innovation.

HAMILTON
FAMILY-OWNED JEWELERS SINCE 1912

 IDEX
INTERNATIONAL DIAMOND EXCHANGE

 ICI

jcp


JEWELERS OF AMERICA


Leo Schachter
FOUR GENERATIONS. ONE PASSION.™

PANDORA™
UNFORGETTABLE MOMENTS

RICHLINE GROUP
A Berkshire Hathaway Company

RioTinto

rosyblue 
More than Diamonds

SIGNET
JEWELERS