



JEWELRY INDUSTRY SUMMIT  
NYC MARCH 11-13, 2016  
FINAL REPORT

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## OVERVIEW

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March 11-13, 2016 approximately 150 members of the jewelry industry came together to collaborate on leading the industry into sustainable business practices and responsible sourcing throughout the entire supply chain. A planning team representing the diversity of the industry started organizing almost a year before the Summit (see Appendix 6 for a list of Planning Team members, page 40). The team worked with Cheri Torres and Mike Feinson of Innovation Partners International to design a process that would build relationships and understanding across industry sectors, expand awareness for the issues involved in sustainability and support productive conversations that might lead to shared visions and collaborative action. The Summit kicked off with a cocktail party and Poster Session the evening of March 10 (see Appendix 8, page 42). See Appendix 7 for a list of the twelve Summit Sponsors (page 41).

### OBJECTIVES FOR THE SUMMIT

1. Generate broad-based awareness of facts related to the jewelry industry supply chain and responsible sourcing, and explore what works and what does not.
2. Create a shared vision that ensures viability of the supply chain and all jewelry businesses as they scale to meet changing expectations from industry members and the consuming public.
3. Explore the possibility of generating industry-wide goals that all members of the supply chain can reasonably work towards.
4. Begin to develop guiding principles that will help any sector make progress through continuous improvement.
5. Decide if and how we implement and measure the success of any plan that results from our discussions.

### PROCESS

The Summit design blended one-on-one interviews, small and large group conversations and short presentations (see Appendix 1 for Summit Documents and speakers, pages 14-20).

### OUTCOMES

Participants generated a wealth of information (see Appendices 2-4, pages 21-38) and demonstrated a clear and compelling commitment to continuously growing sustainable business practices and responsible sourcing across their industry supply chain. Participants:

1. Drafted a **Vision Statement** (page 5).
2. Generated ideas for **Replication, Quick Wins and Long-Term Actions** for precious metals, diamonds and colored gems (see Appendix 4, pages 35-38), which lead to **11 Initiatives** (pages 7-13).
3. Formed a **Steward Team** (see Appendix 5, page 39) and drafted recommendations for how the team can support forward momentum (page 6). The Team scheduled an initial meeting in April.
4. Created a set of recommendations **for maintaining communication and connection** (page 6).
5. Initiated plans for a **mini-summit at the JCK Las Vegas** to continue the movement and expand engagement (page 6).

The overarching desire at the end of the summit was to ensure the energy, collaboration and momentum of the Summit be maintained.

## GENERALIZED DATA AND IDEAS THAT SUPPORTED OUTCOMES

The participants generated a great deal of data through interviews and dialogue, which they drew upon to generate their outcomes. The full list of ideas can be found in Appendix 2, pages 21-33). Analysis of their interview data fell into the following general categories:

### **Strengths**

There is significant effort for sustainability and responsibility already being made throughout the industry. Forward momentum can draw upon these strengths and best practices to spread and expand progress. Strengths fell into these broad categories:

- Personal/Business Values and Strengths
- Accountability
- Having a Supportive Infrastructure & Resources
- Having and Sharing Knowledge and Information
- Having a Profitable And Seamless Process
- Industry Relationships/Collaboration

### **Actions We Can Take**

- Research
- Branding and Marketing
- Education and Awareness
- Build Capacity For Ethical Work
- Collaborate
- Create Ways to Prove Ethical Practices
- Take Individual Steps
- Stay in Communication
- Establish a Leadership Team
- Address Specific Industry Concerns through Innovation

### **Challenges and Opportunities**

- Build Consumer Knowledge
- Build Capacity & Commitment within the Industry
- Expand Knowledge & Understanding Across the Supply Chain
- Make The Case For Action
- Leverage Collaboration & Partnerships
- Communicate
- Develop Industry Projects
- Explore Big Challenges/Dilemmas (e.g., government and corruption)

### **Aspirations for the Future**

- Consumer Lead Demand
- Practical and Easy Compliance for all members of the Supply Chain
- Full Commitment, Understanding & Collaboration Across The Industry
- Leadership
- Resources

# OUTCOMES

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## DRAFT VISION STATEMENT

The conversations and recommendations for guiding principles led to a draft vision statement:

*We encourage the industry individually and collectively to:*

1. *Procure products sourced in a manner that protects and sustains the environment, respects and benefits the persons and communities where these products are found.*
2. *Use business methods and engage in actions designed to promote and sustain the growth and development of the people and communities where products are sourced, manufactured, traded and sold.*
3. *Continue to take affirmative steps towards ensuring legal compliance, transparency, open and legitimate business practices by actively engaging in and managing everyday actions through the business supply chain*
4. *Commit to existing international standards including the UN Guiding Principles on human rights and OECD Guidelines for multinational enterprises.*

**Recommendation from the facilitators:** Turn the opening statement into an affirmative, bold present-tense vision. For example: *Members of the jewelry industry—from the mine to the customer—individually and collectively:*

## GOALS AND INITIATIVES

Eleven initiatives emerged, which fell into three broad focus areas:

### 1. Education and Awareness

- a. *Jewelry Sustainability App*
- b. *Sales Associate/Consumer Education*
- c. *Education at All Levels: Student → Professional*

### 2. Communication and Branding

- a. *The Summit Forum*
- b. *Consumer Research*
- c. *Project Megaphone*
  - i. *Initiative 3aa: Market a Real Story – Bahia Golden Mine [one possible success story]*

### 3. Tools and Strategies to Support Sustainability

- a. *Standards Harmonization and Coordination*
- b. *Traceability*
- c. *Do Supply Chain Due Diligence*
- d. *Eliminating Silicosis in the Gem Cutting Industry*

**Recommendation from the facilitators:** We recommend collaboration among those who are working on initiatives in a common focus area.

We have provided goal statements below. We recommend representatives from the initiatives in each of the focus areas review and edit these statements, or revise to reflect the goal to be

achieved. We also recommend identifying metrics that will help the industry track progress. (see **Goals and Initiatives At-A-Glance** on page 7, details follow on pages 8-13).

## PARTICIPANT RECOMMENDATIONS FOR THE STEWARD TEAM TO SUPPORT CONTINUOUS PROGRESS

- Have the original planning team summarize our objectives, outcomes and goals discussed at the Summit. *This report satisfies this recommendation.*
- Work with Peggy Jo to draft message(s) for press release. *Peggy Jo has already sent press releases.*
- Establish a contact list, send summarized notes of the Summit.
- Communicate the schedule for meetings and agendas.
- Work with communications group to provide updates.
- Identify organizations that will host and coordinate activities and initiatives going forward.
- Assign and prioritize proposed initiatives that we can act on quickly.
- Create entry-level suggestions and tools for how different segments of the industry can engage and implement strategies. *This is part of one of the initiatives that were drafted.*

## PARTICIPANT RECOMMENDATIONS FOR MAINTAINING CONNECTION AND COMMUNICATION

1. Staying connected with everyone who attended the Summit:
  - Create a distribution list
  - Create a mass email strategy
  - Create an online forum
2. Sharing information and engaging members of the industry who did not attend the Summit:
  - Have an forum on the website
  - Engage the trades and associations (editorially)
  - Create a native advertising campaign via JCK content studio and other trades.

## PARTICIPANT RECOMMENDATIONS FOR MINI-SUMMIT AT JCK LAS VEGAS

- Gain wider trade visibility of the draft principles/vision and initiatives/goals created at this Summit.
- Report on progress of initiatives.
- Use an interactive format with outside facilitators.
- Have select presentations on existing practical tools.

# GOALS AND INITIATIVES AT-A-GLANCE

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## FOCUS 1: EDUCATION AND AWARENESS

**Suggested Goal 1:** An industry that is well informed and knowledgeable about sustainable business practices and responsible sourcing across the entire supply chain.

**Initiative 1a:** *Jewelry Sustainability App*

**Initiative 1b:** *Sales Associate/Consumer Education*

**Initiative 1c:** *Education at All Levels: Student → Professional*

## FOCUS 2: COMMUNICATION AND BRANDING

**Suggested Goal 2:** International recognition of the Jewelry Industry's leadership role in evolving a sustainable supply chain and a thriving industry aligned with consumer interests.

**Initiative 2a:** *The Summit Forum*

**Initiative 2b:** *Consumer Research*

**Initiative 2c:** *Project Megaphone*

*Initiative 3aa: Market a Real Story – Bahia Golden Mine*

## FOCUS 3: PATHWAYS TOWARDS SUSTAINABILITY AND RESPONSIBILITY

**Suggested Goal 3:** Practical tools and support for all members of the jewelry industry to continuously evolve toward sustainable business practices and responsible sourcing.

**Initiative 3a:** *Standards Harmonization and Coordination*

**Initiative 3b:** *Traceability*

**Initiative 3c:** *Do Supply Chain Due Diligence*

**Initiative 3d:** *Eliminating Silicosis in the Gem Cutting Industry*

## RECOMMENDATIONS FROM THE FACILITATORS

1. Collaborate across initiatives, especially within the same goal. Have a point person on each team who checks in with other initiatives for the purpose of sharing information, aligning action and searching for synergy.
2. As initiative teams refine their plans, we encourage them to reference the ideas that were generated during the summit (pages 21-35). There is a lot of relevant data that might positively inform actions.
3. Keep the Steward Team informed of actions, results and plans. The point person might take this responsibility on as well.

# GOALS AND DETAILED INITIATIVES

## FOCUS 1: EDUCATION AND AWARENESS

**Suggested Goal 1:** An industry that is well informed and knowledgeable about sustainable business practices and responsible sourcing across the entire supply chain.

Initiative Name <b>1a. Jewelry Sustainability App</b>	
Description <ul style="list-style-type: none"> <li>• Provides educational material for emerging jewelers and students on current sustainability practices</li> <li>• Helps all businesses create framework for sustainability growth</li> <li>• Aggregates videos and information from sustainability seminars and presentations in industry</li> </ul>	
Purpose/Why This is Important One voice; influence young jewelers to prioritize sustainability; one resource for all information	Beneficiaries All sectors of jewelry industry, especially new entrants
Key Action Steps <ul style="list-style-type: none"> <li>• Get host for the app – identify the “driver”</li> <li>• Get a programmer</li> <li>• Design app and identify resources</li> <li>• Create implementation and marketing plan</li> </ul>	
Convener of First Meeting	Contributors and Supporters
Initiative Name <b>1b. Sales Associate/Consumer Education</b>	
Description A web-based/simple tool to educate retail sales associates and provide them with the language they need to answer consumer questions regarding CSR issues impacting our industry	
Purpose/Why This is Important Consumers are asking/demanding answers to CSR questions and sales associates need the language to answer them	Beneficiaries The jewelry supply chain and consumers
Key Action Steps <ul style="list-style-type: none"> <li>• Education content development (web-based e-learning)</li> <li>• In-store collateral materials</li> <li>• E-news web template/app</li> <li>• All content must be optimized for mobile device viewing</li> </ul>	
Convener of First Meeting Chris LaTrobe, Rebecca Shukan, Jennifer Gandia and Kevin Reilly	Contributors and Supporters Need to assemble a diverse task force representing all three major supply chain categories (diamonds, precious metals, precious gemstones)



Initiative Name <b>1c. Education at All Levels: Student → Professional</b>	
Description Accessible framework for exploring sustainability within the jewelry industry	
Purpose/Why This is Important There is an ongoing/continuous need for communicating/sharing best practices, information at all levels, from student to professionals	Beneficiaries The whole industry
Key Action Steps <ul style="list-style-type: none"> <li>• Create long-term layered commitments</li> <li>• New language for broad curricular change</li> <li>• Training seminars for education leaders</li> <li>• Compile existing learning opportunities/venues that address sustainability</li> <li>• Mentorship/Internship with NGOs and Businesses</li> <li>• Pledge</li> </ul>	
Convener of First Meeting Christina Miller, Erin Daily, Jay Moncada, Kathe Braunwart, Emily Phillipy, Lisa Konigsberg	Contributors and Supporters Ben Bridges, CGH, Richline, GIA, FIT, Ethical Metalsmiths, IAC, Perpetuum

## FOCUS 2: COMMUNICATION AND BRANDING

**Suggested Goal 2:** International recognition of the Jewelry Industry’s leadership role in evolving a sustainable supply chain and a thriving industry aligned with consumer interests.

Initiative Name <b>2a. The Summit Forum</b>	
Description A forum that communicates to the trade and consumers strategies and actions to progress towards responsible sourcing and compliant business practices (over the entire value chain). This may include chat rooms and multi-media.	
Purpose/Why This is Important Momentum! Build a movement! Honor Stakeholders! Raise Awareness! Maintain consumer confidence!	Beneficiaries Supports all other initiatives and the industry; supports producing countries
Key Action Steps <ul style="list-style-type: none"> <li>• Website (jewelry industry summit continued).</li> <li>• Communicate the existence of the forum.</li> <li>• Find or create an entity to host or organize</li> <li>• Fund raise</li> <li>• Report on progress at next summit (June in Vegas)</li> <li>• Develop a code of ethics data base</li> </ul>	
Convener of First Meeting Barbara Wheat and Erik Jens	Contributors and Supporters International trade association (neutral, international TBD)
Initiative Name <b>2b. Consumer Research</b>	
Description Understand what consumers know, what is most important to them (perceptions) and how it effects their purchase behavior. Find out where they look for information and how behavior is changing. <ul style="list-style-type: none"> <li>• Tracking studies</li> <li>• Syndicated panels</li> <li>• Dynamics and change points</li> <li>• Focus Groups: behavior, perceptions, hidden motivations</li> <li>• Consumer language use</li> <li>• Industry perception (vs. other industries)</li> </ul>	
Purpose/Why This is Important <ul style="list-style-type: none"> <li>• Industry buy in</li> <li>• Better targeting</li> <li>• Shaping dialogue between industry and consumer</li> <li>• Prioritizing initiatives</li> </ul>	Beneficiaries Entire industry (especially retailers)  Facilitates consumer decision making
Key Action Steps <ul style="list-style-type: none"> <li>• Action committee</li> <li>• Identify existing research base (suppliers)</li> <li>• Scope research needs (prioritize types of research needed)</li> <li>• Pricing (traditional pitch, Kickstarter) or Free (research companies provide free research in exchange for exposure (PR); University input</li> <li>• Timeline</li> </ul>	
Convener of First Meeting Mike Pace	Contributors and Supporters Mary Galeski, Katherine Bodoh, Jennifer Gandia

Initiative Name <b>2c. Project Megaphone</b>	
Description A coalition of content communicators who disseminate positive stories on responsible and sustainable practices across the jewelry industry.	
Purpose/Why This is Important To create awareness of responsible jewelry industry stories	Beneficiaries The entire industry
Key Action Steps <ul style="list-style-type: none"> <li>• Create a Google Group</li> <li>• Create a content network</li> <li>• Brainstorm hash tag</li> <li>• Plan first “meet-ups” in Vegas for content creators (JCK and Couture)</li> </ul>	
Convener of First Meeting Monica Stephenson and Lawrence Hess	Contributors and Supporters Mark Smelter, Deb Nanpro, Cleo Gnater, Millie, Savinon, Dana Branfman, Steve Bensons, Lisa Bridge
Initiative Name <b>2cc. Market a Real Story – Bahia Golden Mine</b> [This could be one of the stories that is shared]	
Description Unique resource (natural capital) is benefiting a remote mining community in Bahia Brazil. Legitimize miners and mines, add value at source by employing mostly women to do basic cutting. Invest in organic food security and exportable plant product (cosmetics) for generational sustainability.	
Purpose/Why This is Important Industry needs more success stories; serves as a model for replication	Beneficiaries Miner communities; jewelry industry (relevance to products)
Key Action Steps Just do it; capital partners	
Convener of First Meeting Brian Cook	Contributors and Supporters

### FOCUS 3: PATHWAYS TOWARDS SUSTAINABILITY AND RESPONSIBILITY

**Suggested Goal 3:** Practical tools and support for all members of the jewelry industry to continuously evolve toward sustainable business practices and responsible sourcing.

Initiative Name <b>3a. Standards Harmonization and Coordination</b>	
Description <ul style="list-style-type: none"> <li>• Create a more efficient and accessible set of standards and assurance processes (e.g. audits) to ensure better use of resources by businesses seeking to pursue ethical practices.</li> <li>• Coordinate internally and (other) externally to promote better understanding of standards and practices</li> </ul>	
Purpose/Why This is Important <ul style="list-style-type: none"> <li>• Audit fatigue</li> <li>• Current confusion creates barriers to progress</li> <li>• Time and money being wasted that could be better spent</li> <li>• Industry needs to be proactive and directive</li> </ul>	Beneficiaries Small and large industry members, mining companies, NGOs, standards bodies, jewelers association
Key Action Steps <ul style="list-style-type: none"> <li>• Assess/describe existing standards and their costs, scope, processes, etc.</li> <li>• Coordinate with world Economic Forum Voluntary initiative project</li> <li>• Audience includes small and large operator internal to industry and external organizations (Disney, general, retailer, etc.)</li> <li>• Look at context (breadth of standards) and process (audits, etc.)</li> <li>• Focus on education opportunity to orient news and small industry</li> </ul>	
Convener of First Meeting Mark Hanna and Richard Nehls Coordinator/outreach with WEF – Alan Young/Peter Cahart	Contributors and Supporters Katherine Andrews GIA; Feirel, Debeers; Andrew Bone, RJC; Mark Hanna, Richline
Initiative Name <b>3b. Traceability</b>	
Description Building systems to allow jewelry designer to know where their metals and gems come from and if they have been ethically produced.	
Purpose/Why This is Important Because it's the way that the industry and consumer expectations are going to evolve	Beneficiaries An effective and cost-efficient system should support the entire supply chain (mine to finger)
Key Action Steps <ul style="list-style-type: none"> <li>• Identify who wants to be involved</li> <li>• Define scope (materials, geographies, etc.) and how “inclusive” it should be</li> <li>• Get going: pilot studies, financial support, standards selection, etc.</li> </ul>	
Convener of First Meeting ? Laura, Antoinette Maitlins, Terry Heymann	Contributors and Supporters

Initiative Name <b>3c. Do Supply Chain Due Diligence</b>	
Description Use existing due diligence tools on suppliers (OECD) Identify and address risks/impacts in SC Incorporate due diligence into existing corporate management systems on your supply chain	
Purpose/Why This is Important Will drive change (risks and impacts) in your supply chain	Beneficiaries Multi-Stakeholder Initiative (Government, Company, civil society, consumer)
Key Action Steps <ul style="list-style-type: none"> <li>• Tools for sector</li> <li>• Education/learn</li> <li>• Implement</li> <li>• Share problems and solutions</li> </ul>	
Convener of First Meeting OECD (Hannah) and WNC (Patricia), JVC (Suzan), facilitate industry-wide intro to associations (JVC, AGS, GIA, MJSA, ORIA	Contributors and Supporters Global Waness, Signet, Richline, State Department
Initiative Name <b>3d. Eliminating Silicosis in the Gem Cutting Industry</b>	
Description To conquer silicosis among gem cutters, through education and innovation in production and market communication	
Purpose/Why This is Important Because approximately 2,000 cutters a year are unnecessarily dying of this completely preventable disease, because they breathe in stone dust.	Beneficiaries <ul style="list-style-type: none"> <li>• Gem cutting industry especially less developed countries</li> <li>• Protects and supports entire jewelry industry from getting another 'black eye'</li> </ul>
Key Action Steps <ul style="list-style-type: none"> <li>• Create short description of problem and current status of existing efforts.</li> <li>• Coordinate phone conferences with existing NGSs (Canada, HK, India)</li> <li>• Develop awareness campaign to industry and consuming public (social media, PR, fundraise)</li> <li>• Coordinate with cutting equipment manufacturers to develop preventive equipment</li> <li>• Create "health beads/gems" market: enlist designers to (a) design great beads and (b) design great jewelry</li> </ul>	
Convener of First Meeting Eric Braunwart, Leader	Contributors and Supporters P.J. Donahue, Robert Bentley, Stuart Robertson, Edward Boehm, Emily Phillippy, Cecilia Gardner, Stanley Zale (Stuller), Monica Stephenson, Suzan Weir, Jay Moncada, Lisa Bridge

# APPENDIX 1: SUMMIT DOCUMENTS

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## AGENDA

### FRIDAY, MARCH 11

- 9:00 Welcome and Opening
  - Discovering Stories of Success, Challenge and Hope
  - Mapping Our Strengths and Opportunities
  - Stories from Our Industry
- 12:45 Lunch
  - Stories from Outside Our Industry
  - Creating Shared Possibilities for The Industry
  - Presentations
- 5:00 Closing

### SATURDAY, MARCH 12

- 9:00 Stories to Inspire Possibility
  - Identifying Possible Principles
  - Exploring Principles in Action by Sector
  - Lunch
  - Stories of First Steps
  - Creating Possibilities for Moving Forward Together
- 5:00 Closing

### SUNDAY, MARCH 13

- 9:00 Creating Plans that Invite Collaboration and Inspired Action
  - Next Steps
- 11:00 Closing

## INTERVIEW GUIDE

We're all here because we care about the long-term sustainability of the jewelry industry and we have interests or concerns about responsible sourcing. Our industry is highly complex and our challenges have no simple solutions. We are, however, already a good ways along on our journey together. Many of us have already put into practice strategies to ensure responsibility and there is more to do. Over the next two and a half days, we'll have the opportunity to learn from one another efforts that are being made by small and large businesses in diverse areas. We will share, reflect and broaden our overall perspectives and then explore how we might come together as an industry with one voice to ensure our future and to possibly create opportunities that will continuously improve our capacity for sustainability. **These interviews will help us surface stories, information, individual concerns, needs and opportunities that will help us prepare for the next leg of our journey.**

### CONNECT/ABOUT YOU

1. Tell me about yourself. What brings you here?
  - a. How would you characterize your level of interest and commitment to sustainable practices and responsible sourcing?
  - b. What are your hopes for our next two and a half days together?

### STORIES OF WHAT'S WORKING

2. Despite challenges, progress has been made on sustainable practices and responsible resourcing. One thing that can help us make an even bigger difference is to share what each of us is already doing in order to learn from one another and celebrate our progress, including any efforts you made to be here today.
  - a. Reflect on your contributions to sustainable practices and responsible sourcing. Think of any efforts you have taken that bring us one step closer to an even more sustainable and responsible industry. Choose one of your experiences, a high point that you are most proud of. Tell me the *story* in detail about what you did and how it came to be.
  - b. What have you learned in your efforts that would be helpful for others to hear?
  - c. What do you want to learn about over the next two and a half days that will help you continue on your journey?
  - d. What other businesses (within or outside of our industry) are you aware of that are make an effort to be responsible in the way they do business? What do they do and what might we learn from them?

## CHALLENGES AND OPPORTUNITIES

3. Even though there are laws, certifications and systems to support sustainable practices and responsible sourcing, the complexity of our industry creates challenges and dilemmas, particularly for small businesses and independent miners. This summit is designed for us to share and learn about the challenges we face and to look for opportunities that will move us closer to responsibility across the whole industry. Please share with me the one or two greatest obstacles you face related to sustainable practices and responsible sourcing.
  - a. What opportunities do you see for addressing these challenges?
  - b. How might these obstacles actually be stepping-stones to innovations that could support the next generation of the jewelry industry?
  - c. There is much pressure by governments, banks, NGOs and the industry itself to ensure sustainable practices and responsible sourcing. Some members of our industry are concerned that even more regulation is coming and that the requirements will put them out of business. Imagine instead that we emerge from this Summit with a set of principles, tools and strategies that actually make it easier for all members of the industry to choose to incorporate transparent business practices and create a more responsible supply chain. What are three things that you might be willing to do?

## PRINCIPLES

4. The following general principles guide many global industries including apparel, precious metals and forestry. As we take a leadership role in moving toward sustainable business practices and responsible sourcing, which of these could support and guide our industry? Are there any additional ones needed?
  - *Procure products sourced in a manner that protects and sustains the environment, respects and benefits the persons and communities where these products are found.*
  - *Use business methods and engage in actions designed to promote and sustain the growth and development of the people and communities where products are sourced, traded and sold.*
  - *Take affirmative steps towards legal compliance, transparency, open and legitimate business practices by actively engaging in and managing everyday actions throughout the business' supply chain.*

## ASPIRATIONS AND RESULTS

5. Fast forward for me now and imagine it's 2020. Positive changes in sustainable practices and responsible sourcing have happened within our industry that were previously unthinkable. Guided by a simple set of principles, a surprising number of businesses of all sizes have taken steps toward sustainable practices and responsible sourcing that are making a difference. Perception of our industry is changing for the better. In fact, the needle has moved enough so that governments, customers and NGO's are giving us a thumbs up for making progress on what many said was impossible.



A New York Times journalist is interviewing you and she wants to know:

- a. What's happening now that is different from 2016?
- b. How did the industry get here?
- c. What are *you* doing that is contributing to this positive change?
- d. As you think back to the summit that took place in 2016, you realize it was a real turning point for our industry. What happened at that Summit and what decisions were made? How did we maintain the momentum and stay connected?

## SPEAKERS WHO SHARED INSPIRING STORIES

*In order of appearance:*

**Eric Braunwart, Owner, Columbia Gem House**

Columbia Gem House offers a wide variety of natural color gemstones. The company carefully learns from and benefits its supply chain, from mine to market, and strictly adheres to its Quality Assurance and Fair Trade Gems Protocols. Its mission statement: *Treating the earth and the people who mine its gifts with respect.*

**Jamie McGlinchey, Design and Development Manager, Melissa Joy Manning**

Melissa Joy Manning creates socially responsible fine jewelry hand made by skilled artisans using traditional, time-honored techniques. This is a company that strives to ensure that top ecological and social standards are met during mining, cutting and recycling. It endeavors to purchase directly from mine owners to ensure best practices are upheld.

**Marcelo Ribeiro, Director, Belmont Emeralds**

Belmont Emeralds is a Brazilian emerald producer. It highly values environmental preservation. Through a systematic recuperation of degraded areas and strict control of generated effluents, the search for emeralds happens with no harm to nature's vital green. Belmont supports and runs many different projects to promote environmental education and social development of the communities that live near the mining area and of its employees' families.

**Stewart Grice, Director of Mill and Refining, Hoover & Strong**

Hoover & Strong has provided socially and environmentally responsible products and services for over 103 years. The company maintains that it is its moral obligation to continually respect basic human rights around the world and to protect the environment by conserving energy and recycling.

**Erik Jens, Global Head Diamond & Jewellery Clients, ABN AMRO**

ABN AMRO Bank is one of the leading financing institutions in the diamond and jewelry industry. ABN AMRO's sustainability strategy is: A better bank contributing to a better world. The bank's goal is to help its clients generate business opportunities by implementing sustainability in its core strategy.

**Maria Gorsuch-Kennedy, Principle Program Manager, Supply Chain Sustainability, EMC Corporation**

In 2015, EMC Corporation was named to the Dow Jones Sustainability Index (DJSI) North America for the 5<sup>th</sup> consecutive year. This is a result of its corporate sustainability leadership in the technology industry. Gorsuch-Kennedy is a senior member of a team driving social and

environmental responsibility throughout EMC’s hardware product lifecycle. Her responsibilities include building and leading the Conflict Minerals Program.

**Margo Sfeir, Marketing Director, ELEVATE**

ELEVATE supports organizations as they transition from reactive to proactive and predictive when it comes to responsible sourcing. It has developed a responsible sourcing management tool to help private label product companies identify management practices that will improve their efforts to responsibly source. Sfeir joined Elevate after 12 years addressing social responsibility issues at J. Crew.

**David Bouffard, Vice President of Corporate Affairs, Signet Jewelers**

Signet Jewelers is committed to maintaining and improving consumer confidence in jewelry products by addressing the social, ethical, and environmental risks facing it and the industry at large. Signet recently launched the Signet Responsible Sourcing Protocol for Diamonds (D-SRSP), a protocol that provides increased transparency and further commitment to the continuous improvement in the integrity of the global diamond supply chain. The D-SRSP builds on existing diamond industry standards, the UN Guiding Principles on Business and Human Rights, and the OECD’s Due Diligence Guidance for Responsible Supply Chains to ensure transparency through a collaborative process that is practical and workable.

**Andrew Bone, Executive Director, Responsible Jewellery Council**

RJC is a not-for-profit standards setting and certification organization. RJC members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold, and platinum group metals. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC’s Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader member and stakeholder benefit.

**Anna Bario, Owner, Bario Neal**

Bario Neal is committed to environmental responsibility, ethical sourcing and marriage equality. Its jewelry is handcrafted in Philadelphia with reclaimed precious metals, Fairmined gold, ethically sourced stones, and low-impact, environmentally conscious practices.

**Eduardo Escobedo, Executive Director, Responsible Ecosystems Sourcing Platform**

RESP’s mission is to create positive environmental, social and economic impacts by fostering change towards the sustainable use of biodiversity and natural resources, based on effective collaboration between the cosmetics, fashion, and jewelry industries and their key stakeholders. It recently published *Challenges to Advancing Social and Environmental Responsibility in the Coloured Gems Industry*.

**Dorothee Gizenga, Executive Director, Diamond Development Initiative**

The Diamond Development Initiative works to transform artisanal mining into a source for sustainable development. DDI envisions a world in which artisanal and small-scale miners have access to the opportunities, information and tools they need to work with dignity within flourishing, self-sustaining communities, as valued actors in the formal economy and as contributors to their country's development.

**Lynsey Cesca Jones, Director for Responsible Sourcing, VF Corporation**

Cesca Jones's work on supply chain issues began at Abercrombie and Fitch. In 2007 she joined VF Corporation, which is a global leader in branded lifestyle apparel, footwear and accessories, including such brands as North Face, Timberland, Wrangler, Nautica and JanSport. Though VF is highly diversified across brands, products, distribution channels and geographies, it has addressed the challenges for responsible sourcing in the supply chain for apparel.

## APPENDIX 2: RESULTS FROM THE INTERVIEW ANALYSIS

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### STRENGTHS

*Strengths emerged from collective stories of practicing sustainability and responsible sourcing. Participants discovered how much is already being done and what contributes to success.*

#### **Personal/Business Strengths**

- Education/knowledge
- Experience
- Diversity of backgrounds
- Passion
- Trust
- Willingness
- Vulnerability
- Collaboration
- Information
- Networking
- Resource sharing
- Pride in our work
- Reaching beyond comfort zones to answer the impossible questions
- Willingness to make changes
- Openness to unexpected collaborations
- Knowing the customer
- Awareness
- Awareness; Clear understanding of issues
- Awareness and concern about issues
- Diversity
- Field Experience
- Trust and stronger relationships
- Vulnerability
- Willingness to change
- Getting involved in the process
- Pride in our work at all levels

#### **Accountability**

- Holding factories accountable to regulations helps them overcome obstacles; helps create standards and advice to help factories
- Tenacity in dealing with governments to legally pursue environmental and other compliance issues
- Integrating social responsibility into a small mining business from day
- Kimberly Process in place and recognized

- Constantly testing the dilemma
- Benefits to community are sustainable (survive once mining ends)
- Willingness to commit to implementing change

### **Having a Supportive Infrastructure & Resources**

- Creating electronic infrastructure for tracking sustainability via supply chain
- Putting resources into underscoring the practical/financial value of sustainability
- Utilizing other industries examples
- Utilize corporately framed numerical analysis to shape business decisions
- Emerging tools that use technology and data collection to track supply chains and support compliance
- Standards and frameworks exist to facilitate collaboration
- Complete, transparent CoC
- Working with the mining companies at the source to ensure the people at the source benefit
- Responding to consumer interest in provenance
- Inform design using drive to source responsibly
- Proactive systems in place to cover the pipeline; Embrace and get more involved (downstream miner, upstream consumer)
- Recycled materials use
- Getting involved in the process for creating real change

### **Having and Sharing Knowledge and Information**

- Understanding what consumers care about
- Awareness of political and government situations- conflicts, regulatory, etc.
- Understanding the regulatory piece via banking
- Clear understanding of issues
- Training and education on these issues
- Huge interest from jewelry makers and designers in responsible sourcing
- Responsible sourcing is possible- being done large and small
- Knowledge on both issues and industry best practices
- Our industry is working on this...
- Be prepared as an industry to say yes we are already there (in these proactive ways)
- Sustainable supply= sustainable livable outcome
- Consumer driven → most powerful changing demands
- Dynamics/demanding... driven consumer → back to supply to mining
- Consumer driven is far more effective than industry (?)
- Getting ethical messaging to the consumer or end user
- Telling the story of the gems and the community/people responsible for them
- Consumer understanding with sustainability incorporated into product value proposition
- Education of consumers- government and industry
- CG industry helps communities survive and thrive after mining ends

- Educations- we have the means to educate the industry/consumers, etc.
- Dissemination of information for power and leverage
- Can leverage existing programs, communication to improve, expand, communicate more
- We are already doing a lot- need to share
- Leverage resources to promote spread of knowledge on S + R sourcing
- Getting ethical sourcing messaging to customer
- Experience translating story to consumer
- Understand impact of change on people; practical view required
- Being informed and aware of the potential problems educating ourselves
- Knowledge on both issues and industry best practices
- Greater acknowledgement of the issue

### **Having a Profitable And Seamless Process**

- Sustainability is the brand
- Responsible business behavior contributes to the bottom line
- Model of possible action that is replicable
- Streamlining the responsible sourcing process to be efficient and still profit
- Making initiatives un-fragmented
- A viable pathway where you can become certified
- Improve abilities of small companies to comply with audits
- Supporting artisanal mining effectively
- Building on existing systems
- Kimberly Process
- AML
- US Diamond Supply Protocol
- RJC is a good valid baseline
- RJC certification participation
- Models of possible action that are replicable
- Entities ability to disseminate and leverage existing programs and networks
- Experience with process in industry i.e. Kimberly
- Programs outside industry i.e. metals
- Benchmarks set by Kimberley Process, RJC, JVC, OECD, Global Witness, RESP
- Responsible sourcing being done well is some large and small companies and it's done well
- Ability to develop realistic standards with big impacts that can be implemented
- Toolkits available to implement
- Ability to develop a process to obtain without the toxicity of mercury
- RJC participation and certification
- Ability to develop realistic standards with big impact that can be implemented
- Toolkits available to implement
- Responsible sourcing gems and metals drives design
- Acknowledgment that no one size fits all approach works

## Industry Relationships/Collaboration

- Open outreach, communication, and education to the supplier and community by a large company
- Organizations like EM have broad reach and are/can support the initiatives
- Bringing organizations and people together with common vision to affect change
- Partnerships with influencers to help communicate the message and maintain credibility
- Getting to know supplier abilities and limitations
- Include all stakeholders
- Build on other industries' work materials, standards, processes already in place
- Promoting transparency and dialogue
- Within relationships: capability building and education
- Connecting/facilitating retailers and suppliers
- Education is always possible
- Building on what other industries have done- all part of the brand
- Commitment of company
- "Trust-ability"
- Integrity
- Accountability
- Bringing organizations and people together with common vision to affect change
- Open outreach, communication and education to the supplier community
- Existing communication channels
- Engaged board members
- Publications
- Trade shows
- Combined perspectives from all aspects of the industry
- Listening to all voices
- Different areas of business engaged
- Leaders involved
- Greater stakeholder involvement
- Diversity of industry-lots of knowledge
- Colored Gem industry has good examples of support for mining communities at the source
- We are already doing a lot and need more information sharing
- Huge interest among new wave designers in sourcing responsibly
- Constantly testing the dilemma- ethical framework
- Trust based industry (weakness because of perception of honesty?)
- Transforming relationships into knowledge sources
- Galvanizing business to help business move forward
- Summit→ keep going
- Industry mind set opening up
- Everyone can have an impact



## ACTIONS

*Participants shared actions they could take to move towards greater sustainability and responsibility.*

### **Research**

- Undertake and fund primary consumer research
- Define consumer concerns (responsible sourcing or jewelry keeping value)

### **Branding and Marketing**

- Come up with a value proposition for consumer market
- Highlighting sustainability and responsibility without highlighting deficiencies
- Celebrity awareness- events to raise knowledge
- Showing commitment publically
- Enhance value of product through communication of transparent and sustainable sourcing
- Social media to tell the story
- Universal logo that represents sustainable compliance
- Consumer communication and marketing
- Talking about responsible sourcing in marketing, especially to millennial
- Millennials respond to a positive story
- Adding value can help get us premium money

### **Education and Awareness**

- Database
- Communication and education across supply chain
- Incorporate into education
- Training and education
- More education and learning through the education process
- Training
- Fostering additional awareness of industry related initiatives
- Communicate and disseminate through trade organizations
- Fostering additional awareness of industry related initiatives
- More education for makers, from students on up Better training for miners
- Advocate
- Education
- NGOs
- Other companies
- Distill information for constituents
- Educate the consumer (embrace the questions)
- Help tell the story at all points of the pipeline
- More stakeholder outreach (consumers, NGOs, government)
- Educate outside stakeholders

- 50% or more is communication but it must be done well and with consistency → step by step Brings closer to your customer, training and education

### **Build Capacity For Ethical Work**

- Make it part of the culture
- Map supply chain and identify blueprint for sustainable action
- Hold suppliers accountable
- Create grading system for suppliers
- Educate and build best practices in the supply chain
- Ensure profit in ethical work
- Create standards
- Always improving the process
- Certification
- Create economic incentives rather than regulatory
- Guidelines
- Develop traceability schemes/standards
- Develop guidance and tools for small to medium companies
- Define terms
- Develop criteria and standards
- Develop templates
- Develop group of principles
- Pay more to support initiatives-level playing field
- Get industry to coalesce around high-bar standards
- Make the business case for responsible sourcing and improving the business model
- Develop tools such as standards and training materials
- Develop entry-level standards
- Provide existing tools to the industry (RJC)
- Evolving a business into a sustainable model step by step
- Working out guidelines that are manageable and use friendly
- Create standards
- Process
- Develop tools and help others to standardize tools to move the dial forward
- Developing entry level standards
- Actively coordinate tools to incorporate in positive way
- Service- helping business risks
- Differing ethical standards
- Sanctions actually benefit opportunists and punish others
- Take protocol to India as an example (NGO)
- Ask all industries to regulate
- Understand impact of change on people
- Practical view is required → every action leads to reaction
- Rules and regulations need to be adjusted to cultures and environment

## **Collaboration**

- Reduce polarization- murder-suicide
- Share what we already do
- More events like this → share best practices
- Learn from other industries
- Coordinated effort → follow all the way through the supply chain- collaboratively, not competitively
- This is a shared problem- no one else's- at all levels
- Geographically
- Supply chain
- Retailers
- Share and collaborate on best practices/ethical solutions
- Engage regulators and stakeholders
- Cross association collaboration to let government know what we are doing
- Capacity building
- Setting standards achievable by entire industry
- Establishing milestones
- Greater assistance to understand compliance and audit process
- Possibly tiered levels of audits
- Consultancy support
- Industry-wide efforts for collective participation to share the burden
- Partnerships
- Government important
- Advocate and talk about our commitments
- Move slowly and collaboratively (not quickly and individually)
- Partner with other trade organizations
- Partnerships among sectors and stakeholders
- Step up! It's a shared problem- nothing is someone else's problem
- Collaborate
- Trade association should come together
- Continue meetings like this
- Willing to play on a more level playing field
- Share what we are already doing
- Reduce polarization
- Enhanced engagement with other organizations
- RJC is a good baseline for industry
- More specific standards with long term focus on ethics and sustainability

## **Create Ways to Prove Ethical Practices**

- Enforcement mechanisms
- Unannounced audits
- Certify products

- Enforcement mechanism- Transparency
- Defection, disclosure, differentiation
- All companies adopt random screening
- Recordkeeping- proof
- Trust your partners, but verify

### **Individual Steps To Sustainability**

- Ask more questions
- Re-use of materials- especially stones
- Pilot new ideas
- Follow DTP model in Botswana, for example
- Think of social responsibility as part of business at every stage
- Transparent - be glad to be a part of it
- Share information through chain
- Ask more questions, not just about quality

### **Communication**

- Dialogue continuation
- Positive leads to a forward direction→ take to understand cultural nuances
- Leave judgment behind
- Interact with respectful attitudes

### **Leadership**

- Creating a group to implement changes that's not full of bullshit
- Continuation of dialogue in person and digitally and turn talk into actions
- Pilot projects to test what's possible
- Creation of group to carry responsibility of implementing changes

### **Address Specific Concerns**

- Address silicosis berylliosis, and radioactive poisoning in gem cutting in the developing world
- There is an easy solution to prevent→ industry must require the solution implemented at all cutting factories
- Supporting small- scale miners to work responsibly

## *CHALLENGES/OBSTACLES AND OPPORTUNITIES*

*Participants shared the challenges and obstacles they faced and where there were opportunities for the industry to work towards solutions to those challenges.*

### **Consumer Knowledge**

- Level of awareness is higher in trade and based in sectors
- Need to raise it with the consumer

- Make the consumer feel good about what they are buying
- “Package” story to be more accessible to consumer
- Physical tool to deliver story accompanies the product
- Direct to consumer communication
- Consumer communication and marketing

### **Capacity & Commitment within the Industry**

- Develop criteria and standards against which to do credible and reputable work
- Feasible and appealing self reporting
- Work more slowly and collaboratively
- Educating and building best practices in the supply chain
- Make it affordable: Cost associated with achieving compliance- especially small business
- How to support the artisanal sector
- Collating protocols
- Self-regulation (testing dilemma)
- Be a good citizen in the world
- Standard and codes of behavior
- Situational solutions
- Develop tracking tools using new technology
- Create a quantifying method to value the benefit of responsible sourcing
- Multiple standards/ harmonization guidelines and paths
- All talk/ action items like deadlines and assigned responsibilities
- Daunting big global issues/break it down
- Consumer or industry ignoring, not aware, not complying/voluntary action towards sustainability not just compliance based
- Leverage and align with what has already been done, i.e. OECD guidelines
- Customize standards
- Cost/complications/
- Doing what we can, making the smell stop
- More substance
- Must take time to explain issues and solutions
- Requirements and value= acceptance
- Mainstream solutions for the entire supply chain
- Build upon existing resources- RJC audits
- Create easily accessible tools to help business to engage in responsible sourcing
- Harmonization of standards at a high enough level that there is no question it is possible
- Demonstrate the possibility of easy access
- Checks and balances
- Different capabilities and responsibilities for small vs. large countries
- Make initiatives un-fragmented
- Complicated regulatory requirements
- Toolkit that helps meet requirements

- Recycled stones
- Differing ethical standards
- Challenging to know what to do, get more people in the industry involved
- Traceability
- Sourcing directly from mine vs. sourcing from the refiner
- Be willing to bring info back to the company
- Regulation as an obstacle vs. stepping stone

### **Knowledge & Understanding Across the Supply Chain**

- Lack of consumer understanding of main issue of sustainability
- Ignoring it will adversely affect the industry
- Knowledge, opportunity, trade, and consumer education
- Artisanal challenges- bring into industry
- Education is key and always possible
- Definitions needed
- Responsible sourcing
- Transparency
- Sustainability
- Different countries have different reporting techniques
- Go back to suppliers and have them explain how ethically sourcing works. Then maintain and grow relationships with these doing a good job

### **Make The Case For Action**

- Unknown price premium for responsibility and sustainability
- How to make it profitable to be responsible
- Understanding beneficiation and how to implement it
- Perspectives, ask questions all through the supply chain
- If we do everything right, product value will be higher
- Beneficiation programs
- Consumer protection
- Mapping the supply chain
- Legitimate vs. illicit supply chains
- US Jewelry council- bring all accusations together
- Consumer money spent elsewhere
- Profitability- being a good corporate citizen should not put you at a disadvantage
- Be financially viable and comply
- Attending groups like these and working with auditors and retailers to streamline

### **Leverage Collaboration & Partnerships**

- Industry led solutions
- Transparency
- Fragmented industry

- Companies in jewelry and other industries can leverage other industry programs into the jewelry sector
- No common ground or cohesion/ shared resources and education
- Industry wide organization and commitment
- Help the smaller organizations
- Industry association would work together
- Look at what other organizations are doing as a model
- Persuade partners too disclose
- Conversations with retailers, matching supply and demand about initiatives that are emerging
- Lack of collective view
- Mistrust and lack of transparency within industry and externally
- Collaboration (again)
- Waste a lot of money on your own
- Collaboration increases credibility
- Consumer surveys
- Compromise, listen, remove entrenched intelligence
- Learn from what has been done
- Embrace consumers when they come in and ask
- Benefits/profits share better with whole supply chain
- Collective action- interests align

### **Communicate**

- Use of new media channels to disseminate information on S and R sourcing
- Publicize the good that we already do
- Industry reputation/ tell and show good work

### **Develop Industry Projects**

- Research funding and transparency to consumers
- Investing resources
- Address silicosis and berylliosis/radioactive poisoning among gem cutters/whole communities
  - All of this is 100% easily fixable with industry support
  - Cut wet not dry

### **Big Challenges/Dilemmas**

- 1/3 of conflict gems that are not as sold (especially lower end)
- Synthetics
- Treatments
- Cultural and government differences
- Governance and corruption obstacle

## 2020 ASPIRATIONS

*Participants shared ideas for significant progress by the year 2020 and identified their hopes and aspirations. In addition to the ideas below, small groups created skits and presentations that captured the heart of their shared vision.*

### **Consumer Lead Demand**

- Consumers focused on and seeking out responsibly sourced gems and metals → they become the norm and become expected
- Marketing and branding
- End products easily recognized and trusted by the public/consumer
- Entire pipeline needs to be thinking about the consumers back
- Collective industry (mine → Market) address the consumers concerns, confidence
- Understanding the consumer through research
- Consumer Survey
- Providing assurance to consumer as important as providing quality
- Better consumer awareness of true costs (human, environment, etc.) involved in producing products they buy
- Celebrity awareness
- Awareness of mercury poisoning

### **Practical and Easy Compliance for the Supply Chain**

- Greater assistance to understand compliance and audit process
- Tiered levels of audits/compliance
- Across the board audits transparent to everyone in the industry- maybe consumers
- Connecting inter-industry compliance
- Personal human rights issues are industry issues → need to step up and deal with it by finding out what is important to them?
- Colored gems industry is fully integrated into responsible sourcing initiatives
- Make sure the needs of smaller jewelry makers/designers are met so they can source responsibly (including sourcing gems and metals, materials and supplies)
- Allow people to manufacture safely in their studios
- Technical assistance mechanism to ensure fair prices at mines
- Nomenclature does not minimize impact i.e. “artisanal”

### **Full Commitment, Understanding & Collaboration Across The Industry**

- Understanding by industry the needs and value of responsible practices
- Full industry commitment and action: Build rationally to coordinate/complement between different initiatives ex. RVC.ARM
- Zero tolerance for human rights violations
- Cross recognition-communications
- Industry wide effort to be supportive of beneficiation
- Collective fund



- Public-private partnerships
- Artisanal mines are more organized- cooperative power
- Collaboration
- Small-scale miners have a seat at the table

### **Leadership**

- Create international task force of stakeholders, crossing all industries
- An international body to oversee international standards and compliance
- Engagement with related industries

### **Resources**

- Readily available supply of all materials/products for jewelry industry (i.e. not just gold)
- By 2020, 2020 RJC certified jewelers in the US
- Standards can only implement enforce on narrower group → open source is more inclusive, larger group
- Independent database of resources
- Supply environmental financial
- Training and education mechanisms for people working direct with consumers

## APPENDIX 3: POSSIBLE PRINCIPLES AND RECOMMENDATIONS

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*A set of possible principles was presented and participants had the opportunity to respond to these principles, to make recommendations for changes and to suggest additional principles.*

1. Procure products sourced in a manner that protects and sustains the environment, respects, and benefits the persons and communities where these products are found.

Participant Recommendations:

- *Amend principles language to avoid unintended consequences and be measurable*
- *Development of a common and shared language*
- *Collaboration between like-minded people in industry is essential to drive innovation on responsible practices*
- *Share information and support with small and medium sized companies*
- *Do no harm*

2. Use business methods and engage in actions designed to promote and sustain the growth and development of the people and communities where products are sourced, traded and sold.

Participant Recommendations:

- *Do not continue funding terrorism or conflict*
- *Responsible practices*

3. Take affirmative steps towards legal compliance, transparency, open and legitimate business practices by actively engaging in a managing everyday actions throughout the business' supply chain.

Participant Recommendations:

- *More than just reducing risks, create development opportunities*
- *Risk of negative impacts related to disengagement in high-risk areas and work with ASM communities*
- *Commit to existing international standards including the UN guiding Principles, ILO core conventions and the OECD Guidelines for multinational enterprises*
- *Ensure legal compliance, take affirmative steps- including supply chain due diligence towards transparency*

4. Other Participant Recommendations:

- *Mentoring and coaching*
- *Especially in regards to the artisanal miners to government requirements to consumer marketplace*
- *Education*
- *Do not denigrate any part of industry for individual gain (through communication)*
- *Raise awareness at industry level*
- *Develop trust and confidence through training and accurate disclosure*
- *Add a principle addressing communication, outreach, and education*
- *Support most vulnerable parts of supply chain (recycled diamond, artisanal communication)*
- *Adopt fair trade principles*
- *Consider (Nagoya Protocol) Principles*

## APPENDIX 4: IDEAS FOR BUILDING CAPACITY THROUGH REPLICATION, QUICK WINS AND LONG-TERM STRATEGIES

Participants identified actions for continuing and expanding sustainable business practices and responsible sourcing in each of three sectors: precious metals, Diamonds and Colored Gems. They identified actions already being taken that could be replicated across the sector or industry, quick wins to maintain momentum and long-term efforts. Ideas that are in bold appear in more than one sector.

	Precious Metals	Diamonds	Colored Gems
Replicate	<ul style="list-style-type: none"> <li>• Tools exist to engage and manage daily actions and decisions, e.g., Certification</li> <li>• <b>Examples of systems that allow us to meet principles, e.g., Fairmined, RJC, IRMA, independent supply chains</b></li> <li>• Record Keeping → take to the next level</li> </ul>	<ul style="list-style-type: none"> <li>• Start working committees for the purpose of advancing what we have stated here</li> <li>• Database (resource for all organizations, suppliers, etc. ex. LinkedIn group for all JIS participants)</li> <li>• Events calendars for industry events</li> <li>• Tools for collaboration</li> <li>• Vertical integration</li> <li>• Make supply chain controls</li> <li>• Audit and third party verification</li> <li>• Harmonization</li> <li>• <b>Responsible sourcing initiatives ex. RJC, DDI, ARMs, Fairmined</b></li> <li>• <b>Harmonizing between OECD, RJC, DSRPP, BPP, Fairtrade</b></li> <li>• Recognize and consolidate existing standards and support initiatives that advance the vision</li> </ul>	<ul style="list-style-type: none"> <li>• Communication within industry and to consumers (ask questions)</li> <li>• Identify the right point of contact and global bodies to implement best practices</li> <li>• As a manufacturer and distributor, require info “KYC” the supplier</li> <li>• Apply safe labor standards throughout the supply chain</li> <li>• <b>Provide education through the supply chain</b></li> <li>• Replicate the summit</li> <li>• Inform and empower designers with knowledge of mines</li> <li>• Market positive benefits of sustainable sourcing</li> </ul>

	Precious Metals	Diamonds	Colored Gems
Quick Wins	<ul style="list-style-type: none"> <li>• <b>Harmonization of standards, tools, protocols, training for auditors</b></li> <li>• Shared audit results</li> <li>• Business Methods i.e. Microeconomic support</li> <li>• Recognizing interconnectedness within all levels of the industry</li> <li>• <b>Education</b></li> <li>• <b>Question Suppliers</b></li> <li>• Know if your refiners are certified</li> <li>• Extend company practices to suppliers/use leverage</li> <li>• Generate common language and literacy on responsible practices</li> <li>• <b>Education on benefits of a responsible supply chain</b></li> <li>• <b>Tell stories</b></li> <li>• Consolidate and share audits to reduce costs</li> <li>• Articulate your responsible sourcing initiative (establish a baseline, compare across industry)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Communication</b></li> <li>• Transparency by public reporting</li> <li>• Demonstrate compliance</li> <li>• Continuous improvement</li> <li>• The need for clear standards to measure against</li> <li>• Advocacy</li> <li>• Post summit press release that can be distributed to consumer press</li> <li>• <b>Committees for communications for buy-in and engagement</b></li> <li>• Positive impact measured</li> <li>• List of standards and questions for retailers to ask of suppliers</li> <li>• <b>Education on existing practices</b></li> <li>• <b>Training and education for people working directly with consumers</b></li> <li>• <b>Educate consumers and sales staff</b></li> <li>• Common language</li> <li>• Understanding the consumer through research</li> <li>• Consumer pay-in premiums</li> </ul>	<ul style="list-style-type: none"> <li>• Let sourcing drive design</li> <li>• Create and keep a paper trail. Ask hard questions. Provide one document that all sellers and buyers can use to trace transactions</li> <li>• <b>Question suppliers</b></li> <li>• Create a dialogue by initiating a positive narrative</li> <li>• Create a wider and multifaceted conversation by engaging with the entire supply chain directly</li> <li>• Appointing central “compliance officer” to be in charge and ensure follow through</li> <li>• <b>Provide toolkits to facilitate compliance and more transparent business practices (including health and safety)</b></li> <li>• Statement of intent (mine, MFG, Retail)</li> <li>• Nominate a cooperation leader on sustainability</li> <li>• <b>Educate: elaborate and spread stories from each part of the supply chain using technology</b></li> <li>• Do something now about silicosis (understand needs, work with experts, do it immediately)</li> <li>• Develop holistic community solutions</li> <li>• Get communication systems in place</li> <li>• Develop cellphone payment systems</li> </ul>

			<p>(eliminates cash payments, creates traceable money flow, enhances security on both sides</p> <ul style="list-style-type: none"> <li>• Use technology to tell stories at source (video, photo, snap chat)</li> <li>• Let consumers know that options exist</li> <li>• Emphasize and engage women in the workforce to empower and grow the economy in their communities</li> <li>• Empower retailers with knowledge</li> </ul>
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	Precious Metals	Diamonds	Colored Gems
Long-Term Efforts	<ul style="list-style-type: none"> <li>• <b>Traceability</b></li> <li>• <b>Independent toolkits for entry into responsible sourcing along the whole supply chain</b></li> <li>• Full transparency at the consumer level</li> <li>• Funding and recognition programs for small and midsize companies</li> <li>• LEED style certification</li> <li>• Communicate commitment</li> <li>• Procuring products-open source resources relevant to small and large companies</li> <li>• Taking affirmative steps</li> <li>• Shared Audit Results</li> <li>• Uniform non-fragmented system (with specialization where needed) to reduce audit fatigue</li> </ul>	<ul style="list-style-type: none"> <li>• Cross industry and enhanced engagement with other organizations</li> <li>• Public private partnerships</li> <li>• Standardization</li> <li>• Cross industry learning</li> <li>• Intergovernmental agreements</li> <li>• Engagement of related industries</li> <li>• Engagement of luxury brands in summit – topic of conversations</li> <li>• Manage risk rather than de-risk</li> <li>• Independent database of resources</li> </ul>	<ul style="list-style-type: none"> <li>• A need for countries to have accurate statistics on gem exports and imports</li> <li>• Need to define what “mapping supply chain” means</li> <li>• Ask communities and ourselves what is most valued to them, what will benefit them</li> <li>• Set up a 3-6 year outreach plan</li> <li>• Livable income and improvement in life</li> <li>• Method of sharing</li> <li>• Outreach with expert techniques and info to communicate</li> <li>• Encourage local community development groups to assert their interests</li> <li>• Community engagement at the sources and cutting</li> </ul>

			<p>centers to understand needs and get buy in</p> <ul style="list-style-type: none"> <li>• Provide resources to create coops to share equipment</li> <li>• Establish a industry grading system for consumers</li> <li>• Cut at the Source</li> <li>• Create ID system for gems cut at the source</li> <li>• Barcode or other tag to trace stones from source to store</li> <li>• <b>Traceability and chain of custody</b></li> <li>• Make the system repeatable</li> <li>• Information management</li> <li>• Multi-stakeholder created standards for environmental and ethical industry operations</li> <li>• Create organizations within territories for small miners to join and communicate origins</li> <li>• Identify and create more opportunities to help communities</li> </ul>
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## APPENDIX 5: STEWARD TEAM

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*The following individuals volunteered to serve on the Steward Team to help shepherd the outcomes from the Summit and serve as a central communications hub:*

- Jeffrey Bilgore, **Jeffrey Bilgore, LLC**
- Eric Braunwart, **Columbia Gem House, Inc.**
- Jennifer Gandia, **Greenwich Jewelers**
- Robert Conzaes, **Orriana Group, LLC**
- Lisa Koenigsberg, **Initiatives in Art and Culture**
- Christina Miller, **Christina C. Miller Consulting**
- Richard Nehls
- Kevin Reilly, **Platinum Guild International**
- Ronnie VanderLinden, **Diamex Inc.**
- Barbara Wheat, **Gemalytics LLC/NCDIA**
- Cleo Zancope Gnatek, **Jane Taylor**

Two additional representatives surfaced:

- Jeffrey Fischer, **Fischer Diamonds** (*who has indicated he is simply supporting Ronnie VanderLinden*)
- Sam Shiroff, **Signet** (*was not able to stay for the meeting, but was volunteered*)

The following **Associations** are represented on this team:

- **American Gem Trade Association (AGTA)**
- **Ethical Metalsmiths Association**
- **Diamond Manufacturers & Importers of America**
- **Natural Color Diamond Association**

## APPENDIX 6: MEMBERS OF THE PLANNING TEAM

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- Ann Arnold, **BIG – Buyers Intelligence Group**
- Lita Asscher, **Royal Asscher**
- Anna Bario, **Bario Neal**
- Robert Bentley, **Robert Bentley Company**
- Mihir Bhansali, **Firestar Diamond Inc.**
- Edward Boehm, **Rare Source**
- David Bouffard, **Signet Jewelers Ltd.**
- Eric Braunwart, **Columbia Gem House, Inc.**
- Lisa Bridge, **Ben Bridge Jeweler**
- Bruce Bridges, **Bridges Tavorite**
- Brandee Dallow, **Rio Tinto Diamonds**
- Peggy Jo Donahue, **Donahue Communications**
- Bill Farmer, **Farmer’s Jewelry**
- Jeffrey Fischer, **Fischer Diamonds, Inc.**
- Rebecca Foerster, **Leo Schachter Diamonds, LLC**
- Karen Goracke, **Borsheim’s**
- Stewart Grice, **Hoover and Strong**
- Mark Hanna, **Richline Group**
- Hayley Henning, **True North Gems**
- Steve Hodgkins, **Rolex USA**
- Christina Miller, **Christina Miller Designs**
- Barbara Wheat, **Natural Color Diamond Association**

### **Administration**

Suzan Flamm, Cecilia Gardner, Sara Yood, **Jewelers Vigilance Committee**

### **Summit Design and Facilitation**

Cheri Torres, Mike Feinson, **Innovation Partners International**



## APPENDIX 7: SPONSORS

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PRESENTING SPONSOR



COCKTAIL PARTY SPONSOR



LUNCH SPONSORS



**Rough Diamond Traders, Inc.**

COFFEE BREAK SPONSORS



ADDITIONAL SPONSORS



## APPENDIX 8: POSTER SESSION PARTICIPANTS

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### **Alliance for Responsible Mining**

A global nonprofit established to enhance artisanal and small-scale mining communities. ARM sets standards and helps deliver Fairmined certified metals to the market. The certificate assures that an artisanal and small-scale mining organization complies with the requirements of ARM's Fairmined Standard.

### **Columbia Gem House**

A colored gemstone company that offers calibrated cutting techniques and designs, from mine to market, while strictly adhering to *The Quality Assurance and Fair Trade Gems Protocols*, designed to increase the standard of living for miners and gem cutters. Fair Trade Gems are closely tracked from mine to market.

### **Diamond Development Initiative**

A nonprofit that addresses the political, social and economic challenges facing the artisanal diamond mining sector, with the goal of transforming it into a source of sustainable development. DDI works to make artisanal and small scale mining a valued part of a country's formal economy.

### **ELEVATE**

A company that specializes in supply chain, social, environmental, and business performance. ELEVATE believes in sustained, impactful improvement in social and environmental performance creating a responsible balance between maximizing financial return and meeting supplier responsibility requirements.

### **Diamond Empowerment Fund**

A global nonprofit with the mission of supporting initiatives that develop and empower people in diamond communities worldwide. D.E.F. believes that education is a key component to sustainable development, essential to empower individuals, communities, and society toward future economic prosperity.

### **Ethical Metalsmiths**

A non-profit whose mission is to lead jewelers and consumers in becoming informed activists for responsible mining, sustainable economic development and verified, ethical sources of materials used in making jewelry. It envisions a future where jewelry contributes to the well-being of the earth, its peoples, and cultures.

### **Martello Risk**

Experts in conducting due diligence on commodity supply chains in areas of conflict and instability. Martello Risk provides in-depth audits designed to give assurance across the mineral supply chains and is one of four independent auditors accredited by the *International Conference on the Great Lakes Regions*.

### **The Organisation of Economic Co-operation and Development**

A 34-country organization with the mission of improving the economic and social well-being of people around the world. OECD provides a forum for governments to share experiences, seek solutions to common problems and understand what drives economic, social and environmental change.

### **Responsible Jewellery Council**

A non-profit standards setting and certification organization. RJC has more than 700 member companies that span the jewelry supply chain from mine to retail. Members are audited against RJC's Code of Practices, an international standard on responsible business practices for diamonds, gold and platinum group metals.

### **Signet Jewelers**

The largest specialty jewelry retailer in the US, UK and Canada, operating over 3,500 stores under several brands, including Kay Jewelers, Zales and Jared The Galleria Of Jewelry. Signet is actively leading efforts for continuous improvement in the integrity of the global jewelry supply chain.

### **Source Intelligence**

Source Intelligence is a company that serves as a platform for people all over the world to engage and connect with their supply chain. It brings together compliance information to help companies meet ethical and legal standards everywhere.

### **True North Gems**

True North Gems is dedicated to the exploration and development of colored gemstone deposits and is the producer of the Greenland Ruby. Greenlandic rubies and pink sapphire will be supplied with Certificates of Provenance that trace the material from extraction to sale.

### **Underwriters Laboratories**

A global independent safety science company with expertise in innovating safety solutions. UL certifies, validates, tests, inspects, audits, advises and educates, providing expertise to navigate growing complexities across the supply chain including compliance and regulatory issues.

### **United States Council for International Business**

A business advocacy group that promotes American business views and solutions directly to U.S. and international policy makers. USCIB works to harmonize international trade and commercial practices and promotes practical services such as the ATA Carnet for temporary duty-free imports.

**United States Wildlife Trafficking Alliance**

A voluntary coalition of non-profit organizations, companies, foundations and media interests that works with the U.S. government in a collaboration to reduce the purchase and sale of illegal wildlife and wildlife products. Its goals include raising public awareness on the scope of the wildlife trafficking crisis.