



Introduction to Corporate Social Responsibility in the Jewellery Industry

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A BASIC DEFINITION OF **CSR**:

THE RESPONSIBILITY OF BUSINESSES FOR THEIR
IMPACTS ON SOCIETY

- DO NO HARM
- HAVE A POSITIVE IMPACT ON SOCIETY

A **CSR** DOCTRINE FOR JEWELLERY AND GEMSTONES SECTORS

DEFEND THE JEWELLERY INDUSTRY FROM CHALLENGES THAT THREATEN ITS REPUTATION AND INTEGRITY

SERVE AS A MEANS FOR SUSTAINABLE ECONOMIC AND SOCIAL DEVELOPMENT

BE FULLY TRANSPARENT

THE CONFLICT DIAMOND CRISIS & THE KIMBERLEY PROCESS

PROTECTING THE SUPPLY CHAIN

IF ONLY ONE COMPONENT IN AN ITEM OF JEWELLERY IS ETHICALLY CHALLENGED, THEN THE INTEGRITY OF THE ENTIRE PRODUCT IS THREATENED.

ELEMENTS THREATENING THE SUPPLY CHAIN



ACTING AS AGENT FOR POSITIVE CHANGE

CREATING SUSTAINABLE OPPORTUNITY IN THE REGIONS IN WHICH THE INDUSTRY IS ACTIVE



SUPPLY CHAIN INTEGRITY & COMPLIANCE



TRANSPARENCY

“IT IS NOT ENOUGH TO JUST BEHAVE CORRECTLY,
YOU HAVE TO BE SEEN TO BE BEHAVING
CORRECTLY.”





THANK YOU

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