

#### 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

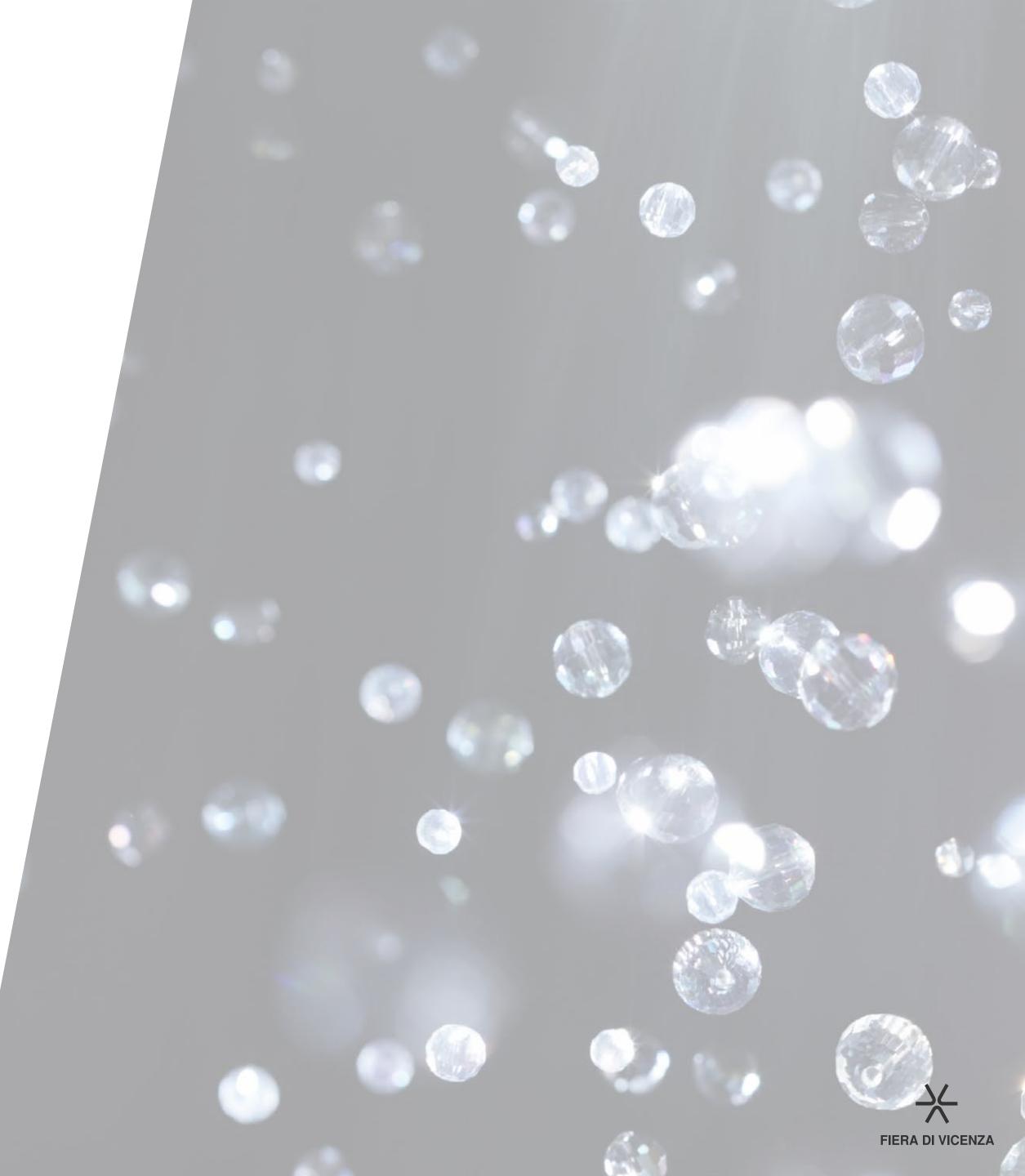
DEFEND THE JEWELLERY INDUSTRY FROM
CHALLENGES THAT THREATEN ITS REPUTATION AND
INTEGRITY

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."



