CIBJO The World Jewellery Confederation

est. 1926

Turning Principles into Practice: Tools to Advance Jewellery Sustainability

Paris, October 28th, 2025

Turning Principles into Practice: Tools to Advance Jewellery Sustainability

*This session will explore how the jewellery industry is moving from ESG ambition to implementation—**highlighting practical tools and frameworks** that support progress across different parts of the value chain. Panellists will reflect on developments over the past year—from **geopolitical shifts to new regulations**—and share how initiatives like the **WJI2030, lifecycle assessments, and the CIBJO Wheel** are helping companies navigate materiality, improve performance, and align with evolving global expectations. With perspectives spanning gold, watches, diamonds and beyond, **the session will offer insight and challenge to inspire more urgent action**.*

Introduction to the panellists

Jon Key (Moderator)

- Leader of Key & Co, international advisory network
- 25 years' experience in global supply chains
- University of Cambridge Institute for Sustainability Leadership
- Multiple sustainability projects across global supply chains
- Oversaw project to develop ESG principles for CIBJO in 2023 and measurement guidelines in 2024

Sandra Beauchet

- Senior scientist with 10+ years' LCA expertise across jewellery, watchmaking and tableware, energy, transport and carbon capture sectors
- Currently coordinates a working group on the environmental assessment of the French jewellery industry at Francéclat.
- Holds a PhD in environmental assessment, specializing in multi-criteria analysis, combining environmental impact and product quality.
- Brings a cross-sector perspective to ESG in the jewellery industry, focusing on practical applications of LCA.

Wesley Hunt

- Chair of CIBJO Laboratory-Grown Diamond Committee and CIBJO Board Director
- Led introduction of CIBJO's ESG principles and measurement guidelines
- 25 years in the diamond industry with De Beers. Worked in all major markets
- Currently Director, Programme Management - Brands & Consumer Markets
- Postgraduate Engineer, awarded Frederick Alfred Warren prize at Cambridge University

Francesca Manfredi

- Career spans over 15 years of experience in the luxury sector
- Marketing and Communication executive at Versace and Ferragamo
- Launched The Sustainable Mag, a magazine focused on sustainability in the world of fashion and luxury
- Joined Panerai as Head of Sustainability in 2022
- Head of Sustainable Innovation Watches & Jewellery at Kering
- Leading the sustainable development of Kering jewellery brands (Boucheron, Gucci, Pomellato, Dodo and Qeelin)

Helen Mitchell

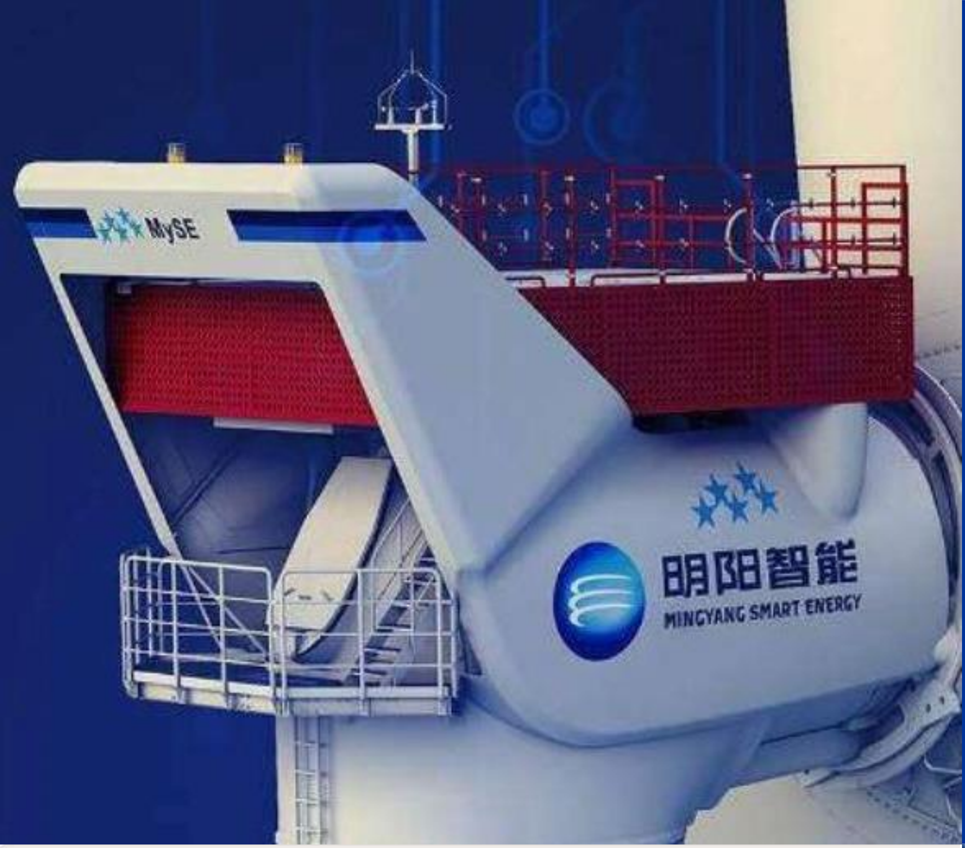
- Award winning ESG & sustainability expert
- 29 years global experience across multiple industries; EU, UK, Africa, USA
- Track record delivering revenue-driving sustainability programmes for SMEs
- Architect of 'The Wheel' 2023 and Measurement Guidelines for CIBJO
- University of Cambridge Institute for Sustainability Leadership
- Regulatory standards / frameworks expertise: CSRD, Net-zero, ESRS, SBTi, TCFD, SECR, greenwashing avoidance, and more!

John Mulligan

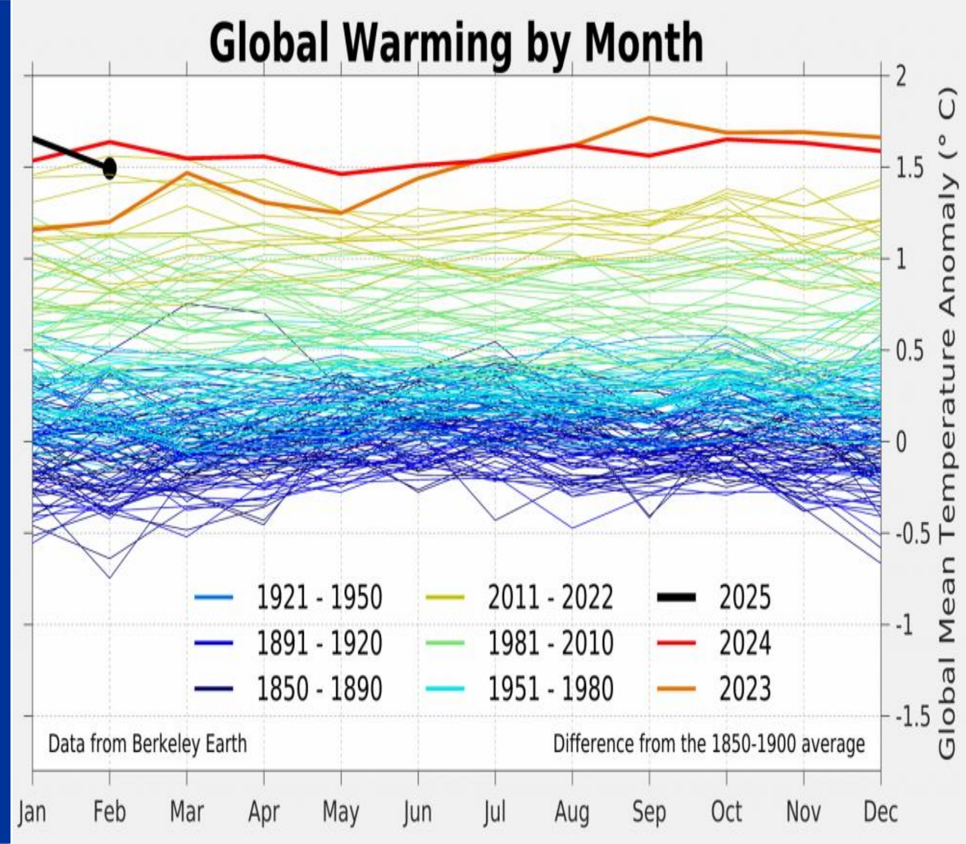
- President of the Sustainable Development Commission and CIBJO Board Director
- Head of Sustainability Strategy and Climate Change Lead, World Gold Council
- Convener of the Gold Principles Group
- Chair of the ISO Technical Committee 174 (ISO/TC 174), covering precious metals, diamonds, and gemstones
- More than 20 years working in precious metals, jewellery and sustainability

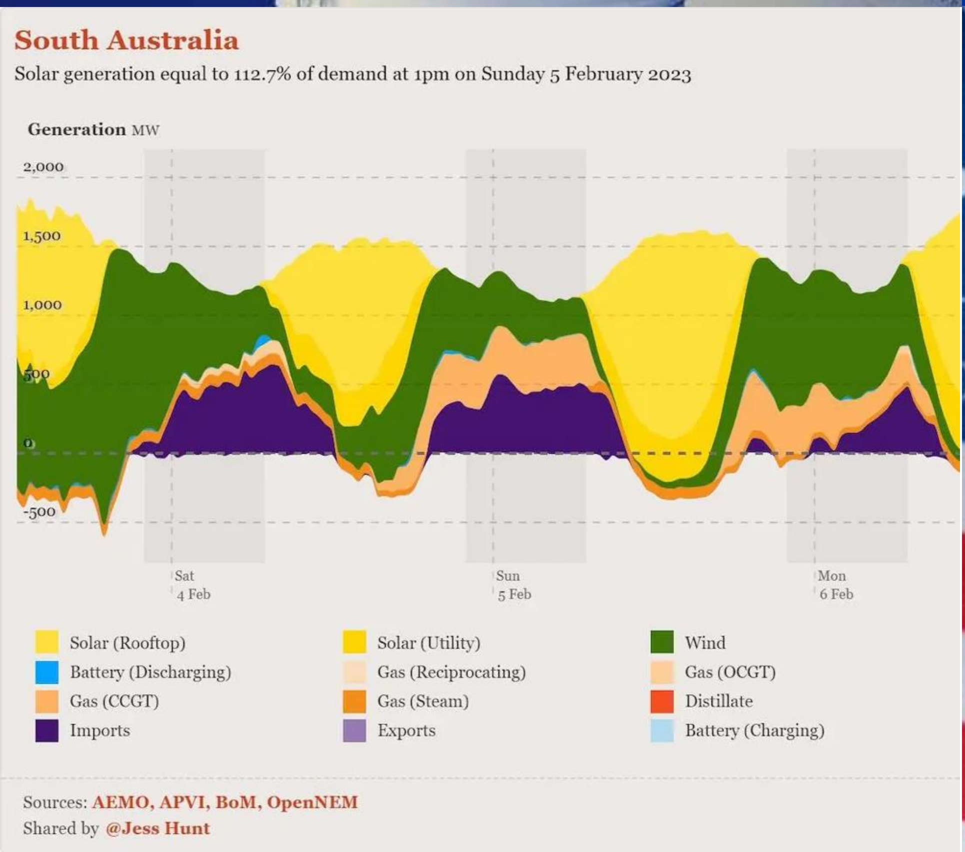
Iris Van der Veken

- Exec. Director of WJI2030; >20 years experience in India, China, Africa, Thailand, Sri Lanka etc
- Global experience in public affairs, standards implementation, sustainability strategy development and ESG reporting
- First chairwoman under Ministry of Foreign Affairs of UNGC Belgium
- Order of the Crown for work in Belgium on Sustainability and Children Rights
- Vice President of the CIBJO Sustainable Development Commission
- Recently appointed member of 100 Women @Davos' Inclusive Leadership Council


MySE
明阳智能
MINGYANG SMART ENERGY


CSRD
Corporate Sustainability
Reporting Directive


Global Warming by Month
1921 - 1950
1891 - 1920
1850 - 1890
2011 - 2022
1981 - 2010
1951 - 1980
2025
2024
2023
Data from Berkeley Earth
Difference from the 1850-1900 average
Global Mean Temperature Anomaly (° C)
2
1.5
1
0.5
0
-0.5
-1
-1.5
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec


South Australia
Solar generation equal to 112.7% of demand at 1pm on Sunday 5 February 2023
Generation MW
2,000
1,500
1,000
0
-500
Sat
4 Feb
Sun
5 Feb
Mon
6 Feb
Solar (Rooftop)
Solar (Utility)
Wind
Battery (Discharging)
Gas (Reciprocating)
Gas (OCGT)
Gas (CCGT)
Gas (Steam)
Distillate
Imports
Exports
Battery (Charging)
Sources: AEMO, APVI, BoM, OpenNEM
Shared by @Jess Hunt


TECOR
SOCIETARIO

Question for the audience

How has your focus on ESG changed over the past year? (Increased, stayed the same, reduced).

How have ESG expectations shifted over the past year—and what has the impact been on how companies are responding?

Question for the audience

What's your BIGGEST barrier to taking action on ESG?

A) Too complex/don't know where to start

B) Limited resources, tools

C) Lack of business case

D) Conflicting priorities

E) Something else

Where are the biggest gaps in ESG implementation—and what challenges remain?

From challenges to actions

INDUSTRY CHALLENGES	Difficulty navigating **dynamic regulatory requirements** on sustainability.	Differing **levels of maturity** and limited access to **capacity building** on industry priorities.	Need for **collaboration and data collection** across the value chain.	Limited **leverage and resources** to address systemic sustainability challenges.
WJI 2030 SOLUTIONS	**Operationalization of legislation**, coupled with step-by-step guidance through the **action framework**.	Tailored **learning pathways** to strengthen **capacity building** on sustainability priorities, incl. for **SMEs**.	**Multi-stakeholder** approach and expert guidance to develop **industry tools and solutions**.	Development of **a proof of concept** scalable across the industry, supported by **collective intelligence.**

Question for the audience

To what extent do you feel you have sufficient tools and support to take action on ESG? (Yes, no, not sure)

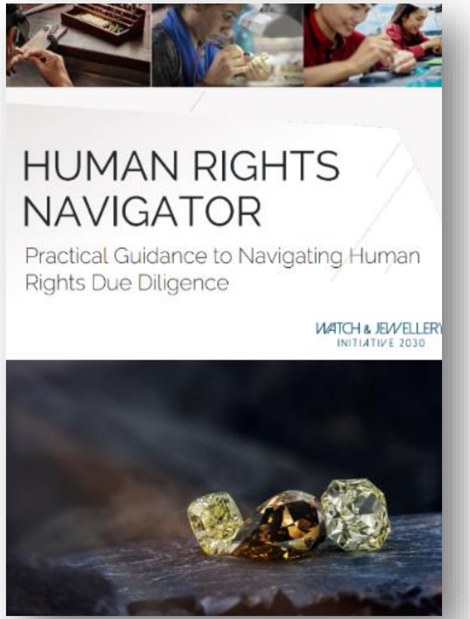
What practical tools are helping to turn ambition into action?

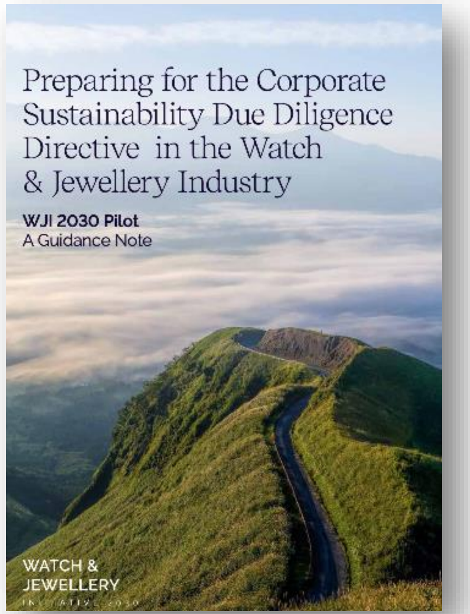
Responsible Sourcing & Sustainability – Tools and Guidance

Source Organisation	#	Reference / Resource / Tool
CIBJO	1.	Responsible Sourcing Blue Book (2018)
	2.	Responsible Sourcing Toolkit & Checklist
	3.	Environmental, Social & Governance Principles for Laboratory-Grown Diamonds
	4.	Guidelines for Measuring ESG Performance in the Jewellery Industry and Supply Chain
Jewellery Vigilance Council	5.	About The FTC Green Guides
London Bullion Market Association	6.	Responsible Gold Guidance
Responsible Jewellery Council	7.	Code of Practices (2024)
	8.	Chain of Custody standard (2024)
	9.	RJC Roadmap to 2030
	10.	ESG Toolkit (2023)
Watch & Jewellery Initiative 2030	11.	WJI 2030 Human Rights Navigator (2023)
	12.	WJI 2030 Nature Primer (2024)
	13.	WJI 2030 Nature Roadmap (2025)
	14.	WJI2030 Climate Change Navigator (2024)
	15.	Advancing Gender Equality Through Gender Responsive Procurement In The Watch And Jewellery Industry (2024)
	16.	Preparing for the Corporate Sustainability Due Diligence Directive in the Watch & Jewellery Industry
World Gold Council	17.	Responsible Gold Mining Principles (2019)
	18.	Conflict-Free Gold Standard (2012)
	19.	Gold and Climate Change (2018-20)

A Concrete Example: **Operationalisation of Human Rights**

Human Rights Navigator → CSDDD Pilot Phase 1 → CSDDD Pilot Phase 2 → Digital Action Framework



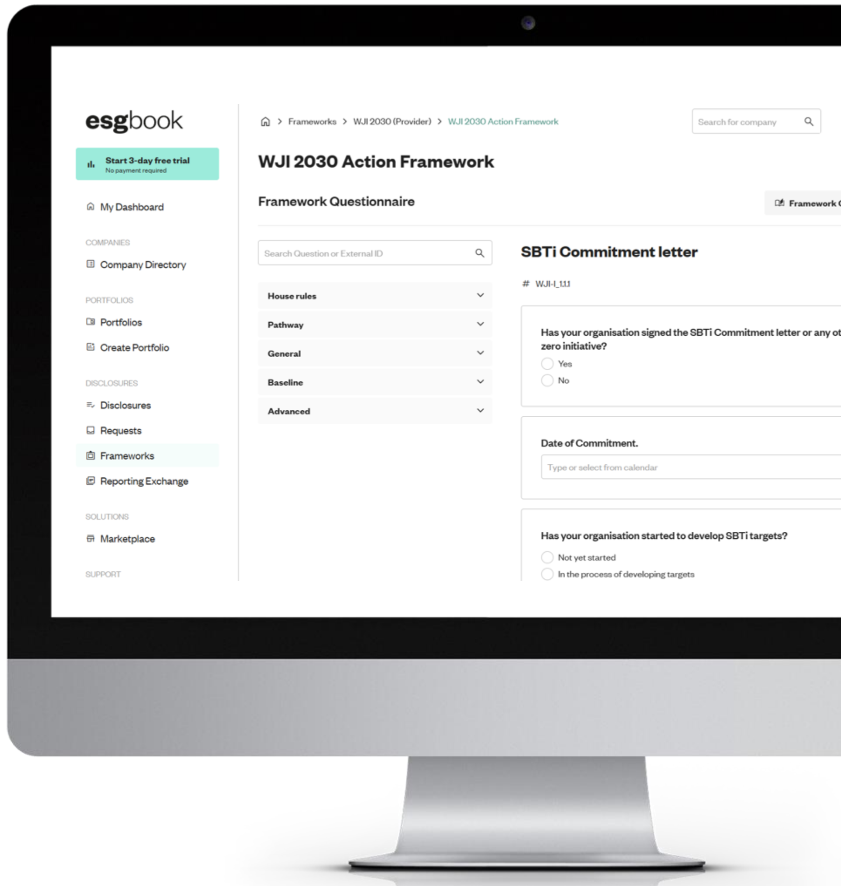


THE APPROACH

- 20-30 sustainability inside-out impacts.
- Identification of a material list of topics by category of player in the watch and jewellery supply chains.
- Stakeholder engagement, both internal and external, to gain expert perspectives and buy-in.
- A guidance document for the industry on contextualisation and prioritisation, as companies work on their double materiality approach.

PRACTICAL IMPLEMENTATION

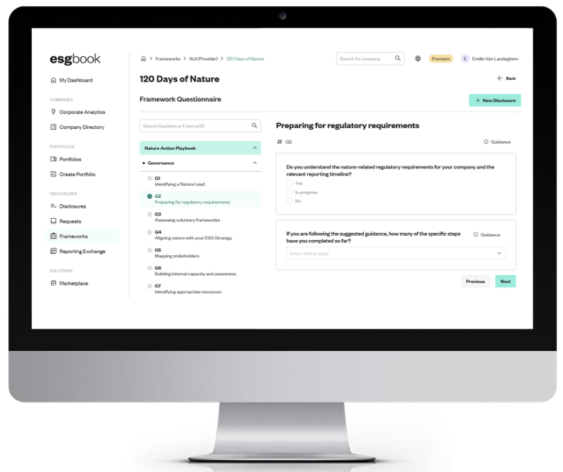
- **Supply Chain Risk Map**:
- Global multi-tier supply chains visual map.
- ESG risk areas that result from the combinations of geography, process/material and supply chain tier.



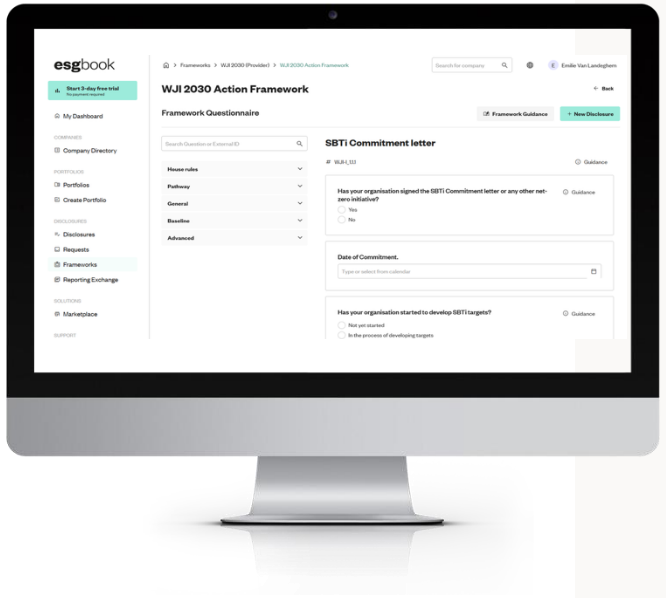
A Concrete Example: **Deep-dive Nature & Biodiversity**

The Nature Roadmap is developed through multi-stakeholder consultation, including WWF, IUCN, WBCSD, TNFD and more. Resources, guidance and tools are continuously evolving and exist as living documents. The development of the framework is a culmination of guidance developed, templates and tools created, online education and expertise shared.

Nature Roadmap — Nature Action Playbook — Nature Proof of Concept — Digital Action Framework



WJI 2030
Impact Action Journey Framework



ABOUT THIS FRAMEWORK

SIMPLE AND CLEAR
Provides step-by-step guidance for sustainability progress.

CREDIBLE FOUNDATIONS
Builds on established frameworks and methodologies.

POLICY-READY
Equips companies to meet evolving regulatory demands.

SUBSTANTIATED CLAIMS
Supports credible sustainability claims with evidence-based processes.

INTEGRATED APPROACH
Connects and aligns with ongoing work by the WJI 2030.

CONTINUOUS LEARNING
Supports ongoing progress via the ESG-Book platform.

MILESTONE 1
Measure and understand your impacts and risks

MILESTONE 2
Define ambition

MILESTONE 3
Develop your strategy

MILESTONE 4
Take action within your own operations

MILESTONE 5
Take action across your value chain

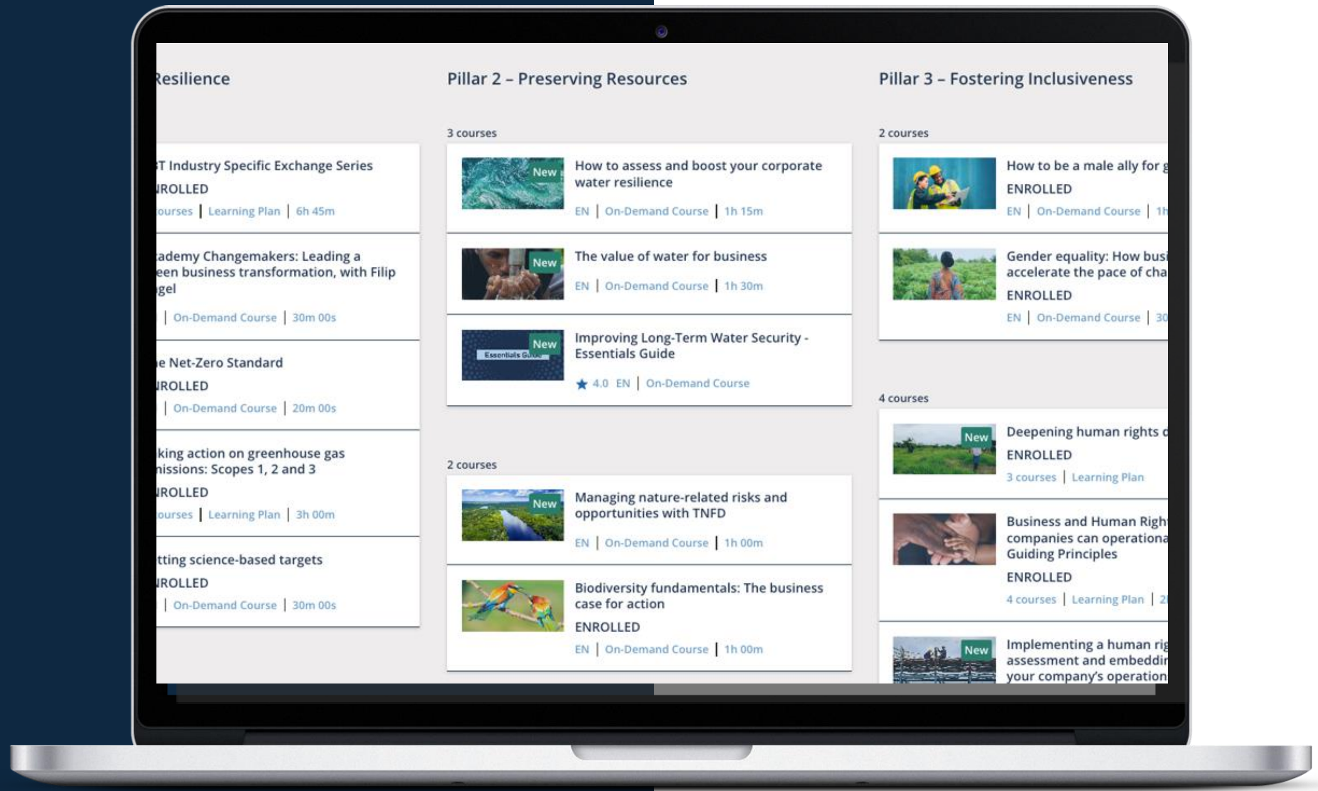
MILESTONE 6
Lead engagement and collaboration

New Module Launched
Introduction to Responsible Sourcing for SMEs

New Module in Development
Introduction to Climate, Nature and Inclusiveness for SMEs

WJI 2030 x UNGC Solutions Lab

Empowered by CIBJO



INTERACTIVE MODULES

Existing UNGC learning academy modules across, climate, nature and inclusion. Industry specific modules created by WJI 2030 in development.

OPEN-SOURCE LEARNING

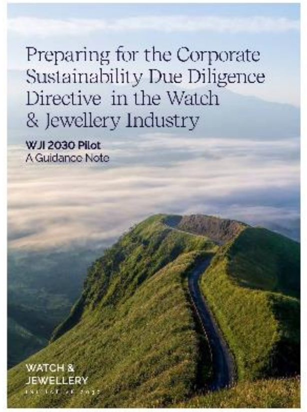
Open source and easy to use to build education and knowledge internally and with suppliers.

ACCESS THE SOLUTIONS LAB

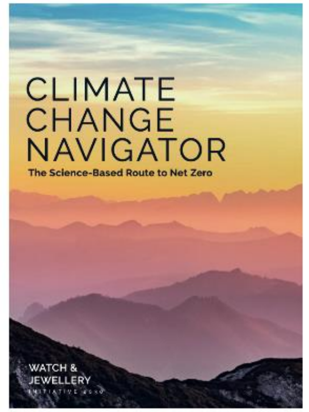
WATCH & JEWELLERY
INITIATIVE 2030

Resources

New WJI 2030



WJI 2030

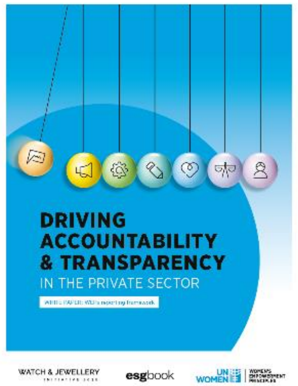


WJI 2030

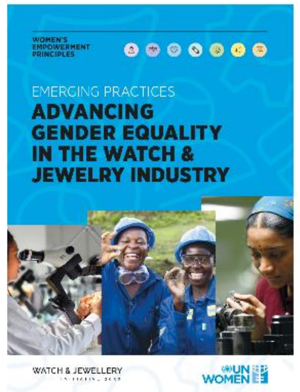
WJI 2030

WJI 2030

WJI 2030



WJI 2030

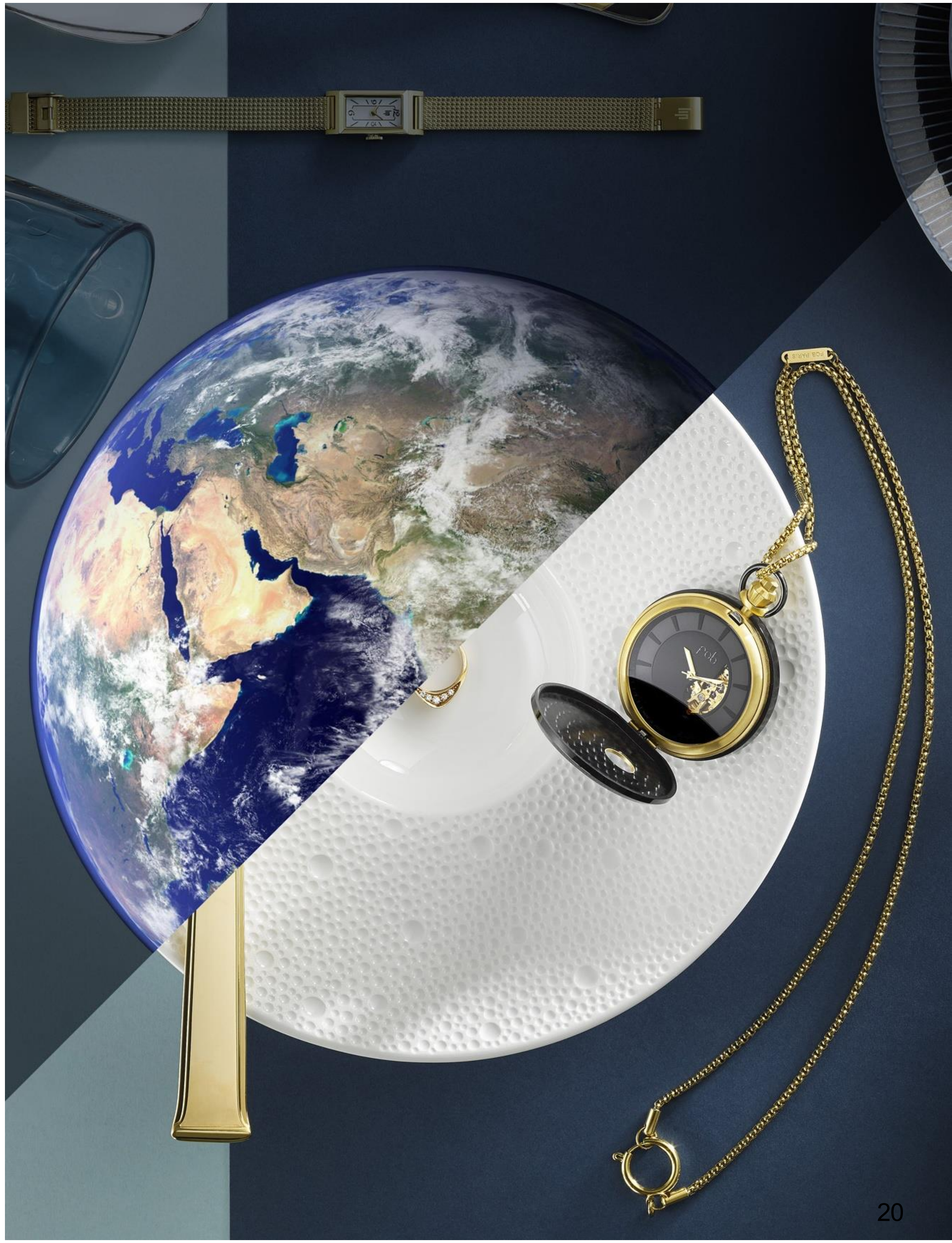


WJI 2030

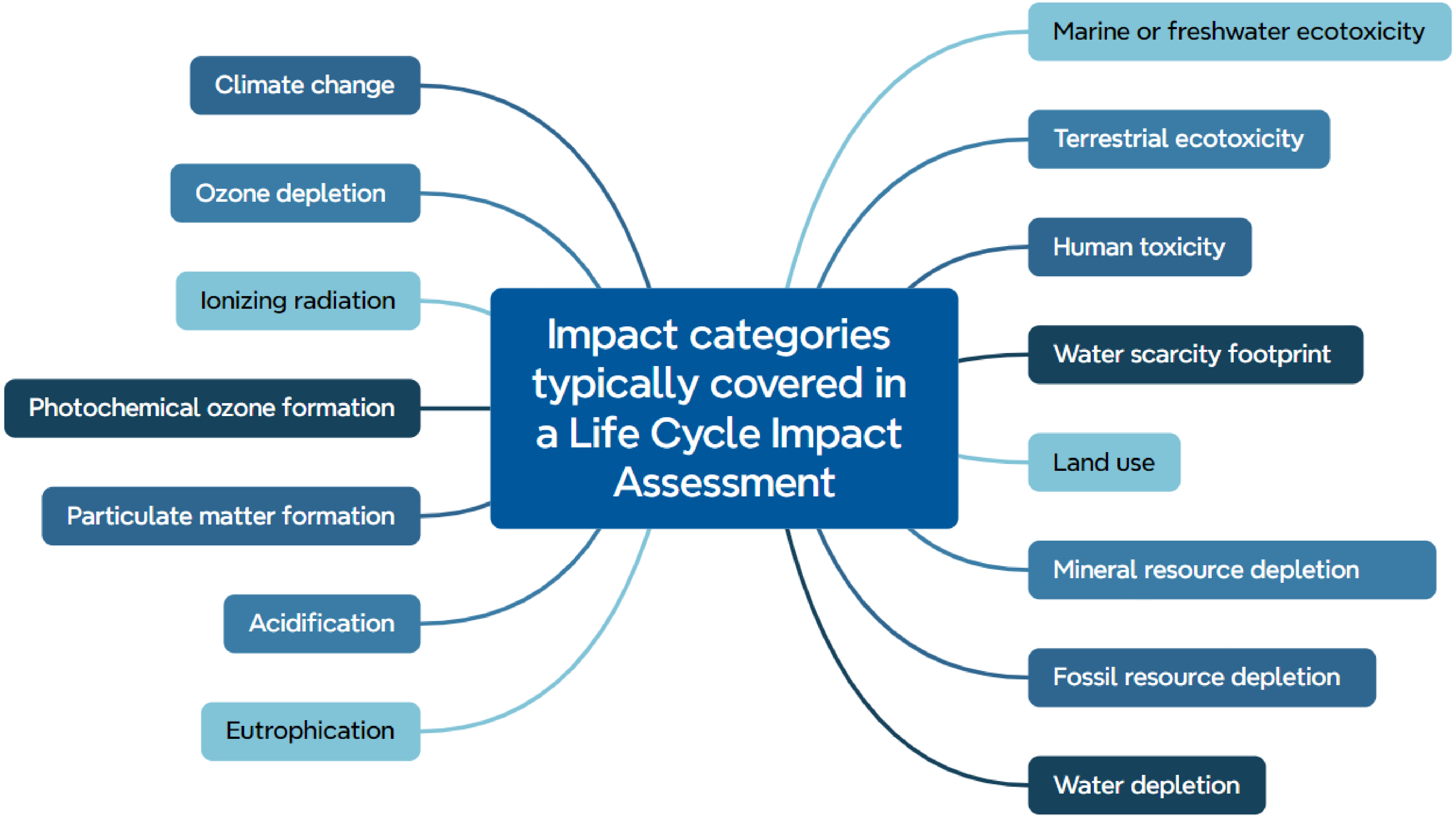
WJI 2030

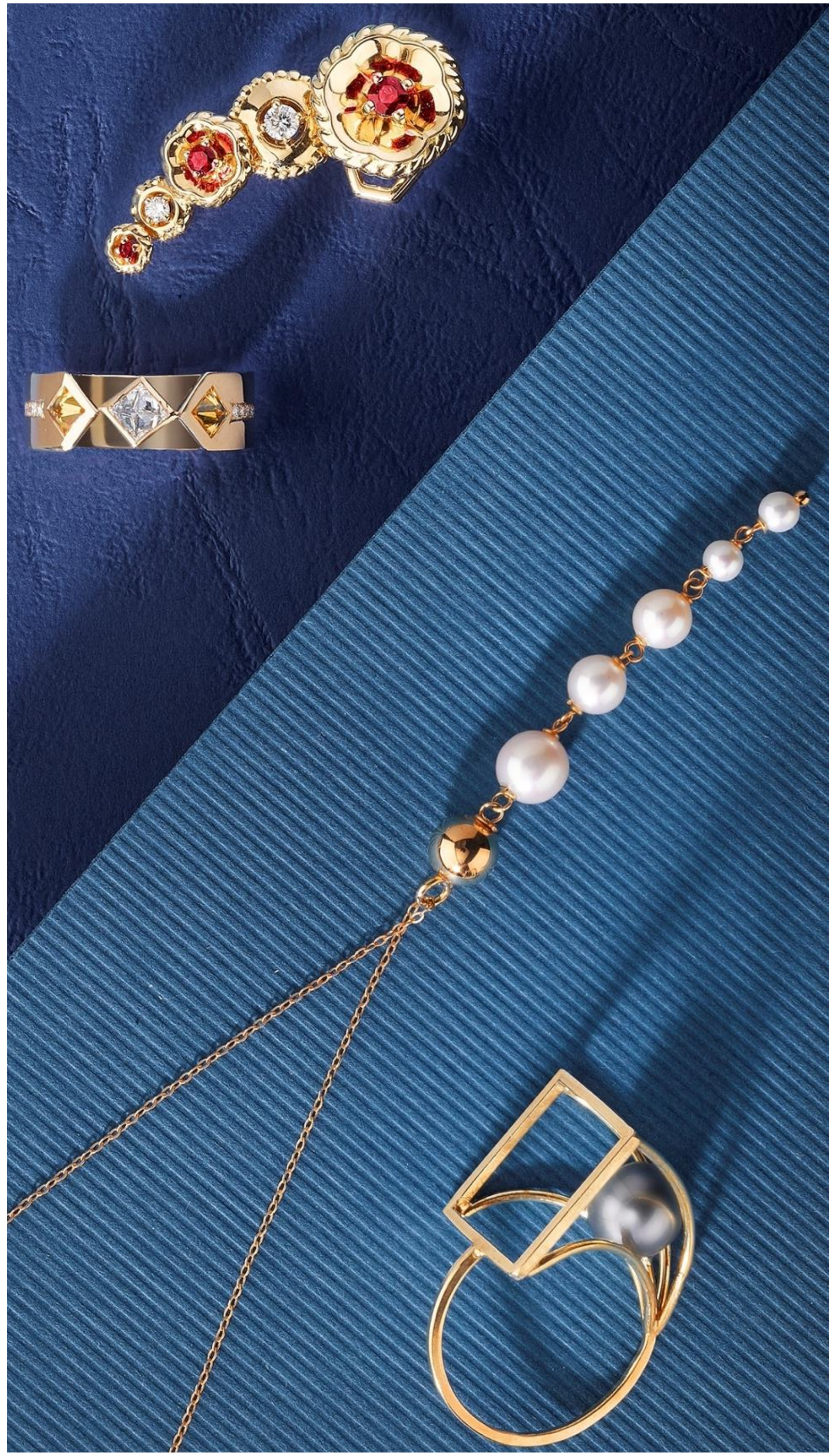
Kering Generation Award X Jewelry 2025 Prize

Life Cycle Thinking



Environmental Impact categories

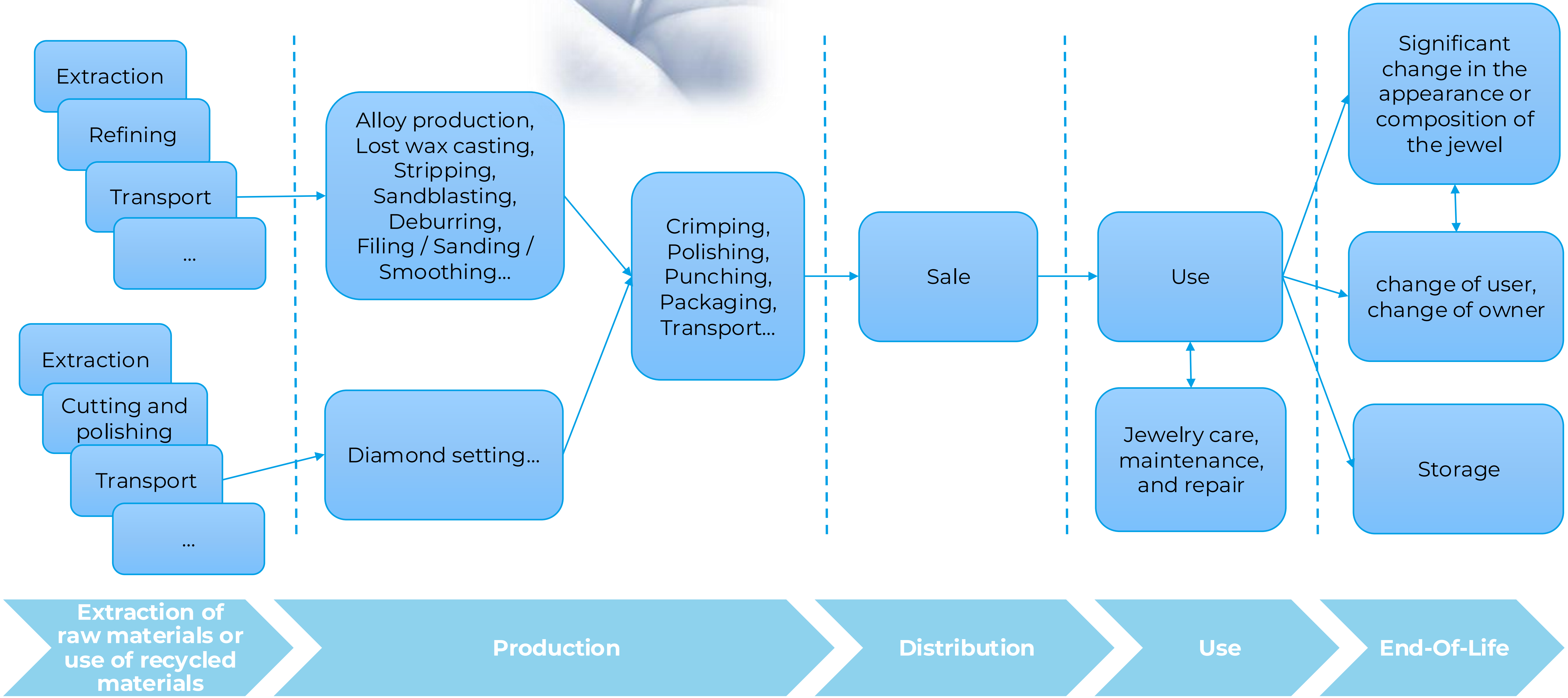




FRANCÉCLAT

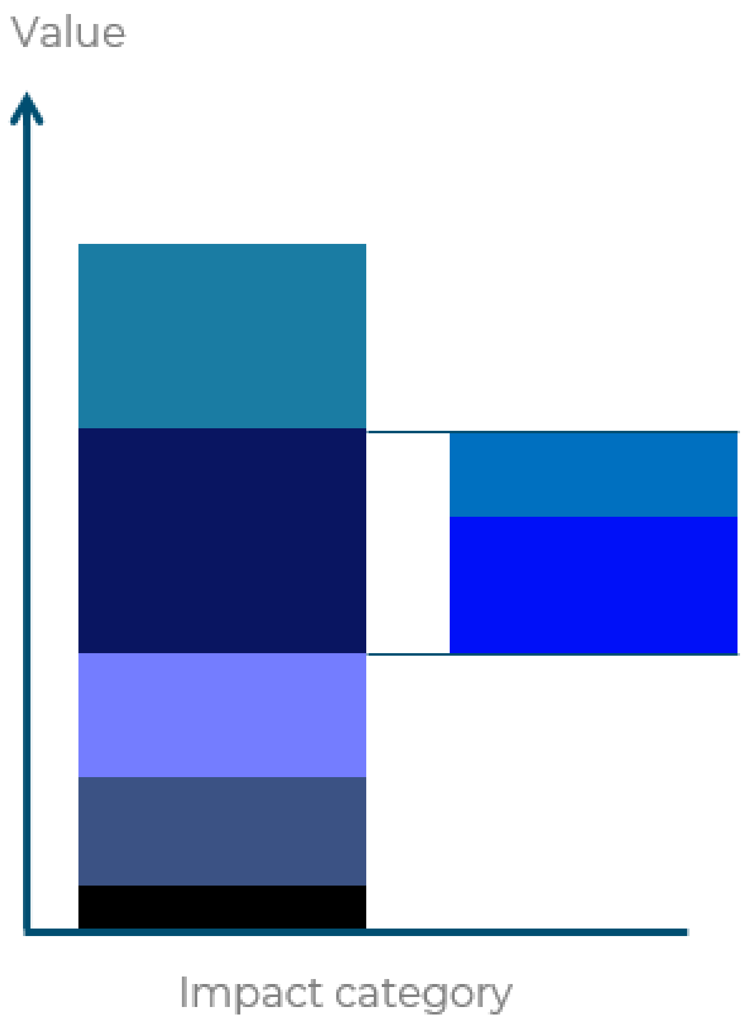
Life Cycle Concept

Simplified example of a solitaire

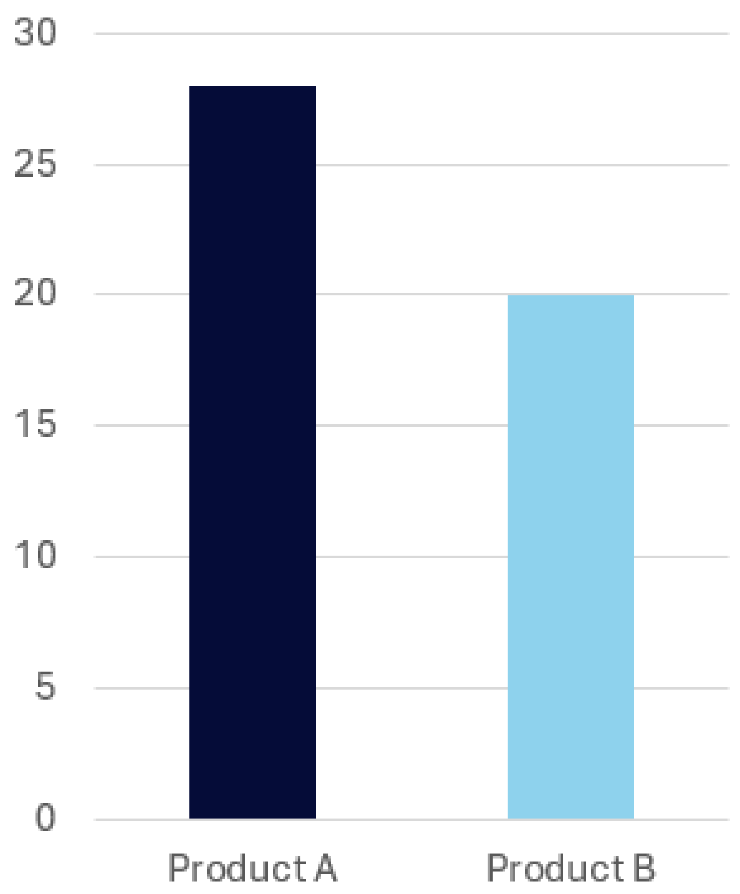


Example of using Life Cycle Analysis results

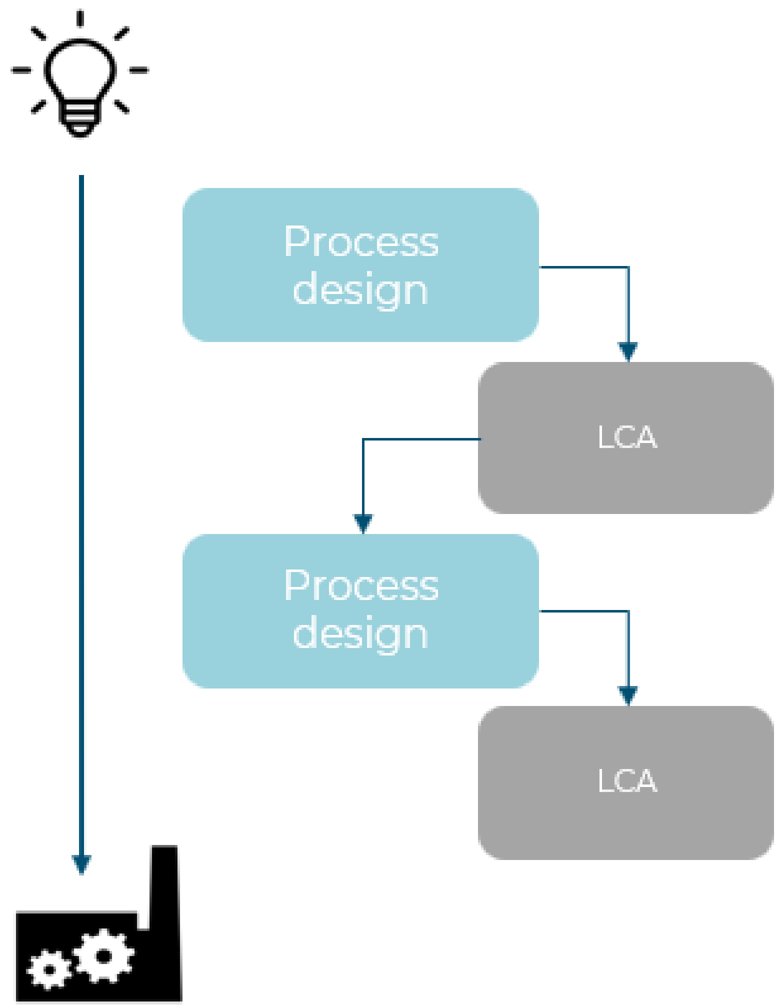
Contribution analysis



Technology comparison



Ecodesign



Double Materiality Assessment Guide Overview

The World Jewellery Confederation

Key & Co

CIBJO ESG Principles (2024)

Establishes fundamental ESG principles and introduces the ESG Wheel framework

Measurement guideline used to select metrics to assess results

CIBJO ESG Measurement Guidelines (2025)

Provides specific metrics and measurement approaches for data collection

ESG Wheel provides foundation for topic longlist generation

Material topics used to select appropriate metrics

Enable CIBJO members to take action on ESG

CIBJO Double Materiality Assessment (DMA) Guide

Identifies which ESG topics are most material to your specific operations

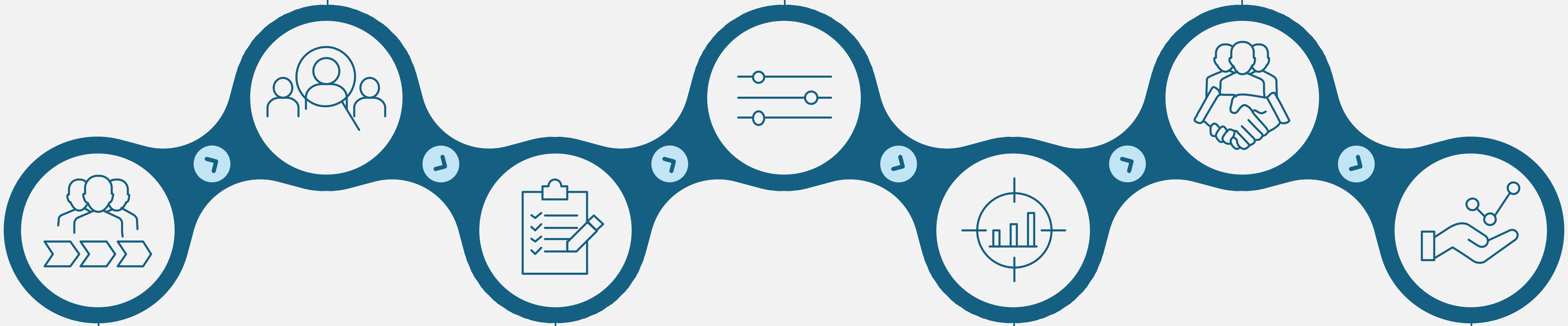
The 7-step DMA process for SMEs

The World Jewellery Confederation

CIBJO

est. 1926

Key & Co



1. Map the Value Chain
Map your value chain and competitors

2. Identify Stakeholders
Identify who matters to your business

3. Create Topic Longlist
Create comprehensive topic list

4. Create Shortlist
Filter to relevant topics

5. Assess Materiality of Topics
Score impact and business importance

6. Finalise Material Topics
Get leadership agreement

7. Integrate & Plan
Connect to your business planning

The Business Case for Measuring ESG Performance is Strong

The World Jewellery Confederation

Key & Co

ESG makes financial sense

Public market data provides strong evidence[1a] that integrating material ESG factors leads to financial outperformance

- 2-7% p.a[1b]
- ~50% premium[1c].

ESG helps you run your business better (Value add)

Integrate ESG into existing processes: DEI initiatives and environmental considerations, among others, can deliver cost savings and add value.[2]

Business owners, consumers and employees care (ESG sells)

Employees want to work for and consumers want to buy from 'sustainable businesses'.

Business owners increasingly want to build this type of company.[3]

The market expects ESG (Sales and exits)

Both when selling jewellery products AND when growing your business, ESG will be scrutinised as a top priority.[4]

Regulation and investors set the tone (Top down)

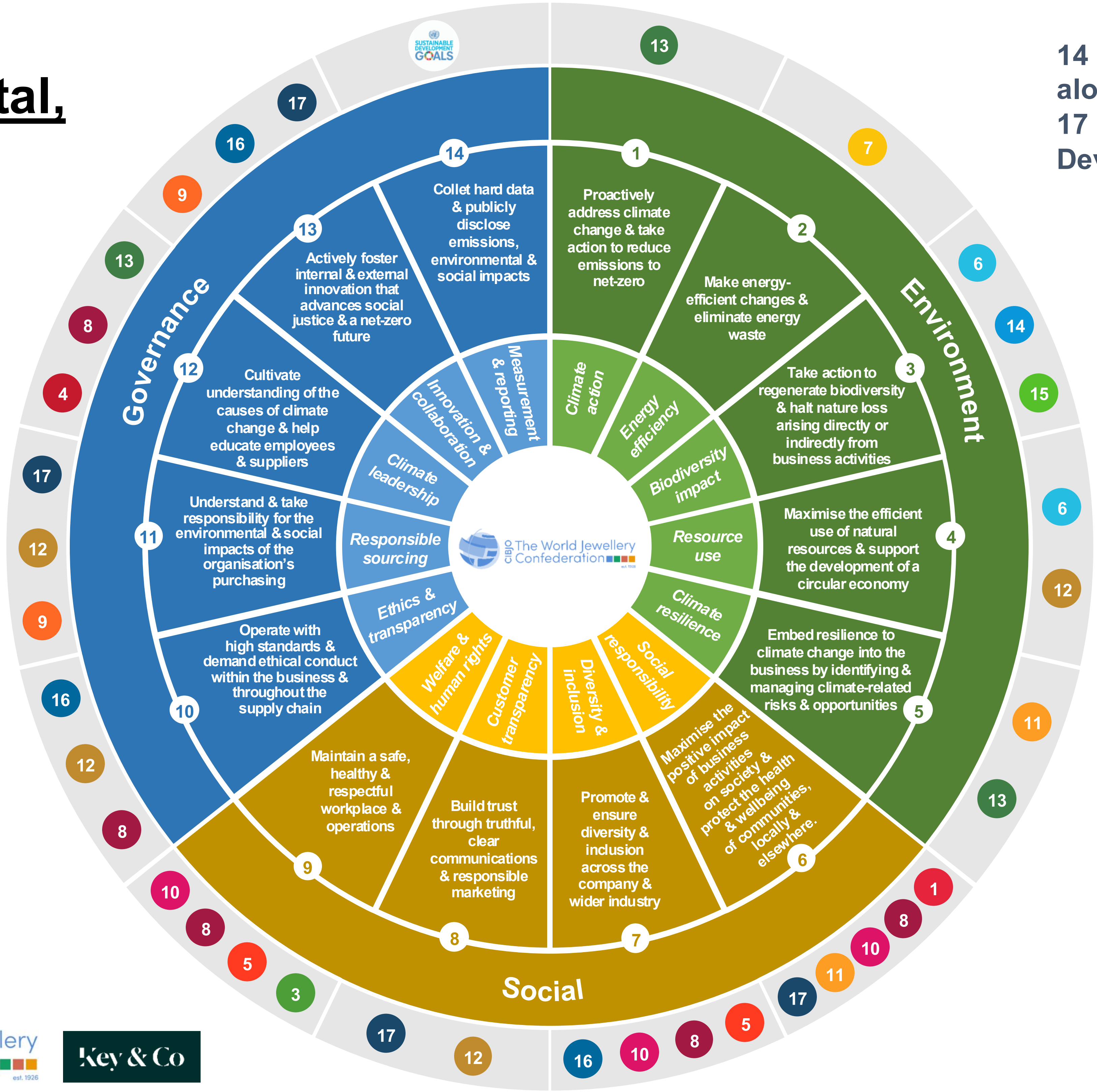
Regulatory requirements and investor demands are making ESG part of the 'licence to operate' for businesses.[5]

Most important to SMEs

Sources: VentureESG; 1a: McKinsey 2023 1b: Khan/Serafeim/Yoon 2017; 1c: Kroll 2023; 2: CNBC 2023; ESG Today 2023; 3: IBM 2021; Forbes 2022; 4: Citiwire 2021; BDC 2023; ESG Today 2023; 5: SFDR, KFW 2022

CIBJO's Environmental, Social & Governance (ESG) Principles Summary

14 Principles referenced alongside United Nations' 17 Sustainability Development Goals



How to use the guidelines to measure progress – 10 steps

Step 1
- Nominate an owner responsible for measurement
- Familiarise yourself with the 14 ESG principles
- Identify the most important topics to focus on for your business

Step 2
- Identify priority areas of measurement, using the measurement guidelines

Step 3
- Identify any reporting regulations that your company must adhere to. E.g. CSRD
- Identify any standards or frameworks in your sector E.g. ESRS, TCFD, GRI

Step 4
- Develop a plan for sourcing the relevant information or the metrics you are going to measure
- Include existing information and any gaps

Step 5
- Calculate the metrics that you have decided to measure
- Document the approach, sources, conversions

Step 6
- Set targets for each measure
- For greenhouse gas emissions, submit targets to science-based targets initiative or equivalent independent body

Step 7
- Audit the measurement calculation as you would your company accounts and ideally have it independently verified

Step 8
- Communicate internally and externally, including results and methodology
- Publish results on company website
- Ensure products are accurately labelled

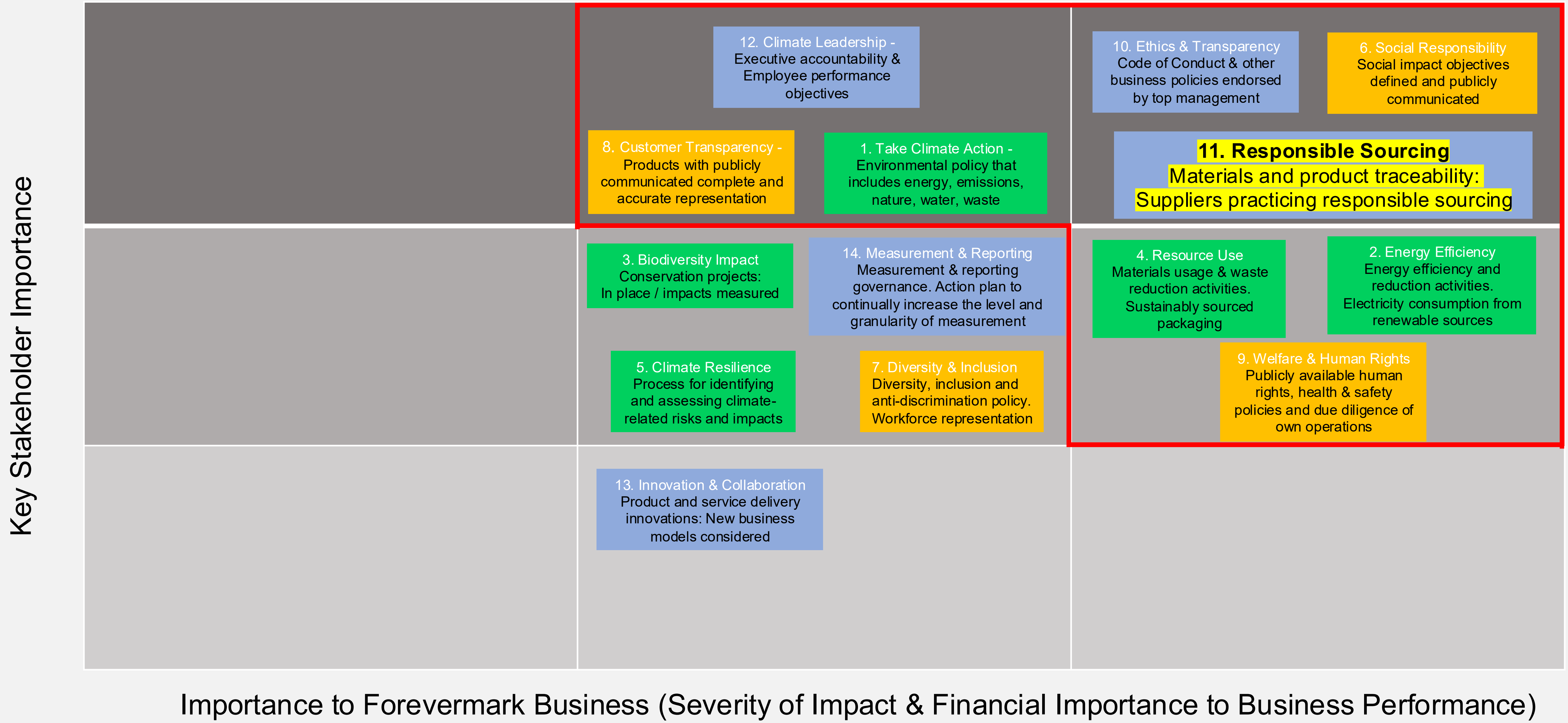
Step 9
- Create a feedback loop between planning, measurement, action, review

Step 10
- Focus on continuous improvement
- Embed and maintain measurement processes
- Increase scope and frequency of measurement over time

Step 1

- Nominate an owner responsible for measurement
- Familiarise yourself with the 14 ESG principles
- Identify the most important topics to focus on for your business (Materiality Assessment)

Governance | Environment | Social



Step 2

- **Identify priority areas of measurement**, using the measurement guidelines

- **e.g. Responsible Sourcing**

MEASUREMENT AREAS

SMEs:

1. Know-Your-Counterparty and other policies
2. Supplier code of conduct
3. Procurement practices
4. Product and materials traceability
5. Supplier engagement

Large companies, as SME companies, plus:

6. Risk management framework
7. Supplier due diligence
8. Supply chain impacts
9. Advocacy and information sharing
10. Responsible sourcing assurance and certification
11. Action plan to increase traceability
12. Executive incentives

METRICS / KPIS

SMEs:

- Know-Your-Counterparty and other procurement policies [annual]: Aligned with recognised supply chain standards and sector guidance (Y/N) / Rate of internal adherence (#)
- Supplier code of conduct [annual]: Management reviews (#) / Whole supply chain coverage (Y/N) / Expectations of reliability of sustainability claims related to human rights, labour, the environment and anti-corruption included (Y/N)
- Procurement practices and record keeping [monthly]: Practices based on a respected framework (#) / transactions documented (%) / staff trained (%) / Risk assessments (#)
- **Materials and product traceability [monthly]: Suppliers practicing responsible sourcing (#, %)** / products/materials assessed (#, %) / Continuous improvement activities (#)
- Supplier engagement [annual]: Level of trust in information provided by suppliers Low-High (#) / Annual/bi-annual supply chain survey (Y/N)

Large companies, as SME companies, plus:

- Risk management framework [annual]: Board reviews (#) / Environmental and social risks and impacts in supply chain ranked by severity, likelihood and irremediability (#) / Mitigated (#, %)
- Supplier due diligence [annual]: Reviews per year (#) / Supply chain operations assessed for actual/potential environmental and social impacts (%) / Materials and products for which chain of custody and provenance known (e.g. country of origin, history, certification) (%) / Spend with artisanal and small-scale producers (% and $M) / Recycled (%) / Spend with suppliers practicing responsible sourcing, waste and water management (% and $)
- Supply chain impacts [Annual]: Extracted materials using methods that cause, support or benefit unlawful armed conflict or contribute to serious human rights abuses or breaches of international humanitarian law (%) / Operating in or sourcing from conflict affected and/or higher-risk regions/sectors (%) / Abusive and exploitative practices occurring by type, severity (low-high) (#) / Rate of occurrence / Spend within #Kms of operations (%, $M)
- Advocacy and best practice sharing [semi-annual]: Cross-industry schemes supported (#) / Education and information sharing sessions (#) / SME participants (#)
- Product and/or materials assurance [annual]: Certificated or audited by accredited 3rd party (#)
- Action plan to increase traceability [quarterly]: Projects implemented by location (#) / supply covered (%) / Improvements delivered (#) / Methodology used (Y/N)
- Executive incentives linked to improvements in traceability and value chain transparency [annual]: Achieved (%)

TYPICAL DATA SOURCES

- Supply chain contracts
- Supplier records and impact reports
- Chain of custody certifications and accreditations e.g. Kimberley Process Certification Scheme (KPCS)
- Product warranties
- Product audits
- National, international and sector frameworks, standards and guidance documents e.g. OECD Guidance for Responsible Supply Chain of Minerals from Conflict-Affected and High-Risk Areas; Responsible Jewellery Council Chain-of-Custody standard; ISO 20400; World Gold Council Responsible Gold Mining Principles (RGMPs)

Step 4

- Develop a plan for sourcing the relevant information or the metrics you are going to measure

  Note – Each business could start with the top 3 areas * in the Materiality Assessment in Year 1 vs 12 and then expand per year after

- Include existing information and any gaps

Governance | Environment | Social

Guideline Metric	Plan for Sourcing Information to measure	Source of data & any gaps
1. Take Climate Action Environmental policy that includes energy, emissions, nature, water, waste	Review De Beers Group Sustainability report and any base data with Sustainability team. Determine elements that can be defined for Forevermark and then decide what we want to measure/track (ie De Beers Group data or Forevermark or a link between the two)	De Beers Group Sustainability Report. Gaps tbc
2. Energy Efficiency Energy efficiency and reduction activities. Electricity consumption from renewable sources	Review ability to break down energy usage in Forevermark based on Headcount and proportion in either Downstream offices or De Beers Group as a whole. Or do as a bottom-up exercise with each office to define energy usage and usage reduction opportunities	Energy bills, energy calculator (Institute of Diamonds and Forevermark Offices). Gaps tbc
4. Resource Use Materials usage & waste reduction activities. Sustainably sourced packaging	Review with India team and Institute of Diamonds how we evaluate and measure the materials we use (and how we reduce per item or make more digital). Assess each material packaging option for sustainability too (ie Visual Merchandising)	Forevermark India & Institute of Diamonds - Materials invoices, waste recycling data (if any), materials sourcing sustainability options. Gaps tbc
6. Social Responsibility * Social impact objectives defined and publicly communicated	Review De Beers Group Sustainability report and any base data with Sustainability team. Determine elements that can be defined for Forevermark (and possibly communicated externally too)	De Beers Group Sustainability Report. Gaps tbc
8. Customer Transparency Products with publicly communicated complete and accurate representation	Review Forevermark websites, Campaigns and Institute of Diamonds materials for accurate representation and ways to improve	Forevermark websites (India and outside India), Campaign materials, Institute of Diamonds physical and online materials that accompany the Forevermark product Gaps tbc
9. Welfare & Human Rights Publicly available human rights, health & safety policies and due diligence of own operations	Review De Beers Group Sustainability report, specific policies on Health & Safety and practical application in the Forevermark India teams and the Institute of Diamonds (ie Standard Operating procedures)	De Beers Group Sustainability report, Health & Safety policies (Physical and mental), and how measured practically in the operations (such as Standard Operating Procedures and any record of deviations). Gaps tbc
10. Ethics & Transparency * Code of Conduct & other business policies endorsed by top management	Review De Beers Group Code of Conduct and full list of policies for both our usage internally (ie De Beers Group and Bullying Harassment) and requirements of our suppliers / clients (including Best Practice Principles)	De Beers Group Code of Conduct, Bullying & Harassment policies, Best Practice Principles and measurement of compliance (if available for monitoring/improvement). Gaps tbc
11. Responsible Sourcing * Materials and product traceability: Suppliers practicing responsible sourcing	**Review Responsible Sourcing process for Forevermark with Ethics team and assess Forevermark & Institute of Diamonds supplier evaluation and practice**	**Purchasing Policies and processes in Forevermark India, UK and Institute of Diamonds whilst also evaluating compliance. Gaps tbc**
12. Climate Leadership Executive accountability & Employee performance objectives	Review **De Beers Group Sustainability report statements and review Forevermark dissemination needs for accountability. Determine cascade of performance objectives for De Beers Group and then onto Forevermark**	De Beers Group Sustainability report, Any Forevermark statements online or in print. Gaps tbc

The World Jewellery Confederation est. 1926 | Key & Co


COUCH TO 5K

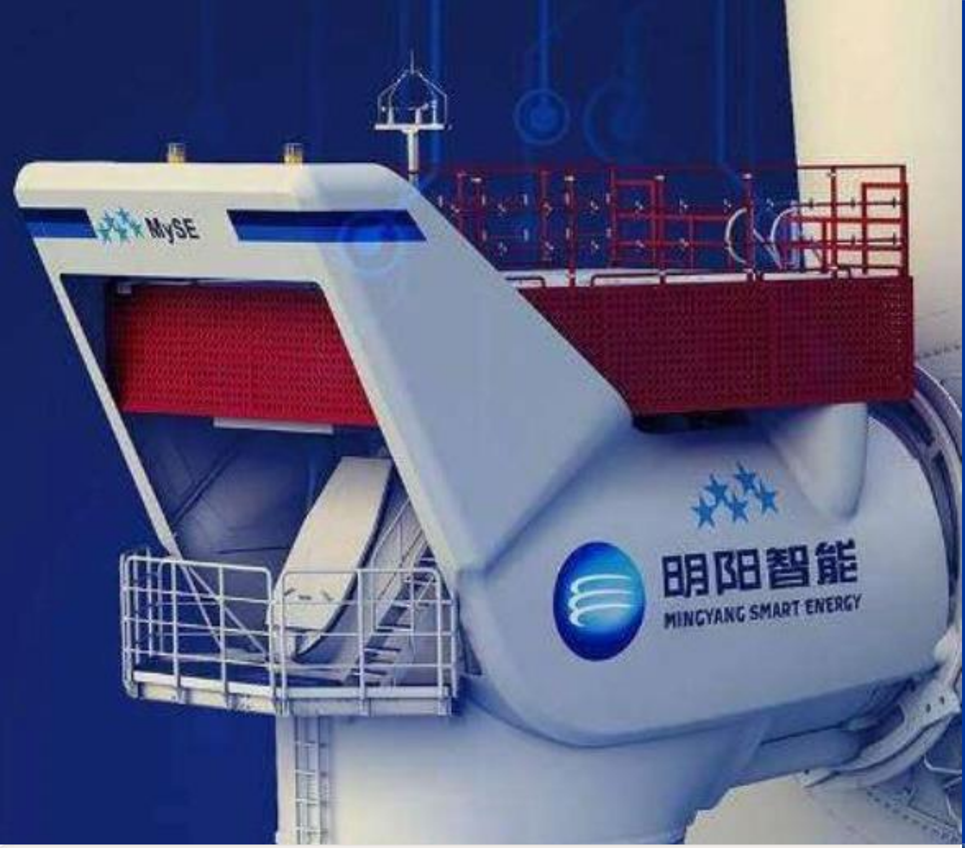

JAMAICA
BOLT

Question for the audience

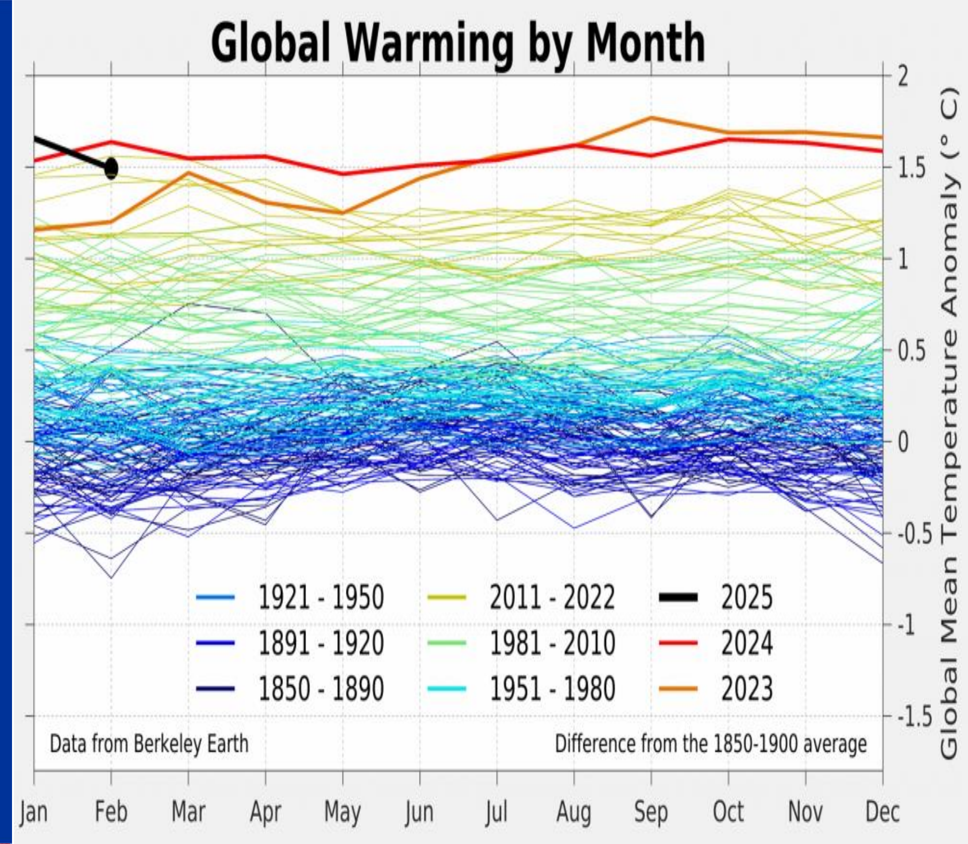
Would you be willing to contribute to or use CIBJO ESG tools? (Yes, no, maybe).

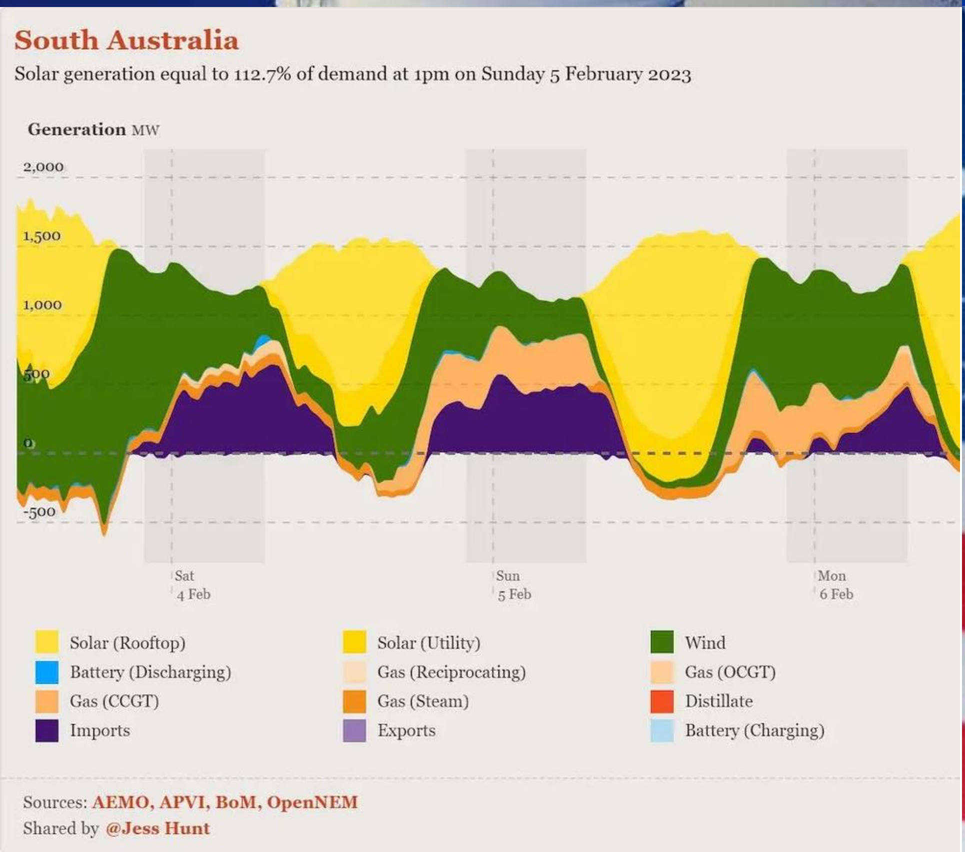
What does the road ahead look like?

Given the urgency for continued and increased focus on ESG, please give one reason for optimism—and one challenge ahead?


MySE
明阳智能
MINGYANG SMART ENERGY


CSRD
Corporate Sustainability Reporting Directive


Global Warming by Month
1921 - 1950
1891 - 1920
1850 - 1890
2011 - 2022
1981 - 2010
1951 - 1980
2025
2024
2023
Data from Berkeley Earth
Difference from the 1850-1900 average
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Global Mean Temperature Anomaly (° C)
2
1.5
1
0.5
0
-0.5
-1
-1.5


South Australia
Solar generation equal to 112.7% of demand at 1pm on Sunday 5 February 2023
Generation MW
2,000
1,500
1,000
500
0
-500
Sat 4 Feb
Sun 5 Feb
Mon 6 Feb
Solar (Rooftop)
Solar (Utility)
Wind
Battery (Discharging)
Gas (Reciprocating)
Gas (OCGT)
Gas (CCGT)
Gas (Steam)
Distillate
Imports
Exports
Battery (Charging)
Sources: AEMO, APVI, BoM, OpenNEM
Shared by @Jess Hunt


TECOR
SOCIETARIO

Thank you!

CIBJO The World Jewellery Confederation

est. 1926

Turning Principles into Practice: Tools to Advance Jewellery Sustainability

Paris, October 28th 2025