

Club RSE de l'UFBJOP

19/06/2023

Raluca Anghel – Global Head of External Affairs and Industry Relations

Mina El Hadraoui – Head of France

NATURAL
DIAMOND
COUNCIL

W₄ O₁ R₁ D₂ S₁

M₃ A₁ T₁ T₁ E₁ R₁



Globally, a NEW generation is challenging traditional notions of LUXURY and VALUE.

The NEW VALUES that are RESHAPING OUR CULTURE:



*Naturality
Sustainability
Purposefulness
Personal meaning
Timelessness*





GREENWASHING



GREENWASHING

Consumers are not adequately protected.

✓ between 53 and 58% of environmental claims provide vague, misleading or unfounded information about products' environmental characteristics

✓ 40% of claims are unsubstantiated

NATURAL
DIAMOND
COUNCIL

THANK YOU,
BY THE WAY

SHARE & PROTECT
POSITIVE IMPACT

GLOBAL EDITORIAL AUTHORITY

MODERN DIAMOND DREAM

Your marriage proposal with
a natural diamond just helped
protect the endangered Rhinos
and safeguard 200,000 hectares
across southern Africa.

only
NATURAL
DIAMONDS

WE ARE NATURAL DIAMONDS

CULTURALLY CONNECTED

TRANSPARENT

PROMOTING INCLUSIVITY

Our Mission

To *inspire* consumers. To create *emotional* dreams for natural diamonds that are exciting and culturally relevant.

To support those dreams by the values and *social benefits* inherent in the diamond industry.

To advance the *integrity* of the modern diamond jewelry industry, *educate* and *protect* consumers.

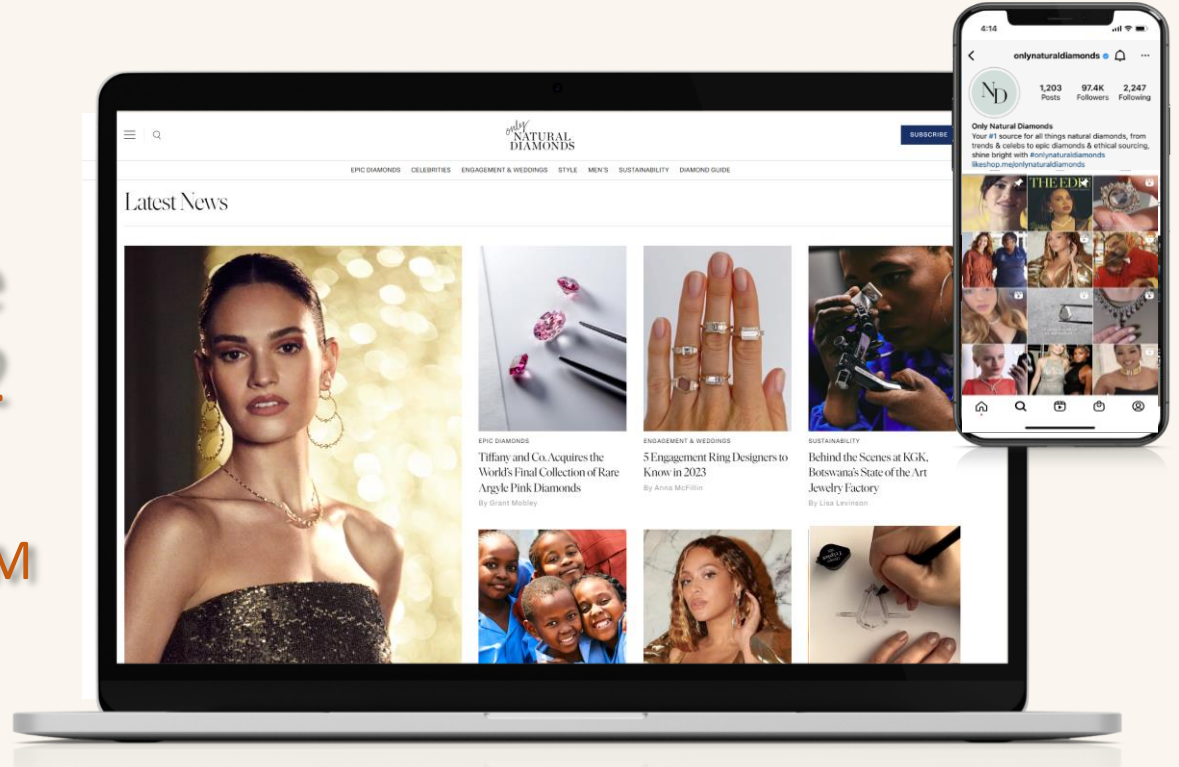
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DIAMOND
COUNCIL



Only Natural Diamonds (OND), the GLOBAL AUTHORITY for NATURAL DIAMONDS

130M Unique
Visitors, in 2022

NATURALLDIAMONDS.COM



Only Natural Diamonds (OND) Naturaldiamonds.com

Websites

Countries
(US, India,
France, UAE,
China,)

5

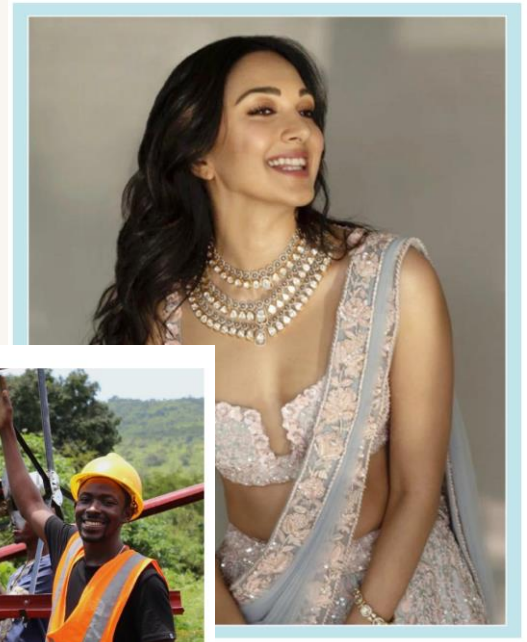


A Jewelry Editor's Guide to Shopping in Palm Beach



3

Languages



Diamonds Do Good et Flaviana Matata lancent un bracelet au profit des jeunes filles d'Afrique

Le bracelet a été créé par la designer salvadorienne Gloria Battle de Onirikka Fine Jewelry.



La Première Dame du Botswana dévoile les noms des bénéficiaires de la bourse d'entreprenariat Diamonds Do Good 2022.

Le programme de subventions a été développé pour soutenir les jeunes entrepreneurs dans les pays producteurs de diamants comme...

Social Leader

6.6_{MM}

Impressions on Social Every Day

1.3_{MM}

Daily Video Views

100_K

Engagements on Social Every Day



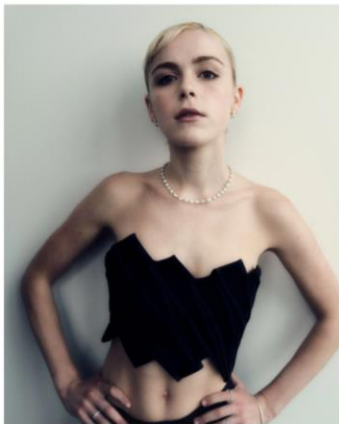
DIAMOND FACTS

Are natural diamonds *rare*?
Uncover the data...

She's So Lovely: Kiernan Shipka

Kiernan Shipka shows diamonds essentials are anything but basic.

Photographed by Alexander Sabidigo
Styled by Martina Robinson | Hair by Sarah Crowell



STYLING: MARTINA ROBINSON
HAIR: SARAH CROWELL
MAKEUP: JESSICA HARRIS

The capturing moment," says actress Kiernan Shipka of her relationship to photographer. "I like taking photos of things that I want to experience." Shipka's smile is as large as the star's well-trafficked Instagram feed and shines as her smile ability to have fun with fashion. In recent years—from the New York premiere of her latest show, *SNL*'s *In the House* Previews, and her "She's So Lovely" themed birthday party—she's turned up as often as in *Emma* and *Mad Men*. Other accessories have included several diamond pieces from other her personal collection in *Booker* from Jane Neumann. At 23, Shipka has a certain ownership of her style that a lot of other talents her age don't have. But then again, when you've been gracing red carpets since the age of seven, you certainly pick up a



DIAMOND FACTS

Can you detect a *laboratory-grown* diamond from a natural diamond?
A research study offers a clear understanding...

FIND OUT

CELEBRITIES

The Best Natural Diamond Moments from the 2023 Cannes Film Festival

The red carpet is dripping in diamonds.

BY JANE ADLER | MAY 10, 2023



Every year, *Cannes Film Festival* brings us a plethora of stunning natural diamond looks, thanks in part to the festival's partnership with Chopard and of course the stunning talent featured in the films shown throughout the week. From statement diamond necklaces, like Julia Roberts' memorable yellow diamond pendant in 2022, to unique pieces like Elizabeth Taylor's famous train moment in 1967 have made the Cannes red carpet truly unforgettable, year after year.

It is no surprise that in one of the most elegant cities in the world, we've gotten some of the most elegant red carpet looks of all time, each of them dripping in natural diamonds.

The 2023 Cannes Film Festival was no exception as every major star arrived on the red carpet in their finest gowns and diamond jewelry. Ahead, take a look at some of our favorite diamond moments from the film festival.

Naomi Campbell



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A research study offers a clear understanding...

FIND OUT

CELEBRITIES

A Sparkling Hurrah for the Most Historical Diamonds

Regals from all over the world wore natural diamonds for the historic coronation

BY JANE ADLER | MAY 9, 2023



The Royal Family of the British Isles, and those from around the world who attended His Majesty the King Charles's coronation today at Westminster Abbey, were a lot like jewels from the granite who attended the coronation of his mother Queen Elizabeth II nearly seven years ago in 1953. The dress code requested from rather than hats, and even the Princess of Wales wore a headpiece set with diamonds rather than diamonds—often being stately elegant.

However, there was still a lot of significant diamond jewelry worn at the first coronation of a British monarch this millennium.

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DIAMONDS AND KELP: THE UNEXPECTED DUO HELPING FIGHT CLIMATE CHANGE

How the startup kelp blue is cultivating giant kelp as a nature-based solution to a more sustainable future.

BY PAUL GEE | MARCH 24, 2023

[f](#) [t](#) [i](#) [y](#)



When you think of kelp, you may automatically think of seaweed that grows your favorite sushi rolls. But a lot of people don't know that the marine plant is also a player in the fight to reverse climate change.

Netherlands-based marine-based startup [Kelp Blue](#) is taking the charge with its mission to grow large-scale kelp forests to not only capture carbon dioxide from the atmosphere but also to increase biodiversity in the ocean while developing nature-based products for regenerative agriculture. It's an innovative, multi-pronged approach that has the potential to reduce stress on the environment and restore equilibrium to the planet.

"Just by creating a lot of biomass, you're storing carbon," Caroline (founder, co-founder and CEO) of Kelp Blue tells *Natural Diamonds*. "But also by creating an ecosystem and increasing that marine biodiversity, you're adding to ocean resilience. If we don't have healthy oceans, then we won't exist. So we think kelp is one of the solutions, not the solution, but one that should certainly be considered."

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HOW BOTSWANA GUARANTEES FREE EDUCATION FOR ALL CHILDREN

For decades, the natural diamond industry has helped to make free education available to the children of Botswana.

BY JESSICA FREEDLE | PHOTOGRAPHY BY WILLY KULLERS | JANUARY 24, 2023

[f](#) [t](#) [i](#) [y](#)



When Botswana gained its independence from Britain in 1966, it was the third poorest country in the world. It had minimal infrastructure, very few paved roads, and almost a complete void of formal education. At the time, Botswana had only 22 university graduates and 100 secondary school graduates. The country's founding president, Sir Seretse Khama made it his mission to build a government with strong anti-corruption practices and an ambitious economic development program centered around the country's resources of coal, copper and diamonds.

Under Khama's leadership, Botswana had the fastest growing economy in the world from 1966 to 1980, primarily driven by mining. He made sure the revenues were reinvested into Botswana's economy, expanding infrastructure, healthcare and education. Botswana now has the highest GDP per capita in all of continental Africa. The diamond industry accounts for 40 percent of the country's GDP and 90 percent of its exports. Every child in Botswana is guaranteed a free primary and secondary school education subsidized by the government.

Our Members

DE BEERS GROUP



RZM MUROWA

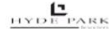


RioTinto

Partner



NDC Retailer Network



Why words matter

- ❑ Why is this important
- ❑ Green legislation (UK, US, EU)
- ❑ Industry efforts (EFJ and Collectif Diamant)
- ❑ Communicating sustainability
- ❑ Impact of diamonds



- ❑ Federal Trade Commission has opened e public consultation to review their Green Guides
- ❑ Terms that severely require clarification include: “recycled,” “sustainable,” “renewable,” “carbon-neutral,” “ethical/ethically mined/ethically grown/ethically mined,” and “eco/environmentally friendly.”
- ❑ Requirements that businesses making eco-claims outline the specific benefits of those claims.
- ❑ JVC is the watches and jewellery representative.
- ❑ Expected proposal H2 2023.





- ❑ Advertising Standards Authority/ Committee of Advertising Practice and Broadcast Committee of Advertising Practice updated their advertising guidance, specifically targeting carbon neutral and net zero claims.

- ❑ Study:
 - Carbon neutral and net zero were the most commonly encountered claims, but there was little consensus as to their meaning.

 - There were calls for significant reform to simplify and standardise the definitions of such terms and for claims to be policed by an official body, such as government.



1. Empowering consumers for the green transition through better protection against unfair practices and better information
2. Corporate sustainable due diligence
3. Directive proposal on Green Claims
4. The Corporate Sustainability Reporting Directive (CSRD)

1. Empowering Consumers for the Green Transition

- **EU New Consumer Agenda** and the **Circular Economy Action Plan**.
- This will be **finalised by H2 2023/H1 2024** (CURRENTLY TRILOGUES) with the aim to:
 - Ensure that **businesses do not mislead** consumers about environmental and social impacts.
 - Ensure that businesses can only **compare products if they provide full information**.
 - Ban on making an **environmental claim about the entire product**, when it actually concerns only a certain aspect of the product.
 - Ban of generic environmental claims where **performance cannot be demonstrated** or whenever the claim details are not clear and prominent on the same medium, such as the same advertising spot, product's packaging or online selling interface.

2. Directive on Corporate Sustainability Due Diligence

- Companies have a corporate due diligence duty to identify, bring to an end, prevent, mitigate and account for adverse human rights and environmental impacts with respect to their own operations, the operations of their subsidiaries, and the value chain operations carried out by **established business relationships**.

2. Directive on Corporate Sustainability Due Diligence

Due diligence obligations with respect to human rights and environment:

- Integrate due diligence into companies' policies
- Identify potential adverse impacts on human rights and environmental impacts
- Prevent and mitigate potential adverse impacts
- End and minimise actual adverse impacts
- Establish and maintain a complaints procedure
- Monitor the effectiveness of due diligence policy and measures
- Publicly communicate on due diligence.

2. Directive on Corporate Sustainability Due Diligence

The Directive will apply to Group 1 companies (Large) from the second year after its entry into force, and to Group 2 companies (Medium-sized in high-risk sectors) from the fourth year after its entry into force.

EU companies incorporated under the laws of EU member states:

- **Large EU companies (Group 1):** Companies with more than **500 employees** and a net **worldwide** turnover of more than **EUR 150 million** in the last financial year.
- **EU companies (Group 2):** Companies with more than **250 employees** and a net **worldwide** turnover of more than **EUR 40 million** in the last financial year, if at least 50 per cent of that net turnover was generated in one or more of the following high-risk sectors: (i) textiles, (ii) agriculture, and (iii) extraction of mineral resources.

2. Directive on Corporate Sustainability Due Diligence

Large limited liability companies

- ✓ These companies also need to **have a plan** to ensure that their **business strategy** is compatible with limiting global warming **to 1.5 °C in line with the Paris Agreement.**
- ✓ When directors act in the interest of the company, they must **take into account the human rights, climate and environmental** consequences of their decisions and the likely consequences of any decision in the long term.

2. Directive on Corporate Sustainability Due Diligence

Non-EU companies incorporated under the laws of a third company:

- **Large non-EU companies (Group 1):** Companies with a net **EU-wide** turnover of more than EUR 150 million in the financial year preceding the last financial year. There is no reference to the number of employees.
- **Non-EU companies (Group 2):** Companies with a net **EU-wide** turnover of more than EUR 40 million in the financial year preceding the last financial year, if at least 50 per cent of their net turnover was generated in one or more of the following high-risk sectors: (i) textiles, (ii) agriculture, or (iii) extraction of mineral resources. Again, there is no reference to the number of employees.

3. The Corporate Sustainability Reporting Directive (CSRD)

- The CSRD requires companies to **report on the impact of corporate activities** on the environment and society, and requires the **audit (assurance)** of reported information.
- The purpose of the Green Deal is to **make Europe the first climate-neutral continent by 2050**.
- Companies start reporting, under the CSRD, from 2024 in line with mandatory EU sustainability reporting standards and alongside an external assurance of sustainability reporting.
- **A common reporting framework** for non-financial data for the first time.

3. The Corporate Sustainability Reporting Directive (CSRD)

In addition to the NFRD Under Directive 2014/95/EU, large companies must publish information related to:

- Environmental protection
- Social responsibility and treatment of employees
- Respect for human rights
- Anti-corruption and bribery and
- Diversity on company boards

Also, the CSRD is **adding additional requirements on:**

- **Double materiality concept:** Sustainability risk (including climate change) affecting the company + companies' impact on society and environment
- Process to select material topics for stakeholders
- More **forward-looking** information, including targets and progress
- Disclose information relating to intangibles (social, human and intellectual capital)

The CSRD reporting will align with the already existing Sustainable Finance Disclosure Regulation and the EU Taxonomy.

3. The Corporate Sustainability Reporting Directive (CSRD)

French businesses face no fines if they don't report according to the NFRD unless an interested party asks for the disclosure of the non-financial information. If it is not available, subsequently, financial penalties can be imposed by a judge.

3. The Corporate Sustainability Reporting Directive (CSRD)

Next steps

The application of the regulation will take place in three stages:

- 1 January 2024 for companies already subject to the non-financial reporting directive
- 1 January 2025 for large companies that are not presently subject to the non-financial reporting directive
- 1 January 2026 for listed SMEs, small and non-complex credit institutions and captive insurance undertakings

4. Directive - Substantiation and communication of explicit environmental claims (Green Claims Directive) – April 2023

The legislative proposal introduces uniform requirements that companies should follow when making environmental claims.

Examples for explicit environmental claims

- ✓ Specify if the claim is related to the whole product, part of a product or certain aspects of a product
 - ✓ Rely on widely recognised scientific evidence, use accurate information and take into account relevant international standards
 - ✓ Demonstrate that environmental impacts, environmental aspects or environmental performance that are subject to the claim are significant from a life-cycle perspective
 - ✓ Where a claim is made on environmental performance, take into account all environmental aspects or environmental impacts which are significant to assessing the environmental performance
- #3 All the requirements will not apply to traders that are microenterprises unless they request the verification to receive a certificate of conformity

4. Directive - Substantiation and communication of explicit environmental claims (Green Claims Directive) – April 2023

All the requirements will not apply to traders that are microenterprises unless they request the verification to receive a certificate of conformity

As a matter of clarification, microenterprises are companies with fewer than 10 employees and an annual turnover not exceeding EUR 2 million.

4. Directive - Substantiation and communication of explicit environmental claims (Green Claims Directive) – April 2023

NEXT STEPS

- o The EU Council and the EU Parliament will discuss & adopt their respective position before negotiating in trialogues
- o EU Parliament:
 - ✓ The Internal Market and Consumer Protection Committee (IMCO) is the lead Committee
 - ✓ Rapporteur: MEP Andrus Ansip (Estonia, Renew)
 - ✓ Shadow rapporteurs: - MEP Arba Kokalari (Finland, EPP) - MEP Kim Van Sparrentak (Netherlands, Greens) - MEP Carlo Fidanza (Italy, ECR)

How do we act?



UFBJOP - Union Française de la Bijouterie, joaillerie, Orfèvrerie, des Pierres et des Perles

Mrs Bernadette Pinel-Cuzco, Executive President

Mrs Laurence Chevillon, Director of Development



AORP

ASSOCIAÇÃO DE OURIVESARIA
E RELOJARIA DE PORTUGAL

AORP - Associação de Ourivesaria e Relojaria de Portugal

Mrs Ana Freitas, Vice-President

Mrs Iálima Sarrion, General Secretary



FEDERORAFI

Federazione Nazionale Orafi
Argentieri Gioiellieri Fabbricanti

FEDERORAFI - Federazione Nazionale Orafi Argentieri Gioiellieri Fabbricanti

Mrs Claudia Paverio, President

Mr Stefano de Pascale, General Manager



Ars Nobilis®

Belgische Federatie voor Juwelen & Uurwerken
Fédération Belge de Bijoux et Montres

ARS NOBILIS - Belgische Federatie voor Juwelen & Uurwerken - Fédération belge du Bijoux de la Montre

Mr Cedric van den Abeele and Mr Frédéric Scheppenmeckers, Presidents

Mrs Marie-Christine Heenen, General Secretary

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NATURAL
DIAMONDS
Natural Diamond Council



AWDC - Antwerp World Diamond Centre

Mr Nabil Parikh, President

Mr Ari Epstein, CEO



ALJPE - Asociación Española de Joyeros, Plateros y Relojeros

Mrs Cristina Yanes, President

Mr Giovanni Tagliavia, Secretary General



ASSAMBLAGE

Assamblage - Romanian National Association of Contemporary Jewellery Authors and

Designers

Mr David Sandu, President

Mrs Valentina Buzomarga, Secretary General



European Federation of Jewellery
Position paper on
The new EU consumer
agenda

The case of diamond terminology





The DIAMOND COLLECTIVE brings together the leading organizations of the diamond industry in France.

The mission of the DIAMOND COLLECTIVE is to promote and enhance the natural diamond industry, inform on the evolution of the sector, encourage the improvement of industry practices and implement a diamond promotion program on the French market.



PROTÉGER LE DÉCRET

N°2002-65 DU 14 JANVIER 2002
RELATIF AU COMMERCE DES PIERRES
GEMMES ET DES PERLES

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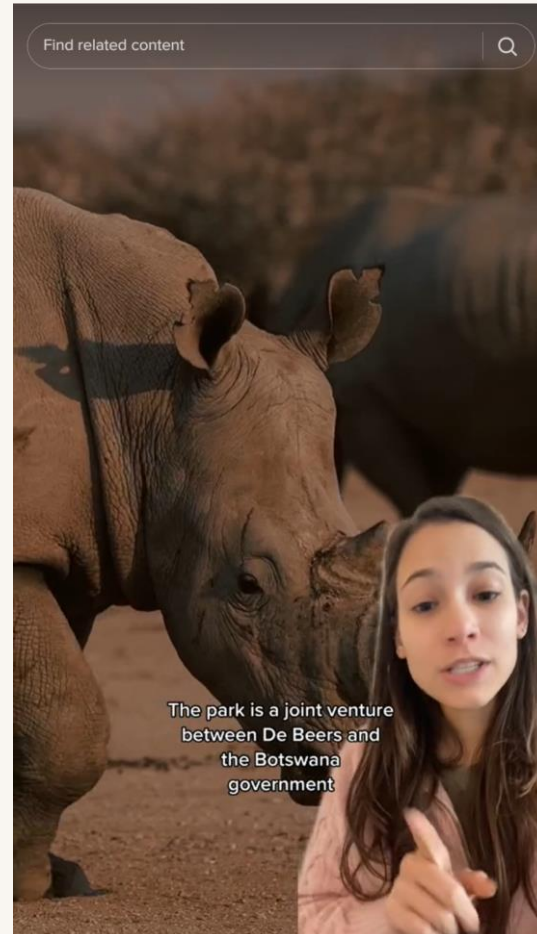
“A new ‘mystery shopper’ study in the US earlier this year showed that natural diamond education for jewellery retailers is critical to sales conversion.

Findings reveal 93 per cent of customers were more inclined to make a purchase of diamond jewellery when they felt sufficiently educated by a salesperson.”

NDC



THINK YOU KNOW
DIAMONDS?



“Thank You, By The Way”

Launched in 2021, “Thank You, By The Way” engages consumers in values of our industry, and the provenance of Natural Diamonds



**THANK YOU,
BY THE WAY**

With your natural diamond purchase you're helping protect biodiversity over an area of land the size of Paris, London and New York City.

naturaldiamonds.com/thankyou

NATURAL DIAMONDS **RESPONSIBLE JEWELLERY COUNCIL**

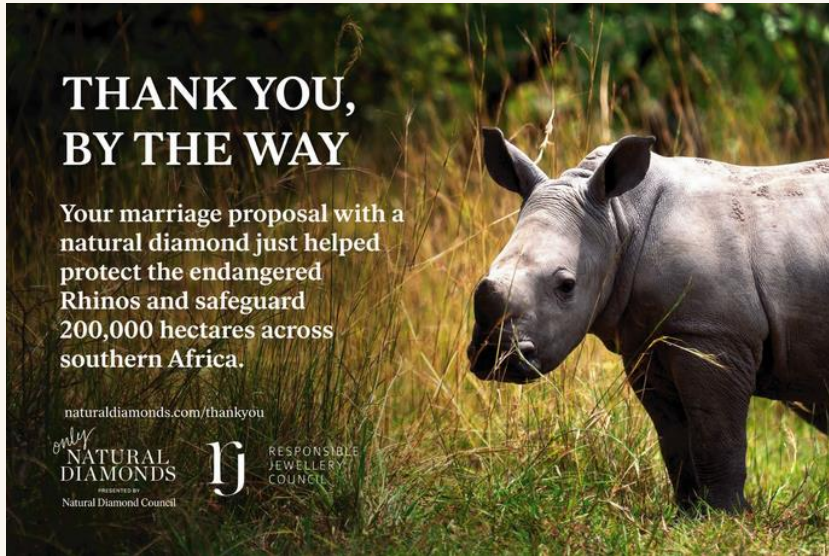


**THANK YOU,
BY THE WAY**

Your natural diamond helped fund more than 400 women-owned businesses across Africa.

naturaldiamonds.com/thankyou

NATURAL DIAMONDS **RESPONSIBLE JEWELLERY COUNCIL**

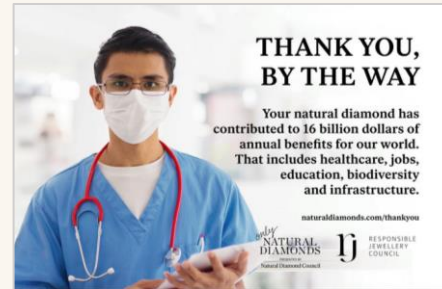


**THANK YOU,
BY THE WAY**

Your marriage proposal with a natural diamond just helped protect the endangered Rhinos and safeguard 200,000 hectares across southern Africa.

naturaldiamonds.com/thankyou

NATURAL DIAMONDS **RESPONSIBLE JEWELLERY COUNCIL**

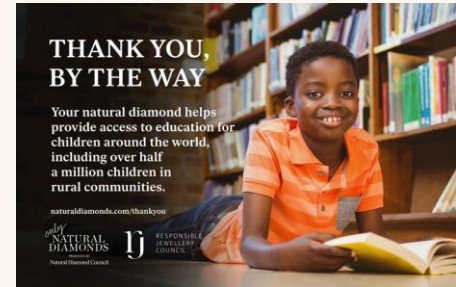


**THANK YOU,
BY THE WAY**

Your natural diamond has contributed to 16 billion dollars of annual benefits for our world. That includes healthcare, jobs, education, biodiversity and infrastructure.

naturaldiamonds.com/thankyou

NATURAL DIAMONDS **RESPONSIBLE JEWELLERY COUNCIL**



**THANK YOU,
BY THE WAY**

Your natural diamond helps provide access to education for children around the world, including over half a million children in rural communities.

naturaldiamonds.com/thankyou

NATURAL DIAMONDS **RESPONSIBLE JEWELLERY COUNCIL**



**THANK YOU,
BY THE WAY**

Your natural diamond helps support the livelihood of 10 million people around the world.

naturaldiamonds.com/thankyou

NATURAL DIAMONDS **RESPONSIBLE JEWELLERY COUNCIL**



**THANK YOU,
BY THE WAY**

Your natural diamond helps protect the lives of millions of wild animals globally, saving threatened species from extinction.

naturaldiamonds.com/thankyou

NATURAL DIAMONDS **RESPONSIBLE JEWELLERY COUNCIL**



感谢有你
益起守护

当你购买一颗天然钻石时，您也在助力
保护全球数百万野生动物，帮助塑造
地球，创造一个更绿色更美好的未来。

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天然钻石协会倾情呈现



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上海城市生活馆 时尚生活馆 时尚生活馆 时尚生活馆 时尚生活馆





PS : MERCI

En achetant un diamant naturel,
vous contribuez à protéger la
biodiversité sur une superficie
équivalente à celle de Paris.
Londres et New York.

naturaldiamonds.com/fr

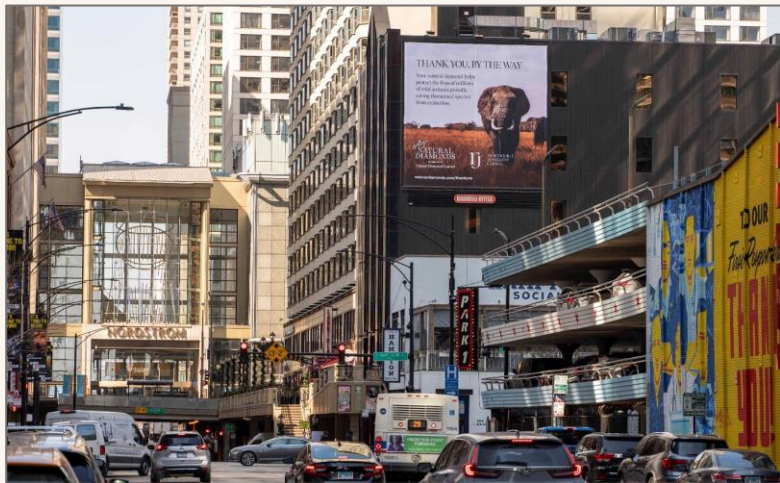
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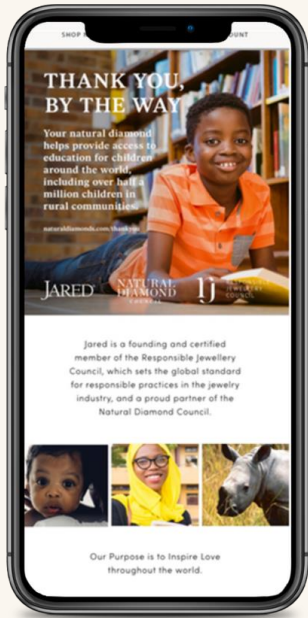
RESPONSIBLE
JEWELLERY
COUNCIL

Opéra
Ne passez pas à côté de l'Opéra
Visitez le Palais Garnier





Eblast Communications



Instore Integrations



Example Executions Freehold, NJ: Merchandised in Loose Diamonds & Finished Jewelry

INTERACTIVE EDUCATION EPISODES



*Welcome to the
Natural
Diamond
Council*



*Fancy Colored
Diamonds*



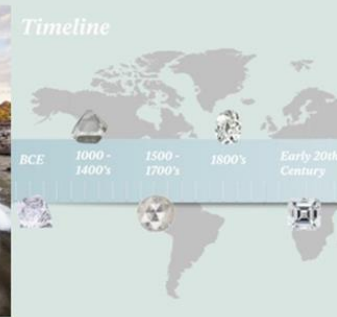
*Laboratory Grown
Diamonds*



*The Allure of
Diamonds*



*Commitment to
Sustainability*



*History of
Diamonds*

NDC “Diamond Facts” Campaign

1. IS IT POSSIBLE TO TELL A **LABORATORY-GROWN DIAMOND** FROM A NATURAL DIAMOND?
2. HOW DO I KNOW WHETHER I’M PURCHASING A **NATURAL** OR A **LABORATORY-GROWN DIAMOND**?
3. ARE ALL **LABORATORY-GROWN DIAMONDS SUSTAINABLE**?
4. WHAT IS THE NATURAL DIAMOND INDUSTRY DOING TO **REDUCE ITS CARBON FOOTPRINT** AND PROTECT BIODIVERSITY?
5. ARE NATURAL **DIAMONDS RARE**?
6. IS THE INDUSTRY **STOCKPILING** DIAMONDS TO DRIVE UP PRICES?
7. WHAT HAVE BEEN THE **PRICE TRENDS FOR** LABORATORY-GROWN DIAMONDS?
8. DO NATURAL **DIAMONDS BENEFIT** THE COUNTRIES THEY COME FROM?
9. HOW ARE NATURAL DIAMONDS **ETHICALLY SOURCED**?
10. WHAT ARE THE **WORKING CONDITIONS** LIKE IN THE NATURAL DIAMOND INDUSTRY?
11. ARE NATURAL **DIAMONDS TRACEABLE**?



50-page report answering key diamond myths with 3rd party authoritative data and case studies:



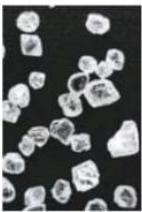




LE DIAMANT NATUREL FOURBIT SES ARMES FACE AUX IDÉES REÇUES

LE NATURAL DIAMOND COUNCIL, ORGANISME INTERNATIONAL DE PROMOTION DE LA REINE DES PIERRES, VIENT D'ÉDITER UN RAPPORT RÉPONDANT AUX QUESTIONS LES PLUS COMMUNEMENT POSÉES PAR LES CONSOMMATEURS ET ENTEND AINSI GAGNER LA BATAILLE DE L'INFORMATION CONTRE LE DIAMANT DE SYNTHÈSE.

L'industrie du diamant n'a jamais pu changer des habitudes en ce qui concerne l'achat de bijoux. Un produit qui peut être distingué à l'œil nu, mais les outils professionnels aident à sa qualification, claire et encadrée légalement dans les boutiques permettant de les différencier facilement. Est également abondant l'argument de durabilité des fabricants de gemmes de laboratoire, qui se renouvellement plus propre et plus respectueux. Un point discuté dans certains cas, notamment pour la production de masse, très émergeant en Chine et en Inde, dont sont issues 60% de ces pierres synthétiques. Le NDC argue en revanche, contre le reproche souvent fait aux producteurs de acheter les sites d'exploitation, que les grandes mines sont engagées dans des programmes de réhabilitation très stricts. Le texte revient également largement sur l'impact économique et social du secteur dans les pays d'origine. Selon les chiffres compilés par le NDC, au Botswana, par exemple, les diamants bruts, soutiennent respectivement 13% du PIB en 2021, quand en Namibie, ils génèrent 20% des revenus d'exportation. Les pays d'Afrique ne sont pas



Diamants naturels bruts de diverses formes et tailles.

pour maintenir des prix bas. Les observations affirment que l'écart des prix de production entre les pierres synthétiques et celles naturelles ne cesse de se creuser, alors que le cours des diamants de mine journaliers tombe brutalement, autour de 3-4% par an. Selon les deux derniers chiffres dans le pied de ces professionnels les « diamants du sang » et les conditions de travail. Le NDC saisit l'occasion pour rappeler que « dans le cadre de processus de Kimberley (depuis 2003), mandaté par les Nations unies et l'Organisation mondiale du Commerce, l'existence du commerce des diamants bruts est strictement réglementé afin de garantir l'absence de conflits ». Mais aussi que ses membres « veillent à ce que les conditions de travail aient été améliorées ». Ajoutant enfin qu'« en ce qui concerne les consommateurs, les meilleurs membres du NDC ont voté en moyenne en 2019

Janvier 2021 » de plus que le salaire national moyen. Le NDC aborde également les questionnements récurrents autour de la valeur des pierres synthétiques et de leur fabrication. Et relate le « statut de

Gems of truth

A new report from the Natural Diamond Council explores myths and sustainability efforts

BY MELINDA ANDERSON

WHEN the boyfriend of Chrissy Smith—a New York writer—dropped to one knee and presented a shining three-stone oval diamond engagement ring, the first words out of her mouth weren't "Yes, I'd marry you!" but "Are those stones ethically sourced?" Assured by her now-husband that the rocks were conflict-free, she slid the stunner on and gave him the answer he hoped for. At least since Levi's turn in the 2006 thriller "Blood Diamond," socially savvy consumers like Smith have been sweating every link in the supply chain of their sparkling studs. At the same time, the lab-grown gem industry has erupted—and with it, myriad claims about climate and human impact, sustainability and pricing. It's easy to be drawn in by the promise that these shiny new things offer an answer to conscious consumerism. But a closer look at this burgeoning corner of the market—and also at the ever-evolving business of mined diamonds—reveals surprising results.

In a sweeping report published last month (with information gleaned from multiple sources, including the Gemological Institute of America, industry experts and sustainability advisors), the Natural Diamond Council lays out a case for reconsidering the ethical value of diamonds found in the rough. Some of the biggest alt moments in the dense, 54-page analysis are myth-busting findings about sustainability in the simulated sector. According to the report, over 60% of lab-grown diamonds are mass-produced in China and India, where 63% and 78% of grid electricity comes from nonrenewable coal. And, while the resulting cars might not have been mined, plenty of necessary materials like graphite and metals essential to the process are. In an effort to crack down on greenwashing, the Federal Trade Commission sent warning letters to companies in 2019 saying that these shiny new things offer an answer to conscious consumerism. But a closer look at this burgeoning corner of the market—and also at the ever-evolving business of mined diamonds—reveals surprising results.

evolved, according to the report, an acknowledgment of the market demand for improved production and climate change response. The industry set targets to reduce its overall environmental footprint, including De Beers Group's goal to be carbon neutral by 2030. There have also been multiple initiatives launched in recent years to reinvent in the communities and people who live near mines, and to protect biodiversity nearby. So-called blood or conflict diamonds have been on the outs since 2003, when the import-export of rough diamonds became highly regulated under the United Nations-mandated Kimberley Process. The key to feeling confident about your purchase, according to these experts, is to do what Smith's husband did: Arm yourself with information. Ask your jeweler if they work with diamonds that abide by the Kimberley Process Certification Scheme. Find out what industry standards and initiatives your jeweler subscribes to that go beyond eschewing conflict diamonds. That sort of transparency will serve him well for every birthday bauble and push present he adds to her jewelry wardrobe.



The National Diamond Council has made a case for reconsidering the ethical and environmental value of natural sparklers.

THE TIMES OF INDIA

Lab-made diamonds not as sustainable as assumed: Report

Hemal Chhappia / TNN / Updated: Apr 28, 2023, 13:02 IST

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The report also disputed the claim that lab-grown diamonds cannot be detected using professional verification instruments.

MUMBAI: A report has flagged that not all lab-grown diamonds are sustainable and that they need tremendous amounts of energy—requiring a temperature close to 20% of that of the sun's surface—for production.

Gala COUP D'ÉCLAT – Origin, manufacture... 4 misconceptions about diamonds

The Natural Diamond Council prepares a report to correct misinformation about natural and synthetic diamonds. Gala deciphers four of these misconceptions to shed light on our knowledge of diamonds.



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Natural or synthetic, diamonds question and sow doubt between myths and misconceptions. This precious stone, coveted worldwide for its brilliant transparency, is however troubled as to its **origins, its manufacture, or its ethical and environmental impact.**

That's why the Natural Diamond Council, a global non-profit organization that is an authority on natural diamonds, guides consumers towards **more informed knowledge about diamonds and all its aspects.** A real fight against the misinformation that reigns on this subject, the NDC decrypts in a report the key information to know about natural and synthetic diamonds. Gala has selected four **misconceptions about this so that diamonds no longer have any secrets for you.**

Since the launch of our "Diamond Facts" campaign, we're seeing a far more objective and honest discussion around the respective values of natural diamonds and laboratory-grown diamonds. Thank you Betsy Reed, [The Guardian](#), ...see more



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