CONFLICT DIAMONDS: READY FOR THE HARDEST QUESTIONS YOUR CUSTOMERS WILL ASK?

Customers may ask you difficult questions such as:

- Are your diamonds conflict free?
- Can you provide proof that these diamonds are conflict free?

THE KIMBERLEY PROCESS AND THE SYSTEM OF WARRANTIES PROVIDE ANSWERS.

ENSURING A CONFLICT-FREE DIAMOND INDUSTRY

MINING EXPORT IMPORT MANUFACTURING RETAIL

KIMBERLEY PROCESS (KP) CERTIFICATION

Rough diamonds traded between KP countries are transported in a tamper-resistant container and accompanied by a government-validated KP Certificate.

SYSTEM OF WARRANTIES (SoW) ASSURANCE

Once imported and ready to be traded, a written statement must accompany all invoices guaranteeing that the diamonds or diamond jewelry being sold are from legitimate sources.

What are conflict diamonds?

Diamonds which are illegally traded to fund conflict. The term was coined in the late 1990s when rebels in some African countries used diamonds to fund movements against legitimate governments. When the problem was at its height, conflict diamonds accounted for only 4% of the world's diamond supply. Today, they account for considerably less than 1%.

What has been done about conflict diamonds?

(Refer to above diagram)
The diamond industry, governments, the United Nations and non-governmental organizations adopted the Kimberley Process Certification System (Nov. 2002) to stem the trade in conflict diamonds. The SoW was put in place to assure only legitimately sourced diamonds are traded. Today over 99% of the world's diamond supply is certified to be from sources that are free from conflict.

What should you do?

– Educate yourself about the issue and know the facts. Go to **www.diamondfacts.org** for more information.
– Ensure you know what your organization's policy is on conflict diamonds.
– Prepare yourself for the difficult questions.

WORLD DIAMOND COUNCIL IN ALLIANCE WITH THE FOLLOWING U.S. ORGANIZATIONS: JEWELERS VIGILANCE COMMITTEE, JEWELERS OF AMERICA, AMERICAN GEM SOCIETY, MANUFACTURING JEWELERS & SUPPLIERS OF AMERICA, DIAMOND DEALERS CLUB, DIAMOND MANUFACTURERS & IMPORTERS ASSOCIATION OF AMERICA, JEWELRY INFORMATION CENTER